



tcat
Toronto Centre for Active Transportation
10-Year Review
2006-2016



LETTER FROM THE DIRECTOR



Nancy Smith Lea has been the Director of TCAT since 2008. Since then she has led numerous research projects and initiatives aimed at improving understanding and conditions for walking and cycling. In 2010 she was awarded a Toronto Foundation Vital People grant for “Putting Active Transportation on the map.” In 2016 Nancy was featured in *Spacing* magazine as one of 12 extraordinary women city builders.

Ten years is a long time, and it’s also a blink of an eye. It seems like both a lifetime ago, and only yesterday, that a small group of us came together in 2006 to form a fledgling volunteer grassroots collective we called the Toronto Coalition for Active Transportation (we changed the name to Centre in 2011). Our goal was to raise the profile of active transportation prior to the 2006 municipal election. Together, we consulted with over 20 stakeholder groups to develop a joint platform of the most pressing cycling and pedestrian issues. We conducted an all-candidate survey to raise candidates’ awareness of these issues and to get their support for working toward solutions. We held a press conference. And TCAT was born.

Today, in 2016, as a project of the registered charity Clean Air Partnership, TCAT has become a respected and credible leader in active transportation research, policy solutions, and evidence-based programming. We love to work at the edges of our understanding to push forward collective knowledge and practice for improving conditions for walking and cycling.

Ten years ago one of the challenges of building bike lanes on downtown arterials was a concern about the potential impact that the loss of on-street parking would have on local business. In response, TCAT took to the streets, not in protest, but with clipboards. We documented that the vast majority (90%) of people shopping in Bloor Annex arrive on foot, bike, or public transit, and that they spend more and visit more often than drivers. In 2016 we are back out on the streets again – this time with iPads and in partnership with the BIAs – to measure the economic impact of the new pilot bike lane on Bloor Street.

When popular belief holds that the suburbs are a write-off for getting people on bikes, we delve in to find out. With our Scarborough Cycles project, in partnership with U of T, Cycle Toronto and CultureLink, we are building bike culture beyond downtown.

In 2010, TCAT held its first Complete Streets Forum. At the time “Complete Streets” as a term was barely on the radar in Canada. Over the next six years, TCAT developed a wealth of policy and design resources, all freely available on our Complete Streets for Canada website. Today, “Complete Streets” is a common concept being incorporated into Official Plans and Transportation Master Plans. Even better, Canadian municipalities are moving from policy to action, and Complete Streets projects are now being built across the country.

With all of TCAT’s work, we develop a strong knowledge base, expand our understanding, and lay the groundwork for doing things in a new way. There is so much at stake. Cyclists and pedestrians are our most vulnerable road users. Active transportation also plays a critical role in improving air quality and economic sustainability, increasing physical activity, and decreasing incidence of chronic disease.

I am proud of all that TCAT has done over the past decade contributing to building safer streets for all road users, to expanding our understanding about what works, and for increasing the number of people who now enjoy the simple pleasure of getting around by walking or riding a bike.

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LETTER FROM THE CHAIR



Asher Mercer has spent more than a decade as an urban planner, developing policies and programs to reduce automobile dependence. He recently became Chair of TCAT's volunteer steering committee.

For years, working for various governments in the Greater Toronto and Hamilton Area, I was constantly impressed by the research and resources produced by TCAT. As someone who has spent a career trying to make it easier to use sustainable transportation, the work TCAT did was invaluable. When I first joined TCAT's steering committee in 2013, I was struck by how much it has been able to accomplish with such limited resources. TCAT really punches above its weight.

When TCAT was first created as a coalition of walking and cycling stakeholders in 2006, you could find the right language about active transportation in municipal official plans, but precious little action. Now, Complete Streets are showing up across Canada, and Complete Streets design guidelines are a staple in most urban transportation departments. In so many cities, advocates and planners have successfully made the case for safe walking and cycling facilities. The result is visible on Bloor Street in Toronto, on Cannon Street in Hamilton, and countless other streets in cities across the country. In 10 years, a small group of dedicated staff, supported by passionate and committed volunteers, has helped to shape the transportation agenda in the Toronto Region and across Canada.

Not only can the impact of TCAT be seen in terms of the policies and guidelines adopted in cities, but also in the people that have been a part of the organization. The staff, volunteers, and steering committee members that have contributed to TCAT have gone on to shape the policies and transportation network of many municipalities, provincial agencies and ministries. TCAT's legacy can be seen everywhere.

