

ACTIVE TRANSPORTATION EXPERT PANEL

Meeting held April 10, 2025

A meeting of the Active Transportation Expert Panel is held this day commencing at 3:00 o'clock p.m. in the Public Works Boardroom, 1266 McDougall, there being present the following members:

Dr. Paul Henshaw
Teena Ireland
Wayne Lessard
Jocelyn Nikita
James Sommerdyk

Also present are the following resource personnel:

Kathy Quenneville, Chair, and Active Transportation Coordinator
Ian Day, Senior Manager Traffic Operations/Parking
Karen Kadour, Committee Coordinator

1. Call to Order

The Chair calls the meeting to order at 3:01 o'clock p.m. and the Expert Panel considers the Agenda being Schedule A attached hereto, matters which are dealt with as follows:

2. Declaration of Conflict

None disclosed.

3. Adoption of the Minutes

Moved by Jocelyn Nikita, seconded by James Sommerdyk,
That the minutes of the Active Transportation Expert Panel of its meeting held October 28, 2024, **BE ADOPTED** as presented.
Carried.

The Chair welcomes Wayne Lessard as a new member of the Active Transportation Expert Panel.

4. Business Items

4.1 Eleanor McMahon – Share the Road Chair and Founder

Eleanor McMahon – Founder and Board Chair of Share the Road Cycling Coalition is present via Zoom. The highlights and overview of the Presentation entitled “Ontario Bike Summit May 27-29th Share the Road Cycling Coalition”, **attached** as Appendix “A” are as follows:

- Share the Road Cycling Coalition works with and on behalf of 5,000 stakeholders across the province through their network of local experts, provincial and municipal officials, advocates, public health, law enforcement, business and tourism officials.
- Share the Road is building a bicycle-friendly Ontario where everyone feels safe riding a bicycle through advocacy, building capacity and mobilization for change.
- Bicycle Friendly Communities Program
 - Setting standards for what it means to be “Bicycle Friendly”
 - 5 Es – Education, Engineering, Enforcement
 - Encouragement, Evaluation & Planning, and Equity & Accessibility
 - Expert Panel – report offering advice and recommendations for continued progress
 - Launched in 2010
 - Network of 51 communities
- ***Ontario Bike Summit – Windsor – Theme – “Bridging Communities, Building Connections”***
- Canada premiere cycling conference attended by thought leaders, politicians, senior city officials, and representatives from the cycling industry
- Expert speakers sharing knowledge and information
- Windsor has been designated by The Coalition Bicycle Friendly Community Program as a Bronze-level community.
- Informative workshop sessions will be held at the Summit.

Moved by Dr. Paul Henshaw, seconded by Jim Sommerdyk,
That the Presentation by Eleanor McMahon– Founder and Board Chair entitled “Ontario Bike Summit May 27-29, 2025, Share the Road Cycling Coalition” **BE RECEIVED.**
Carried.

4.2 Review of 2024 Funded Initiatives

The Chair reports that the 2024 Operating Budget was utilized for the purpose of funding safety training at the Safety Village for over 500 students. Dr Paul Henshaw asks if data can be provided by the teachers regarding the experience of the students who attended the Safety Village training. Jocelyn Nikita questions if information can be provided by the schools regarding if there has been an increase in the use of cycling/scooters following the visit to the Safety Village.

Wayne Lessard asks when the next training session at the Safety Village will be held as he would like to attend the training. The Chair will provide that information to the Expert Panel.

The Chair shows a sample of the bike locks that were purchased through the operating funds. The bike locks will be provided to the Safety Village for distribution to the students that attend the training.

4.3 Funding and Ideas for the utilization of the 2025 Operating Funds, Initiatives Brainstorming

The Chair advises that prior to this meeting, Jim Sommerdyk provided discussion points for future meetings of the Expert Panel which include the following:

- Identify issues and priorities
- Ideas to improve active transportation
- Active transportation can be multi-modal – cannot look at cycling, walking or scooter rentals in isolation.
- Events planning which may include:
 - Earth Day
 - Bike to Work Day
 - Canada Day Parade
 - Open Streets
 - Opening of the Gordie Howe Bridge/National Urban Park
 - Fireworks
- Forum to exchange ideas
- Consider implementing/compiling near real time dashboard of serious traffic injuries and deaths so that the scope of this issue is known to all.

