



Huron County
Bicycle Friendly Communities Workshop
May 19, 2016

Summary Report and Recommendations

Prepared by the Share the Road Cycling Coalition

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Huron County Bicycle Friendly Communities Workshop – May 2016

Summary Report

On May 19, 2016 The Share the Road Cycling Coalition facilitated a Bicycle Friendly Communities Workshop for Huron County. The purpose of this Workshop was to help identify a path forward for the area to become more bicycle friendly and to create the foundation for a Huron County Cycling Strategy with the input of community stakeholders and local residents. More than 40 community members, Municipal staff and town councilors heard new ideas and contributed their local expertise about how Huron County can become a better place for cycling during a full-day, stakeholder focused workshop and a community-focused “World Café” event.

During the workshop participants helped to:

- identify Huron County’s existing cycling assets and some of the challenges faced (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 Huron County; and
- develop a two-year workplan for making progress toward that vision.

Five Year Vision

The following vision for Huron County to build a more bicycle-friendly community over the next five years (or sooner) was compiled based on the feedback received from workshop attendees and on best practices from other Bicycle-Friendly Communities across North America. The vision also takes into consideration available resources within the community.

By 2022, Huron County aspires to be a great place for people to ride their bikes. Over the next five years:

- The County will have defined itself as a destination for all sorts of cycling, both utilitarian and recreational. Huron County’s existing trails infrastructure and relatively quiet local roads make it an ideal location for cycle tourism, providing visitors with small town charm, beautiful coastline vistas and wide open rural riding.
- Connections between trails and community amenities will be strengthened, making it easier and more comfortable for residents and tourists alike to access local businesses.
- There will be programs in place to educate residents about the importance of safely sharing the road with all road users, and residents will be encouraged to walk and bike more often.
- A higher number of children in Huron County will regularly walk or bike to school, and cycling will be a common activity for residents of all ages and abilities.

While this vision may sound ambitious, through collaborative action focusing on the five essential elements of being a Bicycle Friendly Community, we are confident that Huron County can achieve meaningful progress towards these goals. The essential elements of a more Bicycle Friendly Huron County by 2022 are the “5 Es”:

- Engineering – Completing the G2G and Point to Point trails and working to strengthen the connections between those trails and town centres in Huron County, while also working to provide connectivity to areas away from the trails through paved shoulders and other off-road trail investments. Safe on and off-road cycling facilities designed to take people off the trails and into town centres and to popular destinations will be vital to improving the bicycle-friendliness of the County. A significant network of paved shoulders will provide recreational and utilitarian cyclists with safe, comfortable and enjoyable routes, and signage along on and off-road routes will direct riders towards community amenities. At important destinations, ample, secure bike parking should be more readily available;
- Education – The creation of a Huron County Cycling Education Committee will help to make cycling education more available to residents of all ages. Huron County will have several trained CAN-BIKE instructors, and will offer courses to new and experienced riders to help encourage safe, legal cycling practices. Through the Cycling Education Committee, all schools in Huron County will have access to Bike Rodeos and other cycling education programs, and all schools will have an Active School Travel Plan to help students get to school actively and safely where possible. Educational efforts will also include public awareness campaigns designed to create better interactions between people driving and people cycling.
- Encouragement – Introducing new programs designed to get residents excited about cycling again is key to creating a culture of cycling. Huron County will host a variety of social rides showcasing the areas town centres, agricultural heritage and sense of rural innovation. A Huron County Cycling Committee will help to organize and fund special events to promote cycling, and the area will work to provide marquis cycling events in the region, potentially including an annual Friday the 13th Cycling Tour along the G2G trail, culminating in a cycle fest in Goderich.
- Enforcement – Building more effective partnerships between the OPP and the various community partners to make the roads safer for all road users. Institute bicycle patrol officers on trails and ensure that data about collisions is shared between all partners to help identify “hotspots” and mitigate any dangers to riders.
- Evaluation & Planning – As the County moves forward with its Cycling Strategy, data will be collected to demonstrate the success of the program, including ridership data, collision data and economic impact analysis. Priority routes will be identified and a budgeted plan will be laid out to create a seamless, safe network of cycling infrastructure across the County. County officials will have a better idea of how trips are being made and why through the use of surveys and other data collection methods.

The workplan that follows, organized under the “5 Es” of the BFC Program, outlines recommended actions Huron County could take in the next two to three years to help it work towards achieving this 5 year vision. With more than 40 attendees at the workshop, it was not surprising that the initial list of potential actions was quite long and varied, and contained far more than would be realistic to achieve given the two-year time frame and resource constraints. The initial list of brainstormed actions has been refined to include a number of high-impact activities, many of which are proven to be best practices in communities across North America.

It is important to remember that there are many ways to build a more bicycle-friendly community. This report contains suggestions for one path that could be followed to get there, however, it may be possible for Huron County to substitute other actions that are not included in this plan and still achieve this five year vision for increasing bicycling.

