



# ACTIVE TRANSPORTATION AND TRANSPORTATION MASTER PLANS

## APPENDIX E BICYCLE FRIENDLY COMMUNITIES WORKSHOP SUMMARY REPORT





Scugog and Brock

Bicycle Friendly Communities Workshop

September 2018

Summary Report and Recommendations

Prepared by the Share the Road Cycling Coalition

# Scugog and Brock Bicycle Friendly Communities Workshop – September 2018

## Summary Report

On September 26, 2018, The Share the Road Cycling Coalition facilitated a Bicycle Friendly Communities Workshop for the communities of Scugog and Brock. The purpose of this Workshop was to help identify a path forward for the area to become more bicycle friendly through the development of new programs, projects and partnerships to make cycling more comfortable and accessible to all residents and visitors to the area. Several municipal staff members and local stakeholders joined regional stakeholders for a full-day, stakeholder focused workshop where they heard new ideas and contributed their local expertise about how Scugog and Brock can become better places for cycling.

During the workshop, participants helped to:

- identify the existing cycling assets and some of the challenges faced within each of their communities (See Appendix A: Inventory and Challenges);
- discuss opportunities for building a safer, more connected place for cycling;
- articulate a five-year vision for cycling in Scugog and Brock; and
- develop a two-year workplan for making progress toward that vision.

The Townships of Scugog and Brock articulated a strong, realistic vision for what a more bicycle friendly Scugog and Brock would look like in 2024. Attendees identified success as:

- Having well-connected cycling networks, especially within some of the urban centres of Scugog and Brock like Port Perry and Beaverton, and between major destinations in the region.
- Educational programs about cycling will be delivered all over the Townships, including a heavy focus on educating students about safe, legal cycling behaviours.
- A wide variety of new cycling programs will be in effect, including employer-led programming and events designed to encourage residents to give cycling in the area a try
- The impacts of the investments being made in Active Transportation in the Townships will be well understood and well communicated to the residents of the Townships

Working in partnership with the Region of Durham, we are confident that the Township of Scugog and Brock can achieve this vision and become an even better place for people to ride a bike.

## WORKPLAN

This document **is not meant to serve as a standalone workplan**. Like all the workplans created as a result of the workshops in Durham Region, this workplan is meant to serve as a complimentary document to the **Durham Region Bicycle Friendly Communities Workshop Report (The Regional Report)**. The actions identified within that Report serve to address goals that were expressed by multiple municipalities across the Region, and where the Region's ability to foster collaboration and lead the creation of new projects are the most valuable. Each municipality has a role to play in moving the recommendations contained within the Regional Report forward, so it should be read and implemented in tandem with this report for maximum impact.

### FOUNDATIONAL ACTIONS:

*This workplan features recommendations from across the 5 Es of the Bicycle Friendly Communities Program – Engineering, Education, Encouragement, Enforcement and Evaluation and Planning, but these recommendations will have the most impact if the suggestions in this section are undertaken first.*

One of the most important aspects for both Scugog and Brock Townships moving forward is the creation of a **Local Active Transportation and Trails Master Plan** for each of the communities. Since neither Brock nor Scugog have Transportation Master Plans in place, the communities should consider initiating those studies with a particular focus on developing cycling and trails networks in conjunction with other modes of transportation. As Durham Region updates its Regional Cycling Plan, there is an opportunity for both Scugog and Brock to align their own planned networks with the Region's plans to ensure that a safe, connected network of cycling and trails infrastructure is constructed in the area.

It is strongly suggested that these local plans prioritize the construction of new municipal assets to connect with Regional Cycling Plan projects so that residents and visitors alike are able to access the amenities within the Townships, many of which can be accessed through a combination of regional and local roads. Both Scugog and Brock have some excellent existing assets for cycling, most notably some of the trails and low-volume residential streets that exist in the area, and those elements can be linked together through Regional Roads to create a safe, accessible network for cycling.

Both Scugog and Brock would also do well to consider including a **Paved Shoulder Policy for Township Roads** within their existing planning documents. Studies from around Ontario have shown that paving shoulders has substantial benefits from a safety, tourism,

and economic development standpoint and that paved shoulders actually save the municipality money when the lifecycle costs of the roads are taken into consideration<sup>1</sup>.