The Chair asks if there is interest in creating a subcommittee to discuss the foregoing initiatives, along with the 2025 Operating Budget.

Moved by Dr. Paul Henshaw, seconded by Jim Sommerdyk,
That the formation of a subcommittee to review various action items relating to active transportation; the utilization of the 2025 Operating Budget and the Bike to Fireworks initiative **BE APPROVED**.
Carried.

Dr. Paul Henshaw and James Sommerdyk volunteer to sit on the subcommittee.

4.4 Future Projects

The Chair advises that a report will be going to Council on April 14, 2025, regarding the “Expansion of Cycling Infrastructure” in the east end corridor. She suggests that the Expert Panel review the report.

Moved by Wayne Lessard, seconded by James Sommerdyk,

That Administration **BE REQUESTED** to provide updates to the Active Transportation Expert Panel on upcoming Agenda items scheduled to go before the Environment and Climate Change Standing Committee and City Council as it relates to reports dealing with active transportation.

Carried.

Wayne Lessard proposes that Bike Windsor Essex be approached to determine if they would be interested in providing bike parking at the Fireworks in 2025. The Chair advises that the city rented the racks from Bike Windsor Essex for the fireworks in 2024. Dr. Paul Henshaw indicates he will contact Bike Windsor Essex regarding the fireworks event.

5. Other Business

None.

6. Date of Next Meeting

The next meeting will be held at 1266 McDougall in the Public Works Boardroom on a date to be determined.

7. Adjournment

There being no further business, the meeting is adjourned at 4:37 o'clock p.m.

Appendix "A"

Presentation: Ontario Bike Summit May 27-29th
Share the Road Cycling Coalition
Active Transportation Expert Panel
April 10th, 2025

Eleanor McMahon – Founder and Board Chair



Agenda

- About the Share the Road Cycling Coalition
- About the Ontario Bike Summit

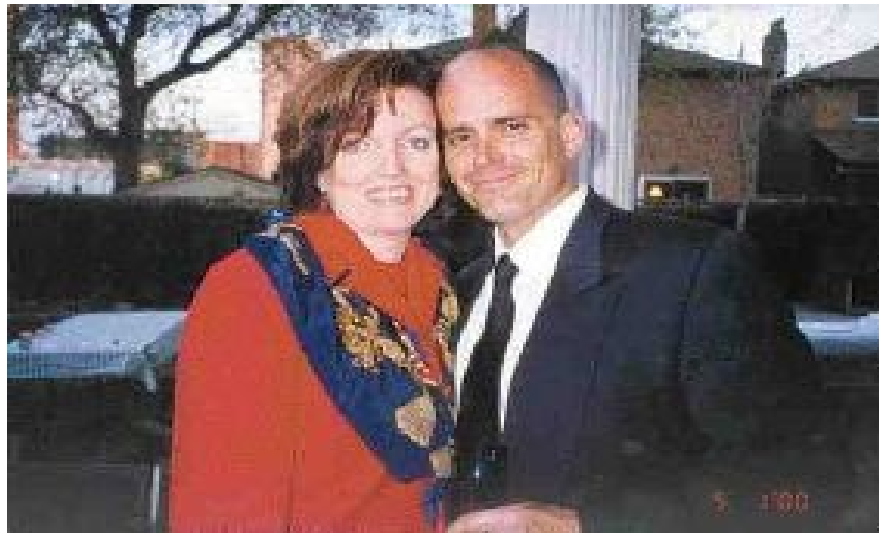


Share the Road: Our Mission, Mandate



OPP Sergeant Greg Stobbart

1961-2006



About Share the Road Cycling Coalition

- Since 2007, a provincial bicycling advocacy and policy organization.
- SRCC works with and on behalf of 5,000 stakeholders across the province through our **network of local experts, provincial and municipal officials, advocates, public health, law enforcement, business and tourism officials.**

Partners/Funders



Racer Sportif

Les Domestiques



**Jumpstart
Bon départ**



We Ride As One



Bicycle Friendly Community

VISION

Share the Road envisions a future in which Ontario is the most bicycle friendly place in North America.