Workplan

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

While attendees were generally enthusiastic about the direction that Huron County’s cycling infrastructure was going, they almost unanimously noted that the lack of safe, continuous routes for cycling both between community centres and within communities themselves served as a major barrier to cycling. The enthusiasm about cycling and the upcoming developments like the G2G trail and other new infrastructure investments were noticeable, and attendees noted that Huron County’s existing infrastructure – the relatively quiet country roads with wide roadway allowances, could easily be adapted to make cycling safer by paving shoulders on key routes and providing bike lanes and trails within town centres to take people to their destinations safely and effectively. Attendees also noted a lack of bike parking, and the need for new wayfinding signs to help direct riders to safe routes and community amenities. For further background on these recommendations, including specific suggestions relating to existing infrastructure, refer to Appendix B: Infrastructure Tour Summary.

Engineering Workplan

Recommended Actions	Description	Groups Involved	Suggested Timeline
Expand the availability of bike parking all over Huron County, with a specific focus on town centres.	Undertake a bike parking inventory to determine where bike parking is available and where gaps exist. Ensure that bike parking is available at all County owned facilities, and work with local municipalities 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) found here.	Public Works County Council Municipal Staff	ASAP

Recommended Actions	Description	Groups Involved	Suggested Timeline
Complete the G2G Trail with a special focus on creating connections into communities near the trail to bring visitors and residents into the towns.	Attendees noted that the G2G trail has the potential to be the premier route in the northern part of Huron County, providing significant economic benefit to the area. Be sure to work to provide safe connections into the communities to ensure that visitors and residents alike are able to access the amenities and local businesses that Huron County has to offer. By leveraging the G2G Trail, Huron County can become a major cycle tourism destination ¹ .	Public Works Planning County Council G2G Committee Local municipalities	ASAP
Develop a cycling wayfinding strategy and install signage	Determine where wayfinding signage needs to be installed, choose signage design standards, ² secure funding. The signage should indicate distance and estimated time to popular destinations and should focus on getting cyclists, pedestrians and other trail users off of the trails and into town centres and community amenities.	Public Works Local BIAs	Establish signage standards ASAP, install in year 2.

¹ For an excellent primer on why to build new amenities on the trails and some ideas for how to encourage new businesses, see what has been done along the [Canalway Trail in New York State](#)

² The City of Waterloo has developed a very good model for wayfinding signs and is happy to share it with other municipalities. Contact bfc@sharetheroad.ca for more details.

Recommended Actions	Description	Groups Involved	Suggested Timeline
<p>Ensure that major roads, especially those that connect communities to one another and to the G2G Trail, receive paved shoulders when they are resurfaced, and consider requiring all repaving to include paved shoulders as the default.</p>	<p>When resurfacing roads, be sure to include paved shoulders. Paving shoulders has been shown to reduce maintenance costs versus gravel shoulders, and provides significant opportunities for cycle tourism and utilitarian cycling. They also make roads safer for emergency services personnel.</p>	<p>Public Works</p>	<p>Ongoing</p>
<p>Create a Bike Parking Ordinance 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 Cambridge, MA's ordinance. Also ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP).</p>	<p>Planning City Council</p>	<p>ASAP</p>

Recommended Actions	Description	Groups Involved	Suggested Timeline
Undertake Road Diets in Goderich where wide 4-lane roads are not necessary and encourage dangerous vehicle speeds.	Road diets, where a 4 lane road (2 lanes in each direction) are converted into a 3 lane road (1 lane in each direction plus centre turn lanes) with a bike lane have a proven track record of moving large numbers of vehicles (up to 23,000 vehicles per day) more efficiently and more safely ³ . Consider these treatments for some of the roads in Goderich where historically wide streets could have some space repurposed for active transportation.	Goderich Town Staff	2017
Identify safe routes to school and prioritize traffic calming and active transportation infrastructure along those routes	Throughout the workshop and World Café, the emphasis on creating safe walking and cycling routes for children to get to school came up many times. Ensure that walking and cycling are a safe, comfortable option for the students that live within walking or biking distance by installing traffic calming and building new bike lanes, trails and sidewalks on those routes.	Huron County Cycling Advisory Committee and Cycling Education Committee (see pp 8 and 13 in this report)	Ongoing, but should start in year 1.

³ For a very thorough review of Road Diets, see the US Federal Highway Administration's "[Road Diet Informational Guide](#)".

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 major priority for Huron County to move forward in becoming more bicycle friendly. Attendees identified some good existing initiatives like Bike Rodeos, but felt that county-wide efforts were required to better educate all residents about the value of sharing the road safely, with a special focus on cycling education for youth.