Thirdly, attendees at the workshop identified the need for Scugog and Brock to work closely with the Region as the new Regional Cycling Plan is developed to ensure that the standards for constructing new cycling infrastructure on regional roads within the Townships are strengthened. Attendees identified concerns with some of the regional projects that have been constructed, including the critique that paved shoulders on high speed roadways are too narrow to make riders feel safe, and that spaces for cycling on high-speed roads sometimes end abruptly, especially near population centres where infrastructure is needed the most.

In order for the Townships to have a voice when the Regional Cycling Plan is being developed and implemented, it is suggested that Scugog and Brock work to **recruit members from their communities to serve on the Durham Active Transportation Committee (DATC) once it is struck**. This advisory committee will certainly be playing a role in developing the new RCP, and it is pivotal that Scugog and Brock have effective representation in order for their concerns to be heard.

Many of the activities identified within the Regional Report rely on local stakeholders bringing Regional initiatives back to the local municipalities. For this reason, it is suggested that **both Scugog and Brock work towards establishing Active Transportation Committees** to help run events, disseminate public awareness campaigns and keep municipal staff apprised of opportunities for engagement or funding that may arise through the Region. This collaboration will be helpful in moving many of the elements of these Workplans forward, particularly in the Education and Encouragement sections.

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<sup>1</sup> Lanark County, 2013 Staff Report and Lanark County Staff update, 2017: <https://lanarkcounty.civicweb.net/document/65773>

## ENGINEERING:

*Creating safe and convenient places to ride and park bicycles through physical infrastructure and hardware that supports cycling.*

Workshop attendees expressed some positivity about the momentum in building positive environments for cycling in Scugog and Brock, but felt that providing more access to popular destinations within the community through a network of cycling infrastructure, particularly within the urban areas of the townships, would help to bring about positive change in the community. Attendees also noted a lack of bike parking, and the need for new and clearer wayfinding signs to help direct riders to safe routes and community amenities.

### **Quick-Build Urban Networks**

One of the objectives identified by attendees at the workshop is the goal of creating quick-build urban cycling networks in the larger urban centres in Scugog and Brock. The identified goal of the quick build network is to have **all residents living in the urban centres in Scugog and Brock be no further than 500m from safe cycling infrastructure**. This type of network density can help residents to undertake more of their daily errands by bike and contribute to a culture of [everyday cycling](#) in the communities, even if the trip to and from work is not feasible since most residents in Scugog and Brock work outside of their own municipal boundaries.

It was recognized that some of the streets that will need to be upgraded with new cycling facilities are Regional Roads, so in order for the Townships to develop safe cycling connections along these routes a partnership with Durham Region would be necessary. It is recommended that Scugog and Brock Township staff work to ensure that primary corridors within the urban areas of Scugog and Brock are included in the Regional Cycling Plan Update.

In order to complete the Quick Build Networks, it is recommended that both Scugog and Brock:

- Undertake an evaluation of existing conditions in the communities to identify candidate routes
- Select the priority network to be completed within 5 years
- Establish total budget for the network
- Create an annual implementation budget to ensure continuous implementation of the plan
- Partner with Durham Region to ensure that regional assets that are included in the network are improved concurrently to create a full network rather than piecemeal infrastructure improvements

Additional actions to be undertaken within the “Engineering” section are shown below:

## Engineering Workplan:

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Expand the availability of bike parking all over Scugog and Brock, with a specific focus on trip generators – major employment areas, downtown, recreation centres etc.</b></p>	<p>Undertake a <a href="#">bike parking inventory</a> to determine where bike parking is available and where gaps exist. Ensure that bike parking is available at all municipal owned facilities, and work to ensure that bike parking is provided at major destinations in the community, Ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP) <a href="#">found here</a>.</p>	<p>Community Services and Public Works Staff</p>	<p>Undertake Inventory in year 1, begin filling gaps in year 2.</p>
<p><b>Create a Bike Rack Partnership program, where the Township partners with other municipalities and the Region to purchase a large number of bike racks and make them available at cost to schools, businesses and other stakeholders</b></p>	<p>Small business owners and other community stakeholders have a lot on their plate – researching best practices for bike racks is not likely to be high on their task list. Ensure that the bike parking that they provide on their property is of sufficiently high quality by purchasing a large number of racks, making them available at cost and helping them select an installation site and offer installation assistance as well<sup>2</sup>. Attendees at the Workshop suggested that the community could purchase bike racks to install at schools that participate in Bike to School Week or engage in School Travel Planning as a way to get more schools equipped with high quality bike parking.</p>	<p>Chamber of Commerce, BIAs, Local Businesses, Schools, Township Staff</p>	<p>2019-2020</p>

