

**Ministry of Transportation & Ministry of Tourism,  
Culture, and Sport:**

***Proposal for #CycleON Action Plan 2.0***



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# 1. Introduction

Cycling is a core part of Ontario's transportation system and is integral to fostering healthier and more prosperous communities. Increasing cycling opportunities in Ontario offers many benefits, including improved well-being, reduced health care costs as a result of lower rates of chronic conditions through active living, reduced traffic congestion in urban areas, a cleaner environment and increased tourism opportunities across the province.

To support the expansion of cycling initiatives in the province, Ontario released #CycleON: Ontario's Cycling Strategy in 2013. #CycleON is a 20-year vision to have cycling recognized as a respected and valued mode of transportation within Ontario. The Strategy has five aspirational goals for 2033, aimed to support the growth of cycling and to improve the safety of people who cycle across the province:

1. Ontario is recognized as the best Canadian province for cycling and ranked among the top 10 jurisdictions worldwide for cycling. At least one Ontario city is ranked among the 10 most bike-friendly cities in the world.
2. The built environment in most Ontario communities supports and promotes cycling for all trips under 5 km.
3. Ontario's cycling environment is safe for people of all ages, striving to achieve a record of zero fatalities and few serious injuries.
4. Ontario's cities and towns will have interconnected networks of safe cycling routes enabling people to cycle to work, school, home and key destinations.
5. Ontario has an integrated province-wide network of cycling routes.

A series of action plans, rolled out every five years, will help #CycleON meet its aspirational goals. Action Plan 1.0, established in 2014, was the first in the series. Through Action Plan 1.0, Ontario has made significant advances building cycling infrastructure and passing legislation, and establishing cross-departmental coordination and collaboration on cycling.

Action Plan 2.0 will be the second wave in the series of action plans. The action items outlined in the proposal are intended to help Ontario address the five Strategic Directions of #CycleON:

1. Design Healthy, Active, and Prosperous Communities
2. Improve Cycling Infrastructure
3. Make Highways and Streets Safer
4. Promote Cycling Awareness and Behavioural Shifts
5. Increase Cycling Tourism Opportunities

This document outlines the proposed action items which are currently under consideration for inclusion in Action Plan 2.0, an effort supported across the government of Ontario. Some of

these initiatives have already begun or are in the planning stage. Others are new ideas brought forward by partners inside and outside of government to advance #CycleON goals.

**We invite you to review them and provide us with your comments.**

## 2. Action Plan 1.0 Overview

In 2014, #CycleON Action Plan 1.0 outlined a plan on how to achieve the goals set out in #CycleON: Ontario's Cycling Strategy. Twelve Ontario ministries were in charge of its implementation, including: Transportation (MTO) and its agency Metrolinx; Agriculture, Food and Rural Affairs (OMAFRA); Community Safety and Correctional Services (MCSCS); Education (EDU); Environment and Climate Change (MOECC); Finance (MOF); Health and Long-Term Care (MOHLTC); Infrastructure (MOI); Municipal Affairs (MMA); Natural Resources and Forestry (MNRF); Northern Development and Mines (MNDM); and Tourism, Culture and Sport (MTCS).

To date, the initiatives completed under Action Plan 1.0 include:

- Adding a cycling component to the First Impressions Community Exchange
- Launching the Ontario Municipal Cycling Infrastructure Program, an initiative to help build municipal cycling infrastructure across Ontario, and investing in provincial cycling infrastructure
- Releasing Ontario Traffic Manual Book 18 to provide guidance on developing municipal cycling facilities
- Releasing the Bikeways Design Manual to provide guidance on developing provincial cycling facilities
- Introducing proposed legislative and regulatory amendments to promote cyclist safety. The new laws that came into effect September 1, 2015 include but are not limited to:
  - Requirement that drivers of motor vehicles maintain a minimum distance of one metre, where practicable, when passing cyclists
  - Permitted contra-flow bicycle lanes on one-way highways Increased fine range for “dooring” from \$60- \$500 to \$300-\$1,000 and increased demerit points from two to three
- Engaging municipalities and stakeholders across the province to identify a draft province-wide cycling network and posting the draft for public comment
- Building the Pan/Parapan AM Games Velodrome
- Investing in trails as part of Ontario's celebration and legacy of the 2015 Pan/Parapan American Games
- Planning for cycling access to Pan/Parapan Am Games venues

- Providing stakeholder partners with new funding to develop or enhance cycling skills training programs, through the Cycling Training Fund
- Looking for opportunities to support cycling in reviews of Greenbelt Plan and Growth Plan. The new Growth Plan for the Greater Golden Horseshoe that came into effect on July 1, 2017 includes strengthened active transportation policies.