Education Workplan

Recommended Actions	Description	Groups Involved	Timeline
Establish a Huron County Cycling Education Committee (CEC) to help coordinate the delivery of educational campaigns throughout the County, and to assist municipal partners in delivering educational campaigns.	When it comes to cycling education, there are many existing programs that can be adapted or simply utilized as they already exist in Huron County. The CEC can identify the programs that would be the best fit for the region and can pool resources from the County and the local municipalities to create new materials or modify existing campaigns. Within the cycling education committee, it is also suggested that there be an Active School Travel committee (see below).	School Boards, Municipal Staff, County Staff, Public Health, OPP, YMCA, Parents	Year 1 – establish committee Year 2 – begin programs

Recommended Actions	Description	Groups Involved	Timeline
Create an Active School Travel Subcommittee as part of the CEC to focus on delivering programs to Huron County schools.	This committee should work to ensure that every school in Huron County has a School Travel Plan (STP) ⁴ , and that there are resources available (especially an Active School Travel coordinator staff position) to help deliver programs to encourage kids to get to school safely and educate them about safe road use.	CEC School representatives County Staff Public Health	Year 1 – create committee Year 2 – create STPs
Work to organize new programs to help to get students to school actively and safely, including bike trains and walking school buses ⁵ .	In many cases, parents are already involved in their kids' transportation to school, driving them distances that are easily walkable or bikeable. Work through the Active School Travel committee to recruit parents to lead bike trains or walking school buses to help get kids to school actively and safely, and to teach healthy transportation habits for life.	Active School Travel Committee School Representatives Parents	Year 2
Host a wider variety of cycling related events at local schools to encourage students to ride safely with a goal of hosting at least one cycling related educational event per year at each school.	Bike Rodeos, Helmet Fittings, on-bike training, Bike To School Day breakfasts and bike maintenance 101 clinics are great ways to encourage more students to give riding to school a try!	CEC OPP Public Health School Boards	Year 2

⁴ For resources on [how to create school travel plans](#)

⁵ For a wide variety of [resources about encouraging cycling to school](#). For more information on how to start your own bike train program, [see this guide from HASTE in BC](#).

Recommended Actions	Description	Groups Involved	Timeline
<p>Work with the School Boards in the area to include safe cycling skills in the curriculum at school – consider including it as a module in Phys Ed class.</p>	<p>Creating a culture of safe cycling starts with children – if they are equipped with the skills to ride safely and confidently, then they can begin to transfer some of those skills to their parents. See examples of model curricula in cycling.</p>	<p>CEC School Boards Teachers Public Health OPP</p>	<p>Year 2</p>
<p>Create educational resources to distribute to parents in Huron County about sharing the road with cyclists and encouraging their kids to get to school actively</p>	<p>Parents are role models to their children – if they share the road safely, ride legally and wear bike helmets, their kids are more likely to do those things as well. Send resources home with kids from school to reach parents at home encouraging them to ride with their kids. Resources are available on the Active and Safe Routes to School website.</p>	<p>CEC School boards Public Health</p>	<p>Year 2</p>
<p>Ensure that County and Municipal Staff and Council stay up to date on best practices related to cycling.</p>	<p>Offer staff membership to the Association of Pedestrian and Bicycle Professionals, which offers monthly webinars on active transportation topics, and send staff and Councillors to the Ontario Bike Summit to learn best practices as they relate to cycling in Ontario.</p>	<p>Municipal and County Staff Town Council Public Health</p>	<p>Year 1</p>

Recommended Actions	Description	Groups Involved	Timeline
<p>Identify education programs/ campaigns that could be replicated or modified for use in Huron County to help engender a spirit of cooperation among all road users on the roads in Huron County.</p>	<p>Other communities have created and tested education videos and campaigns, so why reinvent the wheel? Adapting existing resources and developing a dissemination plan can yield impressive results at a reduced cost. Good examples of existing programs include Thunder Bay's cycling education videos⁶ and You Know Me, I Ride a Bike campaign⁷ or Waterloo Region's Thumbs Up! Campaign⁸. For communities like Huron County, messaging that focuses on large agricultural vehicles is also available from The Blue Mountains⁹. Share the Road is also developing a public awareness campaign about the 1m safe passing law and the importance of lights on bikes that will be ready in July 2016. We will make these resources available to all communities in Ontario free of charge, so stay tuned!</p>		
<p>Run "Stay Safe, Stay Back" trucking campaign within Huron County.¹⁰</p>	<p>Local professional truck drivers should be ambassadors for safe driving practices and training them on how to share the road safely with cyclists will help them be good role models. All materials for this campaign are available from Share the Road.</p>	<p>Public Health, County Staff, Large Employers</p>	<p>In year 1</p>

⁶ http://www.thunderbay.ca/Living/Getting_Around/Active_Transportation/Resources.htm

⁷ <http://www.safecyclingthunderbay.com/article/you-know-me-i-ride-a-bike-127.asp>

⁸ <http://thumbsupwr.com/resources/>

⁹ <http://www.thebluemountains.ca/share-the-road.cfm>

¹⁰ This campaign has recently been adopted by the City of Toronto, City of Ottawa, Tomlinson, Cavanagh and Karson Group. Digital resources are "ready-made" for printing and sharing online. Contact bfc@sharetheroad.ca for more details or visit www.staysafestayback.ca

Recommended Actions	Description	Groups Involved	Timeline
Leverage some of the space within community-focused spaces like the Blyth 1419 building for cycling-related programs, like a community bike shop.	Community Bike shops can serve as a hub of cycling culture – they provide spaces where students can go to learn how to repair and maintain bikes, where community members can learn new skills and where bikes that are no longer needed can be refurbished and made available to the community at a reduced cost. Consider creating a community bike shop in the 1419 building to help foster cycling culture in Huron County, and providing a space where cycling can thrive ¹¹ .	1419 Staff County staff	Year 1
Work with the CAA to deliver “Watch for Bikes” messaging to all County Staff to encourage staff members to be exemplars of safe road use.	Often, front line staff are residents only point of contact with the County or the Municipality. Ensure that front line staff set positive examples of safe road use by including training about sharing the road with cyclists and messaging about watching for bikes, which can be accessed through your local CAA office ¹² .	CEC County and Municipal Staff	Year 1

¹¹ For an excellent example of that a community bike shop can do, see what is happening at [Cycle Transitions in Cobourg](#).

