



# Advocacy Forum

Sunday November 19, 2017

Metro Hall, 55 John St

9am - 5pm

A close-up photograph of a bicycle's front end, showing a black headlight, a silver fork, a black fender, and a brown tire with a tread pattern. The background is a dark, textured wall.

PUTTING ROAD SAFETY ON THE MAP



# WELCOME

Welcome to the 2017 Cycle Toronto Advocacy Forum! The movement for safe streets in Toronto has never been broader and more diverse. New voices like Friends and Families for Safe Streets, Doctors for Safe Cycling, and Students for Bloor have boosted momentum. This year, we launched a new approach to our campaign work with a focus on door-to-door canvassing. These voices and approaches built upon the hard work of advocates and volunteers across the city, culminating in a key milestone in our campaign to bring permanent, protected bike lanes to Bloor Street. As we look ahead to 2018's municipal and provincial elections we face challenges to ensure we win commitments for safe streets - but history is on our side. With a focus on sharing best practices and community organizing, I'm convinced the momentum will continue to transform streets across Toronto.

Jared Kolb  
Executive Director

# EVENT SCHEDULE

## Morning Sessions

### Opening remarks from Cycle Toronto

9:00 AM - 9:30 AM

### Navigating Toronto City Hall

9:30 AM - 10:00 AM

### How to Take Power and Win at Toronto City Hall

10:00 AM - 10:45 AM

### New Voices: Growing the Movement for Safe Streets

10:45 AM - 11:45 AM

### Lunch

11:45 AM - 12:45 PM

## Afternoon Sessions

### 10-Year Cycling Network Plan and Vision Zero Updates

12:45 PM - 1:45 PM

### Making Meeting Magic

1:45 PM - 2:30 PM

### Break

2:30 PM - 2:45 PM

### Emerging Issues: A Panel Discussion

2:45 PM - 3:45 PM

### Closing Words

3:45 PM - 4:00 PM

### Candlelit Walk and Vigil

4:00 PM - 5:00 PM

# MORNING TOPICS

## Opening remarks from Cycle Toronto

What we've been up to, and what's ahead.

## Navigating Toronto City Hall

Who decides, who plans, and who implements?

**Joe Cressy** (@joe\_cressy) was born and raised in downtown Toronto, in a family whose defining values are community building and public service which have driven him his whole life. He worked on poverty issues while living in South Africa and Ghana, led literacy programs in fly-in Aboriginal reserves in Northern Ontario, and managed environmental campaigns to protect Canada's freshwater. Before being elected as Councillor for Ward 20, he served as a Director of Campaigns and Outreach at the Stephen Lewis Foundation, which supports community-based HIV/AIDS organizations in sub-Saharan Africa. Joe understands that strong infrastructure and social services are vital to the quality of life in a big city, and his passion for social justice translates to his work at City Hall. As Councillor, Joe works tirelessly to build better neighbourhoods, expand and improve public green spaces, and make life in downtown Toronto more equitable.



## How to Take Power and Win at Toronto City Hall

Toronto is an incredibly wealthy city, with incredible income inequality. The city is becoming increasingly unaffordable and the vulnerable, newcomers, and younger generations are being pushed out. It doesn't have to be this way. Over the last 6 years there has been a dramatic shift in power to the right. With millionaire mayors and a conservative agenda for City Hall, how can we build a more progressive, affordable and democratic city? This workshop will discuss how winning is possible at City Hall, present case studies of wins when no one thought it was possible, and make the case for what we need to do to change the agenda for our city.

**Michal Hay** (@michalhay) is 2017 Campaign Director for Jagmeet Singh's successful NDP Leadership Campaign. She was Chief of Staff to Toronto City Councillor Mike Layton, where she worked on a wide range of policy issues, including many cycling infrastructure projects, and city-wide campaigns. She sits on the Board of Directors of the Broadbent Institute and The Urban Worker Project. In 2014 she was Field Director for Olivia Chow's Toronto Mayoral Campaign and has helped to train candidates and activists on organizing. Through work and activism Michal has had leading roles on a number of issue based and electoral campaigns at the municipal, provincial and federal levels across Canada.

## Emerging groups: Growing the Movement for Safe Streets

with Mary Gaudet, Yu Li, Marvin Macaraig, and Kristin Schwartz,  
moderated by Jared Kolb.

### Doctors for Safe Cycling (@Docs4Cycling)

While as physicians we treat individuals, we recognize that improving health requires larger social changes. We will discuss the creation of Doctors for Safe Cycling, formed to galvanize support for expanded cycling infrastructure in Toronto. We will explore our approach to bridging the gap between the medical profession and advocacy, and how we draw upon scientific evidence to make the case for cycling infrastructure.

**Mary Gaudet** is a resident physician at St. Michael's Hospital in Toronto, specializing in Family Medicine. She previously worked as an anthropologist and photojournalist. Mary is a member of Doctors for Safe Cycling, a group of physicians who recognize the physical and mental health benefits of cycling for individual patients and for our community. The best way to make cycling safer and easier for our patients is through improved and expanded infrastructure, and Doctors for Safe Cycling advocates to that end.



