

LAUNCHING THE
Greenbelt
Route



8th
ANNUAL

**THE GREAT
WATERFRONT TRAIL
ADVENTURE**

August 16 - 21, 2015
from Northumberland to Niagara

**GREENBELT
ROUTE
EDITION**

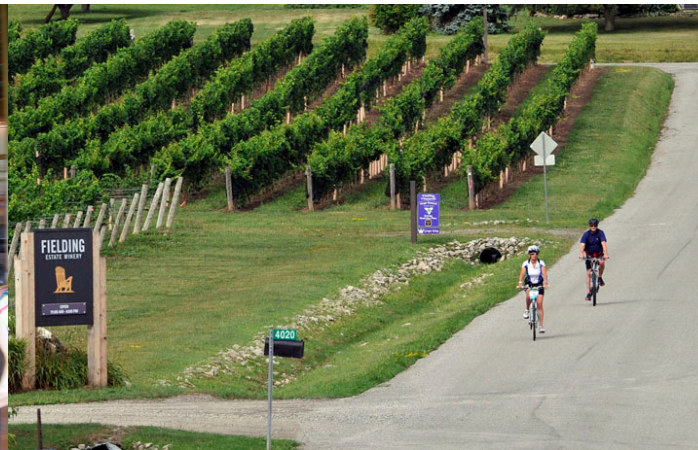
2015 GWTA Participant Survey Results

Jo Sharland

Waterfront Regeneration Trust

Greenbelt Route Partners Meeting January 18, 2016

Greenbeltcycles.ca





Celebrate 10 years of Ontario's Greenbelt from the seat of your bicycle! More than 480 kilometres of cycling adventures await you in this beautiful protected countryside. Enjoy plentiful forests, rivers, wetlands, friendly towns and family farms across this stunning landscape.

This 6-day cycling holiday includes:

- Hop on, Hop off shuttle vans at designated rest stops
- Delicious local food and entertainment
- 50-105 km of riding daily
- Rest stops showcasing local shops, rural communities, and delightful vistas

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www.WaterfrontTrail.org
www.Greenbelt.ca

- Roseneath to Port Hope—50km
- Port Hope to Uxbridge—105 km
- Uxbridge to Newmarket or Schomberg – (62 or 82 km)
- Schomberg to Georgetown--57 km
- Georgetown to Hamilton—100 km
- Hamilton to Queenston – 80 km



KING



CAA



Ontario



Niagara



Halton Hills



Niagara Parks

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130

Participants → mostly end to end

70

Guests--councillors, mayors, staff, cycling club members

48

Cities in Ontario, Quebec, Alberta, Ohio, New York, Alabama, Maryland, California, Rhode Island and Ohio



Participants

- Range in age from 10 to 80. Average age being 53
- 52% men; 48% women
- 57% Average household income \$100K-\$200K
- 87% from Canada
- 13% from USA



230+



Political Participation

[16 local; 4 Provincial]

- Mayor Steve Parish, Ajax
- Mayor John Logel, Alnwick-Haldimand
- Deputy Mayor Gail Latchford, Alnwick-Haldimand
- Councillor Sherry Gibson, Alnwick-Haldimand
- Debra McCarthy, Cobourg Councillor
- Councillor Louise Ferrie-Blecher, Port Hope
- Regional Councillor Jennifer O'Connell, Pickering
- Mayor Steve Pellegrini, King Township
- Councillor Rob Mezzapelli, Caledon
- Councillor Nick deBoer, Caledon
- Sylvia Jones, MPP
- Mayor Rick Bonnette, Halton Hills
- Councillor Jane Fogal, Halton Hills
- Kathryn McGarry, MPP Cambridge and PA to the Minister of Transportation
- Eleanor McMahon, MPP Burlington, and Co-Chair of the All Party Cycling Caucus
- Deputy Mayor Brenda Johnson, Hamilton
- Mayor Sandra Easton, Lincoln
- Councillor Terry Flynn, Niagara-on-the-Lake
- Councillor Mike Britton, St. Catharines
- Janice Thomson, Niagara Parks Commission
- Hon. Jim Bradley, Minister without Portfolio (St. Catharines)



40 Stops, Activities enroute

Cobourg's Rotary Ribfest
Roseneath Carousel Ride
Hoskin's Farm Stop
Cobourg's Victoria Hall
Betty's Pies and Tarts
Steam Whistle Meet and Greet
Tree-top trekking
Canton Municipal office
Clarington Cycling Club Rest Stop,
Tyrone Mill
Enniskillen General Store
Linton's Farm Market
White Feather Country Store
Uxbridge Pool
Whitchurch-Stouffville Leisure Centre
York Regional Forest Rest Stop and

Photo Booth
Dorio's Kettleby Bakery
Sheena's Kitchen and Schmöberg Pub
Massages at Trisan Centre
[Grackle Coffee Company](#)
Caledon Rest Stop
Inglewood General Store
Spirit Tree Cidery
Terra Cotta Inn
Glen Oven Bakery
Beaumont Mill
Williams Mill Visual Arts Center
Gellert Community Centre Pool
Main Street Georgetown
Nassagaway Presbyterian Church
Kilbride Country Store

