



APPENDIX B

Bicycle Friendly Communities
Workshop – Summary Report
and Recommendations





Brantford

Bicycle Friendly Communities Workshop

April 5, 2018

Summary Report and Recommendations

Prepared by the Share the Road Cycling Coalition

Brantford Bicycle Friendly Communities Workshop – April 2018

Summary Report

On April 5, 2018 The Share the Road Cycling Coalition facilitated a Bicycle Friendly Communities Workshop and a Community-based World Café for the City of Brantford. 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. More than 80 community members, key stakeholders, Municipal staff and City Councilors heard new ideas and contributed their local expertise about how Brantford can become a better place for cycling during a full-day, stakeholder focused workshop and a community World Café session.

The Bicycle Friendly Communities Workshop focused the efforts of attendees on developing strategies to advance new programs to support cycling in addition to creating innovative strategies for creating a stronger network of cycling infrastructure throughout the City and surrounding region.

During the workshop, participants helped to:

- identify the existing cycling assets and some of the challenges faced within their community;
- discuss opportunities for developing new programs, projects and partnerships to foster a stronger culture of cycling in Brantford;
- articulate a five-year vision for cycling in Brantford; and
- develop a two-year workplan for making progress toward that vision.

We are confident that Brantford can achieve meaningful progress towards these goals, especially if undertaken in tandem with infrastructure improvement. The essential programmatic elements of a more Bicycle Friendly Brantford by 2023 are:

- Education – A more coordinated effort will be made by the various agencies and stakeholders working on cycling to ensure that education about cycling – both teaching people how to ride bikes safely and teaching people how to share the road with cyclists when driving, is made more available to the community. Brantford will have several trained cycling instructors, and will offer courses to new and experienced riders to help encourage safe, legal cycling practices. All schools in Brantford 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, as well as a focused campaign discussing the value of active transportation to the community.
- Encouragement – introducing new programs designed to get residents excited about cycling again is key to creating a culture of cycling. Brantford will host a variety of different events during Bike Month which will make it easy and fun for residents to get back on their bikes. Bike Valet will be provided at popular community events and high-demand locations to ease the burden on parking spaces, and more information about cycling will be available online. Community rides, signature cycling events and Open Streets events will be regular features in Brantford, and will help to grow the culture of cycling in the community.
- Enforcement – Brantford Police and local bylaw officers will patrol Brantford's trails and roads by bike more often, making cycling a more visible part of the City's identity. Brantford will have bylaws relating to cycling that will reflect best practices across the province, and will engage community partners, including the BPS, in educating the public about changes to the Highway Traffic Act.
- Evaluation & Planning – Brantford will be a leader in Ontario in the field of data collection about cycling, including cataloguing near-misses, gathering trip to school data and utilizing technology to count active transportation users, including permanent counters and video detection. More information about active transportation in Brantford will be collected and shared publicly, including trail user surveys and economic impact assessments. Bike counters and GIS data will be collected regularly to assess the success of Brantford's cycling programs.

The workplan that follows, organized under the 5 Es of the BFC Program (with the exception of Engineering), outlines recommended actions Brantford could take in the next two to three years to help it work towards achieving this 5 year vision. With more than 70 attendees between the workshop and World Café, 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 in a short time as outlined within this report. 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 Brantford to substitute other actions that are not included in this plan and still achieve this five year vision for increasing bicycling.

WORKPLAN

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.*

Many of the actions in this document will rely on communication, partnerships and the sharing of resources across departments in Brantford. For this reason, it is suggested that the City immediately take steps to:

- Create a Brantford Cycling Task Force (BCTF) to coordinate various programs and projects moving forward -
 - o Many of the suggestions presented in this document rely on more than one stakeholder to ensure success. A strong Cycling Task Force can ensure that the required partnerships are in place to ensure the success of these new programs. Consider including engineering, planning and parks staff from the City and Lambton County, representatives from the cycling community, members of the Brantford Police Service and Lambton Public Health and representatives from the local school boards, then structure this committee to have subcommittees or working groups focused on different areas, including education, encouragement, Bike Month and more to ensure that the broader committee can focus on building partnerships and discussing “big picture” topics.
 - o It is also strongly recommended that this committee have an annual budget to organize and run events and invest in infrastructure projects like bike racks, bike repair stands etc. as the committee deems necessary.
- Establish an Active Transportation Coordinator position to ensure that programs identified by the BCTF are implemented and that new partnership opportunities are developed.
 - o Brantford has good staffing resources working on active transportation, but those resources are (by our understanding from the workshop) mostly concentrated within the Engineering department at the City. It is Share the Road’s experience that having a dedicated staffing resource on the Active Transportation programming file (as opposed to working on infrastructure design and development) is an extremely effective way of building a stronger culture of cycling within a community the size of the City of Brantford, and it is strongly recommended that the City follow through with this initiative. This coordinator can help to minimize the duplication of efforts across the City, identify new funding opportunities and work to ensure regional implementation of new Active Transportation projects. Having a committee and a coordinator in place will dramatically improve the chances of success for this workplan.

This workplan will refer to the Brantford Cycling Task Force (BCTF) frequently, but in most places those suggestions would best be done with the support of an Active Transportation Coordinator, reflecting the importance of the coordination role that these resources will play in moving the elements of this plan forward. If these pieces are not put in place, many elements of this plan can still be moved ahead by other agencies and stakeholders, but the implementation will be made considerably easier if these resources are in place.

ENGINEERING:

Attendees highlighted many existing assets already in place in Brantford, including the Grand River Trails and the routes along the Wayne Gretzky Parkway, but also highlighted the fact that there are many gaps in the network, making it challenging to get from one place to another on a bike safely. The addition of bike lanes on City streets connecting trails to priority destinations like the Wayne Gretzky centre and downtown were seen as key priorities to create an effective network of cycling infrastructure in Brantford, and attendees were heartened to hear about the proposal to add bike lanes to North Park street, which had not been implemented at the time of this workshop. The suggestions that follow largely mirror Brantford's existing and approved Transportation Master Plan when it comes to on and off-road infrastructure, with a few updated suggestions to account for the changes in best practices in the cycling field in Ontario.

