

April 21, 2016

**RE: PW12.1 -- Bloor Street Design Feasibility Study and Bike Lane Pilot Project**

Dear Chair Jaye Robinson and Members of Public Works and Infrastructure Committee,

I am writing on behalf of Cycle Toronto regarding PW12.1 **in support of the proposed pilot bike lanes on Bloor St.** Cycle Toronto is a diverse, member-supported organization that advocates for a healthy, safe, cycling-friendly city for all and currently represents over 3,000 Torontonians.

We have run an extensive community-based campaign to generate local and city-wide support for bike lanes on Bloor St. Through our #BloorLovesBikes campaign, more than 70 businesses on Bloor St and 9,309 people (see Appendix A) have signed our pledge calling on the City to implement pilot bicycle lanes on Bloor St in 2016. In addition to widespread business, resident and local primary and secondary school support, the Bloor pilot is also supported by diverse groups such as the University of Toronto Faculty Association and Les Domestiques riding club.

We're pleased to support City staff's recommendation to install a pilot protected bike on Bloor St between Shaw St and Avenue Rd and support a rigorous evaluation of the project impacts. There are a variety of reasons to support the implementation of the Bloor pilot, but here are our top five:

**Most patrons of arriving in the Bloor Annex don't drive there.** [90% of patrons in the Bloor Annex](#) arrive by walking, cycling or transit and yet we dedicate the vast majority of the street space to motor vehicle traffic. The Bloor pilot is an opportunity to make the street feel more vibrant by making it safer to walk and bike.

**Customers arriving by bicycle spend more money and increase retail sales.** Portland State University researchers found that customers who arrive by bike spend [24% more per month](#) than those who arrive by car. After the construction of a protected bike lane on 9th Ave in New York City, local businesses saw a [49% increase in retail sales](#).

**We can get the city moving.** More than 80% of the time, Bloor St has 2 lanes of parking and 2 lanes of car traffic, treating half the roadway like a parking lot. Installing bike lanes would retain those 2 lanes of car traffic and 1 lane of parking. We can give Torontonians more transportation options and get the city moving.



416 644 7188  
info@cycleto.ca  
www.cycleto.ca

Cycle Toronto  
@ Centre of Social Innovation  
720 Bathurst Street, Suite 307  
Toronto, ON M5S 2R4

**Torontonians want to ride more often but have safety concerns riding in mixed traffic.**

[Over 70% of Torontonians](#) would cycle more if infrastructure were improved. People are already biking in droves on Bloor. Adding protected lanes would allow drivers and cyclists to co-exist in their own safe, predictable space.

**If you build it, they will come.** Study after study demonstrates that after protected bike lanes are installed on main streets, cycling volumes increase significantly. [Cycling volumes nearly tripled](#) on Adelaide after protected bike lanes were installed. And yet motor vehicle volume flows as before.

On behalf of Cycle Toronto, we urge members of PWIC to support staff recommendations and implement pilot bicycle lanes on Bloor St in 2016!

Sincerely,



Jared Kolb  
Executive Director  
Cycle Toronto



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info@cycleto.ca  
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