### 3. Proposal for Action Plan 2.0

#### i. Overview

The action items within Action Plan 2.0 are initiatives recommended by partner ministries and external stakeholders to advance #CycleON goals.

In addition, MTO and MTCS recently held a Ministers’ Cycling Advisory Panel with expert stakeholders in Ontario to discuss the proposal for Action Plan 2.0.

Through Action Plan 2.0, MTO and MTCS will work with partner ministries to:

- Continue investments in cycling infrastructure for commuting, recreation and tourism
- Increase education (including certification) and awareness and branding, promote safety and influence behavioural change
- Develop and implement policies and programs supportive of cycling and of healthy, active, prosperous communities

#### ii. Action Items

This proposal serves as the basis of MTO and MTCS’ consultation on Action Plan 2.0’s action items. We invite you to provide us with your feedback to any or all of them.

#### Action Plan 2.0 – Action Items

Strategic Direction	Action Items	Description
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Work with municipalities to ensure active transportation policies are included in their official plans</i>	The province continues to work with municipalities to ensure they include and implement active transportation and complete streets policies in their official plan process and in their planning approval process.

Strategic Direction	Action Items	Description
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Develop and implement active transportation policies in the Northern Ontario Multimodal Transportation Strategy (NOMTS)</i>	Active transportation policies proposed in the draft NOMTS support the development of official planning policies and decisions that promote efficient development patterns including access to active transportation, cross-border cycling tourism, for towns, cities, and First Nations communities.
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Implement active transportation elements in the Regional Transportation Plan (RTP) for the GTHA and Metrolinx Station Access Plans</i>	The RTP is a 25-year plan for coordinated, integrated transportation and transit in the Greater Toronto Hamilton Area (GTHA) – currently undergoing review – to ensure communities in the region have convenient and reliable travel options that support a high quality of life. Station Access Plan implementation is a key component of improving first-mile/last-mile multi-modal connections.
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Identify new opportunities to allow passengers to take bikes onto buses and trains</i>	Identify regulations and policies that could be modernized to create new opportunities for passengers to take their bikes with them when travelling by bus or train, making cycling an option for the first and last part of a trip.

Strategic Direction	Action Items	Description
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Collaborate on guidelines for e-bikes use on cycling facilities.</i>	Ontario will work with stakeholders to investigate regulations surrounding e-bikes, including the categorization of e-bikes to differentiate between heavy scooters and pedal assisted bikes to support low impact bicycle cargo delivery in urban areas.
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Active and Safe Routes to Schools</i>	<p>Ontario will provide funding to support the establishment and operation of a province-wide service to facilitate and promote active and safe routes to schools.</p> <p>The project aims to bring together school and community stakeholders to improve children’s mobility and health through investing in active transportation.</p>
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Collaborate on guidelines and tools for cycling infrastructure near and around schools.</i>	Ontario will work with stakeholders to consider any opportunities to improve guidelines for cycling infrastructure near and around schools that would promote safety and access for students that cycle to school (e.g. MTO will work with municipalities to identify any opportunities as part of the review of Ontario Traffic Manual Book 18: Cycling Facilities).

Strategic Direction	Action Items	Description
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Include cycling as a key example of how children and youth can achieve 60 minutes of physical activity connected to the school day</i>	<p>Where possible, Ontario will explore opportunities to promote cycling as a part of co-curricular activities before, during and after school.</p> <p>This could include developing cycling related tools and materials to support educators and learners.</p>
<b>Design Healthy, Active, and Prosperous Communities</b>	<i>Support and celebrate Bike Month to promote cycling at the local and community level</i>	Ontario will explore opportunities to build on existing local Bike Month programs, and expand it province-wide.
<b>Improve Cycling Infrastructure</b>	<i>Invest in new cycling infrastructure for commuting, active living and recreational purposes under the Climate Change Action Plan (CCAP) 2017-2021</i>	Ontario is investing funds from its carbon market to create new cycling infrastructure at the municipal and provincial levels, which will provide Ontarians with new access and opportunities via cycling.
<b>Improve Cycling Infrastructure</b>	<i>Invest in new parking for cycling</i>	Ontario is investing in new bike parking infrastructure at a variety of locations, which will provide Ontarians with new access and opportunities for cycling.