¹² For an example of a County adopting [“Watch for Bikes” messaging](#), see what Essex County did.

Recommended Actions	Description	Groups Involved	Timeline
<p>Host CAN-BIKE Instructor courses with a goal of having at least one active instructor in each community in Huron County.</p>	<p>CAN-BIKE, Canada's cycling education program, provides people of all ages with the skills to ride a bike safely and legally¹³. By providing residents with access to these programs, you can help to create a culture of safe, legal riding.</p>		

¹³ Share the Road is currently working with Cycle Canada to provide an update to the CAN-BIKE Curriculum to make it more accessible for new riders. [See our recommendations here](#), and stay tuned for additional updates about changes to the CAN-BIKE model in the near future.

Encouragement

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

Attendees were excited about the foundation that has been laid to support cycling in Huron County. The strong volunteer presence and the excitement around cycling in Huron County were palpable throughout the Workshop and World Café, and attendees felt that there are a number of programs that could be implemented quickly to encourage Huron County residents to get back on their bikes.

Encouragement Workplan

Recommended Actions	Description	Groups Involved	Timeline
Create a Huron County Cycling Advisory Committee (HCCAC) to help oversee and organize the various cycling events that will take place within this section.	Building a culture of cycling takes time and effort – community events will benefit from having a well-organized committee with defined roles and responsibilities. Bring together representatives from the G2G Trail, Agricultural representatives, Municipal Staff, OPP, County Staff, Cycling Clubs, Service Clubs, Public Health and other interested residents to coordinate efforts, distribute shared resources and serve as a coordinating body for cycling efforts in Huron County.	Public Health, County and Municipal Staff, Town Council, OPP, G2G Trail reps, Public Health, Cycling Clubs	Year 1
Produce a Cycling Map for Huron County to highlight low-stress routes, trails and touring rides around the community.	Consider highlighting/emphasizing low-stress routes, including multi-use trails and quiet, residential streets where beginners would be comfortable cycling. This map can be printed and/or online. Be sure to plan how you will distribute any printed maps.	County and Municipal Staff, CEC	Year 2
Include Cycling Safety at existing safety-focused events like Farm Safety Day.	The best time to talk about cycling safety with your residents is any time you have the chance. Take the cycling safety message to existing gatherings where residents already are, and bring the message of safe road use to more than just “the usual suspects.”	County and Municipal Staff, HCCAC	Year 1

Recommended Actions	Description	Groups Involved	Timeline
Host Bike Valet ¹⁴ at a variety of community events in Huron County.	Bike Valet can be a great way to reduce the parking burden at a popular event. Ideally the materials for the Bike Valet would be purchased by the County and deployed at special events, and staffed by volunteers recruited by the HCCAC. Suggestions for events that could benefit from Bike Valet included the Celtic Festival, Canada Day fireworks and the International Plowing Match.	Municipal and County staff HCCAC	Purchase materials in year 1, attempt new bike valet events through year 1 and 2.
Consider a small scale bike share system in communities along the G2G Trail.	Bike Share systems are evolving – new systems include higher degrees of flexibility at reduced costs compared to traditional bike share systems, making them more accessible to smaller communities. Consider instituting a small-scale bike share to provide residents and visitors with a new opportunity to explore the communities in Huron County. ¹⁵	HCCAC Tourism and recreation staff G2G Reps	2018
Host an Ontario By Bike Workshop .	Ontario By Bike provides an excellent resource for cycle tourism in your community. Encourage businesses to play a more active role in promoting cycling by hosting an Ontario By Bike Workshop, and encouraging more businesses to provide bike parking, water bottle refills and other amenities for cyclists.	HCCAC Economic Development BIAs Ontario By Bike	Year 1

¹⁴ For a great description of what [Bike Valet](#) is and how to run one.

¹⁵ For more information on [how Bike Share systems can work in smaller communities](#), check out this article, and see the rest of the information posted on Zagster's website – they are a company that specializes in small-scale, flexible bike share systems.

