

# *PICTOU COUNTY BIKEWAYS*



**Green Mobility Forum**

**Wolfville, NS**

**May 21-22, 2008**

# Background

- ⦿ February 2006, the idea was conceptualized by the local RDA
- ⦿ Eastwind Cycle Consulting was hired to design a workplan and feasibility study
- ⦿ Partnerships were formed, a coordinator hired, and a committee was in place



# Partners

- ⦿ Pictou Regional Development Commission (PRDC)
- ⦿ NSHPP
- ⦿ Ecology Action Centre
- ⦿ Pictou County Tourism Association
- ⦿ NSCC Stellarton Campus



# The Process



- Presentations to town councils educating them on the project and asking for their support

- Funding from EAC, HPP, Pictou County Tourism
- Locally designed and built bike racks at NSCC – 40 have been placed in all five towns and county



# What is happening now?

- Planning a launch on June 1<sup>st</sup> – group ride
- To kick off NS Bicycle Week and Environment Week, partnering with Sustainable Pictou County, and challenging Colchester County to a Drive Less, Get Active Challenge over the week.
- Support from all five towns by putting up Share the Road signs in each town
- Development of five rural recreational loops for cycling as well as a commuter route connecting all five towns
- Brochure complete (being printed)



# Lessons learned along the way

- ⦿ Get the word out early about the project – need buy in from your local communities
- ⦿ Committee needs to consist of cycling advocates, municipal staff, transportation, police/RCMP, town planners, tourism
- ⦿ Set realistic timelines – takes time to depend on others and to go through steps for getting permission to proceed

# Next Steps

- Develop a bicycle friendly community - membership base to service industry
- Build on the cycle-tourism industry by marketing Pictou County as your rural cycling destination
- Continue to build infrastructure
- Educate workplaces on being more bicycle friendly by giving employees perks if they bike to work such as:
  - Flex hours
  - Showers
  - Safe place for storing bikes
  - Substitute mileage money for another bonus if they choose to bike



# Overall Successes

- ⦿ Community awareness
- ⦿ Support from all five towns
- ⦿ Major funding support
- ⦿ Cycling for all



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