Strategic Direction	Action Items	Description
<b>Improve Cycling Infrastructure</b>	<i>Develop a long-term implementation plan to guide the construction, recognition, signage and branding of the province-wide cycling network</i>	As part of Action Plan 1.0, Ontario has been working to identify a province-wide cycling network that would promote tourism and recreational cycling, and help prioritize future investments. The network identification study is expected to be completed in early 2018. This is the first step in a long-term process. The next step will be to develop an implementation plan for the network in consultation with stakeholders.
<b>Improve Cycling Infrastructure</b>	<i>Include cycling infrastructure in provincial highway construction projects using the province-wide cycling network as a foundation.</i>	Ontario will start including, where applicable, cycling infrastructure in upcoming construction projects on provincial highways using the province-wide cycling network as a basis.
<b>Improve Cycling Infrastructure</b>	<i>Develop a program to support municipal implementation of the province-wide cycling network</i>	Ontario will explore options to help municipalities build and maintain portions of the network that fall under its jurisdiction.
<b>Improve Cycling Infrastructure</b>	<i>Work with municipalities to update Ontario Traffic Manual Book 18: Cycling Facilities</i>	Ontario will work with the Ontario Traffic Council and stakeholders to update Book 18 drawing on best practices from around the world (e.g. improving trail crossing standards specifically in relation to cyclists).

Strategic Direction	Action Items	Description
<b>Improve Cycling Infrastructure</b>	<i>Support the development of minimum maintenance standards for cycling infrastructure.</i>	Ontario will work with municipalities and stakeholders to update minimum maintenance standards for cycling infrastructure.
<b>Make Highways and Streets Safer</b>	<i>Develop a recognition program for cycling safety champions</i>	Ontario will look into methods to recognize cycling safety champions for the contributions they make to improving cycling safety across Ontario.
<b>Make Highways and Streets Safer</b>	<i>Launch a public education campaign on cyclist rights and responsibilities</i>	Ontario will identify opportunities to improve cycling safety and improve motor-vehicle/cyclist interactions through education and awareness.
<b>Make Highways and Streets Safer</b>	<i>Improve content about motorist-cyclist interactions in Beginner Driver Education</i>	Ontario will identify opportunities to improve motor-vehicle/cyclist interactions through improved educational material.
<b>Make Highways and Streets Safer</b>	<i>Continue to reach out to road safety experts (safety organizations, enforcement, municipal and provincial partners)</i>	The province will make Ontario's roads safer by engaging road safety groups and community members across the province to work together to promote road and cycling safety.
<b>Make Highways and Streets Safer</b>	<i>Continue to promote local cycling safety campaigns as part of the MTO's Road Safety Challenge and promote cycling safety at events across the province</i>	The province supports road safety partners across Ontario in the development of local awareness and public education campaigns and activities on various road safety topics, including cycling, through the MTO's Road Safety Challenge.

Strategic Direction	Action Items	Description
<b>Make Highways and Streets Safer</b>	<i>Continue to promote safety for all ages through the Cycling Skills Guide and Young Cyclists' Guide</i>	Ontario will increase road safety for cyclists by distributing current and relevant Skills Guides that inform the public about proper equipment, rules of the road, etc.
<b>Make Highways and Streets Safer</b>	<i>Work to improve awareness of cycling rules and procedures.</i>	The province will work with police services and other partners to improve awareness of cycling rules and procedures including identifying strategies to reduce bicycle theft.
<b>Promote Cycling Awareness and Behavioural Shifts</b>	<i>Develop a comprehensive cycling education program that will provide program standards for cycling curriculum, instructional development and certification, and province-wide course delivery</i>	The government will leverage international best practices and build partnerships with municipalities, not-for-profit and private sector organizations to deliver cycling education programs. Ontario's cycling education program will use provincially endorsed standards delivered by certified instructors.

