“Changing the Conversation”
Bicycling Advocacy in Ontario
2013 National Bike Summit
Ontario

- Canada’s most populous province
- 4th largest
- Largest city (Toronto): 2.6 million; 5.8 million in GTA
  -- National capital (Ottawa)
  -- 2700 km border with U.S.
  -- North more sparsely populated (6%)
  -- Diverse climate (-40 C to 35 C)
  -- Busiest roads in NA
Who are we?

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

Launched in 2008
Strategic Directions

• Enabling the cultural shift to cycling through proactive communications
• Engaging people and promoting cycling (Rides/Regional summits)
• Advocating for bike friendly municipal and provincial government action
• Building the capacity of the cycling movement
• Building the capacity of Share the Road
Strategic Plan

Advocacy
- CAA/MTO Provincial Ad Campaign
- Create Political Champions
- Award Programs
- Lobby Day – Ontario Legislature

Partnerships
- Build Capacity
- Mobilize
- Ontario Bike Summit
- Ontario CAN!

Changing the Conversation
- Build Capacity
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Building the movement
- Build Capacity
- Mobilize
- Ontario Bike Summit
- Ontario CAN!

2013 Youth Bike Summit
- Develop Provincial Role
- New Ontario Bicycle Policy
- Bicycle Friendly Communities

CAA/MTO Provincial Ad Campaign
- Advocacy
- Partnerships
- Building the movement
Core Values

- Evidence-based
- Practical – Not For Profit!
- “R & D”
- Collaborative
- Seek people/organizations who are share our passion for healthy, connected, livable and safe communities
- The number of allies in this space is growing
Core Values

Solving Problems?
Developing Solutions?

- Model of community mobilization: “We bring caring people together to think creatively and take action to solve our community's toughest challenges.”
- Environment, economy, rising health care costs?
- The bicycle is a simple solution!
2010 Election

- Municipal election
- We were starting to gain traction but…
- Issue still far too polarized, politicized
- Toronto, largest city, media centre of Canada
- Cycling becoming a “wedge” issue
- Cyclists marginalized – it got personal
- Heated rhetoric, Rob Ford “War on the car”
- “Changing the conversation” became urgent priority
### Yearly Omnibus Poll: Cycling in Ontario

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day or almost every day</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Weekly or almost weekly</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Monthly or almost monthly</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Rarely/never/don’t own a bike</td>
<td>72%</td>
<td>72%</td>
</tr>
</tbody>
</table>
Is there a ‘war’ on the car?

<table>
<thead>
<tr>
<th>Driving a Car</th>
<th>Total Sample</th>
<th>Cyclist (at least weekly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day or almost every day</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Weekly or almost weekly</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Monthly or almost monthly</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Rarely or never</td>
<td>15%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Is this a ‘war’?

- Driving a car (at least weekly) is just about as common for cyclists (80%) as it is among the total population (83%) - underlining an important fact behind the so-called ‘war’ between drivers and cyclists – *they are largely the same people.*
The relationship between bikes and vehicles was a theme of a CAA-led conference in May, 2011, in Vancouver, BC.

Key goals of conference:
- Advance dialogue between key stakeholders
- Seek progress on ways forward in education, infrastructure
- Demonstrate that CAA is committed to being the honest broker on challenging transportation issues
Why CAA?

- “Non-bike” ally
- Advocates/lobbyists: enormous credibility
- Common issues: road safety, congestion
- People *are* ahead of the politicians
- 5 million members (60% cyclists)
- They *are* community
- Rationale, respected voice
The CAA Partnership

Beyond that -- it’s their business

◦ Tourism and travel? Advocates for investment in cycling
◦ Travel business expertise, knowledge – designing maps, apps for cycling routes
◦ Road side assistance? “Bike Assist”
◦ Safe Routes advocates too – safety patrol program at the community level
◦ Driver training/education schools
◦ Advocates for $ for bike-ed
The CAA Partnership

Sponsor and speaker
Polling data
Ontario Bike Summit
Lobby day participants
Bike-Car Relationship
Q59. Do you think there is a need for further investment in cycling infrastructure in your community?

- **Gen Pop**
  - Yes: 70%
  - No: 21%

- **Member**
  - Yes: 66%
  - No: 26%
Q62. Do you think Canada is a leader, or a follower, when it comes to putting in place infrastructure that supports cycling?

- **Gen Pop**
  - Leader: 13%
  - Follower: 59%
  - Don't know: 28%

- **Member**
  - Leader: 11%
  - Follower: 61%
  - Don't know: 28%
Efforts to Minimize Traffic Incidents Between Bikes and Cars

**Gen Pop**
- Do more to ensure that city roads have clearly designated lanes for bikes and for cars: 63% very useful, 26% somewhat useful, 10% not very useful.
- Introduce new training programs for cyclists that drive on city streets: 52% very useful, 35% somewhat useful, 12% not very useful.
- Introduce new training programs as part of drivers’ education programs so: 45% very useful, 39% somewhat useful, 14% not very useful.

**Members**
- Do more to ensure that city roads have clearly designated lanes for bikes and for cars: 61% very useful, 29% somewhat useful, 9% not very useful.
- Introduce new training programs for cyclists that drive on city streets: 60% very useful, 30% somewhat useful, 10% not very useful.
- Introduce new training programs as part of drivers’ education programs so: 48% very useful, 38% somewhat useful, 13% not very useful.

Other: 44% very useful, 13% somewhat useful, 9% not very useful, 34% prefer not to say.

Members: 54% very useful, 9% somewhat useful, 8% not very useful, 30% prefer not to say.
Ad Campaign

- Myth busting (car vs. bike)
- Commonality vs. conflict
- Politicians avoid conflict...
- In car vs. bike – we lose
- Make it easier for politicians to say “yes”
Ad Campaign approach

- Leverage our common insights (polling)
- Change the conversation vs. preach
- Find common ground
- Focus on what we have in common as motorists, cyclists
- “Humanize” our relationship
- At a basic level, human beings trying to share the road, arrive home safely
Ad Campaign

- Approached Top Drawer Creative, one of Toronto’s leading advertising firms
- Focus on the “active consumer” space
- Bicycle Friendly Business
- CEO, long time cyclist/advocate
- Employees are cyclists
- Values alignment
- Budget $50 K
- Result? $600 K earned media