Workplan: Bike Share

One of the aspects that came up consistently across tables at the workshop was the importance of a Bike Share system in Brantford. Bike Share systems have evolved very rapidly in the past 5 years, and are now flexible enough to accommodate cities of any shape or size. For a great primer, be sure to see the latest version of the [Bikeshare Planning Guide](#), updated in 2018 to reflect the changing nature of bike share systems. The suggestions from the workshop identified a path towards having a fully functioning Bike Share system by 2020. The necessary steps for a system to become a reality are:

1. Issue an RFP for a Bike Share Pilot project.
 - For the pilot to be successful, it is suggested that you concentrate the service in an area where potential ridership is high – areas near the Laurier University campus, downtown, the casino and the trails would be ideal places for the Bike Share pilot to begin.
 - Responsible agencies: Parks and Recreation, Engineering, Purchasing
2. Undertake a pilot project to evaluate the success of the Bike Share project
 - Ensure that the pilot provides sufficient operational time to adequately capture trends over multiple cycling seasons, potentially by having the program run for 18-24 months
3. Expand the Bike Share Pilot to a full, permanent system based on the results of the Pilot
 - Once the Pilot period is over and the results are analyzed, roll out a full Bike Share system across areas of Brantford based on the demand and the potential for cycling in those areas. If Bike Share is paired with a network of high-quality cycling infrastructure, [experience has shown](#) that it can have transformational impacts on the cycling culture of a community.

- Remember that Bike Share works best when [station density is high](#) – so focus on providing a quality service over a smaller area rather than trying to overextend the reach of the system and risking spreading it too thin. Better to have a successful program over a smaller area that can grow than a failing system over a large area!

Recommended Actions	Description	Groups Involved	Timeline
When the new OTM Book 18 is released, ensure that local design standards adhere to the updated provincial standards	OTM Book 18 is being updated through 2018 and 2019 to include more infrastructure treatments that have been proven successful in improving cycling safety across North America and the world. Once the update is complete, ensure that your design standards for cycling facilities meet or exceed the standards identified in Book 18.	Engineering staff Planning Staff	Once Book 18 update is completed – late 2019
Consider adding contra-flow cycling facilities through the downtown area	Attendees identified the one-way streets of downtown as a barrier to connecting to destinations by bike. Consider installing contra-flow bike lanes on some of the streets downtown, or consider changing those streets to accommodate 2-way traffic for all vehicles. Design guidelines for contra-flow lanes can be found in OTM Book 18.	Engineering staff	2019-2020
Add publicly accessible bike repair stands ¹ to your list of end-of-trip facilities in Brantford	Bike repair stands can make it easier for riders to keep going and make simple repairs like adjusting a seat height or adjusting air pressure in tires. They're also a great way for the City to visibly display its support for cycling.	Engineering Staff, Parks and Recreation Staff	2019-2020
Create a series of Neighbourhood Access Bikeways in Brantford to take riders north-south and east-west utilizing quiet residential streets with additional traffic calming elements	One of the safest and most comfortable types of cycling infrastructure is the Bicycle Boulevard or Neighbourhood Greenway – a linear residential street that has additional traffic calming elements like traffic diversion, speed tables, chicanes and more to reduce traffic speeds and volumes in order to make the route more comfortable for people who walk, cycle and live along. Attendees suggested installing 2 east-west and 2 north-south routes across town, potentially utilizing some of the existing signed bike routes and adding traffic calming elements to them.	Planning Staff Municipal Councils BCTF	Identify routes in 2019, implement routes in 2020

¹ There are many good examples of bike repair stands on the market – see the Greenspoke offerings here:
<http://www.gogreenspoke.com/products?category=Bike%20Repair>

As part of the overall cycling strategy, create and design effective wayfinding signage across Brantford to direct people to popular destinations.	Wayfinding signage can serve many different purposes – from highlighting safe routes to informing riders about nearby destinations. Consider creating a wayfinding signage that directs riders to the on and off-road routes through Brantford, provides clear information about the destinations and amenities along the route and provides information about the distance and estimated time to walk and cycle to those destinations ² .	BCTF, Parks and Recreation Staff, Engineering Staff	2019-2020
Develop new safe crossings where trails intersect with roadways	While Brantford is fortunate to have several high-quality trail crossings, there are a few spots where connectivity and safety could be improved. Consider installing signalized crossrides ³ where trails cross busy roads, which would benefit cycling safety and improve connectivity ⁴ .	Engineering Staff	Identify needed crossings in 2019, install in 2020 and ongoing
Use the network gaps identified through the Transportation Master Plan process to prioritize the installation of new cycling infrastructure in the short term	Brantford's trails and existing infrastructure are extensive – the City already has a good foundation upon which a complete, safe network could be constructed. Identify priority gaps in the network and establish a short-term plan to fill those gaps, especially in places where existing demand for cycling is highest like around schools, recreation complexes and near major employment centres like downtown and the Casino.	Engineering	Fill priority gaps by 2020

² The City of Waterloo has developed an excellent Wayfinding signage standard that they are willing to share with other municipalities. It can be seen here: https://www.waterloo.ca/en/contentresources/resources/living/Wayfinding_sign.jpg and if you are looking to modify the template for use in your community, we can put you in touch with staff at the City to get all of the templates.

³ For an excellent example of a signalized trail crossing where a high-volume trail crosses a high-volume road, see what has been installed in Caledon at Airport Road here: http://walkandrollpeel.ca/projects/new_infrastructure.htm

⁴ There is newly released design guidance for trail crossings in Ontario as well – consult OTM Book 12A – Bicycle Traffic Signals for more information. <https://ontario-traffic-council.s3.amazonaws.com/uploads/2018/07/OTM-Book-12A-Bicycle-Traffic-Signals-March-2018.pdf>

Establish maintenance standards for trails infrastructure to provide opportunities for year-round riding.	Designate priority winter routes, especially trails that connect to community amenities, for enhanced winter maintenance. Also be sure to create spring and summer maintenance standards for bike routes and trails that include regular patrols, surface repair, vegetation control and path sweeping. When it comes to on-road infrastructure, Ontario's new Minimum Maintenance Standards establish clear guidelines for snow and ice removal, but standards for off-road infrastructure like trails is up to the municipality to determine. Ensure to communicate the location of priority winter routes widely. For an example of winter maintenance standards, see the City of Ottawa's winter cycling network information here .	Parks and Recreation Staff, Engineering and Public Works Staff, Lambton County Staff	2019
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Workplan: Bike Parking

A consistent topic identified at the workshop was the need for more bike parking all across Brantford. Below are suggestions to make bike parking more easily accessible across the City.