MISSION

Share the Road is building a bicycle-friendly Ontario where everyone feels safe riding a bicycle through:

- Advocacy
- Building capacity
- Mobilization for Change



Provincially:

Policy, Legislation, Infrastructure funding

Coroner's Review – Cycling Deaths 2012

Ontario Cycling Strategy #CycleON 2013

Bicycle Friendly Communities:

Assessment, best practices,
awards program

Province Wide Ad Campaign

In partnership with CAA
(May 2025)

Cycling Tourism Partnerships



All Party Cycling Caucus – Ontario Legislature

Annual Ontario Bike Summit

Largest conference in
conference. Education and
exchange with municipal and
provincial planners and leaders

Annual Share the Road Ride

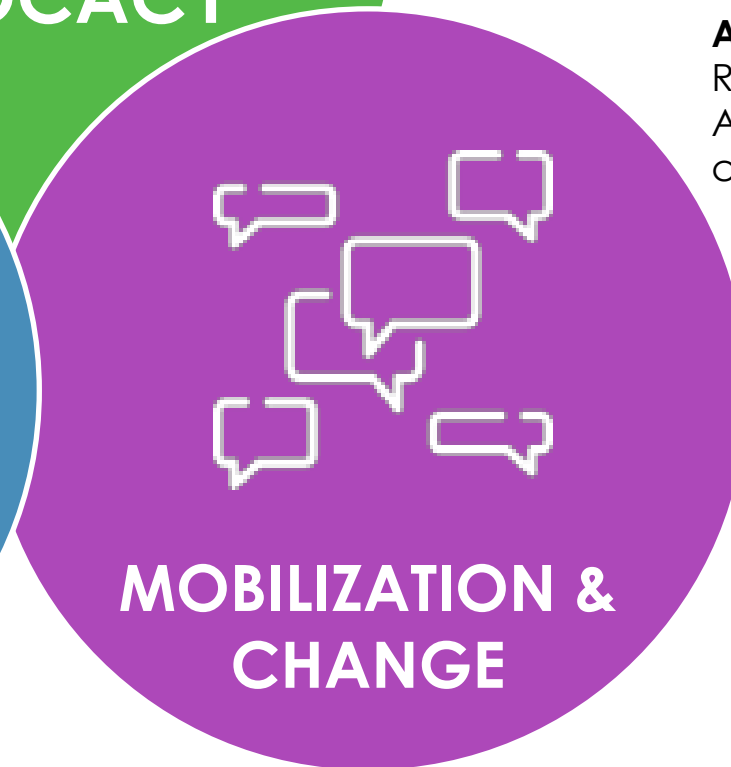
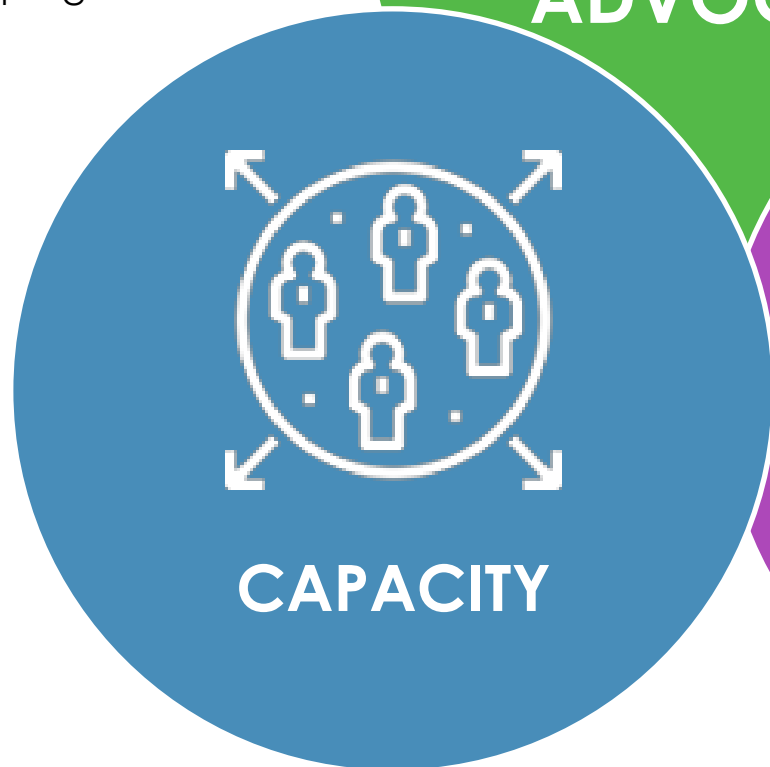
Raising funds STR –
Advocacy and Safety
campaign

