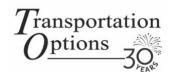
## **Wellington County**

Research for Cycle Tourism Product Development – Signature Cycling Routes





Prepared by:





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## **Table of Contents**

1.	Intr	oduction and Scope	3		
2.	2. Summary of Research Methods & Findings for Cycle Tourism Product Developme				
	2.1	Stakeholder List	4		
	2.2	Consultation Survey Design and Outreach	4		
	2.3	Evaluation of Survey Data and Consultations	5		
	2.4	Rationale and Analysis for Proposed Signature Cycling Routes	6		
	2.5	Field Confirmation of Signature Cycling Routes	9		
3.	Wel	lington County Signature Cycling Routes – Itinerary Information & Descriptions	12		
4.	Nex	t Steps	27		
	4.1	Next Steps – Short, Medium and Long Term	27		
	4.2	Itinerary Web Display and Digital Mapping	28		
	4.3	Legal Disclaimer	29		
	4.4	Credits and Attributions	29		
	3.5	Best-in-class Ontario Cycle Tourism Websites	29		
Αŗ	pen	dix A – List of stakeholders contacted by consultant in consultations	32		
Αŗ	pen	dix B — List of popular roads/routes for cycling in Wellington County	35		
Αŗ	Appendix C – Responses to survey question #5, locations for investments 37				

## 1. Introduction and Scope of Project

Ontario By Bike/Transportation Options were hired as consultants to conduct research on cycle route options and to develop signature cycling routes that will eventually go to market as part of the cycling tours and product offerings in Wellington County. The research was conducted through consultations with stakeholders and local cyclists with the goal of gathering information to develop the collection of signature cycling routes.

#### The project involved research activities including:

- Developing a list of stakeholders in Wellington County that would be consulted in the development of the cycling routes – stakeholders included local cyclists, cycling clubs, Wellington County and lower tier municipal partners, and additional stakeholders with knowledge of cycling and cycle tourism in the County
- Designing a consultation survey that would be sent to stakeholders
- Identifying a list of key tourism attractions, destinations, and businesses in the County for inclusion in cycling route itineraries
- Collecting and organizing survey responses and suggested signature routes from stakeholders
- Evaluating/analyzing information and cycling routes received based on:
  - The consultant's proprietary assessment matrix
  - Use of Strava Metro to assess roads used frequently by cyclists
  - The use of the consultant's expertise and experience in developing cycling itineraries and knowledge of the County
  - Field work to evaluate road and trail infrastructure and general suitability and interest for cycle tourism

#### **Deliverables and Outcome:**

The above research activities informed the consultant's development of seven signature cycling routes and itineraries that are suited to a variety of types of cyclists, including paved and gravel road cyclists, shorter and longer distances, with geographical disbursement of the routes around Wellington County. We should note that original project scope was to research and create six signature cycling routes. Ontario By Bike felt ultimately that the itinerary diversity the County was looking for was better achieved through seven routes.

Our research findings as well as the seven cycling route itineraries and accompanying route maps and information are included in this report.

# 2. Summary of Research Methods and Findings for Cycle Tourism Product Development

#### 2.1 Stakeholder List

Ontario By Bike / Transportation Options ('Ontario By Bike' or 'the consultant') worked with the project team at Wellington County to identify a list of key stakeholders who would be engaged in consultations to collect information for cycling route development. These stakeholders included known and researched contacts.

The final stakeholder list included individuals and organizations in the following general categories:

- Local cyclists
- Local and neighbouring cycling clubs
- Cycling-related businesses and bike shops
- Cycling or trails-related non-governmental organizations (NGOs)
- Wellington County and lower tier municipal contacts and staff

The list of stakeholders who were contacted and invited to participate in consultations by Ontario By Bike is included in **Appendix A** of this document. Ontario By Bike established the list of non-County and municipal stakeholders while Wellington County developed their own list and consulted with Wellington County and lower tier municipal stakeholders. The stakeholder list included in Appendix A excludes Wellington County and lower tier municipal stakeholders. Many local cyclists were included in outreach and many of these local cyclists were identified as part of the 2022 Wellington County Destination Assessment Survey Report and associated cycle tourism destination development workshops hosted by Ontario By Bike in the fall of 2022.