Recommended Actions	Description	Groups Involved	Timeline
Create local Bike Parking Ordinances to ensure that new developments and employment areas have adequate, ample bike parking	Especially as Brantford sees new growth, a strong Bike Parking Ordinance will 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 here . Also ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP) found here .	Planning Staff Municipal Council BCTF	BCTF to coordinate on policy in 2019, Council to approve in 2020.

Consider partnering with a local high school to manufacture new bike racks	There are excellent examples from around Ontario where municipalities and BIAs have partnered with local Secondary or Post-Secondary schools to fabricate new bike racks ⁵ . Consider a similar partnership to create visually interesting bike parking solutions in Brantford.	BCTF, BIAs, Chambers of Commerce, High Schools	2019
Expand the availability of bike parking all over Brantford, with a specific focus on trip generators – major employment areas, downtowns, recreation centres etc.	Undertake a bike parking inventory to determine where bike parking is available and where gaps exist. Ensure that bike parking is available at all municipally 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) found here .	Engineering staff Parks and Recreation Staff Operations / Public Works Staff BCTF	Inventory in 2018, bike parking strategy in 2019
Create a Bike Rack Partnership program, where the City purchases a large number of bike racks and makes them available at cost to businesses and other stakeholders – especially schools.	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 ⁶ . Also consider offering businesses the opportunity to be included on the City's cycling map if they can show that they have adequate bike parking, or if they agree to purchase new bike parking capacity.	Chamber of Commerce, BIAs, Local Businesses, Public Works / Operations Staff	2018

⁵ For an excellent example of such a partnership, see page 9 of the 2016 Bicycle Friendly Communities Yearbook, profiling bike racks built at Belleville's Loyalist College: http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf

⁶ 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/city-services/bike-parking.aspx>

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 Brantford to move forward in becoming more bicycle friendly. Attendees felt that area-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: Community and Public Awareness

Brantford's existing network of stakeholders that are promoting cycling is already very strong. With stakeholders like The Brant Cycling Club, SprockKids, the Safety Village, the Brantford Police and the NCCH, there is a strong network that can be leveraged to spread the word about safe road use – we suggest creating a cycling communications and engagement strategy to ensure that these groups are sharing the same message, and that the message being shared is one that builds towards the creation of a stronger culture of cycling in Brantford. Below are a suite of suggestions for more effectively engaging City Residents in the conversation about cycling and sharing the road.

Recommended Actions	Description	Groups	Timeline
Establish a cycling education subcommittee as part of the BCTF to help coordinate the development and delivery of educational campaigns throughout the City.	When it comes to cycling education, there are many existing programs that can be adapted or simply utilized as they already exist in Brantford. This subcommittee can identify the programs that would be the best fit for the community and can pool resources from all of the community partners to create new materials or modify existing campaigns. Set your communications priorities on an annual basis, and be sure to target all materials towards those objectives.	School Boards, Municipal Staff, Brant County Staff, Public Health, Brantford Police Service (BPS), BIAs and Chamber of Commerce	Late 2018 – establish committee 2019 – begin programs

As part of the work of the BCTF Education subcommittee, create a Bike Brantford brand and a vision for the key messages that the brand will share	Key messages as identified by attendees included a promotional campaign highlighting the ease of cycling in Brantford using distance and time estimates to travel to popular community destinations, an exploration of the individual and community benefits of increased cycling participation, rights and responsibilities of people cycling and driving and explanations of how novel infrastructure like Pedestrian Crossovers, Crossrides, Bike Lanes and Neighbourhood Greenways work.	BCTF	2019 and beyond
Identify education programs/ campaigns that could be replicated or modified for use in Brantford to help engender a spirit of cooperation among all road users on the roads in Brantford.	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 videos, ⁷ People For Bikes' Travel With Care program ⁸ , the City of Peterborough's "Leave a Busload of Sapce" Bus back and bus shelter ads or Waterloo Region's Thumbs Up! Campaign ⁹ . For rural communities in the areas near Brantford, messaging that focuses on large agricultural vehicles is also available from The Blue Mountains ¹⁰ . Share the Road has also developed a new campaign focused on the 1m safe passing law and the new penalties for not having adequate lighting on your bike. Those resources are available to all communities here .	BCTF	2019 as early work done by BCTF
Deliver key messages about cycling safety to all households in Brantford using existing municipal mailouts, like parks and recreation guides or utility bills	Every time you send documents to the entire community, it is an opportunity to add messaging about important topics to ensure that all residents receive the information. Consider creating a utility bill or property tax bill insert to send out based on the key messages you decide to focus on for the Bike Brantford campaign. Keep messages simple and to the point – focus on one topic per campaign.	BCTF Communications Staff	2019

⁷ <https://safecyclingthunderbay.com/really-great-stuff/> - look under "Sharing the Road Short Films"

⁸ <https://peopleforbikes.org/travel-with-care/>

⁹ <http://thumbsupwr.com/resources/>

¹⁰ <http://www.thebluemountains.ca/share-the-road.cfm>

Utilize your existing community assets to deliver cycling education to youth and seniors in the community	Consider integrating cycling skills education into activities already taking place at community destinations like the YMCA, Recreation Centres, Libraries, Seniors' Centres, and more. You can offer introduction to cycling courses, bike maintenance clinics or Try-A-Bike Bike rental programs at these existing community assets. A cycling skills day could be a great addition to a Day Camp program or an ongoing physical activity program.	BCTF YMCA, Stakeholder agencies like Seniors' Centres Parks and Recreation Staff	2019
Gain a better understanding of your community's needs by undertaking a survey to learn how people see cycling, why they are and aren't cycling and more	An online and telephone survey can serve two purposes – it can help to understand how residents view cycling and uncover attitudes that may need to be addressed through public awareness campaigns and it can help to serve as subtle encouragement to get more people to think about cycling. Consider delivering a broad survey in Brantford to help inform educational priorities for the BCTF for the next 5 years.	BCTF City Communications Staff	2019
Create and distribute cycling maps highlighting low-stress routes, including the time it takes to travel from one popular destination to another within Brantford	One of the topics of discussion that came up several times at the Workshop was the fact that Brantford residents may not know about some of the safe, comfortable bike routes that exist in the community. Producing a user-friendly, easy-to-read map that highlights the difficulty level ¹¹ of each route can help to show more people in Brantford that cycling in the City is possible on low-stress routes, including neighbourhood streets. Once these routes are identified on a map, install signage including distance and estimated time to key destinations ¹² and install traffic calming elements to make the routes more comfortable for inexperienced residents to ride a bike ¹³ .	BCTF Parks Staff Engineering Staff Communications Staff GIS Staff	2019

¹¹ For an example of a bike map that identifies the difficulty of each route, see what Victoria, BC has done here: https://www.crd.bc.ca/docs/default-source/crd-document-library/maps/transportation/bikemap2014-frontback-web.pdf?sfvrsn=d33c6bca_8

¹² For an easy way to create and deploy signage that includes time and key destinations, try using Walk [Your City] to create signage along key routes. <https://walkyourcity.org/>

¹³ Consider establishing routes as a "Neighbourhood Greenway" or an "Active Transportation Priority Street" where cut-through vehicle traffic is discouraged and design elements force people driving to slow down in residential areas. For guidance on implementation, see here: <https://nacto.org/publication/urban-bikeway-design-guide/bicycle-boulevards/> or consult OTM Book 18.