<sup>2</sup> For an excellent example of a program like the one described here, see what Thunder Bay has done with their Bike Racks for Businesses program: [https://www.thunderbay.ca/en/recreation/resources/Documents/AT\\_BikeRackForBusiness\\_Poster.pdf](https://www.thunderbay.ca/en/recreation/resources/Documents/AT_BikeRackForBusiness_Poster.pdf)

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Create a Bike Parking Ordinance</b> to ensure that new developments and employment areas have adequate, ample bike parking</p>	<p>Bike Parking Ordinances ensure that people who ride have a safe, secure place to park their bike when they arrive at their destination by setting requirements for the provision of bike parking in new (and existing) developments. For an example of a best practice bike parking ordinance, see <a href="#">Cambridge, MA's ordinance here</a>.</p>	<p>Development Services and Building Department Staff, Township Councils</p>	<p>ASAP</p>
<p><b>Work to identify priority crossings where a Pedestrian Crossover (PXO) would be warranted, and work to install PXOs to make crossings safer</b></p>	<p>There are several pedestrian and bike crossings within Scugog and Brock where a high-volume active transportation route crosses a high-speed road. With the introduction of PXOs through the update of OTM Book 15 and the legislative changes that came into effect in 2017 requiring people driving and cycling to yield the entire roadway to a person walking across a road in a PXO, communities now have strong new tools to keep trail users safe as they cross roads. Consider installing 1-2 PXOs per year in Scugog and Brock at priority crossings.</p>	<p>Community Services and Public Works Staff, DATC, Durham Region Transportation Planning Staff (if PXOs are required on regional roads)</p>	<p>2020 and ongoing</p>
<p><b>Establish a Priority Winter Maintenance Network of Active Transportation Routes</b></p>	<p>Providing safe, well-maintained routes for cycling all year round is an important aspect of building a culture of cycling. It is recommended that the Townships identify priority winter maintenance routes, especially as the cycling networks within the communities grow. Ensure that priority routes are well communicated and cleared to a higher standard than normal routes, and be sure to monitor usage to identify the efficacy of the interventions.</p>	<p>Community Services and Public Works Staff</p>	<p>2020</p>



## EDUCATION:

- *Cycling Education: Giving people of all ages and abilities the skills and confidence to ride a bicycle by offering educational programs and activities designed to engage with residents on how to ride safely and conveniently throughout the community.*
- *Driving Education: Educating car and truck drivers about how to share the road safely with cyclists, demonstrating respect and care for all road users.*

Attendees identified improved education as a significant priority for Scugog and Brock to move forward in becoming more bicycle friendly. The attendees also identified the importance of regional collaboration to develop new cycling education tools for Scugog and Brock. As a result, many of the recommendations for improving cycling education in Scugog and Brock will be related to the efforts at the Regional level, with the local municipalities serving to disseminate information and build stronger local connections to stakeholders.

### Education Workplan: Public Awareness and Communications

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Work proactively with the Durham Active Transportation Committee to identify public awareness campaign goals, and convene a local task force to disseminate information widely throughout Scugog and Brock</b></p>	<p>When it comes to cycling education and talking to residents about sharing the road, many resources already exist or can be created at the Regional level. The most effective use of time for stakeholders in Scugog and Brock is not to develop new content and resources, but to bring local perspective to the development of new resources and then to bring local stakeholders together and encourage them to share the information widely with their networks. Suggested stakeholders include: Community Services and Development Services Staff (Scugog), Public Works and Clerks' Department Staff (Brock), DRPS, BIAs, Employers, Chamber of Commerce / Board of Trade, Township Councillors and interested residents.</p>	<p>See description</p>	<p>Year 1 – establish committee</p> <p>Year 2 – begin programs</p>