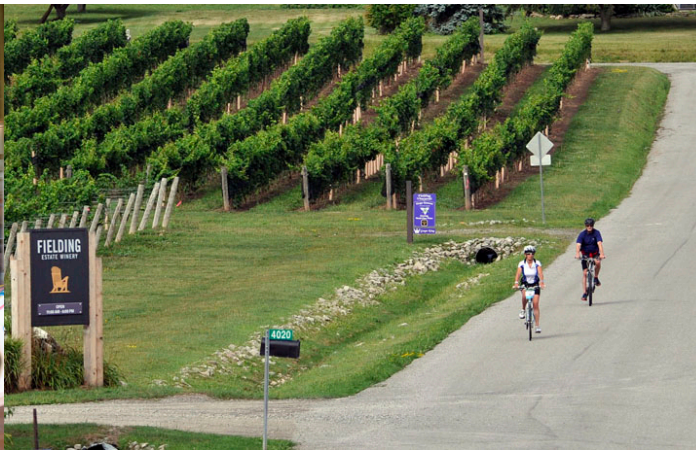
Carlisle Arena
Carlisle Bakery
Dutch Mill Country Market
Tews Falls
Hermitage Gatehouse
Mohawk College-the Cellar
The Arnie
Devil's Punch Bowl
Stoney Ridge Estate Winery
Laura Secord Homestead



Survey Highlights

Greenbelt *Route* as a cycling facility

- 84% Greenbelt Route provides a great cycling experience (40% strongly agree and 44% agree)
- 67% Greenbelt Route as well-marked (31% strongly agree; 36% agree)
- 75% feel safe on the Greenbelt Route (23% strongly agree; 52% agree)



Survey Highlights participant comments

Greenbelt *Route* as cycling facility

- A few turns are missing signs and a few roads need to be resurfaced, but overall, a great ride.
- So hilly, but a welcome challenge and never boring! And the hard work of up hills is so often rewarded with spectacular views!
- Some roads and pathways need to be updated and fixed with cyclists in mind.
- Numerous very rough roads detracts from the pleasure of cycling this trail
- Some signage, particularly in the eastern end needs work. Not all turns are clearly marked from the perspective of a cyclist



Survey Highlights

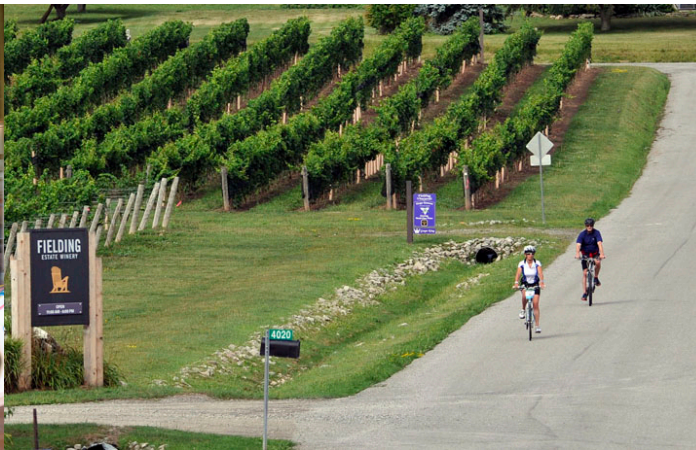
Return Visits to the Greenbelt *Route*

40% first time on the Great Waterfront Trail Adventure

100% enjoyed the Special edition GWTA-Greenbelt Launch
(67% strongly agree and 33% agree)

59% discovered new towns and villages on the GWTA

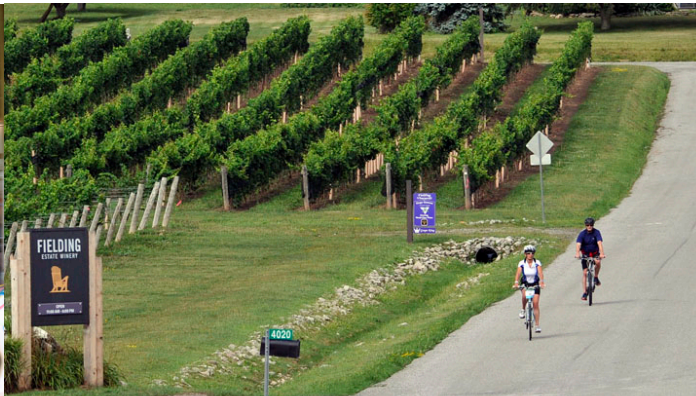
64% will return to the Greenbelt Route within the
next 24 months



Survey Highlights

Other Cycling Trips

- 40% participated in 2 or more cycling events in Ontario in 2015
- 27% participated in 2 or more cycling events **outside Ontario** in 2015
- 51% two or more overnight pleasure trips in Ontario in the past 2 yrs where cycling was a significant part of the trip.
- 39% two or more overnight pleasure trips **outside Ontario** in the past 2 yrs where cycling was a significant part of the trip.



Survey Highlight Participant comments

Other Cycling Trips

How I wish I was close enough to go there on a whim to enjoy again! It is BEAUTIFUL!

Have already been back!

We will definitely take our bikes when we drive up to the Greenbelt in the future

I am not an avid cyclist so having the support of the GWTA was the only way I would have taken on this challenge ... in doing so, loved it!

This route is quite challenging - not really family friendly

Need to be fit and trained to do the Greenbelt Route

The material promoting the Greenbelt Route and GWTA2015 should have indicated that sections of the Greenbelt Route, especially travelling east to west, had challenging elevations.

Some indication of the hilly countryside would be good to see on the webpage.

Survey Highlights

Return Visits to the Greenbelt *Route*

- \$849 Average participant spending during the six days (\$142 daily) of the GWTA on transportation, food, accommodation, shopping, merchandise and other recreational activities)
- Ontario By Bike calculated the total economic impact of the GWTA Special edition as \$176K
- Generated 26 pieces of media coverage with a reach of 16,060,845 impressions.