Bring cycling safety education to where community members already are by creating a mobile cycling education and repair booth	The most important thing about cycling education is not reaching those who are already biking – it's reaching those that aren't cycling yet. Create a booth to be deployed at community events that has educational materials, including information about basic bike repair, to help encourage residents and visitors to try cycling again.	BCTF	2019
Ensure that the dedicated portal for cycling on the City of Brantford's website is relevant and always up to date	Having a website for Brantford's Cycling information is a vital way of showing the City's commitment to cycling and for disseminating information about routes, projects and events. Be sure to produce promotional materials to let residents know about the website, and ensure that City Staff communicate with members of the cycling community on a regular basis to keep content up-to-date and relevant to the community's needs. Also be sure to add pages about upcoming cycling events and some items that focus on the joy of cycling rather than just the technicalities of using the bike lanes in town.	BCTF Communications Staff	Ongoing
Create educational resources to distribute to parents in Brantford about sharing the road with cyclists and encouraging their kids to get to school actively	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 and informing them of upcoming events that include bikes. Resources are available on the Active and Safe Routes to School website here.	BCTF School boards Public Health	2019
Create a cycling partnership fund ¹⁴ to help ensure that local partners can deliver and scale up some of the existing cycling education programs in the area.	Promoting cycling in the community is a multi-faceted job. It can't be done by just one stakeholder group, but often the groups that are doing the work are relying on donations and volunteer time to ensure that educational programs are delivered. By creating a funding stream to recognize the value of that work and helping organizations to do more, the City can serve as an effective partner in fostering a stronger culture of cycling in the community.	BCTF City Staff	Spring 2019 and ongoing

¹⁴ For a good example of a partnership grant program, see Bloomington, Indiana's Local Motion grants stream info here: <https://bloomington.in.gov/grants/local-motion>

Run "Stay Safe, Stay Back" trucking campaign within Brantford ¹⁵	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.	Public Health, City Staff Large Employers	2019
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Education Workplan: Schools and Youth

One of the keys to creating a community where cycling is more accessible and comfortable is to engage residents who aren't able to drive and to provide them with safe, reliable alternatives to being reliant on automotive transportation. Youth, by definition, cannot drive, so creating safe routes for them to cycle to school and providing them with the tools that they need to make the active, healthy choice to walk or bike to school are key to creating a great cycling community. Attendees at the Workshop and the World Café offered many great suggestions to help get more youth cycling in Brantford. Those suggestions are presented below.

Recommended Actions	Description	Groups Involved	Timeline
Work with schools to deliver School Travel Planning ¹⁶ programs and Active and Safe Routes to School programming to all schools.	The importance of active school travel came up repeatedly throughout the workshop, so it is suggested that there be a specific effort through the BCTF to work with schools to implement School Travel Planning (STP) Projects in Brantford on an ongoing basis. In order to ensure that School Travel Planning succeeds, it is recommended that the BCTF work with the local school boards and Lambton County Public Health to hire a School Travel Planning Coordinator ¹⁷ . The Ontario Active School Travel Fund makes funding available to hire STP Coordinators and bring STP programs into your community – be sure to apply for the Fall 2018 round!	BCTF School representatives Municipal Staff Public Health	2019 – STP in one school per board. 2020 – 2 schools per board 2022 – all schools in Brantford have STP

¹⁵ 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

¹⁶ For resources on how to create school travel plans, see here: <http://ontarioactiveschooltravel.ca/steps-to-success-the-5-es/>

¹⁷ A wide variety of school travel planning resources, including a coordinator job description, is available for free here: <http://ontarioactiveschooltravel.ca/school-travel-planning/school-travel-planning-toolkit/>

Work to organize new programs to help to get students to school actively and safely, including bike trains and walking school buses ¹⁸ .	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 BCTF with School boards and local community groups 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.	BCTF, School Representatives Parents	2018
Consider creating "School Streets" around schools, which are closed to cars during drop off and pick up times.	One of the most dangerous places for a child to walk or ride their bikes is the final 200m near the school, mostly because other parents are engaging in dangerous driving while dropping their own children off . Some cities are making efforts to eliminate these dangers by creating " School Streets " – roads and areas around the schools that are closed to automobile traffic during pick up and drop off times, to make active trips to school safer and more common. Consider piloting such a program around some schools in Brantford.	BCTF Engineering Staff School Boards School staff Public Health BPS	Pilot in 2020

¹⁸ For a wide variety of resources about encouraging cycling to school, see this guide: [http://www.hastebc.org/files/uploaded/mikesmith/Cycling%20Manual%20EN\(1\).pdf](http://www.hastebc.org/files/uploaded/mikesmith/Cycling%20Manual%20EN(1).pdf) and for more information on how to start your own bike train program, see this guide from HASTe in BC <http://www.hastebc.org/resources/walking-school-bus-bicycle-train>

Spotlight on: Effective Cycling Education



Throughout the workshop, 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.

Cycling Education:

- Should be taught by a certified cycling 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”.



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

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.



You know me,
I ride a bike.

Share the Road Safely

Stasia Starr
nurse, wife
& mother of two

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.

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

1. Humanizing the people on bikes – encouraging riders to tell their story, to highlight the fact that they're community members and neighbours.
2. Getting community leaders, especially Municipal Councillors, on bikes to better understand what the infrastructure and experience is like on two wheels.
3. 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 to modernize the cycling education curriculum in Ontario to make it more user-friendly. Follow along with our progress at www.sharetheroad.ca/education and be sure to reach out to our staff before undertaking any education activities to see what support we offer.

