



## Share the Road Cycling Coalition 2018 Ontario Election Templates



Prepared by  
Brown & Cohen Communications & Public Affairs  
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## 1. LETTER TEMPLATE

May \_\_, 2018

Dear \_\_\_\_\_, MPP (or Candidate) for (Riding)

### RE: Election 2018 and cycling in (riding/city)

Congratulations on your successful nomination as the (party) candidate in (riding). I look forward to getting to know you better as the campaign continues.

My name is (name) and I am a member of (organization) here in (community) and a supporter of the Share the Road Cycling Coalition. Share the Road is a provincial organization that works to make cycling safer in Ontario by advocating for legislative changes and increased investments in infrastructure and education.

### Ontarians have spoken

The demand for cycling infrastructure is growing here in (riding/city) and across Ontario. Our residents want to be able to ride their bike safely, whether that be for recreation, going to and from work, attending school or for short trips to the store. An April 2018 public opinion poll by Nanos Research found the following:

- 42 per cent of Ontarians are more likely to **vote** for a candidate if they make a public commitment to fund new cycling infrastructure;
- 61 per cent agree that the Government of Ontario **should invest in a new cycling education program** – much like swimming lessons;
- **67 per cent agree that the provincial government should invest in cycling infrastructure;**
- 70 per cent support making it more convenient to take their **bikes on buses**; and
- Nine out of 10 do not believe **municipalities** do a very good job at investing in adequate infrastructure for cycling.

Clearly, cycling is an activity that is important to Ontarians, and we are happy to connect with you to bring the perspectives of cyclists in (riding/city) through the campaign and beyond.

Over the course of this election campaign we are reaching out to all provincial candidates to ask for their opinions on active transportation and cycling in our community.

### A need for annual, sustained investments

We believe the Province must commit to stable, annual funding in order for our cycling infrastructure to keep up with growing demand. As you know, cycling is an issue that continues to enjoy support from all parties in the Legislature and we hope this agreement can lead to a consensus on funding for much-needed infrastructure. An annual investment is needed. We believe that \$75 million per year could build and maintain cycling infrastructure in partnership with municipalities and provide safe space for people who bike on provincial roads and bridges.

As well, we see opportunities for the Province to show leadership in working towards the Vision Zero goal of zero traffic fatalities and in promoting road designs that move more people by dedicating more space for transit, bikes and pedestrians.

### **Building a relationship**

We would be happy to meet with you to discuss cycling in the community and across Ontario.

In the interim, it would be very much appreciated if you could fill out the enclosed short survey that would help (riding/city) citizens better understand your position on active transportation and cycling investments. We are sending this survey to all candidates and will be happy to share your responses so that your constituents can understand and appreciate your support for healthy, safe and active communities.

Good luck on the campaign trail. I hope to meet you soon. Please let me know if you have any questions or would like to arrange a meeting to discuss local and provincial cycling issues.

Sincerely,

NAME

Member,

Share the Road Cycling Coalition

PHONE NUMBER

EMAIL

## **2. SUGGESTED SURVEY QUESTIONS**

**The Share the Road Cycling Coalition is conducting a survey to learn the opinions and priorities of candidates in the 2018 Ontario election.**

Please choose the response that best reflects your agreement with the statements below:

**I support projects that promote healthy active living in our community.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**I consider cycling an important mode of transportation.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**New and improved road designs can move more people by dedicating space for transit, bikes and pedestrians.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**Ontario should work towards the “Vision Zero” goal of no traffic fatalities.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**Investing in a bike-friendly community benefits everyone.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**Our community’s cycling infrastructure needs improvement.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**Queen’s Park should set aside new money for an annual investment in cycling infrastructure.**

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

**If elected, what specific improvements for cyclists in your community would you work to implement?**

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### 3. OPINION EDITORIAL TEMPLATE

#### **Ontario's cycling infrastructure must keep up with demand**

People across Ontario want more safe spaces to ride their bikes and it's time for all provincial parties to commit to making sustained annual investments in cycling infrastructure.

Ontario needs leadership that will make a renewed commitment to safety and the creation of more safe spaces for cyclists on our roads and bridges.

The demand for cycling infrastructure was clearly documented in an April 2018 public opinion poll by Nanos Research. This poll found the following:

- 42 per cent of Ontarians are more likely to **vote** for a candidate if they make a public commitment to fund new cycling infrastructure;
- 61 per cent agree that the Government of Ontario **should invest in a new cycling education program** – much like swimming lessons;
- **67 per cent agree that the provincial government should invest in cycling infrastructure;**
- 70 per cent support making it more convenient to take their **bikes on buses**; and
- Nine out of 10 do not believe **municipalities** do a very good job at investing in adequate infrastructure for cycling.

#### **Investing in cycling**

To meet this demand, one of the first orders of business for our new MPPs – as soon as possible after the June 7 election – must be to expand our cycling infrastructure.

An annual, sustained investment of \$75 million per year from the Ministry of Transportation can build and maintain cycling infrastructure in partnership with municipalities. It will provide more safe space for people who bike on provincial roads and bridges.

This sustainable and predictable funding commitment will support the momentum of *#CycleON: Ontario's Cycling Strategy* towards becoming the most bicycle-friendly jurisdiction in Canada. It will also build on recent provincial investments in commuter cycling through the *Climate Change Action Plan*.

Experience has taught us that when the Government of Ontario invests in cycling, municipalities step up and invest as well.

These past provincial investments have been well received by cycling stakeholders and it is now time for a long-term funding plan. This annual investment is the natural next step.

### **Eliminating all traffic fatalities**

Of course, safety is about more than just cycling infrastructure: it's also about making sure our roads are safer.

The term Vision Zero refers to a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility. Launched in Sweden in the 1990s, it is based on the principle that no loss of life is acceptable on our roads.