Education: (CAA)

For cyclists and motorists

Polling and Media:

Evidence-based approach
to advocacy and decision
making



Our work

Policy & Legislation

- Greg's Law (2008),
- One Metre Safe Passing (2015)
- Careless Driving Causing Bodily Harm or Death (2017)
- Infrastructure Funding (\$125M – OMCIP 2017)
- All Party Cycling Caucus
- Coroner's Review (2012) – 14 recommendations
- Ontario Bicycle Strategy #CycleON (2013)
- Driver's Education handbook updates

Our work

Bicycle Friendly Communities Program

- Setting standards for what it means to be “Bicycle Friendly”
- 5 Es – Education, Engineering, Enforcement, Encouragement, Evaluation & Planning, and Equity & Accessibility.
- Expert Panel – report offering advice and recommendations for continued progress
- Launched in 2010
- Network of 51 communities



Our work

Ontario Bike Summit – Windsor

- Canada' premiere cycling conference
- attended by thought leaders, politicians, senior city officials, and representatives from the cycling industry
- Expert speakers sharing knowledge and information

Our work - 2024/25

Cycling Safety – Ad Campaign

- Launch – May/June
- OPP Commissioner Tom Carrique

Truck Safety – Advocacy Campaign

- Advocacy campaign development in progress
- Inspired by UK/City of London progress

Ontario Cycling Association – MOU

- Advocacy effectiveness training
- Share the Road Club Program – launch 2025

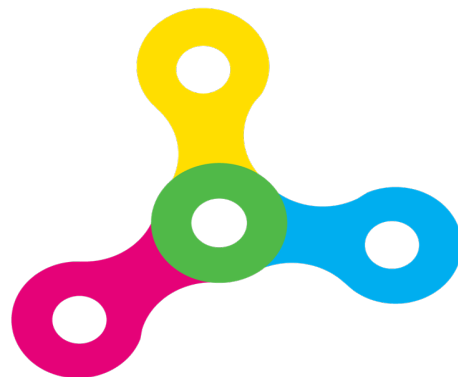
Share the Road Club Program

- Work with Ontario Cycling Association to develop values, principles
- Inspired by ISO designation
- Commitment to road safety
- Marketing – websites, club kit

Cycling Skills Education (Ontario)

- Inspired and supported by Bikeability (UK)
- 5 million kids trained since 2007
- Legacy Project, funded by 2022 Canada Games
- Plan developed by end of 2025
- Launch in 6 communities across Ontario in 2026
- Development of instructors, curriculum, scale-able model and business plan – key next steps





OBS2023

2023 ONTARIO BIKE SUMMIT

Ontario Bike Summit
May 27- 29th | Ceasars Windsor



ABOUT THE ONTARIO BIKE SUMMIT

Now in its 17th year, the Ontario Bike Summit (OBS) convenes attendees from across North America over two and a half days, all with the common goal of making Ontario more bicycle friendly.



ABOUT THE ONTARIO BIKE SUMMIT

Each year, the Ontario Bike Summit (OBS) provides a unique opportunity for the host community to showcase its approach to cycling and active transportation design and implementation, sharing lessons learned from the point of view of citizens as well as city staff and municipal leaders.