## 2.2 Consultation Survey Design and Outreach

A survey was designed by Ontario By Bike in consultation with the Wellington County project team and was approved for outreach to identified stakeholders. The survey was issued to stakeholders in early July 2023 and feedback was received through the survey and follow-up emails primarily in July 2023, with additional feedback received in August and September 2023, primarily from Wellington County and lower tier municipal stakeholders.

Adding to information received in the survey, specific consultations were completed by phone, either as requested by the stakeholder, or as directed by the Wellington County project team. Additional information was collected from stakeholders through email. A summary of information collected on phone and email consultations has been provided to the Wellington County project team.

The survey contained questions on:

- Favourite, preferred and popular roads and looped routes for cycling in the County (roads mentioned by more than one respondent included in **Appendix B**)
- Popular and favourite points of interests, attractions and businesses on cycling routes
- A request for digital cycling route maps
- Locations on cycling routes that would benefit from specific investments (full list of responses to this question and consultant comments provided in **Appendix C**)
  - Including bike racks, bike repair stations, bike and trail improvements, enhanced trailhead facilities, public washroom facilities, and wayfinding and safety signage
- Plus any additional comments the respondent wished to share.

The full survey response information has been shared with the Wellington County project team.

A total of 19 survey responses were received. Ontario By Bike conducted or collected an additional 9 phone interviews and email responses during the consultations. Additional consultations with County staff and lower tier municipal contacts were conducted by the Wellington County project team.

## 2.3 Evaluation of Survey Data and Consultations

Once the consultations were complete and the survey closed, Ontario By Bike evaluated the collected information in the following manner:

- Specific looped cycling routes that were submitted or recorded in the consultations were organized into a table and marked according to route length, road or trail surface type, communities visited and attractions enroute, and included digital route map links.
- Routes were evaluated and ranked based on:
  - How well the routes utilized and matched with popular roads or routes for cycling identified through the survey and consultations. The list of most popular roads/routes is included on Appendix B. A road or route is included in this list if it was mentioned more by more than one survey respondent.
  - How well the routes fit a desired niche in terms of the route length (generally 30km-90km), surface type (focus on paved and gravel roads but also trails as key connections in and out of and between communities), and general appeal to key cycling markets and demographics.
  - How well the routes matched with Strava Metro data showing popular cycling routes. Note: the Strava Metro dataset is the largest collection of humanpowered transport information in the world, created by users of the Strava app tracking their cycling activities.
  - How well the routes followed roads and infrastructure evaluated by Ontario By Bike to be relatively safe for cycling (such as secondary roads or roads with paved shoulders) OR used roads that were popular cycling routes that would have safety benefits from future infrastructure upgrades.

 Whether routes visited key communities identified by Ontario By Bike and Wellington County as desirable cycle tourism destinations – criteria included: the number and quality of points of interest, tourism attractions, and businesses of general tourism interest and of specific interest to cycle tourists

Ontario By Bike identified seven cycling routes that ranked the highest based on the above criteria, and that we felt best represented and achieved the cycle tourism product development goals of the project, and were most marketable to cycle tourists. For the short list of routes that were the highest ranked, we added key destinations and attractions as points of interest on the digital maps for each cycling route to further evaluate how well the cycling routes hit key attractions in the area.

Ontario By Bike provided the written analysis and rationale for why the selected routes were attractive to cycle tourists and fit well into the constellation of cycling route itineraries for the project.

The following routes and rationale were provided to Wellington County for comment and for further consultation with County and municipal stakeholders. Additional points of interest were suggested by the Wellington County project team and additional staff, which were added to the route maps and which contributed to the itinerary creation for each route.

The following route selections and rationale were supported and accepted by the Wellington County project team.

## 2.4 Rationale and Analysis for Proposed Signature Cycling Routes

### 1. Elora-Fergus Grand River Loop

Distance: 35km

Route Map: ridewithgps.com/routes/44334044

**Notes:** 75% Paved, 25% unpaved. This route was created with the assistance of Vicky Rao from Changing Gears Adventures and is very similar to a G2G Cycling Club route. Utilizes Elora Cataract Trail between Elora and Fergus, Trestle Bridge Trail, and Cottontail Road Trail, the Trans Canada Trail connection between the Kissing Bridge/G2G and the Elora Cataract Trailway.