This approach understands that humans make mistakes, but that we should design our roads to expect those mistakes and prevent them from becoming fatal collisions. The emphasis of Vision Zero is on making design decisions that will save lives.

Action from our new MPPs could include making a clear public commitment to Vision Zero principles, forming a Vision Zero Working Group, identifying priority areas and actions through data collection and developing a plan for implementation.

All three parties can commit to Vision Zero and agree that our goal is to get Ontario to zero traffic deaths.

### **Better, safer road designs**

To make the most of our roads and enhance safety, MPPs and other decision makers must understand that our transportation system is meant to move people – not just cars. We can move people around more efficiently and safely when we design safe spaces for everyone.

Roads have a greater capacity to move people who are travelling by foot, bike and transit than people travelling in cars because these three modes take up less space.

Across Ontario, roads are not meeting increased demand because they typically follow the old designs that were used when there were fewer people using them.

Innovative approaches can make a difference. For example, Vancouver is increasing roadway capacity and improving mobility for residents by dedicating more space for transit, bikes and pedestrians – without increasing the width of roadways.

The Vancouver experience shows us that giving people more options for how they get around can ease congestion for everyone.

### **A decade of momentum**



Since the Share the Road Cycling Coalition was founded in 2008, Ontario had made steady progress towards our objective of building a more bicycle-friendly Ontario.

Communities across Ontario are hard at work building new cycling infrastructure as part of the Ontario Municipal Commuter Cycling Program, which saw a \$93 million investment in 2017-18.

Municipalities are building separated bike lanes and cycle tracks. Several have conducted new research into the safety and economic impact of bike lanes. To date, 42 municipalities have been designated through the Bicycle Friendly Community Program.

Ontario now has a provincial cycling strategy, a 1 metre safe passing law and record infrastructure investments, but there is still more to do.

Sustainable and predictable funding, and a commitment to safety will ensure that this momentum keeps up with growing demand for new cycling infrastructure.

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*NAME is a supporter of the Share the Road Cycling Coalition – a provincial cycling advocacy organization working to build a bicycle-friendly Ontario. Since its launch in 2008, Share the Road has worked to unite Ontarians in support of cycling, build capacity among active transportation stakeholders and act as an effective partner, strong ally and political force.*

#### 4. SAMPLE ALL-CANDIDATES DEBATE QUESTION

My name is (name) and I am a resident of (city) and a supporter of the Share the Road Cycling Coalition.

My question is about cycling and active transportation in the riding and the province as a whole.

Ontario's cycling infrastructure needs new investments.

An April 2018 poll by Nanos Research found that **67 per cent of Ontarians agree that the provincial government should invest in cycling infrastructure.**

To meet this growing demand, Ontario's provincial government must commit to stable, annual funding in order for our cycling infrastructure.

So, if you are elected as our new MPP would you support a stable, annual investment of \$75 million per year to build and maintain cycling infrastructure?

## 5. NEWS RELEASE TEMPLATE

### MEDIA RELEASE

### FOR IMMEDIATE DELIVERY

#### LOCAL ADVOCATES CALL ON PROVINCIAL CANDIDATES TO SUPPORT ANNUAL INVESTMENTS IN CYCLING INFRASTRUCTURE

*-New funding needed to keep up with demand-*

(TOWN), ON (May XX, 2018) – Members of the (ORGANIZATION) in (CITY/TOWN) are calling on local MPPs and candidates to publicly declare their support for the Share the Road Cycling Coalition and its call for an annual investment of \$75 million in Ontario’s cycling infrastructure.

“It’s time for Queen’s Park to catch up with the demand for cycling infrastructure and commit to stable, annual investments,” said (NAME), (TITLE) of (ORGANIZATION).

The Share the Road Cycling Coalition is proposing an annual investment of \$75 million per year from Ontario’s Ministry of Transportation to build and maintain cycling infrastructure in partnership with municipalities. It would provide more safe space for people who bike on provincial roads and bridges.

This sustainable and predictable funding commitment will support the momentum of the Province’s *CycleOn Strategy* for becoming the most bicycle-friendly jurisdiction in Canada. It will also build on recent providing for commuter cycling through the *Climate Change Action Plan*.

“Investment in cycling infrastructure can help us to build healthier neighbourhoods and communities here in (CITY OR RIDING) and across Ontario,” (NAME) said.

There is strong support from Ontarians for action from the provincial government on cycling. An April 2018 study by Nanos Research found the following:

- 42 per cent of Ontarians are more likely to **vote** for a candidate if they make a public commitment to fund new cycling infrastructure;
- 61 per cent agree that the Government of Ontario **should invest in a new cycling education program** – much like swimming lessons;
- **67 per cent agree that the provincial government should invest in cycling infrastructure;**
- 70 per cent support making it more convenient to take their **bikes on buses**; and

- Nine out of 10 do not believe **municipalities** do a very good job at investing in adequate infrastructure for cycling.

“Ontarians have spoken – people across the province need more cycling infrastructure and more bicycle friendly communities,” said Jamie Stuckless, Executive Director of the Share the Road Cycling Coalition. “We know that all parties support people who ride their bikes, so we are encouraging them to speak up for cycling infrastructure in all 124 ridings across Ontario.”

### **About the Share the Road Cycling Coalition**

Founded in 2008, the Share the Road Cycling Coalition is Ontario’s cycling advocacy and policy organization created to unite cycling organizations from across the province, work with and on behalf of municipalities to enhance their ability to make their communities more bicycle-friendly and advocate for an enhanced provincial role. Core to the organization’s mission and mandate are safety, education and awareness campaigns.

For Information on the Share the Road Cycling Coalition: [www.sharetheroad.ca](http://www.sharetheroad.ca).

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(CONTACT INFORMATION)