

CANADA **BIKES**

FIRST NATIONAL BIKE SUMMIT

JUNE 1, 2017

PARLIAMENT HILL | OTTAWA, CANADA



IMPACT REPORT

LET'S TALK ABOUT CYCLING AND A
HEALTHIER, MORE PROSPEROUS
FUTURE FOR CANADA

BACKGROUND TO THE SUMMIT

Imagine a Canada where people of all ages and abilities can ride a bicycle safely and conveniently, within and between any community in Canada. This is the vision of Canada Bikes, a pan-Canadian non-profit organisation that advocates for increased support for everyday cycling in Canada.

Cycling offers great economic, social and environmental benefits to Canadians. The majority of Canadians want to cycle for daily transportation but concerns about safety mean that fewer than 2% actually do. Compared to other nations, Canada has one of the lowest rates of children and youth cycling to school.

Across the country, where infrastructure investments have been made to support cycling, the number of people biking has increased dramatically. **When a government invests in cycling, the estimated return can be higher than \$30 for every \$1 invested.**¹

¹The value of cycling: rapid evidence review of the economic benefits of cycling.” Fiona Rajé and Andrew Saffrey (University of Birmingham and Phil Jones Associates) <https://www.cycling-embassy.org.uk/sites/cycling-embassy.org.uk/files/documents/value-of-cycling.pdf> Value of Cycling.

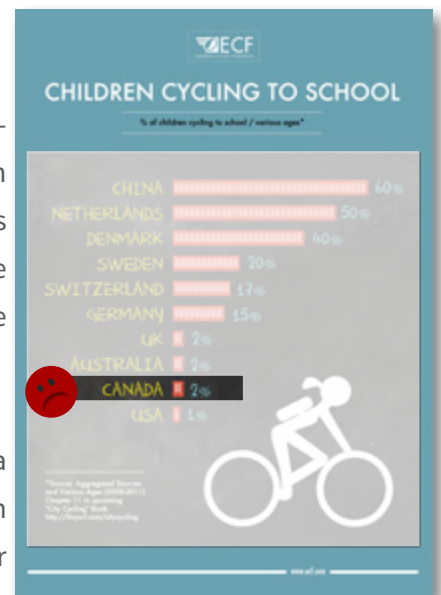
BUT WHAT WILL IT TAKE TO BUILD A BIKE FRIENDLY CANADA?

BIKE-FRIENDLY CANADA = NATIONAL CYCLING STRATEGY + A NATIONAL FUND DEDICATED TO CYCLING AND WALKING INFRASTRUCTURE

ABOUT THE SUMMIT

On June 1st, 2017, Canada Bikes, with support from Mountain Equipment Co-op (MEC), The Co-operators, the Canadian Automobile Association (CAA), and in partnership with Senator Nancy Greene Raine and “National Health and Fitness Day”, convened the first Canadian National Bike Summit on Parliament Hill. There was a full-house of 90 delegates attending by invitation, and a further 200+ people or organisations participating via a live webinar link from coast-to-coast-to-coast.

The Bike Summit was a first-ever opportunity for stakeholders from across Canada to join in a national conversation on the importance of federal support for cycling in Canada, particularly the development of a National Cycling Strategy and funding for cycling infrastructure.



OVER TWO HOURS, 11 PRESENTERS SHARED THEIR PERSPECTIVES ON EVERYDAY CYCLING IN CANADA VIA THEIR RESPONSES TO TWO KEY QUESTIONS:

1

Why is Federal support of a National Cycling Strategy for Canada, including funding for cycling infrastructure, important to the people and/or organisation you represent?

2

What should the federal government consider when developing the National Cycling Strategy?



“Cycling builds communities, which has positive impacts on mental health... Building bike infrastructure makes tax dollars go further than building infrastructure for cars. This allows us to move more people with less pavement.”