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 significant room to grow the encouragement efforts within Brantford. Attendees identified a number of programs to encourage Brantford residents to get back on their bikes, & also highlighted the importance of working with schools and businesses in the area to make cycling more comfortable for their employees & their guests. The suggestions contained in this section are varied, but they all contribute to the same objective – to create a stronger culture of cycling in Brantford in the medium-term.

Recommended Actions	Description	Groups Involved	Timeline
Begin offering Bike Valet ¹⁹ at a variety of community events in Brantford, including at Canada Day, Farmers Markets and more.	Bike Valet can be a great way to reduce the parking burden at a popular event or location. With the number of sports tournaments and special events in Brantford, it was suggested at the workshop that Brantford require Bike Valet as a condition under the Special Events Permitting requirements through the City, which would be a Best Practice in Ontario when it comes to Bike Valet. Brantford could offer bike valet on an ongoing basis at places like Farmers' Markets to increase the visibility and uptake of cycling in the community. As an added value to the Bike Valet, consider duplicating the " Ride a Bike Borrow a Chair " program from Carmel, Indiana. See the "Spotlight on: Bike Valet" section of this report for more details.	Parks Staff, Events Staff, BCTF, Brant Cycling Club	Purchase equipment in early 2019 to start offering bike valet ASAP
Work with Seniors' Groups in the community to offer a series of Seniors Social Rides	Whether it is Seniors, Women, New Canadians or any other group, people tend to like riding with other people with similar skill levels and interests as themselves. Consider utilizing pre-existing social connections already built up through Seniors Centres to host social rides to reintroduce seniors to cycling. It can help keep seniors active and mobile, and lead to a more age-friendly community.	BCTF Seniors' Centres	2018

¹⁹ For a great description of what Bike Valet is and how to run one, see here: <http://www.ibike.org/engineering/event-parking.htm>

Organize more social rides in Brantford to give more residents an opportunity to ride as a group. Host Slow Rides with family-friendly destinations to encourage new riders.	Attendees were pleased to see rides already happening in Brantford, but noted that most of the rides are organized by the Brant Cycling Club and focus on more of a recreational-road style of riding. Attendees felt that the number of offerings could be expanded and that the audience could be shifted to encourage new riders to come out for a more social ride. Ensure that rides offer variety for residents – family rides should be done at a no-rider-left-behind pace, and could depart from local schools as a way to highlight safe local routes to and from school in the area, with other social rides like touring rides and cyclocross rides also offered to build a culture of cycling in Brantford. Consider having the City support the development of these social rides by helping organizers obtain the necessary ride insurance to be able to deliver these types of rides. See the “Spotlight on: Social Rides” section of this report for more information and suggestions	BCTF and community partners	Ongoing
Create a Stakeholder Outreach strategy, including a web-based portal to better connect with key groups who help move cycling forward.	Attendees highlighted the importance of stakeholder collaboration to ensure that the goals and objectives of the BCTF plans are met. By engaging with stakeholder groups you can identify new avenues for outreach (by attending community events, reaching out into new community centres, pushing information out on alternative email lists etc.), identify new champions for cycling in the community and ensure that stakeholders are speaking with consistent messaging. Consider creating a stakeholder email list and a dedicated web site for stakeholders where all relevant information, including program updates, public awareness campaign materials etc., can be found.	BCTF	2019
Expand the number of local businesses participating in the Ontario By Bike Network	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 talking to them about the benefits of joining Ontario By Bike, and encouraging more businesses to provide bike parking, water bottle refills and other amenities for cyclists.	BCTF, Economic Development, BIAs Chamber of Commerce, Ontario By Bike	2018

Host Bike Month festivities in 2019 and beyond, expanding the number and variety of programs each year.	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 Brantford Bike Month working group to decide what kinds of events should be held and to organize those events. See Share the Road's collection of Bike Event "Recipe Cards" for more inspiration.	BCTF	Form working group in late 2018 for 2019 event planning
Expand your Bike Month activities to include "Commuter Stations" along trails and popular cycle commuting routes	Partner with local businesses to be able to deliver snacks, coffee, cycling essentials like lights and bells and more to people as they ride their bikes past the pit stops. These types of events add to the sense of joy that comes from cycle commuting and are a great way to show support for cycling all over the community.	BCTF, local businesses	2019
Create a Cycling Integration Team to creatively add cycling into existing town events.	As special events and festivals approach, work with event organizers to add cycling in to the regularly scheduled activities. Add messaging about cycling to the event to reduce traffic congestion and parking, highlight the routes that residents could take and the estimated time it would take them to get there if they rode their bikes, advertise the availability of bike valet and work to integrate cycling education and encouragement efforts into the events already taking place in Brantford.	BCTF Special Events Staff Parks and Recreation Staff	2019
Work with neighbourhood associations to offer Community rides highlighting local neighbourhoods	One of the assets identified at the Workshop was the existence of a network of well-connected neighbourhood associations. These Neighbourhood Associations would be excellent hosts of local neighbourhood rides to introduce their residents to the amenities and hidden routes within their areas. Consider developing a "neighbourhood association rides guide" document to share with the associations and helping to foster the development of these rides.	BCTF, Neighbourhood Associations	2019

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!

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 Brantford, and felt that it would be a positive addition to the City's cycling efforts.

Brantford has many special events - 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 Brantford – 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!

Attendees identified the First Friday and the weekly Farmers Market as good places to host Bike Valet, although that should not be considered an exhaustive list. Every time there is an event in Brantford where large numbers of people are gathering in a central location, Bike Valet is a great opportunity to reduce parking demand and show support for cycling in a highly visible way!

Ensure that the Bike Valet is in a visible, conspicuous location close to the areas people want to visit – making biking to the event the easiest option for parking is the best way to get more people to leave their cars at home!

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.