Good progress has been made over the past 10 years in achieving more and better facilities for walking and cycling. Yet there is still so much work to do in order to reduce injuries and eliminate traffic fatalities. I am proud to serve as the Chair of the steering committee, and look forward to contributing to TCAT's work shaping the conversation and making our streets safer for all.

"Over its 10 year history, TCAT has emerged as a leading nongovernmental organization that combines political and policy savvy with solid research evidence directed at making Toronto a more walkable, bikeable and healthier city. TCAT scores high in its professionalism, credibility and effectiveness in bringing together diverse sectors in navigating common solutions for achieving safer and more active mobility choices."

Dr. Monica Campbell
 Director, Healthy Public Policy
 Toronto Public Health

"TCAT's work permits us to make evidence-based decisions and also serves as a baseline for evaluation of any road modifications."

Fiona Chapman
Manager
Pedestrian Projects
Transportation Services
City of Toronto

MANDATE

WHO WE ARE

The Toronto Centre for Active Transportation (TCAT) was formed in 2006 to give a unified voice to the many groups working for a better cycling and pedestrian environment in Toronto. As a project of CAP, our work is supported by our talented staff and a steering committee made up of passionate professionals and community leaders that volunteer their time and skills to help TCAT fulfill its mission.

WHERE WE WORK

Toronto is both our home and our laboratory. TCAT grew out of the desire of passionate, civic-minded individuals to make Toronto a better city. Toronto forms the base of our everyday lived experience with walking, cycling, and Complete Streets. As the geographic scope of our work has grown, that founding desire to make our home a safer place for walking and cycling has motivated us to partner with people and organizations in the Greater Toronto and Hamilton Area and across Canada, and who share our passion for creating safe, vibrant and active communities.

"In 2011 the City of Waterloo approved a Complete Streets policy, one of the first municipalities in Canada to do so. This new policy direction was made achievable through attendance at TCAT's Complete Streets Forums. Subsequently, TCAT has created valuable resources and outreach tools that foster sustainable, vibrant and healthy communities and has provided municipalities the opportunity to showcase their own successes through participation in the recent Complete Street Transformations research. "

Christopher Hodgson
Senior Project Engineer, Active
Transportation & LRT Integration
City of Waterloo

OUR VISION

Vibrant cities with clean air, a healthy population, and a transportation system that prioritizes walking and cycling.

OUR MISSION

TCAT advances knowledge and evidence to build support for safe and inclusive streets for walking and cycling. We believe that active transportation plays a critical role in creating environmentally and economically sustainable cities.

WHAT WE DO

Our work supports a number of public interest objectives such as improved traffic safety, improved air quality, increased physical activity, decreased incidence of chronic disease, increased physical activity, and a more attractive and prosperous public realm. TCAT is well-positioned to deliver high quality, affordable research and strategies that reflect your community's desire for safe, accessible, and desirable public spaces, including:

- Complete Streets policy development and analysis
- Original community-based research to inform active transportation decision-making
- Policy scans of current best practice for Complete Streets and active transportation facility design, implementation, and promotion
- Participatory design to create green, active and healthy neighbourhoods
- High-quality knowledge exchange events tackling current active transportation issues and providing leading-edge solutions

TCAT IN A NUTSHELL

\$2,093,552

total funding since 2007
(grants, donations, earned income)

6 research partners
in 2016

6 Complete Street Forums

2 Bike Summits

1,717
Total Registrants

32,966
Website Sessions,
(Jan-Nov 2016)

834,465
Social Interactions
(facebook reach + tweet impressions
Jan-Nov 2016)

50% more
TCAT News
Subscribers in 2016 than
in 2013

53% increase
in social media followers
in the last year, with
128% increase
in engagement rate



CONFERENCES



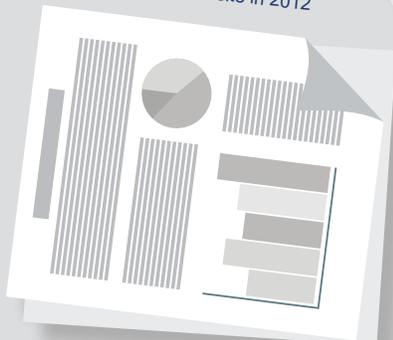
REPORTS & PROJECTS

42 Publications

36 Projects

70 Speaking Engagements

At least **333% increase**
Increase in Canadian Complete
Street Policies since TCAT launched the
Complete Streets for Canada website in 2012