Recommended Actions	Description	Groups Involved	Timeline
<b>Distribute information about cycling on social media and local media outlets</b>	Be sure to work with stakeholders in the community to make information about cycling, whether it be videos, audio or image-based ads, widely available. Social Media ads can have great reach with minimal investment, and these types of campaigns also give your local media outlets an opportunity to partner with the Township to get the message out about safe cycling habits.	Municipal Communications Staff (Social Media Ads), Local Media partners	2019 and ongoing
<b>Create a series of lunch and learn rides around the Township</b>	One of the most effective ways to deliver cycling education is to take the message directly to the audience that you are aiming to engage. Consider developing a lunch and learn bike ride series that can depart from different places in the community – consider having rides depart from downtown or from major employers in the area. Plan routes that showcase some of the low-stress bike routes in Scugog and Brock and provide some basic cycling education for attendees. Keep the rides short – 30-45 minutes (5-7 km) should be the goal.	Community Services Staff, Public Works Staff	2019 and ongoing
<b>Deliver a series of Seniors Trail Rides in the community</b>	While cycling is increasing in all demographics, when it comes to older adults, the rates of cycling are growing substantially. Work in tandem with existing Seniors Centres and Groups to deliver rides that highlight the trails within the community that are safe, comfortable and accessible to riders of all ages and abilities and host those rides on a regular basis. Provide some basic cycling instruction during each ride, but focus more on providing residents with a fun, low-impact way to get out and enjoy the natural landscape that Scugog and Brock has to offer.	Community Services Staff, Public Works Staff Seniors' Centres Service Clubs	2020

## Education Workplan: Building Relationships with Schools and Developing School Travel Planning

Recommended Actions	Description	Groups Involved	Timeline
<b>Deliver Bike Rodeos to schools in Scugog and Brock</b>	Attendees at the workshop highlighted the opportunity to deliver cycling education to youth across the region through in-school bike rodeos. Working with the local DRPS, Public Health Unit and Schools, there is an opportunity to teach youth safe riding techniques, proper helmet fit guidelines and the value of cycling through bike rodeos. The goal would be to have all schools host a bike rodeo at least once a year by 2020, which provides the Townships with an effective way of beginning to engage schools in the School Travel Planning process (below)	DRPS Public Health Schools	Start in 2020-2021 school year
<b>Work with schools to deliver School Travel Planning<sup>3</sup> programs and Active and Safe Routes to School programming as a pilot project.</b>	Developing healthy transportation habits starts when children are young, so we encourage Municipal Staff to work with schools to implement School Travel Planning Pilot Projects in Scugog and Brock. It is suggested that you work to partner with one school in 2020-2021, expand that to two schools in 2021-2022 and expand to all schools in the 2022-2023 school year. See "School Travel Planning Outline" below for more information.	School representatives Township Staff Public Health	2020-2021 School year – School Travel Planning Pilot at one school.

<sup>3</sup> For resources on how to create school travel plans, see here: <http://www.saferoutestoschool.ca/school-travel-planning>

## School Travel Planning Outline

All over Ontario, municipalities are engaging in more School Travel Planning to reintroduce routine physical activity into the lives of their student population. Green Communities Canada and the Ontario Active School Travel team have created a number of resources, including the [Active and Safe Routes to School's School Travel Planning Toolkit](#), which will provide more information about the following suggestions to develop stronger School Travel Planning policies.

### Phase 1: Analysis of Existing Conditions

- a.) Infrastructure – Undertake an infrastructure and route analysis around every school in Scugog and Brock to determine the level of safety for active school travel. Use the [Walkabout Survey](#) tool and the [Traffic Observations Tool](#) to determine current infrastructure conditions and gaps.
- b.) Attitudes – [Distribute a survey](#) to parents to gain a better understanding of what types of travel choices are being made at Scugog and Brock schools, and what types of interventions could help parents and their children make more active choices.

### Phase 2: Developing a work plan and communications strategy

- a.) Use the [Action Plan Inspiration Guide](#) to help set priorities for implementation
- b.) Communicate the goals of the project with parents through take-home materials and flyers delivered at school drop off.
- c.) Attend relevant meetings to recruit school champions (PTA meetings, School board meetings etc)

### Phase 3: Implementing the Plan

- a.) Physical interventions – bike lanes and traffic calming near schools, bike racks and other infrastructure improvements to make the walking and cycling environment more comfortable.
- b.) Programmatic interventions – walking and cycling school buses, “Walk a Block” programs (drop off zones a couple of blocks away from school to encourage students to walk the last 2-3 blocks and reduce congestion around the school)
- c.) School Bike Challenge – schools participate in a challenge to see who can improve their walk/bike/roll share the most during a month.