Offer Bike Repair workshops at community events	Attendees felt that a bicycle repair workshop was something that could be offered to serve more people within the community by giving them the necessary skills to make the types of simple repairs that can sometimes keep an otherwise usable bike in the back of someone's garage. Partner with local bike shops to offer Bike Repair 101 at community events, and to offer more advanced bike repair courses to keen residents a couple of times a year, potentially through the parks and recreation department.	BCTF, Local Bike Shops, Parks and Recreation Staff	Ongoing
Create a series of cycling incentives at various workplaces and shops in the City	Sometimes people need a "push" to try something new. Consider launching an incentive program for employees and for customers through various businesses in Brantford, including discounts on products for people who arrive by bike, a Commuter Challenge draw, Free Bike Tune-ups at the Farmers Market and VIP access to community events for people that arrive by bike during Bike Month	BCTF, BIAs, Employers and City Staff	2020
Launch Bike to Shop, Bike to Church and other campaigns aimed at normalizing Everyday cycling	Only about 20% of the trips people make are for commuting purposes, yet Bike to Work is often one of the only focal points of promotional efforts. Often, community destinations like local stores, churches, recreation centres etc. are all close enough to bike to, but most residents still choose to drive. Create campaigns to encourage and normalize trips to these popular destinations.	BCTF Faith leaders BIAs Parks and Recreation staff	2019 as part of Bike Month
Create a "You Can Bike Here" Communications Strategy to highlight how short many trips in Brantford are	Many of the daily trips made that start and end in Brantford (i.e. 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 Figure 1 – Peterborough Map	BCTF, BIAs, Parks and Recreation Staff	2019

Create a Media Engagement Strategy for cycling in Brantford	Attendees noted that delivering positive messaging about cycling to the media in Brantford was an important consideration to increase community buy-in. It was suggested that the community start with “Cyclist of the Month” profiles, showcasing everyday residents in Brantford who travel by bike to humanize cyclists in the City. Attendees also suggested a series of radio ads highlighting the importance of providing all road users with respect and encouraging people to slow down while driving around people on bikes, and creating a campaign that informs people that most trips in Brantford are easily done in 15 minutes or less by bike. Ensure that messages are positive and supportive of healthy transportation choices!	City Communications staff, BCTF	2019
Launch a Trail Stewards / Bike Ambassadors program, utilizing existing cycling ambassadors and summer students	Consider hiring summer students to serve as Trail Stewards and Bike Ambassadors for Brantford, providing daily reports on conditions of the trails to Parks and Recreation Staff, providing high visibility examples of safe, legal riding on the roads, and providing wayfinding and advice, serving as a “mobile information kiosk”, to visitors and residents alike on the trails. Be sure that all ambassadors receive cycling skills training and set a positive example of courteous, legal cycling at all time.	BCTF Parks and Recreation Staff	Apply for Canada Summer Jobs grant in 2019 to begin program
Work with community groups to establish a Bike Co-Op or Community Bike Hub in Brantford	Bike Co-Ops can help to get bikes into the hands of those that need them most, can provide new skills for underserved youth, can provide a meeting space for new riders who don’t feel comfortable going into a traditional bike shop and can provide a space where bike culture can grow. Consider supporting the development of a Co-Op by providing space ²⁰ and startup funding.	BCTF Economic Development and Culture Staff	2020

²⁰ An excellent example of a Bike Co-Op supported by the local municipality is Cobourg’s Cycle Transitions – learn more here: <http://cycletransitions.org/>

Spotlight on: Social Rides



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.

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 Brantford. See below for some of the many suggestions for Social Rides that could be hosted in Brantford.

Suggestions for Social Rides include:

- Culinary tours of Brantford – cafe tours, restaurant rides.
- A Tour of Brantford's Public Art
- A Family Cycling Skills Day at the Recreation Centre and on the trails 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)
- A Bikes and Bites event – a Price Fixe dinner at 3-4 different restaurants by bike (appetizer at one location, main course at a second, dessert at a third)
- 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 glow sticks 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 Brantford Police Service (BPS) to be more involved in making cycling safer, including by engaging in positive ticketing and being engaged in more training about cycling as it relates to the Highway Traffic Act.

Enforcement Workplan

Recommended Actions	Descriptions	Groups Involved	Timeline
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 etc.). More information on healthy rewards for children can be found here .	BPS, Public Health, City Staff	2019
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.	BPS, BCTF	2019 and beyond
Have officers engage in enforcement of the 1m safe passing law using handlebar mounted radar tools	In other jurisdictions in Ontario, a small handlebar mounted device has been used to detect infractions of the 1m safe passing law, allowing officers to engage in education and enforcement about the law ²¹ . Ottawa has lent the device to other municipalities to engage in enforcement blitzes – consider using the device to raise the profile of the 1m law, and consider investing in the device to help enforce the law more regularly in Brantford.	BPS BCTF	2018

²¹ Learn more about Ottawa’s ongoing work to educate drivers about the 1m safe passing law and their enforcement efforts here: <https://ottawacitizen.com/news/local-news/police-plan-crackdown-on-one-metre-safe-passing-law-protecting-cyclists>

Organize a “Ride a Mile in My Shoes” event including plainclothes police officers and cycling advocates ²²	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 officers in uniform.) It also helps to build/strengthen the relationship between police and cycling advocates	BPS BCTF	Once each year
Undertake an evaluation of the City’s current bylaws that relate to cycling in comparison to best practices in other Ontario Communities	Establish an Active Transportation Bylaw Review Task Force made up of interested residents and City Staff to review the existing bylaws, determine where some of the gaps and inconsistencies may be, and work to rectify the inconsistencies. Attendees identified the need to strengthen the bylaws relating to parking in bike lanes as a priority for Brantford as they move forward.	Municipal Staff, BCTF Members, BPS	Ongoing
Create a unit of bylaw enforcement officers whose role is to patrol bike lanes in the area and keep them clear of parked vehicles and to patrol trails to ensure that trail rules are being followed.	In Toronto, the Bylaw enforcement unit now employs several officers who patrol the bike lanes of Toronto ticketing people who park in bike lanes. Their presence has resulted in increased awareness of the risks of parking in a bike lane, and has lead to the creation of similar units in Hamilton and Halton Region. In Brantford, a similar unit could patrol newly installed bike lanes and provide increased law enforcement presence on the trails in the community. This officer could also serve as a liaison between the Brantford Police Service and the cycling community, potentially by sitting on the BCTF.	BPS and local bylaw enforcement	Pilot in 2019
Ensure that collision data is shared between local law enforcement and municipal staff, and that residents are encouraged to report near misses using non-emergency reporting as well	Collisions involving people on bikes can often be prevented or mitigated through design and infrastructure changes. Consider working with the BPS to identify collision “hotspots” in Brantford, and coming up with a plan to address each area. Also consider encouraging residents to self-report near misses using BikeMaps.org to help the City to identify potential problems before a collision occurs.	BCTF, Engineering and Planning Staff, BPS	2019

²² 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. The yearbook can be found here: <http://issuu.com/mrbikesabunch/docs/2015-yearbook-final-web>