ABOUT THE ONTARIO BIKE SUMMIT

In 2025, we will gather in Windsor, Canada's southernmost city and a designated Bronze Bicycle Friendly Community—to explore the theme: “Bridging Communities, Building Connections”.

This year's Summit will highlight how cycling infrastructure, policy, and advocacy can create stronger connections between people, neighborhoods, and communities, improving mobility and accessibility for all.



Why Windsor?

- Windsor has been designated by The Coalition's Bicycle Friendly Community program as a Bronze-level community
- The report highlighted several strengths as well as need for progress and investment in each of the 4 "Es" of the program: Engineering, Education, Encouragement, Evaluation and Planning
- The program highlights achievements – but underscores the need for continued progress
- Hosting the Ontario Bike Summit allows communities the chance to speak to their progress, learn from other communities, thought leaders and decision makers about strategies for improvement – and leverage the presence of the Summit to advance issues locally



OBS Agenda Highlights

May 27th

- Bicycle Friendly Communities Workshop with Centre for Cities
- Opening reception

May 28th

- Keynote speakers – some surprises to come!
- Plenary: Municipal Leaders Session – BFCs in Ontario
- Informative workshops
- Networking luncheon, exhibitors
- Mobile workshops – City, County, Gordie Howe Bridge
- Awards reception and dinner



OBS Agenda Highlights

May 29th

- Informative workshop sessions
- Plenary session: “Finding Common Ground: Practical ideas for Advancing Cycling Initiatives in Ontario”
- Plenary session: All Party Cycling Caucus of MPPs
- Afternoon: Mobile Workshop – Tour of Detroit in partnership with the Detroit Greenways Coalition



Local Advocacy Discounted Rate

- **Local advocate cost: \$325 + HST, includes:**
- Bicycle-Friendly Communities Workshop – *Pre-registration required, limited capacity*
- Opening Reception (May 27)
- All Programming (May 28–29)
- Awards Reception & Dinner (May 28)
- Mobile Workshops (*Pre-registration required, additional fees may apply*)

The 2022 Audience Agrees, OBS is Important to Attend

***"The Summit was worthwhile
to attend"***

94% agreed or strongly agreed*

***"I learned something
useful for my professional
life"***

92% agreed or strongly
agreed*

***"I will recommend the
Summit to my
colleagues"***

95% agreed or strongly agreed*



*From 2022 OBS Post Event Survey

OBS Builds Capacity



- The OBS is the only platform in Canada that focuses on sharing best practices and innovation in terms of cycling and active transportation with the municipal sector
- The OBS is a conference that builds the capacity and knowledge of cycling advocates, enhancing their effectiveness
- The OBS builds the capacity of the media by enhancing their understanding, educating them on the issues important to the cross-sectoral stakeholders relevant to the cycling conversation

OBS: Advancing Advocacy



- OBS is a critical platform for STR's partnerships in government with a primary focus on municipal and provincial governments (i.e. Mayors, Councilors, Members of Provincial Parliament and Cabinet Ministers)
- By providing a platform for leading decision makers, we create an opportunity to influence public policy and decision making
- OBS is a platform for making the case for enhanced support by governments and framing our advocacy agenda professionally
- OBS supports our advocacy agenda by attracting positive media and PR
- The OBS mobilizes cycling advocates and gives them the tools they need to be effective so that they can advance cycling at the local level with Mayors and Councilors and Members of Provincial Parliament.

OBS: Mobilizing for Change



- Modelled after the National Bike Summit in Washington the OBS creates a positive opportunity for framing cycling as an endeavor that has growing support from a critical group of stakeholders – politicians, citizens, city planners and engineers, private sector
- By investing in polling STR changes the conversation about cycling to one that is evidence-based rather than the sometimes polarized conversation that it can be – one that sometimes pits citizens against each other for example
- By showcasing our polling and research at the OBS we assist municipalities to make the case for more investment, and we assist our advocacy stakeholders in their efforts to do the same

Thank you. We look forward to seeing you at the 2025 OBS!

Questions/Discussion

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