



## Bloor St. bike lane used by over 6,000 cyclists per day

TORONTO: Thursday, Sept. 28, 2017: As city councillors get ready to review studies about the pilot Bloor bike lane, a comprehensive new bike count --- between Sept. 18 and 22, 2017 --- confirms the huge popularity of the lane among city residents. In this video count, a total of over 30,000 cyclists were documented for a five-day, Monday to Friday period, including a one-day high of almost 6,700 cyclists on Sept. 19 – a 100% increase over the city's [pre-bike lane count of 3,300](#).

The video recording was conducted by Bells on Bloor from a rooftop along Bloor, overlooking its intersection with Brunswick Ave., between Bathurst St. and Spadina Rd. A total of 120 hours of video were reviewed by a team of 20 volunteers to count each cyclist. The pilot bike lane --- running 2.5 km between Shaw St. and Avenue Rd. --- was installed in August 2016. A vote on the fate of the bike lane takes place at the public works committee on Oct. 18. If approved, the matter then goes to city council.

"These huge numbers are no surprise to anyone who has watched the transformation of Bloor since the installation of the bike lane," said Albert Koehl, a founder of Bells on Bloor. "If the city is sincere about making road safety a priority, there shouldn't be any doubt about the future of the Bloor bike lane."

A total of 31,732 cyclists were [recorded](#) during the 5-day period, including:  
Mon. 6,213    Tues. 6,447    Wed. 6,696    Thurs. 6,471    Fri. 5,905\*

Previous manual [summertime counts](#) by the group were conducted in Sept. 2016 and May 2017, showing similarly high numbers. The current and previous counts show a cycling mode share on Bloor during peak cycling hours of about 40%. The [city had documented](#) 4,500 cyclists per day in its own counts on the Bloor bike lane in late Oct./early Nov. 2016.

"Video technology allows us to capture data more conveniently and over a longer period of time," said Kevin Rupasinghe, a U. of T. engineering graduate and volunteer with Bells on Bloor. "And perhaps as importantly, video recordings allow for verification of data." (The [data](#) and video are available to media. A [YouTube clip](#) for Tues., 5:20 to 5:40pm is also available.)

Bloor has long been a popular route for cycling commuters into the downtown, University of Toronto, and shopping and entertainment destinations. A [1992 city report](#) identified Bloor (and connected Danforth Ave.) as an ideal east-west route that could form the spine of a city cycling network.

The city has installed a [mere 13 km of bike lanes](#), including the Bloor pilot, over the first two years of its new Ten-Year Cycling Plan. The City of Toronto --- despite its commitment to a [Vision Zero Road Safety Plan](#) (lead by public works chair, Councillor Jaye Robinson) --- continues to lag other cities like Montreal, which this year installed 58 km of cycling infrastructure, consisting mostly of bike lanes.

"The high number of cyclists doesn't surprise us," said Rachel Lee, Manager of Bloor Superfresh. "When our cycling customers can get safely to our store, that's great for our business."

\*includes three-hour extrapolation for power failure – see [data chart](#).

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