**Friends and Families for Safe Streets (@FFSafeStreets)** is working to end traffic violence in Toronto by changing laws, enforcement, street design, public attitudes and traffic culture to make our vibrant streets safer and more equitable for all road users, while supporting those who are survivors. FFSS members are survivors of traffic collisions and friends and families whose loved ones have been killed or severely injured by careless drivers and dangerous conditions on Toronto's streets. They work with legislators, planners, police, transit authorities, active transportation advocates, public health professionals, and the traveling public to improve the design of our streets, the enforcement of safety laws, and the traffic culture that influences how we view serious injuries and fatalities. The goal is to end traffic violence in Toronto. This presentation looks at the work FFSS has been doing since its launch just over one year ago, and what's ahead for the organization.

**Yu Li** immigrated to Toronto in 2000 and has been keenly interested in urban issues here ever since, especially in the area of active transportation. In 2015, his college friend from back in China, Zhiyong Kang, was killed by a drunk driver while cycling home on Toronto's streets. Since then, Yu has taken an active role in advocating for protections for vulnerable road users. Yu co-founded Friends and Families for Safe Streets, the first organization of its kind in Canada.



**Scarborough Cycles** (@ScarbCycles)

Marvin will speak about building bike culture beyond downtown, including opportunities and challenges. He will provide an overview of Scarborough Cycles, its programs, ongoing challenges, and budding opportunities to grow a culture of cycling in Toronto's suburbs.

**Marvin Macaraig** is the Scarborough Cycles Bike Hub Coordinator, a joint initiative between Access Alliance Multicultural Health and Community Services and the Toronto Centre for Active Transportation. Employed as a Community Health Worker at Access Alliance, Marvin works to increase cycling knowledge in Scarborough by building both institutional and community capacity. One of his goals is to find solutions and address barriers that will increase participation in suburban cycling for transportation. Marvin received his Ph.D. from the University of Toronto (Geography and Planning), and has taught several urban geography courses at the University of Toronto Scarborough.



**Students for Bloor** (@CultureLinkTO #StudentsForBloor)

Kristin will present on cycling advocacy within elementary and secondary schools, with a focus on the campaign for Bike Lanes on Bloor. She manages the Bike to School Project and Bike Host at CultureLink Settlement and Community Services, in partnership with Cycle Toronto and others. The Bike to School Project has reached over 20,000 students with cycling education programs in the last two years alone, and supports bike clubs and other extracurricular activities at a dozen secondary schools.

**Kristin Schwartz** is the Cycling Outreach Coordinator with the Partnership for Integration and Sustainable Transportation, a joint initiative between CultureLink Settlement Services and Cycle Toronto. Working out of CultureLink, she promotes cycling to newcomers to Toronto by offering cycling workshops and programs like Bike Host, which matches newcomers with confident cyclists who act as mentors, and the Bike to School Project. Kristin's past work has included tenant organizing and community-based writing and radio production. A graduate of the Co-operative Management and Leadership Certificate Program at the Schulich School of Business, she is a founding board member of two grassroots environmental organizations.

# LUNCH TOPICS

## Active Campaigns and Hot Topics

Several breakout sessions will take place during the lunch break. Hear directly from our volunteers about how these campaigns have evolved, and what is coming up next. Sign up with them to stay informed. Take your advocacy to the next level.

### Bloor Working Group

hosted by **Felix Whitton**

### Danforth Working Group

hosted by **Kevin Cooper**

### Yonge Working Group

hosted by **Clay McFayden**

### Eglinton Working Group

hosted by **John Taranu**

### Accessibility Issues Group

co-hosted by **Kristine Connidis and Jared Kolb**



# AFTERNOON TOPICS

## 10-Year Cycling Network Plan and Vision Zero Updates

Learn more about the City Council approved Cycling Network Plan, which aims to connect, grow and renew infrastructure for Toronto's cycling routes over the next ten years. This Plan will serve as a comprehensive road map and work plan, outlining the City's planned investments in cycling infrastructure over 2016-2025. The Plan identifies opportunities for cycling infrastructure investments in every part of Toronto. It includes recommendations for cycle tracks or bike lanes on fast, busy streets and recommendations for traffic calmed routes with cycling wayfinding on quiet streets.

**Shawn Dillon** (@TO\_Cycling) is a transportation engineering technologist with more than twenty years of experience working for municipal government in traffic design and construction for a range of urban transportation, transit and active transportation assignments. Shawn has spent 14 years with the City of Toronto, working in Traffic Operations, the Traffic Management Centre, and in Road Operations. In 2010, Shawn joined York Region as the Manager, Traffic Design & Construction where he was responsible for the design and construction of traffic signals, signs, pavement markings, active transportation and traffic demand management programs. In April 2017, Shawn joined the City of Toronto's Cycling Infrastructure and Programs unit as the acting Manager where he is responsible for the development, design and implementation of the City's Cycling Network Plan.