Consider working to offer a ticket diversion program in Brantford	Ticket diversion programs offer people who commit a traffic infraction the choice between paying the fine or attending an educational program such as a safe cycling course. Consider making this available to people driving and people cycling if they commit a cycling-related infraction.	BPS	Pilot the program in 2020
Initiate a review of procedures relating to road closures to make Open Streets events easier to host	When it comes to events that involve road closures, often times the most significant costs associated with the event are the fees paid to the local police department. Review the policies to ensure that events that rely on road closures like Open Streets events can rely more heavily on volunteers with guidance from the police to help reduce costs and make events easier to run.	BCTF, BPS, City Special Events Staff	2019

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

Attendees expressed support for the measurement efforts like trail counters and participation in the Transportation Tomorrow Survey that have been performed in Brantford, but also felt that more data should be collected to show the value of cycling and active transportation in Brantford, especially as new infrastructure is brought online. With that in mind, Attendees came up with a number of metrics that could potentially be incorporated into an Active Transportation Evaluation Strategy that could be integrated into the Transportation Master Plan. Suggested metrics to begin collecting now, and think about collecting in the future include:

- Trail Counter Data: while portable counters are excellent, permanent counters at key locations are even better. They show how cycling and walking changes in a community over time, and help to corroborate the findings of other, more periodic evaluation techniques. Consider investing in 2-3 of these counters every year to create a network of counters to monitor the progress of Brantford's cycling network.
- Survey Data: Attendees suggested collecting survey data from trail users, businesses, bike shops and other residents to get a better understanding of how the impact of cycling is being felt in Brantford.
- Collision data: How many cyclists are involved in a collision in Brantford each year?
- Bike Parking Utilization Counts: How many bikes are parked in key locations around City? Good examples include downtown areas, grocery stores, schools and large employers.
- Bike Share Data: If Bike Share is implemented, how many trips are being made annually? What routes and destinations are most popular among riders?
- Bike Sales and Repair volumes: are local bike shops seeing more bikes sold and serviced each year?
- Bike Valet usage: How many people are using the Bike Valet service when it is offered at City events?
- Event and program attendance: How many residents are participating in cycling events in Brantford? How many youth are being trained on how to ride safely and legally?
- Trip to School data: Using a simple Hands-Up survey program like [BikeWalkRoll](#), how are travel patterns changing in schools within Brantford?
- Video Reach: How many people are seeing the Public Service Announcements being publicized by the BCTF and other stakeholders?
- Tourism Inquiries: How many visitors are asking about cycling when they visit Brantford?
- Resident Surveys: What do your residents think about active transportation in Brantford? What would help them choose to walk or bike more?

As you collect this data, it is of vital importance to share the progress that the City is making with your residents. With a strong focus on data collection, Brantford could create a “State of Cycling Report²³” for the City every 2-3 years, detailing the progress being made on various important metrics like connectivity, safety and resident perception. The communication of the City’s vision for active transportation and the progress being made is vital to ensure community support, so consider hosting some of the data you collect in real time on the City’s website in a “cycling data dashboard” – include key data points like trail use counts, bike parking use, collisions and bike share trips in real time if they are available.

Evaluation & Planning Workplan

Recommended Actions	Description	Groups Involved	Timeline
Approve and budget for a Short-Term, High Impact Cycling Implementation Strategy to create a spine of cycling infrastructure around Brantford	When it comes to encouraging cycling, experience from around North America ²⁴ is showing that implementing a complete network of cycling infrastructure over a short period of time has a more significant impact than spreading out investments over time and keeping the network filled with gaps. Undertake a public consultation strategy to identify the priority gaps that should be filled quickly, and create a Short-Term Implementation Strategy to provide a complete network of cycling infrastructure around Brantford, connecting the well-used routes like the riverfront trails system and the Rail Trail to popular destinations in the City like the mall and downtown.	BCTF, Engineering and Planning Staff, City Council	Consultations on Short-Term Implementation strategy in late 2018-2019 to launch investments in 2019-2020

²³ For an excellent example of a community collecting cycling data, see what the city of Calgary is doing here: <http://www.calgary.ca/Transportation/TP/Pages/Cycling/Bike-Data.aspx> and see what York Region has done here: http://www.york.ca/wps/portal/yorkhome/newsroom/news/yorkregioncycling%20yearbook!/ut/p/a0/04_Sj9CPykssy0xPLMnMz0vMAfGjzOKNjEzMPAyDbzc3SzNDTzDgi38TN1NDQ3cjPQLsh0VATqIFPQ!/#.WhcTD7T82CQ

²⁴ A Good example can be found in Edmonton, Alberta: https://www.edmonton.ca/projects_plans/downtown/bike-network.aspx where ridership doubled in the first month of their new network being operational: <http://www.cbc.ca/news/canada/edmonton/edmonton-bike-cycle-lane-usage-traffic-car-bike-city-friendly-1.4242814>

Collect data about the number of cyclists using the existing facilities in Brantford ²⁵	This data collection should include volunteers counting the number of users on Brantford's roads and trails on weekdays and weekends ²⁶ and the number of bikes parked in existing bike racks to establish a baseline of cycling use in Brantford.	BCTF, Public Health, Public Works Staff	2019
Host biannual meetings with various stakeholder groups to provide updates about what is happening with regards to cycling in Brantford and Brant County	While many of the relevant stakeholders will likely be represented on the BCTF, some stakeholders will not be fully represented, even though they have an interest in, and feedback about, the cycling developments within the City. Consider hosting 2 meetings a year where BCTF members and City Staff can update the community about what is happening with regards to cycling, and can receive feedback from the cycling community about what could and should come next. These meetings can also provide an opportunity to liaise with Brant County Staff to discuss mutual opportunities to move cycling forward in the region.	BCTF Municipal Staff, Brant County Staff, Cycling Clubs, Bike Shops and other stakeholders	2018 – consider using this report as the basis to host the first of these meetings
Create an OpenStreetMap Inventory of Brantford's existing road network to help with future analysis of the City's network	Providing an Open Source data set can have many benefits – it gives the City a head start to use the Bicycle Network Analysis Tool developed in the United States, and can provide information about where small investments in the cycling network can create better connections.	Engineering and GIS Staff BCTF	2018 and ongoing updates to the map

²⁵ For a comprehensive guide to performing cycling counts, see here: http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_797.pdf

