

Norfolk's Trails and Cycling Tours are GOOD for Business!

- Connecting trail users and the business community





Norfolk Pathways for People

- A community coalition that advocates for the development and improvement of connected pathways in Norfolk County.
- We promote the regular use of trails, sidewalks and roadways for health, recreation and active transportation
- Celebrating 10 years in 2018!!
- www.norfolkpathways.ca



Norfolk has a distinguished cycling history



- | | | | |
|----------------------|-------------------------|---------------------|----------------------|
| 1. J. S. Austin | 14. A. J. Bell | 19. Lena Soyarsen | 40. Dorsey Stewart |
| 2. Louis Forts | 15. Art Soyarsen | 20. Anne Moore | 41. Howard Bellis |
| 3. Harry Forts | 16. Charles Crosby | 21. Miss Dean | 42. Percy Kendall |
| 4. Harold McGill | 17. Mrs. Charles Crosby | 22. Mary Vanbuskirk | 43. James A. Culver |
| 5. E. C. Wedgworth | 18. Mrs. William Donly | 23. Miss Jackson | 44. Ralph McGill |
| 6. Mrs. M. B. Donly | 19. Edith Butler | 24. Dan McBride | 45. W. E. Culver |
| 7. A. D. Ellis | 20. Miss Emily Allan | 25. Eugene LeDell | 46. Percy Kerr |
| 8. Bertie Rattenbury | 21. Miss Jacobs | 26. Helen Skuntain | 47. Charles Smith |
| 9. William Carpenter | 22. Harry Brock | 27. Fred Brock | 48. W. S. Tiedels |
| 10. David Rattenbury | 23. M. B. Donly | 28. Doctor Stanton | 49. Fred Beemer |
| 11. Gus Ellis | 24. L. G. Gibson | 29. E. C. Carpenter | 50. Leighton Stanton |
| 12. Star Allen | 25. Jenny Terry | 30. A. E. Stenrett | |
| 13. Louis Terry | 26. Nellie Lindbury | | |

PRESENTED to NORFOLK HISTORICAL SOCIETY by R. E. GUNTON.

Where to Ride in Norfolk County

- Rail trail network – WHT, LVT, Delhi Rail Trail
- Turkey Point Mountain Bike Club network
- Great Waterfront Trail
- 10 on-road cycling tour routes

Note: All trails / routes mapped on GIS layer

<https://www.norfolktourism.ca/norfolk-trails/>





Economic Impact of Cycling Tourists

Locally

- Le Tour de Norfolk
\$173K (2014)
- Great Waterfront Trail
Adventure \$184K
(2017)



Provincially (2014)

- 1.7M cycling visits
- \$428M of total visitor spending
- Cyclists spend more per trip than non-cyclists \$255 vs \$171



Bicycle Friendly Community Award

- The Share the Road Coalition offers an award program to support and promote communities across Ontario as they make improvements to their cycling infrastructure and culture.
sharetheroad.ca/bicycle-friendly-communities-p138264
- 72 Municipalities have submitted applications.
40 have received a designation.
70% of Ontarians now live in a Bike Friendly Community!

What can you do?

- Join the Ontario By Bike network

www.ontariobybike.ca

- Let trail users know where to find you – signage sponsors
- Like us on Facebook



It's an Election Year!

- Let municipal candidates know that Bicycle Friendly Communities are important
- *42% of Ontarians more likely to vote for a candidate who makes a public commitment to fund new cycling infrastructure.
- *67% agree the provincial government should invest in cycling infrastructure.

*Provincial Poll by Nanos Research, April 2018

Website References

- <http://www.norfolkpathways.ca/>
- <http://norfolk.maps.arcgis.com/apps/webappviewer/index.html?id=ffb64f3519b44a49a87fe5ae88291d9d>
- <https://www.facebook.com/Norfolk-Pathways-for-People-544213315644636/>
- <https://www.norfolktourism.ca/plan-your-trip/cycling-and-hiking/>
- <https://www.ontariobybike.ca/>
- <http://www.sharetheroad.ca/bicycle-friendly-communities-p138264>