## Making Meeting Magic

Advocacy, particularly by volunteers, requires coming together as a group to think and make decisions with limited time, AKA: meetings. Bianca will outline several tips and tricks to running successful and useful meetings. There will be plenty of time to share issues you've experienced in running meetings for some on-the-spot advice and support to help make meeting magic. Hint: most of the magic happens before and after the meeting...

**Bianca Wylie** (@biancawylie) has a dual background in technology and public engagement. She is currently thinking and working on ideas to support open and smart cities. She is Head of the Open Data Institute of Toronto, and an associate at Open North. She is also a guest lecturer and speaker on open government. Bianca has experience in designing and delivering processes to support group decision-making. Bianca enjoys talking about public policy any time of the day.

## Emerging Issues - A Panel Discussion

with Albert Koehl, Trudy Ledsham, and Jason Neudorf,  
moderated by Gideon Forman.

### The obstacles vs distractions of car parking

Parking spots consume vast tracts of a valued urban resource: land. For a long time, the importance of providing parking spaces was simply assumed instead of tested, and the perceived need for on-street parking has prevented the installation of cycling infrastructure. Recently, however, significant research about parking has upended the long-held assumptions. This presentation challenges the notion that businesses cannot survive without on-street parking with reference both to academic research and local observations along the Bloor bike lane.

**Albert Koehl** (@AlbertKoehl @BellsOnBloor) is an environmental lawyer, writer, and road safety advocate. He served on the Ontario Chief Coroner's expert panel on road safety in 2012. Albert is a founder of Bells on Bloor, which recently celebrated its tenth anniversary.



### Urban intensification and cycling: Are they compatible?

We are building cities in the belief that intensification (most frequently in the form of housing towers) leads to increased active transportation including bicycling. However, recent analysis found that in Toronto (in 2011) a trip from an apartment-based household was less than half as likely to be taken by bicycle as a similar trip from a house-based household. The result suggests dwelling type is almost as important as gender in determining who cycles in Toronto. This presentation explores reasons for the difference and implications for bicycling policy, and advocacy in the city.

**Trudy Ledsham** (@TCATonline) works with the Toronto Centre for Active Transportation and the Toronto Cycling Think & Do Tank at the University of Toronto as a researcher and project manager focused on active and sustainable transportation. She is completing a PhD in Planning at the University of Toronto. Her research interests include low carbon mobility, transport justice, transport and health, retrofitting suburbs for sustainability and the role of built form and community in transport cultures and practices.

### **What will the arrival of automated vehicles mean for pedestrians and cyclists?**

This presentation explores some of the likely outcomes of new technologies on active transportation. Implications for safety, mode choice behaviour, street design and policy will be discussed. The presentation concludes with recommendations for how this technology can be leveraged to help build a more efficient, sustainable, affordable and enjoyable city.

**Jason Neudorf** (@Jason\_Neudorf) is a transportation planner at WSP. His work focuses on multi-modal transportation analysis, street design and planning for new technologies such as automated vehicles. Having worked as a transportation planner in Canada and Europe, Jason seeks to adapt global best practices to develop local solutions. Recent projects include the Bloor Street bike lanes, the Toronto Complete Streets Design Guide and the Oshawa Integrated Transportation Master Plan. He's passionate about making transportation safer, more sustainable and more equitable for all.



**Gideon Forman** (@DavidSuzukiFDN) received his Master's in Philosophy from McGill University and a Certificate in Renewable Energy from the University of Toronto. For over a decade he was Executive Director of the Canadian Association of Physicians for the Environment, leading campaigns that helped to ban lawn-pesticides and phase-out coal-fired power. The pesticide ban he helped to establish in Ontario was the most health-protective legislation of its kind in North America. In 2013, he received a Queen Elizabeth II Diamond Jubilee medal in recognition of his environmental work. He became a Climate Change Policy Analyst with the David Suzuki Foundation in the summer of 2015. At the DSF he promotes renewable energy projects and the expansion of public transit and active transportation.

### **Candlelit Walk and Vigil**

Mark the World Day of Remembrance for Road Traffic Victims with a special candlelit walk and vigil with members and friends of Friends and Families for Safe Streets. 54 people have lost their lives on Toronto roads so far this year. FFSS vigils serve as a reminder to residents and city officials that there is an alarming need to make the streets of Toronto safer for everyone. Together we will observe a moment of silence for the victims of traffic violence in this city.

The walk will depart at 4:15pm just outside Metro Hall, at David Pecaut Square. Candles will be provided, or you may bring your own.

We will walk south down Simcoe Street to Queen's Quay, and then west to end at the Toronto Music Garden.

The vigil will be held at the Toronto Music Garden at 4:45pm.

### **Evening Social at Hunters Landing**

Join us after the conference for a casual evening event to provide participants an opportunity to meet, network, and renew acquaintances with fellow conference attendees. Let's put the day's learnings into action!

Meet for food and drinks at Hunters Landing (82 Fort York Blvd) at 5:30pm. Attendees will be expected to cover their own expenses.





Safe streets  
Healthy city  
Vibrant voice