FROM 2006 TO 2011

TCAT is formed as the Toronto Coalition of Active Transportation

Toronto Community Foundation provides founding support

Wins Group of the Year Award from ibikeTO

Hosts first Bike Summit

Hosts Bikeshare Community Forum & stakeholder roundtable

Became a project of Clean Air Partnership

2006

2007

2008

Active Transportation Platform. The Toronto Coalition was formed in the lead up to the 2006 municipal election. TCAT created an Active Transportation Platform that emerged out of consultation with environmental, health, and transportation groups from across Toronto. This platform recommended actions in five categories (Build, Integrate, Promote, Protect, and Lead) and resulted in a survey of all 2006 municipal candidates. On November 1, 2006 TCAT released its platform at a press conference joined by Glen Murray, Chair of the National Round Table on the Environment and the Economy, Dr. Alan Abelsohn of the Ontario College of Family Physicians, and Gil Penalosa of Walk and Bike for Life.

The State of Active Transportation. Greater Toronto, Hamilton and Beyond. Funded by Metrolinx.

Bikes as a Public Good: What is the Future of Bike Sharing in Toronto?

Bike Lanes, On-Street Parking and Business. TCAT begins landmark research study to investigate the attitudes and preferences of merchants and customers to the reallocation of street space from on-street parking to bike lanes or widened sidewalks and to test assumptions about modal share and economic activity. The study cements TCAT's reputation as a leader in active transportation policy research.

"The Toronto Centre for Active Transportation is recognized as a leading voice in providing evidence and pragmatic policy solutions for supporting cycling and walking in Canada. A key part of TCAT's success has been their collective approach, convening experts from academia, the public and all levels of government, as well as bringing in the insights from experts from around the world."

Charles O'Hara
 Manager, Growth Policy
 Ontario Growth
 Secretariat
 Ministry of Municipal
 Affairs



Figure 3. TCAT Bike Summit Logo, 2008



Figure 2. BIXI Demo Event, co-organized by TCAT, the Community Bicycle Network and the Toronto Cyclists Union, Toronto, 2008

Contributes to a "Bikeshare Investigation and Feasibility Study for Toronto Region"

Releases first of a series of research reports on "Bike Lanes, On-Street Parking and Business"

Releases Community Walkability Audit Tool

Releases "Benchmarking Active Transportation in Canadian Cities" & "Building Better Cycling Arteries in Cities: Lessons for Toronto" reports

Bike Summit becomes the Complete Streets Forum

TCAT changes its name to the Toronto Centre for Active Transportation

TCAT Director Nancy Smith Lea is awarded the Vital People Award from the Toronto Community Foundation for "Putting Active Transportation on the map"

2009

2010

2011

Contextualizing the Community Walkability Audit Tool for the City of Toronto.

Action 2014: Taking the Next Step.



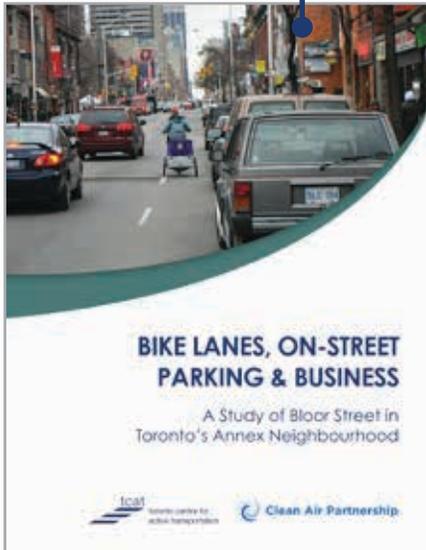
TCAT Award 2010: Paul Young

Rush Hour Sharrows Evaluation.

TCAT was contracted by the City of Toronto to evaluate new shared lane pavement markings called rush-hour "sharrows". The City first began using sharrow pavement markings in 2007 in select locations, but this is the first time they have installed "rush-hour" sharrows. Prior to installing rush-hour sharrows in other locations, the City of Toronto undertook an evaluation of this new application to determine its contributions to improving the cycling experience.



TCAT Award 2009: Jane Farrow



TCAT Award 2011: Paul Hess

" We've been impressed with TCAT's deep engagement to working with citizens to create human-scaled neighbourhoods; they've adapted and built on practices in contexts as varied as a dense Toronto neighbourhood and rural community."