### Phase 4: Evaluation

- a.) Gather data about behaviour change and evaluate the efficacy of the various interventions during the school year.

**It is suggested that the Townships both establish annual budgets of approximately \$15,000** for Active School Travel to deliver School Travel Planning programming in partnership with Durham Region and with Durham Region Public Health.

## Education Workplan: Developing Staff Capacity

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Ensure that local staff keep up to date on best practices regarding cycling.</b></p>	<p>Consider hosting an OTM Book 18 Training session for Engineering staff, offer staff membership to the <a href="#">Association of Pedestrian and Bicycle Professionals</a>, which offers monthly webinars on active transportation topics, and send staff and Councillors to the <a href="#">Ontario Bike Summit</a> to learn best practices as they relate to cycling in Ontario.</p>	<p>Operations, Planning, CAO Office (Tourism), Scugog and Brock Board of Trade Staff</p>	<p>ASAP</p>

## ENCOURAGEMENT:

*Creating a strong bike culture that welcomes and celebrates bicycling through incentives, promotions and events that inspire and enable people to ride.*

Attendees felt that there was some strong progress being made in Scugog and Brock with regards to encouragement efforts but noted that much of those efforts are being led by community members – ie UxCycle. Attendees felt that there is significant room to grow the cycling encouragement efforts within Scugog and Brock, and that working in partnership with community members and Durham Region would help to deliver the best return on the investment of time and energy.

### Encouragement Workplan:

Recommended Actions	Description	Groups Involved	Timeline
<b>Host Slow Rolls in Scugog and Brock on a monthly basis from April to October</b>	One of the best ways to grow a culture of cycling is simply to host regular, no-rider-left-behind, lycra-free rides. These rides, which have spread all over North America, are typically referred to as “Slow Rolls”. A Slow Roll is normally no more than 8-10 km in length and focuses on the social aspect of cycling rather than riding fast or riding for strenuous exercise. They normally start and end at a location where socializing is encouraged, and typically happen at the same day and time every month (for example, the first Wednesday of the Month). Consider hosting monthly Slow Rolls from April until October at first, building up to more frequent rides in future years as capacity increases. For more ideas about organizing Social Rides, see the “Spotlight on: Social Rides” section of this report.	Community Services and Public Works Staff, Service Clubs, Community members, DRCC Representatives	Start in 2019

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Organize Bike Month</b> activities in 2019 and beyond</p>	<p>June is Bike Month in Ontario – and it is a great time to encourage new riders to get back on their bikes. Bring community partners together to form an Scugog and Brock Bike Month working group to decide what kinds of events should be held and to organize those events. See the “Spotlight on Bike Month” section of this report for more information and suggestions, and check out Share the Road’s collection of <a href="#">Bike Event “Recipe Cards”</a> for more inspiration. Be sure to connect with the DATC regarding Bike Month promotions to ensure branding consistency and to access any resources they make available to local municipalities.</p>	<p>Public works and community services staff, Service Clubs, DATC</p>	<p>June 2019</p>
<p><b>Consider hosting a Bike to Work Day Breakfast and Bike to School Breakfasts</b></p>	<p>Providing a healthy breakfast for people who arrive at a central location by bike is a great way to show your community’s appreciation for those who choose to ride. Hosting a group ride and a community bike-in brunch was a suggestion at the workshop, and would fit well as a Bike Month activity. Consider providing breakfast at schools for students that bike to school, and include snacks and coffee for the parents that ride their kids to school as well to show your appreciation for their efforts to create healthier habits in their children.</p>	<p>Public Works and Community Services Staff, Schools Public Health Large Employers</p>	<p>2019 as part of Bike Month</p>
<p><b>Host bike maintenance clinics at central locations in the Townships</b></p>	<p>Equipping people with the basic skills necessary to keep their bike operating safely – fixing a flat, putting a chain back on, making adjustments to brakes etc – can mean the difference between a bike being on the road or a bike sitting in the garage. Consider working with local bike mechanics to host Bike Maintenance clinics at central locations, potentially in public libraries.</p>	<p>Bike Mechanics, Libraries, Public works and Community Services Staff</p>	<p>2020</p>