- Mayor Lisa Helps of Victoria, BC

OUR PRESENTERS



Mayor Lisa Helps

Mayor of Victoria, provided an overview of municipal considerations in support of cycling



Kim Perrotta

Canadian Association of Physicians for the Environment (CAPE), described how facilitating cycling could provide immense health and environmental benefits



Reba Plummer

Urbane Cyclist Worker Co-op, shared how bikes boost business



Jean-François Pronovost

Vélo Québec, shared how the province of Quebec has embraced cycling and why a National Cycling Strategy is important for Canada



Kristin Schwartz

Culture Link, highlighted the role that cycling can play in supporting New Canadians



Jamie Stuckless

Share the Road (Ontario), described what the federal government should consider when developing a National Cycling Strategy



Anna Sierra Heffernan-Wilker

Grade 8 student and passionate cycling advocate, spoke to why youth want a bike-friendly Canada



Josh Shaw

Lightfoot Bike Shop, offered Indigenous, rural and bike retailer perspectives



Anders Swanson

Chair of Canada Bikes, described the state of everyday cycling in Canada, how other countries support cycling, and why we need a National Cycling Strategy



Kate Whitfield

Professional Engineer, Alta Planning, provided an urban planning perspective



Herbert Tiemens

Internationally recognized cycling policy expert from Utrecht, Netherlands, shared how the Netherlands became bike-friendly and what steps Canada needs to take to achieve similar levels of success



“We are proud to be able to support the growth of cycling in Canada.”

**Chris Chapman,
Mountain Equipment Co-op
(MEC)**

WHAT WE HEARD

No matter where our speakers came from -- urban, rural, bike store owners, engineering firms, health experts, planning or politics -- they all brought the same messages, and unanimous support for a National Cycling Strategy. We heard how promoting cycling provides health and social benefits to Canadians of all ages and abilities. We heard how cycling is inclusive and offers a key means to address the challenges of climate change, while supporting the economy.

At 13 years of age and the youngest attendee at the summit, Anna Sierra Heffernan-Wilker, a young cycling advocate, has already cycled in several countries around the world. But she lamented the lack of safe cycling infrastructure within her own neighbourhood in Ottawa. Anna Sierra received a standing ovation for her impassioned plea for a “A national cycling strategy [to] **provide safer streets for kids to be kids and make Canada a healthier, greener and awesomer country** in the process.

We also heard from Josh Shaw, the owner of Lightfoot Bike Shop on Manitoulin Island. He spoke about the Seventh Generation Principle, an Indigenous philosophy in which the decisions we make today should result in a sustainable world seven generations into the future. He reminded us “**biking is the least destructive investment Canada can make.**”, ending with a simple message that “it’s the right thing to do”.

“Climate Change is the greatest public health threat of the 21st Century. A national cycling strategy can be a triple win for Canada – improving health, reducing air pollution and addressing climate change - it’s the holy grail of public health..”

**Kim Perrotta,
CAPE**



“Concern for community is a founding principle. It makes sense to support safer roads, healthier lifestyles and a reduced carbon footprint, all in an effort to promote resilient communities.”

**Monika Wyrzykowska,
The Co-operators**



WHAT IS A NATIONAL CYCLING STRATEGY?

- A plan to achieve the overall goal of more Canadians riding bicycles for daily purposes
- Written via consultation with stakeholders
- Is evidence-based, includes financial implications and results in a set of policies, guidelines and actions
- Will guide all levels of government and partners as they work to improve conditions for cycling across Canada

MOVING FORWARD

It is clear that building a bike-friendly Canada will have long-lasting health, economic, social and environmental benefits for Canada. It is also clear that a variety of cycling stakeholders want the federal government to create a National Cycling Strategy and to fund dedicated cycling infrastructure.

Investments in cycling infrastructure will be key to getting more people on bikes and the success of such investments has been demonstrated time and again in other countries.

Canada Bikes will continue to push the Federal Government to create a National Cycling Strategy and include this strategy in a larger Active Transportation Strategy, working in partnership with our collaborators and supporters across Canada.

CALL TO ACTION

You can help us to build momentum for a National Cycling Strategy and a national fund dedicated to cycling and walking infrastructure:



Contact your MP and ask them to support the call for a National Cycling Strategy



Ride Your Riding: invite your MP and other elected officials to ride with you.
www.canadabikes.org/ride



Join your local cycling advocacy organisation



Join Canada Bikes at www.canadabikes.org



“Everyone is a winner when we have the infrastructure in place to support cycling.”

- Ian Jack, Canadian Automobile Association

CANADA BIKES



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