Recommended Actions	Description	Groups Involved	Timeline
Host Bike Month festivities in 2017 and beyond.	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 a Huron County 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.	HCCAC, Municipal Cycling Committees, Service Clubs	In 2017
Launch a Community Bike Challenge to create goodwill towards cycling in the community. ¹⁶	In Halton Hills, the Community Cycling Challenge challenges residents to collectively ride hundreds of thousands of km each year to raise funds for the local hospital. Consider a similar program, where the community bikes together towards a common goal. It could also be a great opportunity to encourage the municipalities within Huron County to challenge one another to see who can log the most kilometers ridden. ¹⁷	County and Municipal Staff, Public Health Community Groups	In years 1 and 2
Host Open Streets events in Huron County ¹⁸ , with a focus on bringing one event to each community every year.	Open Streets events are expanding across North America, giving residents a chance to experience their community at a more human scale. Look to incorporate the Open Streets idea into existing community events which already focus on the pedestrian and community experience ¹⁹ , and to create new opportunities for Open Streets events where community members can explore their town on foot or by bike.	County and Municipal Staff Public Health HCCAC	In year 1 or 2

¹⁶ For more information, visit <http://haltonhillsbikechallenge.ca/>

¹⁷ For an excellent example of a community cycling challenge, see what has been done in Lanark and Renfrew Counties with the [Silver Chain Challenge](#).

¹⁸ 8-80 Cities has recently released a toolkit to host your own [Open Streets Event](#).

¹⁹ A great example of a successful [Open Streets Event](#) is Peterborough.

Recommended Actions	Description	Groups Involved	Timeline
Organize social rides in Huron County to give more residents an opportunity to ride as a group. Host Slow Rides with family-friendly destinations to encourage new riders.	Ensure that rides offer variety for residents – family rides should be done at a no-rider-left-behind pace, with other social rides like touring rides and mountain bike trips also offered to build a culture of cycling in Huron County. See the “Spotlight on: Social Rides” section of this report for more information and suggestions.	HCCAC and community partners	In years 1 and 2
Consider hosting a Bike to Work Day Breakfast and Bike to School Breakfasts.	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. 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.	HCCAC	2017
Host a Bike Swap, similar to a ski-swap, where families can swap the bikes that their children have outgrown for new, larger bikes.	Partner with a local bike retailer to ensure that new bikes are also available for purchase at the event as well. Consider hosting a bike rodeo at the same time to teach kids new cycling skills.	HCCAC, Local Bike retailers OPP Public Health	Year 2
Create programs that provide people with the opportunity to get back on their bikes at unique times, including at car dealerships and mechanics during any	An interesting suggestion from the Workshop was the creation of a bike loan program at local auto shops, where residents can take a bike to use while their car is in the shop for a short-term fix like an oil change or a tire rotation. Create suggested routes and a list of destinations within a 5-10 minute ride, and encourage people to try something new while they wait for their car to be repaired.	HCCAC Auto mechanics	Year 1

Recommended Actions	Description	Groups Involved	Timeline
automotive tune-ups.			
Once the G2G Trail is fully open, create an annual marquis event to highlight the trail and Huron County.	Every Friday the 13 th , thousands of motorbikes descend on the small town of Port Dover. At the workshop, it was suggested that the G2G Trail could offer a unique experience to cyclists, hosting a Friday the 13 th ride for touring riders beginning in Guelph and ending in Goderich for a Friday the 13 th Cycling Celebration. This could be a unique and highly successful event to showcase the trail and Huron County's cycling assets.	HCCAC Economic Development and Tourism G2G Reps	In year 2
Establish "Bike Libraries" as local schools, libraries and community centres.	Work with local OPP Officers and retailers in the area to establish a small bike "lending library" program at schools, libraries and other community centres to provide youth who may not have access to a bike with the ability to ride. Consider refurbishing recovered bikes from the OPP, and require a membership card for use – for inspiration see "Start the Cycle" in Hamilton.	OPP Schools HCCAC	Year 1 – Develop resources Year 2 – Distribute resources and run programs
Host a "Carrying cargo by bike" event to showcase the different options available for riders who want to be able to carry groceries or other cargo.	Shopping by bike is easy, as long as you have the right equipment. Showing people the range of backpacks, baskets, pannier bags and even cargo bikes available can highlight the ease with which one can shop by bike, and can make it easier for them to use their bike for more short, in-town trips. Host an event (preferably at a place where people are already shopping like a local farmers' market) with a local bike shop to demonstrate how the various cargo-carrying options work, and let people experience the various options in a hands-on way.	HCCAC Local Bike Shops	Year 1

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 Huron County Police 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	Descriptions	Groups Involved	Timeline
Ensure effective communication between the local police department and the cycling community by having a police liaison on the Huron County Cycling Advisory Committee.	Having law enforcement representation on the HCCAC is extremely important to create effective relationships between people riding and the law enforcement community, and can help in the development of new programs and educational blitzes.	HCCAC, OPP	ASAP – work to engage officers in year 1
Have officers engage in Safety Blitzes relating to cycling safety 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.	OPP, HCCAC	Year 1
Have officers engage in “Positive Ticketing” campaigns.	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 or stickers versus unhealthy food rewards). More information on healthy rewards for children .	OPP, Public Health	Year 1
Organize a “Ride a Mile in My Shoes” event including plainclothes	This type of ride around common cycling routes allows officers to experience first-hand what regular cyclists face on their journeys. (Drivers often behave differently - safer - around police	OPP HCCAC	Once each year