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Host Bike Valet<sup>4</sup></b> at a variety of community events in Scugog and Brock.</p>	<p>Bike Valet can be a great way to reduce the parking burden at a popular event or location. For Scugog and Brock, purchasing bike valet materials may not be an effective investment – so consider partnering with either Durham Region or the Township of Uxbridge to acquire the materials on a shared basis to make them available for events when required. Be sure to advertise the availability of bike valet in special events guides. Scugog and Brock could offer bike valet on an ongoing basis at places like local Farmers’ Markets to increase the visibility and uptake of cycling in the community. See the “Spotlight on: Bike Valet” section of this report for more details.</p>	<p>Community Services and Public Works Staff, Durham Region Staff, DATC</p>	<p>Purchase materials in 2019, Host bike valet on an ongoing basis.</p>
<p><b>Create a “You Can Bike Here” Communications Strategy to highlight how short many trips in Scugog and Brock are</b></p>	<p>Many of the daily trips made that start and end in Scugog and Brock (ie trips to the grocery store, to Downtown, to Recreation Centres) are easily done in 15 minutes or less on a bike. Develop a campaign to show people how short the trips are by placing large posters in these popular destinations highlighting the areas of town that lie within a 5, 10 and 15 minute bike ride using concentric circles around the destination – a great example is what was done in Peterborough, which can be found in the appendices of this report as <b>Figure 1 – Peterborough Map</b></p>	<p>Community Services Staff, BIAs</p>	<p>2019 with launch of Cycle Durham Maps</p>

<sup>4</sup> For a great description of what Bike Valet is and how to run one, see here: <http://www.ibike.org/engineering/event-parking.htm>



## Spotlight on: Bike Valet



Volunteers in Windsor greet riders at their bike valet. Well-trained volunteers are a key component to a successful bike valet!

Scugog and Brock hosts a number of special events every year – people come from all over Ontario and beyond to attend the festivals and celebrations in the area, and each event is a great opportunity to reduce the burden of parking and demonstrate the community’s commitment to cycling! To ensure a successful bike valet, be sure to:

- Put the bike valet in a highly visible, convenient location. Make Bike Valet the best option for parking!
- Staff the Bike valet with knowledgeable volunteers or staff who are able to engage patrons in discussions about safe cycling in Scugog and Brock – use Bike Valet as an opportunity to educate while parking bikes.
- Make the Bike Valet look professional and welcoming with a tent, tables, chairs, fencing and plenty of bike storage.
- Advertise beforehand and ensure that Bike Valet is available consistently at community events – the more residents and visitors see it, the more likely they are to try it!

Bike Valet works like a coat check, but for your bike. You arrive at an event, check your bike in at a staffed, secure, fenced location and receive a ticket. At the end of the event, you trade your ticket in to receive your bike. Attendees were excited about the idea of a Bike Valet service in Scugog and Brock and felt that it would be a positive addition to the community’s cycling efforts.

Attendees identified several events where Bike Valet services could be used to mitigate parking concerns and to highlight Scugog and Brock’s support of active transportation. These events include:

- RibFest
- Canada Day Fireworks
- Farmers’ Market

While this is by no means an exhaustive list of the events that take place in Scugog and Brock, it gives you an idea of the kind of events that could use this service once it is established.

Be sure to include the costs of setting up and running a Bike Valet in event budgets, and also consider offering incentives for people who use the bike valet (discounted tickets, special offers, giveaways, etc.) for the first little while until the valet service well-known enough to be self-sustaining.

## Spotlight on: Bike Month



Volunteers with Cycle Kingston host a "Pit Stop" for cycle commuters during bike month.



Residents who arrive by bike are greeted with fun activities at the Halton Hills Farmers' Market

June is Bike Month in Ontario! It's a perfect time to encourage residents to give cycling a try! At the workshop, attendees identified Bike Month as a priority action for Scugog and Brock to undertake to help encourage new riders. In this section, learn more about the topics and events that were discussed.

### Suggestions for Bike Month Activities include:

- Host a Bike to Work Day Breakfast to kick off Bike Month
- Host "Pit Stops" in high-traffic locations, giving away healthy refreshments and cycling essentials (lights, bells etc.)
- Host a "Bike it to Market" event at the Farmer's Markets with bike valet and giveaways for people that arrive by bike
- Host a bike challenge between local employers and local schools to see which organization can log the most km ridden.
- Host an Open Streets event.
- Organize a range of social rides, and challenge people to ride to places within their communities that they normally drive – i.e. church, the grocery store, a friend's house etc.
- Host a social media contest with a photo hashtag like #Scugog and BrockBikeMonth



New bike parking installed in front of a TD Bank in Belleville as a result of an #AskForARack campaign



Fun events like Belleville's Glow Ride give people a unique, family-friendly, reason to get back on their bikes!