Véronique Fournier
Directrice générale
Montréal Urban Ecology Centre



Figure 4. Complete Streets Forum, Fairmont Royal York, Toronto, 2010

FROM 2012 TO 2016

Produces "Complete Streets by Design"

Releases Complete Streets for Canada Website

Publishes "Complete Streets Gap Analysis: Opportunities and Barriers in Ontario"

Kicks off Active Neighbourhood Canada initiative

Releases "The Other 25%: Active Transportation and the Big Move"

Releases the "Complete Streets Game"

Releases "Complete Streets Catalogue"

Publishes "Identifying and Overcoming Barriers to the Implementation of Active Transportation Policies"

Releases "It's Your Move - Active Transportation Champions" video series

2012

TCAT Award 2012: Patrick Brown & Albert Koehl

Area Wide Interventions for Active Transportation

Complete Streets for Canada. In July 2012, with funding from the Ontario Trillium Foundation, TCAT launched the Complete Streets for Canada Policy, and Design Hub. The website features best practice on streets redesigned to benefit pedestrians and cyclists and providing research, policy and design guidance for Canadian municipalities.

2013



TCAT Award 2013: Monica Campbell

Community Based Social Marketing Pilot Program for Active Transportation

Building a Toronto That Moves

Building Evidence to Support Healthier Street Design in Toronto

City of Barrie Active Transportation Gap Analysis.

Member of Ontario Minister of Transportation Cycling Strategy Working Group

Understanding Complete Streets in the Greater Golden Horseshoe (GGH) Region. This project developed two resources to improve the capacity of GGH municipalities to plan and evaluate active transportation infrastructure. The first is a catalog of examples that illustrates how the concept of Complete Streets is being applied in 19 GGH municipalities. The second is an Evaluation Tool consisting of 21 performance indicators to assess the effectiveness of Complete Streets projects.

2014



TCAT Award 2014: Eleanor McMahon



Figure 5. Complete Streets Forum Walking Tour, 2013

"The exposure and opportunity to share our experience with other municipalities [through TCAT's Complete Street Transformations book] reinforced the importance of our vision and commitment to our Transportation Master Plan. It also enabled our Council and community to understand that the positive impact of this project extended beyond our City limits."

Vic Bohdanow
Design Engineer
City of Brantford

Produces "Complete Streets Policy & Implementation Guide for Grey Bruce Counties"

Launches "Scarborough Cycles: building bike culture beyond downtown"

Releases "Complete Streets Evaluation" tool

Member of City of Toronto Road Safety Plan Partner committee

Publishes "Complete Street Transformations in the Greater Golden Horseshoe Region"

Releases "Cycling Behaviour and Potential in the Greater Toronto and Hamilton Area" with Ryerson University

2015 2016

TCAT Award 2015:
Michael Black

Creating a "Town Centre" in a Tower Neighbourhood. In this action-research project, TCAT is working with community members in Flemingdon Park to activate public space through a simple design intervention.

Economic Impact Study for the Bloor Street West Bike Lane Pilot Project. TCAT launches the Bloor Street West Bike Lane Pilot project building on the methodology of TCAT's 2009/2010 "Bike Lanes, On-Street Parking and Business" studies. Originally funded in 2015 by the Bloor Annex BIA, Korea Town BIA, and the Metcalf Foundation, the research expanded in 2016 to include three additional performance indicators commissioned by the City of Toronto.



Figure 8. Scarborough Cycles Bike Hub, 2016



Figure 7. TCAT Director Nancy Smith Lea featured in Spacing magazine as one of 12 extraordinary women city builders



Figure 6. Active Neighbourhoods Canada's Young Urbanist Camp, 2014

"TCAT's leadership and research have helped more people - older or younger; downtown or in Scarborough; for exercise, fun or getting to school or work - recognize that cycling is a real option for them. Now, more than ever, we need a strong public interest research voice for active transportation - imagine the possibilities when TCAT celebrates its 25th! "

Dr. Pamela Robinson
Associate Dean - Graduate Studies and
Special Projects and Associate Professor
Ryerson University

"TCAT's groundbreaking research reports have time and again paved the way for crucial developments in sustainable transportation infrastructure in Toronto, Canada and around the world. They are a vital asset to our community."