Recommended Actions	Descriptions	Groups Involved	Timeline
police officers and cycling advocates. ²⁰	officers in uniform.) It also helps to build/strengthen the relationship between police and cycling advocates		
Work with OPP to identify collision “hotspots” in Huron County as they relate to people cycling, and establish methods of addressing those hotspots through infrastructure improvements.	Analyzing where and why collisions occurred can give you a good sense of the how a roadway or trail intersection is operating. By collecting collision data, Huron County can work in cooperation with the OPP to identify areas that may be more dangerous, and can work to make those areas safer through infrastructure improvements or enforcement blitzes.	OPP, County and Municipal Public Works Staff	Ongoing
Install Trail Etiquette Signage at entrances to Trails.	Ensure that trail users understand their rights and responsibilities on the trails, including who should yield to who, how to pass other users and important bylaws like Stoop and Scoop requirements.	Recreation Staff, G2G Reps	Year 1
Expand the number of officers patrolling the urban areas within Huron County by bike.	The benefit of having more officers on bikes is twofold – it helps the officers to better understand the conditions faced by people cycling every day, and it creates stronger visibility and acceptance of cycling within the community.	OPP	Ongoing

²⁰ This recommendation is based on a successful ride like this in Toronto. You can read more about it on page 21 of the 2015 BFC yearbook in the article, [Ride a Mile in My Cycle Shoes](#).

Evaluation & Planning

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

Attendees were happy to see a wide variety of partnerships already in place to support active transportation, including the health unit, County and Municipal Staff and the various organizations (like G2G) working to make cycling more comfortable in the area. Attendees strongly felt that the Cycling Strategy that is being created should focus on providing safe connections between and within communities in Huron County, and that part of the strategy should focus on collecting more and better data about cycling in Huron County (who is cycling, how many people are cycling, why aren't some residents cycling more often etc) to make the case for continued investment in cycling infrastructure.

Evaluation & Planning Workplan

Recommended Actions	Descriptions	Groups Involved	Timeline
Approve a Complete Streets Policy ²¹ to ensure that all road work accommodates all road users in the future.	Building a roadway to accommodate all road users is cheaper to do when the road is being constructed rather than having to retrofit it – ensure that all road users are considered when creating new or updating existing infrastructure. This policy should also include a paved shoulder policy to ensure that all roads have paved shoulders added when they are being resurfaced.	County Council, Municipal Councils, Public Works Staff, Public Health	In year 1 – Create a draft Complete Streets Policy with stakeholder input. In year 2: finalize Policy and pass at Council.
Conduct a life cycle and economic impact study on paved shoulders in Huron County.	Several Counties in Ontario have started paving shoulders on their county roads as a cost-saving measure, finding that the additional costs associated with paving shoulders are offset by reduced maintenance costs over the lifespan of the road, typically yielding payback periods of 10-20 years. Consider undertaking a life-cycle costs analysis and an economic impact	Planning, Economic Development, Tourism, HCCAC	In year 1

²¹ <http://completestreetsforcanada.ca/policy-elements>

Recommended Actions	Descriptions	Groups Involved	Timeline
	study on paving shoulders in Huron County.		
Collect data about the number of cyclists using the County's existing facilities. ²²	This data collection should include volunteers counting the number of users on Huron County's roads and trails on weekdays and weekends ²³ and the number of bikes parked in existing bike racks to establish a baseline of cycling use in Huron County.	HCCAC, Public Health, Public Works Staff	In year 1

²² For a comprehensive guide to performing cycling counts, see here: http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_797.pdf

²³ For an excellent example of a community monitoring and reporting on the number of people cycling on weekdays and weekends, see what is being done in Eugene, Oregon here: <http://thempo.org/356/Bicycle-Counts>

Recommended Actions	Descriptions	Groups Involved	Timeline
<p>As the Huron County Cycling Strategy moves forward, be sure to include a dedicated annual budget to ensure continuous improvement in the active transportation network.</p>	<p>The Cycling strategy can help to ensure that investments in cycling are targeted and connect well to other initiatives, but a strategy is only as good as the budget allocated to ensure that it gets implemented. Relatively small changes to Huron County's roadways can have a major impact in how residents get around their community. Ensure that changes continue to occur every year to make cycling safer by devoting a stable budget amount to cycling infrastructure each year within the County's capital budget, and making funding available to the lower tier municipalities to create links between the County's cycling network and their own²⁴. Be sure to coordinate between the lower-tier municipalities to ensure that the network doesn't leave riders stranded when they cross municipal boundaries.</p>	<p>County Council, County and Municipal Staff, HCCAC</p>	<p>In year 1 – begin consultation on strategy.</p> <p>Year 2 – finalize plan and pass at Council</p>
<p>Install permanent bike and pedestrian counters at key locations in Huron County.²⁵</p>	<p>Volunteer counts can show year-to-year data, but they are subject to a number of factors that can confound the data, including weather. Permanent counters provide consistent data that can illustrate long-term trends in ridership. Consider installing two counters in key locations like G2G Trail and the Point to Point Trail once they are completed.</p>	<p>Public Works, Recreation Staff</p>	<p>Year 2</p>

²⁴ An excellent example of a program dedicated to building a connected, continuous network at the County-wide level can be found in Essex County, where the County Wide Active Transportation Strategy provides \$1.5M for cycling and active transportation improvements, with money being delivered to lower tier municipalities on a cost-matching basis to complete elements of the network that lie within municipal boundaries. <http://www.cwats.ca/en/index.asp>

²⁵ Many cities make the data from their bike counters available online. For an example see [Ottawa's Laurier Ave Bike Counter](#).