Strategic Direction	Action Items	Description
<p><b>Promote Cycling Awareness and Behavioural Shifts</b></p>	<p><i>Develop a distinct brand for Ontario’s cycling education program and instructor certification that will be used for marketing and promoting cycling education</i></p>	<p>Ontario will promote the benefits of cycling and make it a visible and attractive choice for Ontario’s diverse populations through the following:</p> <ul style="list-style-type: none"> <li>• Branding of cycling education program and instructor certification to demonstrate provincial endorsement;</li> <li>• Develop multi-channel instructional materials including online modules, and</li> <li>• Create materials to engage new Canadians and people of diverse backgrounds</li> </ul>
<p><b>Promote Cycling Awareness and Behavioural Shifts</b></p>	<p><i>Develop an Integrated Multi-Channel Marketing and Awareness Campaign</i></p>	<p>Ontario will promote the benefits of cycling and “nudge” to influence behavioural and culture change to encourage more people to cycle and cycle safely.</p>
<p><b>Promote Cycling Awareness and Behavioural Shifts</b></p>	<p><i>Build on the Pan/ParaPan American Games legacy to leverage the Velodrome to support cycling for all purposes</i></p>	<p>The government will build on the legacy of the 2015 Pan/Parapan American Games to advance cycling in Ontario.</p> <p>We will continue to work with municipalities and sector partners to build momentum and enthusiasm for cycling by promoting, showcasing and leveraging this world-class multi-purpose facility.</p>

Strategic Direction	Action Items	Description
<b>Promote Cycling Awareness and Behavioural Shifts</b>	<i>Create Ontario Cycling Coordination Committee</i>	Ontario will establish an ongoing coordinating committee of government and stakeholders to support implementation.
<b>Promote Cycling Awareness and Behavioural Shifts</b>	<i>Monitor and track progress on attitudinal and behavioral changes towards cycling</i>	Ontario will develop a performance measurement framework and report at program and population levels to demonstrate progress on outcomes.
<b>Increase Cycling Tourism Opportunities</b>	<ul style="list-style-type: none"> <li>• <i>Showcase Ontario as a premier cycling tourism destination through focused marketing, and cultural and heritage sites along identified cycling routes</i></li> <li>• <i>Develop tools to make it easier for cycling tourists, including route mapping and an enhanced cycling portal</i></li> <li>• <i>Build partnerships with the hospitality industry to be more bike-friendly</i></li> <li>• <i>Undertake the collection and dissemination of data on cycling tourism.</i></li> <li>• <i>Develop a multi-day road cycling event across Ontario for both high performance and recreational cyclists</i></li> </ul>	These action items aim to promote Ontario as a premier cycling tourism destination, while simultaneously creating healthy and economically prosperous communities and working collaboratively with regional partners and stakeholders to promote cycling tourism products.
<b>Increase Cycling Tourism Opportunities</b>	<i>Improve wayfinding for cyclists</i>	Ontario will support improved signage for cycling activities.
<b>Increase Cycling Tourism Opportunities</b>	<i>Establish a Cycling Tourism Trails Infrastructure Fund</i>	Ontario will create an infrastructure fund to support rural and off-road trails.
<b>Increase Cycling Tourism Opportunities</b>	<i>Promote cycling tourism strategy with stakeholders</i>	Ontario will continue to support stakeholders to collaborate in cycling tourism marketing and product development.

## 4. Action Plan 2.0 Review Questions

MTO and MTCS would like your feedback on the following specific questions about the proposal for Action Plan 2.0:

- Will the proposed initiatives help us achieve Ontario's goals for cycling?
- What challenges should we expect to encounter as we pursue the proposed initiatives?
- Are there other important actions Ontario should/could take in the next 5 years to help us meet our goals for cycling?

If you have responses to these questions or any other comments, please include them in your feedback.

## 5. Next Steps and Closing

Comments received on this proposal will be considered in the design and implementation of Action Plan 2.0. The input received through this process will contribute to advancing and improving #CycleON Action Plans, and supporting active transportation by cycling in the province.

The proposal, posted on the Environmental Registry on XX will close on XX.

Thank you for your interest and feedback.