Dr. Steven Farber
 Assistant Professor
 Department of
 Geography and Planning
 University of Toronto
 Scarborough

FINANCIAL SUMMARY

TCAT began in 2006 as a grassroots volunteer collective. In 2007, TCAT received start-up funds and Clean Air Partnership provided office space and administrative support. Between 2008 and 2011, TCAT diversified its revenue sources and annual revenues increased by 40%. Between 2011 and 2016 revenues almost tripled.

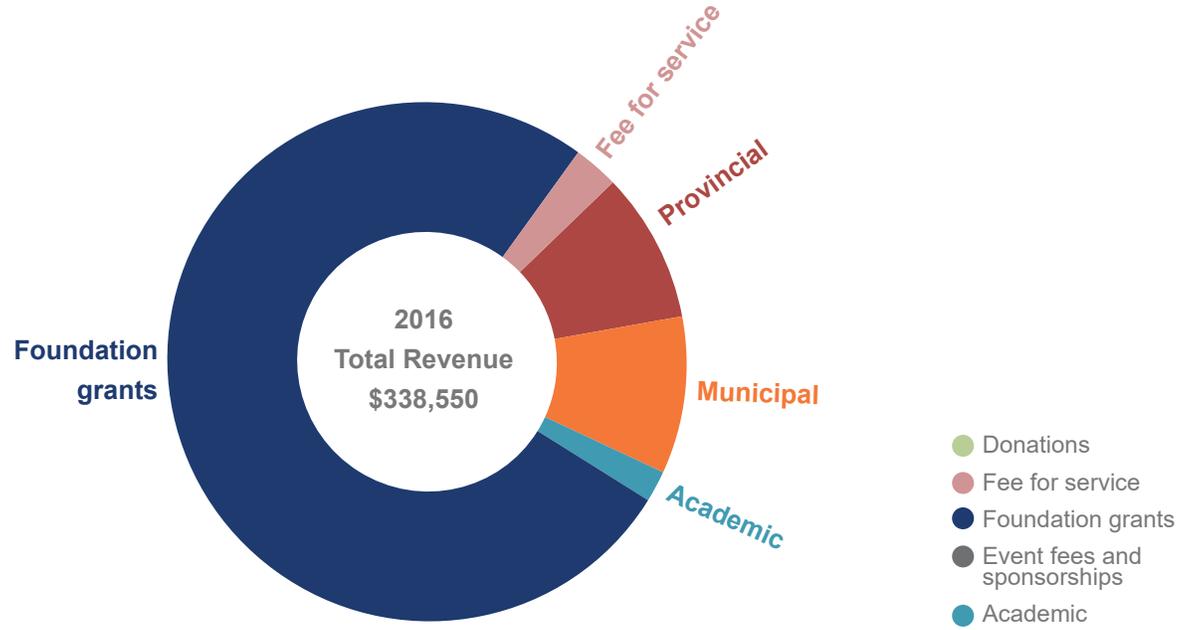
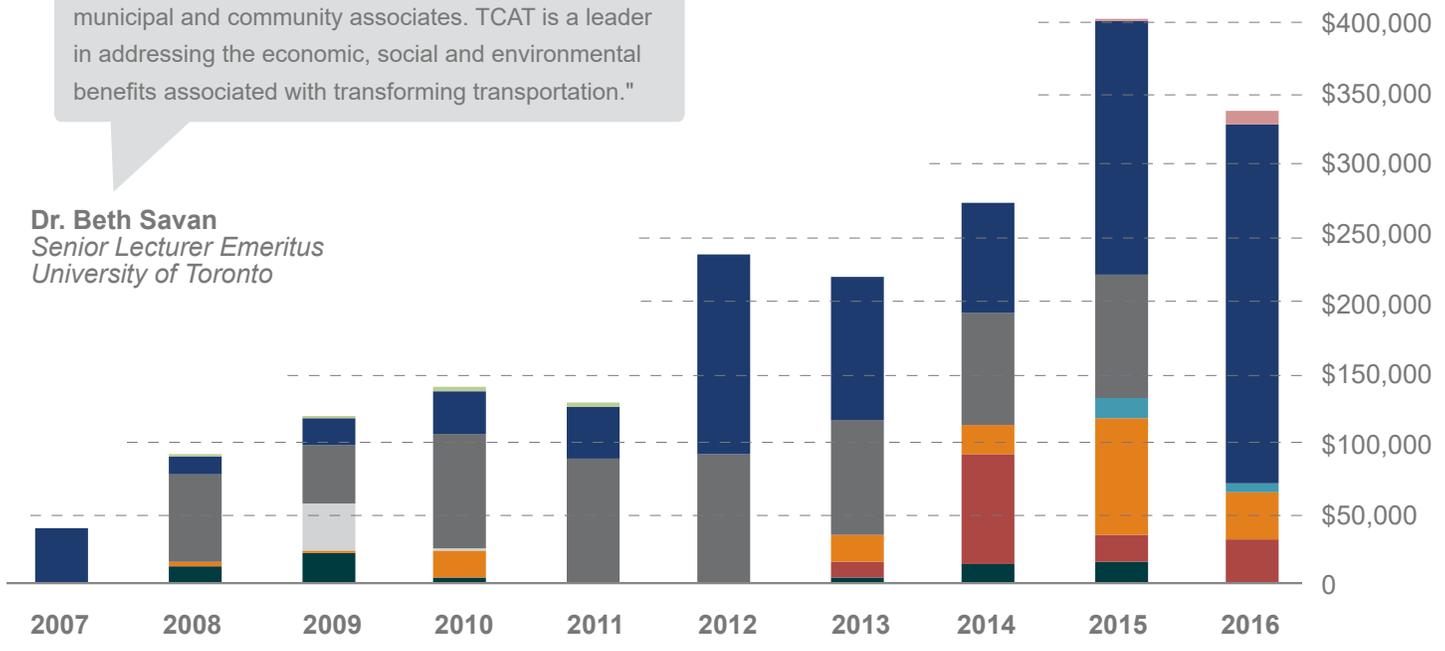