Recommended Actions	Descriptions	Groups Involved	Timeline
<p>Conduct an active transportation survey in Huron County, asking current users and people that aren't currently walking or cycling their opinions of active transportation in the County.</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 Health, Public Works Staff, HCCAC</p>	<p>Year 2</p>
<p>Through the Development of the Cycling Strategy, identify priority routes that can have the highest impact on ridership in Huron County in the shortest timeframe, and work to implement those with a Short Term Implementation Plan, complete with a capital budget.</p>	<p>Often when communities undertake active transportation improvements, they do so as roads are resurfaced or new roads are built, which can result in a discontinuous network. Recent data has shown that it is much more effective to build a full network of cycling infrastructure over a short period of time rather than slowly adding pieces – a comprehensive network can encourage new riders and begin to shift transportation practices in a short period of time, especially when compared to implementing smaller pieces of infrastructure over a long timeframe. Consult with your communities about which routes have the highest demand, and work to complete the network identified in the short term plan within 3 years.²⁶</p>	<p>HCCAC County Staff and Council Municipal Staff and Councils</p>	<p>Year 1 – Draft and approve plan Year 2 – begin implementation</p>
<p>Create partnerships to allow for the hiring of an Active Transportation Coordinator as part of the Huron County Cycling</p>	<p>Efforts to support cycling work best when there is one person dedicating much of their time coordinating and strengthening programs. Consider creating a shared position that reports to the County, Municipalities, Public Health and any other agency that has a role in promoting cycling in the region.</p>	<p>County and Municipal Staff, Public Health</p>	<p>Year 1</p>

²⁶ An excellent example of a short term cycling implementation plan can be found in Belleville, where community consultations received over 200 responses identifying priority routes, resulting in the creation of a 3-year plan to create safe routes throughout the entire urban area of Belleville: <http://belleville.ca/projects/details/cycling-implementation-plan>

Recommended Actions	Descriptions	Groups Involved	Timeline
Strategy.			
Support provincial cycling advocacy efforts through the Ontario Cycling Advocacy Network (OntarioCAN).	Many activities of provincial scope were highlighted throughout the workshop that would help to improve cycling conditions in Huron County. This includes cycling education in schools, investments in infrastructure and driver training. Once the HCCAC is formed, they should ensure that they represent Huron County as part of the Ontario Cycling Advocacy Network. This Network is facilitated by Share the Road and our aim is to have 1 representative in each electoral district (provincially).	HCCAC, Share the Road, Municipal Staff	Ongoing

Appendices:

Appendix A: Inventory and Challenges

This inventory was developed by participants in the Bicycle Friendly Communities Workshop and World Café event facilitated by Share the Road in May 2016.

Engineering

Inventory:

Trails in Wingham and Blyth

G2G Trail coming together, nearing completion

Some bike parking, varies widely between communities.

Bike signs on Orchard Line

Goderich to Auburn Rail Trail

Generous road allowances already exist – lots of opportunity to pave shoulders.

Roads in good shape

Schools have good bike parking availability

Challenges:

No existing bike lanes within many communities in Huron County

Lack of signage

Narrow bridges in many places – difficult to add cycling infrastructure

Maintenance standards for keeping AT infrastructure don't exist at present

Few staffing resources on the AT file

Few key destinations linked by cycling routes – i.e. beaches, parks, stores, schools

Very few bike parking spaces

Encouragement

Inventory:

Trail maps and signage

Huron County Cycle Guides

Several bike shops in the area

Volunteer bike clubs in the area

Bike Rodeos and bike parades for youth to ride

Day Camps featuring cycling safety

Spring on the Trail G2G Event

Maitland Trail Association

Triathlon and other competition-focused cycling events

Mountain Bike introduction park in Walton

Commuter Challenge Week

Challenges:

More family bike ride events needed

No bike to school encouragement

No Open Streets events – difficult in some communities because of the major corridor that serves as the community's main street.