Key to a successful Bike Month is collaboration – having many different groups organize one or 2 events each makes it easier to fill the month with events than having one agency try to do it all. Establish a Bike Month committee to identify who is in charge of what events to bring the month together successfully. Be sure to include:

Public Health  
Durham Region

Local Service Clubs

Tourism Staff

DRCC Representatives

DRPS

## Spotlight on: Social Rides

Social rides can provide an excellent entry point for new riders and for riders who haven't been on their bike for a while. They're a great way to build cycling culture and to raise the profile of cycling in Scugog and Brock. See below for some of the many suggestions for Social Rides that were generated during the Workshop.



Bike-In Movies welcome cyclists to a public screening of a film – plenty of fun for the whole family!



Tweed Rides are popular around the world, giving riders a chance to dress up in their finest vintage

### Suggestions for Social Rides include:

- Culinary tours of Scugog and Brock – Agriculture tours, brewery tours, restaurant rides.
- A Bikes, Burgers and Beer Ride.
- Bike to Bakery Rides
- A Family Cycling Skills Day along the Waterfront Trail where children can learn how to ride safely without cars.
- Ice Cream rides – family friendly routes and shorter distances to encourage kids to participate.
- Bicycle brunches (a short ride followed by a group brunch at a local restaurant)
- Women's Only Rides
- A Picnic in the Park by bike
- Bike parades / best decorated bike awards in preexisting parades.
- Seniors Rides in conjunction with local Seniors Activity Centres
- Glow Rides (night rides with lights and glowsticks adorning the bikes)
- Bicycle Scavenger Hunt / Amazing Race style events



Kidical Mass events give parents an opportunity to ride with their kids in a slow, safe group.



Canada Day Bike Parades give kids a chance to decorate their bikes and show off their Canadian Pride!

The great thing about Social Rides is that they really only require one or 2 dedicated people to make them happen! Give people the chance to explore their interests and lead a ride that showcases things they're passionate about, and you'll find that you start to see more people express an interest in leading a ride in the future!

## ENFORCEMENT:

*Ensuring drivers and cyclists share the road safely through equitable laws and activities that hold both groups accountable for their behavior and actions on the road.*

Attendees were happy to see the prohibition of motorized vehicles on local trails, but emphasized that there were opportunities for the Durham Regional Police Service to be more involved in making cycling safer, including by having officers patrol on bikes, engage in positive ticketing and engage in more training about cycling as it relates to the Highway Traffic Act.

### Enforcement Workplan:

Recommended Actions	Description	Groups Involved	Timeline
<b>Have officers engage in Safety Blitzes relating to cycling safety</b> changes contained in Bill 31	Officers can disseminate information about the 1m safe passing law and the changes to penalties for not having lights on bikes during RIDE checks; consider encouraging officers to undertake these types of programs.	DRPS, DATC	2019
<b>Have officers engage in “Positive Ticketing” campaigns.</b>	Consider having officers distribute coupons for treats or items like pool passes to youth “caught” wearing helmets while riding. Ensure ‘positive tickets’ support and reinforce healthy living (i.e. swim passes, etc.). More information on healthy rewards can be found <a href="#">here</a> .	DRPS, Public Health, Community Services Staff	2019
<b>Engage police officers in safety equipment giveaways to educate cyclists about safety requirements.</b>	Officers could assist in bell and light giveaways along the trails and streets in Scugog and Brock <sup>5</sup> . Having officers interact with riders in a positive setting can be a good way to let people know about legislative changes and the importance of lights, bells and other safety equipment.	DRPS	2019

<sup>5</sup> For more information about successful events giving away lights on bikes, see what has been done in Ottawa here: <http://www.bikeottawa.ca/index.php/news/100-lights-on-bikes> . Share the Road has also worked to purchase and distribute bike lights at wholesale pricing – if you are interested in running a lights on bikes event and want to purchase lights to give away, contact [Justin@sharetheroad.ca](mailto:Justin@sharetheroad.ca) for details.

