

**TORONTO CYCLING**  
**THINK & DO TANK**

## Finding Latent Demand for Cycling In Low Density Suburbs

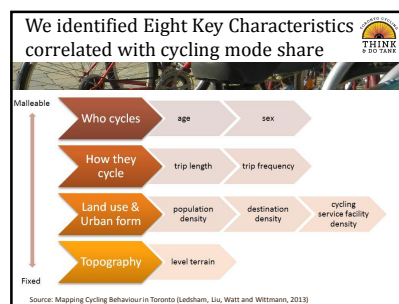
Beth Savan and Trudy Ledsham, with thanks to Max Pfertner and George Liu  
BECC Conference, October 2015 **METCALF FOUNDATION**

**Where will cycling interventions be more likely to enjoy success?**

Based on our retrospective analysis of cycling trips using the Transportation Tomorrow survey, we asked:

1. Who cycles?
2. What characterizes cycling trips?
3. What factors are associated with higher rates of cycling?
4. Do some adjacent municipal wards show behavioural differences?
5. What factors should we consider when selecting target sites and populations for pro-cycling interventions?

Source: Mapping Cycling Behaviour in Toronto (Ledsham, Liu, Watt and Wittmann, 2013)



**Conclusions of Mapping Study**

**We should direct cycling interventions to:**

1. The people most likely to take up cycling (those with transport needs, existing social norms and role models)
2. Where cycling is possible on trails, lanes or streets with slow traffic (existing infrastructure)

**In areas with:**

2. Medium to high population density
3. Within 5 km. of high destination density
4. Medium to high cycling service facility density
5. Relatively level terrain

**Where we have strong community partnerships**

Source: Mapping Cycling Behaviour in Toronto (Ledsham, Liu, Watt and Wittmann, 2013)

**Literature and Mapping Study Indicate:**

We will find latent demand for cycling where these factors coincide:

Facilitating Factor	Map Showing Factor Strength
Existing social norms, Role Models, demographic with transport needs	AT mode share, Cycle Trip Density, low rate of Car Ownership, transit mode share
Urban structure that allows short trips	% of trips <5km, Trip Density <5km, Destinations (POIs), Population Density, Car Ownership
Infrastructure and Topography	Bike Infrastructure, Transit stations, Bike Hubs and Stores, Hills and Barriers
Potential Community Partners	Cycle Toronto Ward Groups, Existing and Potential Community Bike Programs

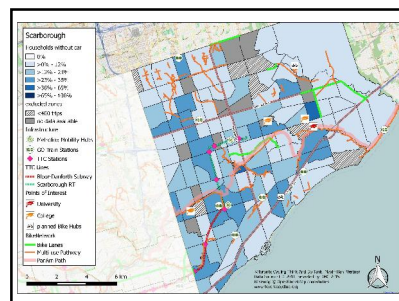
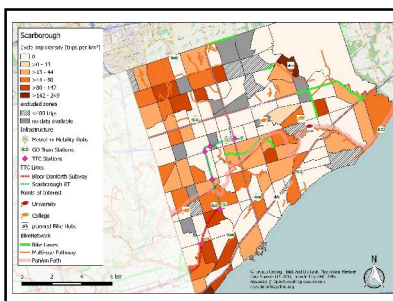
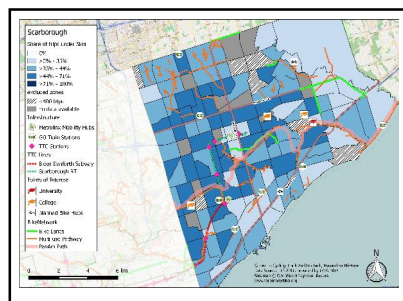
**Methods**

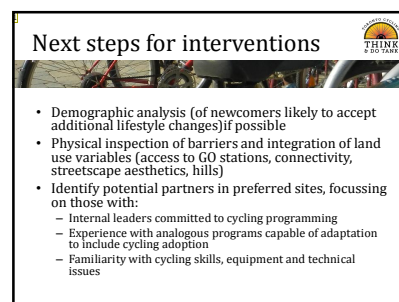
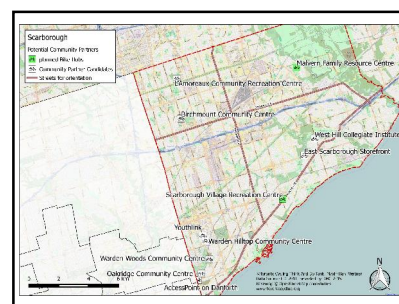
**Mapping TTS data (DMG, 2011)**

- Cycle Trip Density
- Cycling and Walking Mode Share
- Share of Trips under 5km
- Population Density
- Excluding zones with less than 400 total trips (industrial)

**Plus**

- Bike infrastructure (City of Toronto, 2015)
- Subway, LRT and Rail transit stops (TTC and GO), Metrolinx Mobility Hubs
- Points of Interest
- Planned Bike Hubs (Malvern Family Resource Centre/Metcalf and „Recipe for Community“ program at Scarborough Village)





- METCALF**  
**FOUNDATION**

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- 1 Trudy please correct these factors as I couldn't find the document listing the criteria for partner selection and am going from memory  
Beth Savan, 9/24/2015

## Slide 16

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- 2 Trudy please correct these factors as I couldn't find the document listing the criteria for partner selection and am going from memory  
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- 3 Trudy please correct these factors as I couldn't find the document listing the criteria for partner selection and am going from memory  
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