²⁶ 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>

Ensure that the City's Development Standards include connections to existing trails and improvements to the active transportation network	While it is difficult and expensive to retrofit past developments to be better connected and safer places to walk or bike, it is much easier and cheaper to create connected, safe networks for walking and cycling by requiring connectivity to existing trails for new developments ²⁷ and requiring high quality infrastructure to be constructed when a new development is built ²⁸ . Be sure that your planning documents create communities that are connected, safe and multi-modal.	Planning Staff, City Council, Developers	ASAP
Host an annual staff cycling integration day to ensure that all staff understand their role in creating a more bicycle friendly community	The City of Brantford has the foundation to become a leader in Ontario when it comes to active transportation, but that can't happen without a concerted effort from all staff members. Host a staff training day once each year to educate staff about changes occurring on the cycling file, introduce new concepts with regards to how they can support more active transportation and hear from them about how cycling can play a larger role in their portfolio.	City Staff (led by Active Transportation Planner)	Begin in 2019 when new TMP is approved.
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 Brantford. This includes cycling education in schools, investments in infrastructure and driver training. Once the BCTF is formed, they should ensure that they represent the Brantford 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)	BCTF, Share the Road, Municipal Staff	Ongoing

²⁷ For a good example of simple planning requirements, see what the Town of Collingwood has done:

<http://www.collingwood.ca/files/photos/docs/Collingwood%20Development%20Standards.pdf> (See page 53, Section 4.10.4 – Trailways)

²⁸ For example, the City of Ottawa has released their Better and Smarter Suburbs design guidelines, which highlight that building a raised cycle track in a new development is \$41,000 per km cheaper than building on-road bike lanes in that same development.

http://documents.ottawa.ca/sites/documents.ottawa.ca/files/documents/BBSS_final_en.pdf

Conduct an active transportation and trails survey in Brantford, asking current users and people that aren't currently walking or cycling their opinions of active transportation in the region.	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.	Public Health, Active Transportation Planner, BCTF	2019
Create an Annual Report Card on Brantford's cycling implementation	As new projects and programs are implemented, it is important to be able to quantify and communicate the benefits to the community. Consider publishing a report card annually that reports on important metrics like ridership levels, the number of children walking and biking to school, demographics of riders, the number of trips taken in Brantford, the number of vehicle kilometers travelled avoided because of cycling and information about road safety and the impact of cycling and traffic calming initiatives on collisions for all road users.	Public Health, BCTF, City Communications Staff	2019
Enact zoning bylaw changes that add requirements for end of trip facilities like bike parking, locker rooms and showers in all new multi-unit residential and commercial developments.	Employers, developers and other property owners can help to reduce the barriers to cycling by providing end of trip facilities that make cycling easier. Consider requiring secure bike storage, permitting bike parking in lieu of car parking, and provide development bonuses for items like locker rooms, showers, bike parking rooms etc. to help make it easier for people to use their bike for utilitarian purposes. The City of Kitchener has developed new draft zoning guidelines that could be a good template for Brantford – see those guidelines here .	City Council Planning Staff Operations Staff Engineering Staff	2019-2020

Appendix A – Compiled inventory of current programs and priority gaps

Engineering:

Inventory	Gaps
- 90 km of trails	- Connectivity
- 18 km of bike lanes and bike routes	- Bike racks
- Bike racks downtown	- Secure bike parking – long term
- Bike Park	- Signage
- Wayfinding signage along trails	- No Bike repair stands
- Trail amenities – benches, water etc.	- No Bike Share system
- Bike racks on buses	- No single track for mountain bike riders
- Design standards / manual	
- Counters in place along the trails	
- Showers installed at new City Hall	
- Bridge inspections done twice a year	

Education:

Inventory	Gaps
- SprockKids Program	- Ongoing PSA campaign
- SOAR program	- Active School Travel across the community
- Brant Cycling academy	- CAN-Bike Courses
- Brant Cycling Club Rides	- Staff Driver Training
- Bike Rodeos	- Mobile App
- Safety Village	- Utility and Tax Bill Inserts
- County Bike Lending program	- Municipal Cycling Challenges
- Social Media PSAs	- Bus and Shelter ads
- Lights and bumper sticker giveaways	- Staff training
- Maps	- Schools sometimes very difficult to build relationships with – need a contact and an event to get in
- Police Education Blitz	- Bike Swap
- Council Task force on road safety and speed reduction	
- Bike repair workshops at local bike shops	
- Safe Routes to School along Erie Ave	

- BCC Youth Bike Etiquette Program	
- Cycling web page on City website	

Encouragement:

Inventory	Gaps
- Bike Rodeos	- Commuter Challenge
- Bike Park	- Cycling Marketing Plan
- Bike Shops	- Bike Month Activities
- BCC Rides and Events	- Bike Safety Workshops
- Bike to School Day	- School Board Cooperation
- Neighbourhood Associations	- Open Streets
- Paris to Ancaster Race	- Bike Share
- Trail Maps	- Trail Stewards
- Mike on a Bike	- Tourism Marketing
- NCCH	- Bike to Work Day
- Bike Race in Mohawk Park	- Bike Valet
- Brant Waterways Foundation Ride Walk and Run for the Waterways and Trails	- Coordination between City departments and external stakeholders – Parks and Recreation, Health Unit, Police, Engineering and Planning, BCC
- Ontario By Bike Businesses	- Community Development and capacity building

Enforcement:

Inventory	Gaps
- Officers on bikes	- Lack of resources to do bike patrols all the time – manpower and gear
- Trail and Park Patrols	- Lack of focus on education, especially about 1m safe passing law – need 1m safe passing device for enforcement
- Trail bylaws – no motorized vehicles	- Need more enforcement of bylaws and trails user restrictions
- Collision reporting	
- Lights giveaways	
- Bike Lane Bylaws	
- E Bike Trail Restrictions	

Evaluation and Planning:

Inventory	Gaps
- Cycling Master Plan	- Programming budget for cycling programs
- Trail Bike Counters	- Need more trail counters
- Parks and Recreation Master Plan	- Traffic counts don't include bikes
- Participation in Transportation for Tomorrow Survey	- Cycling Surveys
- Cycling Club Surveys	- No firm goals or commitments in the plans
- Traffic Impact Studies	- Need stronger development standards to include active transportation in new developments
- Trails Budget	- Bike parking inventory
- Economic Development and Tourism Strategy	- Bus bike counts
- Road design and trail design standards	
- Monthly trail inspections	
- Downtown Streetscape plan	
- Development charges fund hard surface trails	