## **EVALUATION AND PLANNING:**

*Processes that measure results, and planning for bicycling as a safe and viable transportation option.*

The main challenge expressed by representatives from Scugog and Brock was that the level of data that they have with regards to Active Transportation is very low. With no local transportation master plans in place and minimal information regarding Regional plans for the area, there is a need to undertake an assessment of existing conditions in Scugog and Brock in order to better understand how the Active Transportation file can be improved in the near future.

### **Evaluation and Planning Workplan:**

Of primary importance for both Scugog and Brock moving forward is to see their areas be more represented in Durham Region's Regional Cycling Plan update. As new routes are proposed, both Brock and Scugog should have a role in developing a cohesive network through North Durham Region to connect residents and visitors alike with the various destinations and amenities that Scugog and Brock have to offer. In order to maximize the value of the RCP update for the area, it is also suggested that both Brock and Scugog undertake an examination of their own local roadways and trails systems to identify:

- Priority missing links – places where cycling routes stop, end or lack connectivity that could make journeys by bike safer.
- Areas where roadways have excess capacity – if local roads are carrying too few vehicles for the number of lanes they have (for example, if a 4-lane roadway is carrying fewer than 20,000 vehicles per day), then there is a potential to undertake a road diet to reduce collision risk and provide space for active transportation.
- Trails that could be upgraded to serve more users – some of the trails in the area are not suitable for passage by many types of bikes and are also not accessible to people with disabilities. Consider upgrading these trails to make them more accessible.

Additional actions are recommended below.

Recommended Actions	Description	Groups Involved	Timeline
<p><b>Conduct an active transportation and trails survey</b> in Scugog and Brock, asking current users and people that aren't currently walking or cycling their opinions of active transportation in the region.</p>	<p>Collect more qualitative data about how people are using active transportation: why they're using it, how often they use it, how they get to where they walk or bike, what improvements they would like to see to the existing network etc. Perhaps more important than the opinions of the people that are already walking or biking are the opinions of those that are not – find out what barriers are preventing them from travelling actively more often, and identify a plan to mitigate those barriers.</p>	<p>Public Works and Community Services Staff, Public Health, DATC</p>	<p>2020</p>
<p><b>Undertake “Hands Up Surveys” at schools</b> in Scugog and Brock to track cycling at schools as they undertake School Travel Plans</p>	<p>Hands Up Surveys are a simple way of tracking how students get to school over time. Consider utilizing the <a href="#">BikeWalkRoll website</a> to capture data over time and track the success of the Active and Safe Routes to School work being done in Scugog and Brock.</p>	<p>UATC, School Staff</p>	<p>Ongoing</p>
<p><b>Establish an Active Transportation and Trails Capital budget line item</b></p>	<p>The experience from communities across Ontario is that having a dedicated budget line for Active Transportation investments can have a significant impact in the long run. This type of budgetary commitment allows projects to be completed based on their role in completing the network rather than having projects be completed only when roads are reconstructed. It provides continuous, consistent improvements to the active transportation and trails system, and displays a commitment to building a safe, accessible network all across the townships. We recommend starting with at least \$50,000 per year for new construction, which can also help the municipality to access matching funding from other levels of government as it becomes available.</p>	<p>Finance Staff, Public Works and Community Services Staff, Township Council</p>	<p>2019-2020 and ongoing</p>

## Additional Materials

Cycling Education Toolkit from Safe Cycling Thunder Bay – detailed information about creating new bike education courses in your community. <https://drive.google.com/file/d/0B9kLHG53n0-3MDIUXJKZkRCMU0/view>

Share the Road's Bicycle Friendly Communities Yearbooks: For further inspiration, including other programs or projects that could assist Scugog and Brock in becoming more bicycle friendly:

2015 Yearbook: [http://www.sharetheroad.ca/files/2015\\_Yearbook\\_final\\_web.pdf](http://www.sharetheroad.ca/files/2015_Yearbook_final_web.pdf)

2016 Yearbook: [http://www.sharetheroad.ca/files/2016\\_Yearbook\\_FINAL\\_web.pdf](http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf)

Share the Road's work on updating the CAN-BIKE Curriculum with Cycle Canada can be found here:

<http://www.sharetheroad.ca/cycling-education-can-bike-update-s17213>

Figure 1 – Peterborough Map

