

Dear Mayor and Council

Thank you for this opportunity to share my thoughts on an Active Transportation Master Plan for the City of Kawartha Lakes with you.

Please accept this submission as a letter of support for municipal budget support for an Active Transportation Master Plan to be developed in 2020.

Why do I support the City investing in an Active Transportation Master Plan in 2020?

The need to reduce carbon emissions and smog and to promote healthy and active lifestyles are undeniably important priorities but I also see the opportunity for our municipality to benefit economically through increased tourism revenue by creating alternate means of transport to attract greater numbers of people to our area.

As an example, the 2014 data from Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey reports that;

- Cycling is a growing sector in Ontario with 1.7 million cycling visits and \$428 million, or 1.8% of total visitor spending in Ontario, spent by those visiting cyclists.
- Cycling visitors generally spend more on average per trip than other visitors, stay longer than regular visitors with the majority of Ontario visits by cyclists' overnight visits.
- Families and groups tend to be the demographic that frequently visit Ontario for cycling tourism.

When cycling tourists visit Ontario, they spend most of their money on and in order of amounts;

1. transportation
2. food and beverage
3. accommodation

While visiting Ontario, cycling tourists also spend time doing other activities such as;

- visiting a beach
- hiking
- boating
- camping
- visiting nature parks

When looking around our community, I see the beaches, hiking, boating, camping and parks as our assets. I also see the opportunity for Council to invest in the assets that make our region unique and leverage the very real potential of active transportation as a viable option in addressing the economic challenges we face as a municipality today.

Sincerely



Susan Taylor