No organizing body to create events

People don't feel safe riding, so it's hard to encourage them to get on their bikes

Education

Inventory:

"I Share the Road" bumper stickers and awareness campaign

Bike Rodeos run by the Optimist Club

Bike trail information on printed maps

Challenge course in Walton

Customer events at local bike shops
Radio ads about 1m safe passing law
Helmet fitting sessions
Walking School Bus Pilot project

Challenges:

No one organization taking the lead on the education file
Very little promotion of cycling in schools and no in-school education that attendees knew of.
Lack of interest from the public in learning how to safely and legally ride a bike
No adult cycling education available
Sense of entitlement on the roads – drivers don't see cyclists as belonging
Biking on the sidewalk commonplace, perceived as safer
Parents don't wear helmets and model good cycling behaviour
School boards don't include cycling in the curriculum and haven't been engaged in promoting riding
Drivers unaware of laws regulating cyclists – i.e. 1metre safe passing law.
Parents serve as a deterrent by driving kids to school

Enforcement

Inventory:

No motorized vehicles allowed on trails
OPP does cycling education
OPP has officers on bikes
Positive ticketing campaign done by OPP
Stop signs on the trails
No sidewalk cycling bylaw in place in downtown cores
School safety zones
Unsafe driver hotline

Challenges:

Not enough education and signage

Provincial laws not known and not enforced

Lack of bicycle safety campaigns

Parking bylaws could be changed to permit more cycling infrastructure

Perceived lack of police presence in the area (large area, small population)

Evaluation and Planning

Inventory:

Cycling Steering Committee / Strategy being developed

New funding opportunities being explored

Organized workshops are becoming more commonplace

Sustainable Huron plan

Goderich active transportation committee in place

County Cycling and TDM Strategy

Health Unit tracking Huron County's Active Transportation Call to Action

Official Plans contain language supportive of active transportation

Challenges:

No tracking of use on AT facilities

Lack of resources – both financial and staffing

Major gaps in infrastructure for cycling still exist – difficult to prioritize the gaps and how to close them.

Cycling isn't routinely considered when reconstructing a road

Life cycle costs aren't considered when pricing out new construction costs

Including other road users (cyclists, farmers, Mennonites etc.) aren't planned for in many cases

Lack of a unified cycling advocacy or advisory organization

Appendix C: Additional Materials:

Cycling Education Toolkit from Safe Cycling Thunder Bay – detailed information about creating new bike education courses in your community. http://www.safecyclingthunderbay.com/upload/documents/cycling_toolkit.pdf

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

2015 Yearbook: http://www.sharetheroad.ca/files/2015_Yearbook_final_web.pdf

2016 Yearbook: 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>

Spotlight on: Effective Cycling Education



Employees in Thunder Bay learn cycling skills during their lunch hour.

Throughout the workshop and the World Café, attendees emphasized that many residents don't know the rules of the road as they apply to bikes – whether they're on a bike or behind the wheel. Every effective cycling education campaign has two main parts – one focused on those who ride and one on the general public.



Thunder Bay's "You know me, I ride a bike" campaign emphasizes that people on bikes are members of the community just like people who drive.

Cycling Education:

- Should be taught by a certified CAN-BIKE instructor;
- Should be offered at flexible times, with a variety of courses available – consider a focus on beginner cycling courses*;
- Should ideally be offered on-site at large employers as a lunch and learn series;
- Should feature simple messaging for new riders, such as “stay off the sidewalks”, “stay visible and predictable”, and “always signal your intentions”.

Education for people who drive:

- Should emphasize that people on bikes have a right to be on the road.
- Should focus on safe, courteous passing in accordance with the 1m safe passing law.
- Should feature messaging that emphasizes that people cycling are neighbours and community members.



Volunteers with Cycle Toronto hand out lights to riders to keep them visible while riding at night

Attendees identified some key ideas to create better relationships between people driving and people cycling:

- Humanizing the people on bikes – encouraging riders to tell their story, to highlight the fact that they’re community members and neighbours;
- Getting community leaders, especially Municipal and County Councillors, on bikes to better understand what the infrastructure and experience is like on two wheels;
- Broad promotion of the rights and responsibilities of each road user – encouraging cyclists to signal, ride legally etc. and letting drivers know what to expect from riders – it’s the unpredictability that often causes animosity.

*Note – Share the Road is currently working with Cycle Canada to provide an update to the CAN-BIKE Curriculum to make it more accessible for new riders. [Read our recommendations](#), and stay tuned for additional updates about changes to the CAN-BIKE model in the near future.

Spotlight on: Bike Month

June is Bike Month in Ontario! It's a perfect time to encourage residents to give cycling a try! At both the workshop and the World Café, attendees identified Bike Month as a priority action for Huron County to undertake. 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.);
- Create a "Tour de Huron County" series of rides, with 100 km, 25 km and 10 km routes originating from different town centres to encourage residents to explore the entire county by bike;
- Host a "Bike it to Market" event at the Farmers' Market with bike valet and giveaway's for people that arrive by bike;
- Host a bike challenge between local employers and local schools to see which organization can log the most kilometers ridden;
- Host an Open Streets event in several communities throughout the month;
- 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.



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



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 1 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
- YMCA
- OPP
- Local Service Clubs
- BIAs
- Tourism
- Cycling Clubs
- County and Municipal Staff

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 Huron County. See below for some of the many suggestions for Social Rides that were generated during the Workshop and World Café.



“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 outfits.



Kid 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!

Suggestions for Social Rides include:

- Culinary tours of Huron County – Agriculture tours, brewery tours, restaurant rides.
- A Tour of Huron County's Public Art
- A Family Cycling Skills Day in the Square in Goderich (or in central locations in other communities), 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 / bet 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
- Haunted Huron County Ghost tour

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!