Figure 9. 2016 TCAT Revenue Sources

- Donations
- Fee for service
- Foundation grants
- Event fees and sponsorships
- Academic
- Corporate
- Municipal
- Provincial
- Federal

"TCAT has extensive experience in engaging wide participation from professional and community members alike and has a wide network of expert, scholarly, municipal and community associates. TCAT is a leader in addressing the economic, social and environmental benefits associated with transforming transportation."

Dr. Beth Savan
 Senior Lecturer Emeritus
 University of Toronto



FUNDERS

Between 2006 and 2016, financial support for TCAT was provided by:

AutoShare	Heart and Stroke Foundation of Canada – the Canadian Partnership Against Cancer Canadians Linking Action and Science for Prevention (CLASP) – Healthy Canada by Design initiative	Public Health Agency of Canada
Association of Pedestrian and Bicycle Professionals	Heart and Stroke Foundation of Canada – Spark Advocacy Grant	Regional Municipality of Halton
BA Group	Josta	Regional Municipality of Peel
Beldale Foundation	Korea Town BIA	Retire Your Ride
Bicycle Trade Association of Canada (BTAC)	LEA Group	Social Sciences and Humanities Research Council of Canada – Toronto Cycling Think & Do Tank
Bike Share Toronto (BIXI)	MMM Group	Tangerine (ING Direct)
Bloor Annex BIA	Metrolinx	Toronto Community Foundation
Cities Centre, University of Toronto	Metcalf Foundation	Transport Canada
City of Calgary	Mountain Equipment Co-Op	The United States Consulate General in Toronto
City of Hamilton	Moving the Economy	Urban Design 4 Health
City of Kitchener	National Capital Commission (NCC)	York Region
City of Mississauga	Netherlands Consulate General, Toronto	Zipcar
City of Toronto	Niagara Region	And many generous individual donors!
CMHC	Ontario Professional Planners Institute (OPPI)	
County of Simcoe	Ontario Trillium Foundation	<i>Founding support provided by:</i>
Dale & Lessman LLP	Parsons Brinckerhoff	Toronto Community Foundation
DTAH	Province of Ontario (Ministry of Infrastructure, Ministry of Municipal Affairs and Housing, and Ministry of Transportation)	The Bike Joint
Evergreen CityWorks – Move the GTHA		Toronto Bicycling Network
Federation of Canadian Municipalities (FCM)		
GO Transit		
IBI Group		

CREDITS

This report was produced by the TCAT steering committee: Allyson Amster, Andie Garcia, Asher Mercer, Jason Neudorf, Clara Romero and Michelle Sawka, with oversight by TCAT Director Nancy Smith Lea. Graphic Design by Clara Romero.

TCAT is a project of the Clean Air Partnership.





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 **Clean Air
Partnership**