**Rationale:** This is a shorter loop that a more beginner or leisure cyclist could ride while staying in the area. Riders will get scenic Grand River views enroute and along the Trestle Bridge Trail, a nice picnic spot at Wilson Flats on the Grand River, easy access to all the attractions in Elora and Fergus including the Wellington County Museum and Archives. Bonus is a connection could be made south to the Kissing Bridge in West Montrose and the G2G Rail Trail.

## 2. Rockwood-Eden Mills-Guelph Road Loop

Distance: 56km

Route Map: ridewithgps.com/routes/44789453

Notes: 98% paved, 2% unpaved. Route provided by the Guelph Cycling Club. This is majority onroad route visiting communities of Arkell, Rockwood, Eden Mills, and close to Guelph. Start location could be from any community. Extension to route can be made to the community of Acton, connecting Wellington County to Halton Hills and the GTA, and connecting the County to the Greenbelt Route. Route extension mapped HERE and could be published alongside regular route.

Rationale: A moderate length paved road route visiting key communities in Guelph/Eramosa including Arkell, Eden Mills, Rockwood. Route visits interesting attractions including Flow State Bike Co. (cafe and bike shop) in Arkell, the historic and artistic community of Eden Mills, restaurants, cafes, swimming in Rockwood, and lake/river views at Guelph Lake.

#### 3. Guelph-Wellington Gravel Explorer

**Distance:** 62km

Route Map: ridewithgps.com/routes/44722255

Notes: 58% Paved, 42% Unpaved/gravel. Route was modified and created from a route sourced from the Guelph Cycling Club. Routes starts and ends near downtown Guelph but could be based from Elora or Fergus.

Rationale: This route visits key communities in Centre Wellington, provides attraction packed gravel route for riders based in Guelph to explore Centre Wellington and key attractions enroute. The route utilizes the excellent trails connecting Guelph, Fergus and Elora, the Royal Recreation Trail system through Guelph, the Elora Cataract Trail connecting Fergus and Elora, passing by the Wellington County Museum and Archives, and the Kissing Bridge Trailway/Goderich to Guelph Rail Trail. Route passes key attractions including Guelph Lake Conservation Area, near Cox Creek Cellars, cafes, restaurants and attractions in Fergus and Elora, The Fieldstone Barn, Elora Gorge Conservation Area, Elora Quarry Conservation Area, Wilson Flats, and the Grand River.

#### 4. Minto Town & Country Tour

Distance: 70km

Route Map: ridewithgps.com/routes/44243535

Notes: 96% paved/4% hard-surfaced tar and chip. Route was created with input from local cyclist Blair Wightman and referencing Minto Cycling Routes Map - also created with input from local cyclists. Route starts and ends in Palmerston but could be based in Harriston or Clifford.

Rationale: Route visits all major communities in the Town of Minto – Palmerston, Harriston, and Clifford. This 70km majority paved road route provides an excellent and achievable

distance for an intermediate to advanced road cyclist looking for a day on the bike riding through quiet countryside and interesting communities. Route visits or travels near a number of key destinations in the Town of Minto – including a variety of food and refreshment stops in towns, attractions including the Palmerston Railway Heritage Museum, Rooster's Perch Antiques in Clifford, The Old Post in Harriston, Reroot Organic Farm just outside of Harriston, The Barrel House on the Wellington County Local Food Map. The route can easily be subdivided into two smaller loops, visiting the north portion of Minto and the south. The dividing line of the north and south routes is Highway 9 and 11<sup>th</sup> Line. We've included this short cut or dividing line between the two loops as point of interest notes on the route map. Additional notes could be included in the route/itinerary description if desired.

#### 5. Wellington-Eramosa Country Road Ride

Distance: 72km

Route Map: ridewithgps.com/routes/44772152

**Notes:** 100% paved. Route provided by the Guelph Cycling Club. Route could be started in Elora or Fergus, or even Guelph with a route modification. We received a number of comments that South River Road between Elora and Fergus is starting to feel unsafe for cycling with growing traffic volumes, and would be a priority for safer infrastructure.

Rationale: This route starts and ends and passes through key communities and attractions in Centre Wellington. This route, similar to above gravel route, provides an attraction packed cycling route in a key geographic area of Wellington County, and is an appealing length for an intermediate to advanced paved road cyclist. This route uses relatively low traffic paved roads recommended by the Guelph Cycling Club, and visits key attractions in the area: cafes and restaurants in Elora and Fergus, conservation areas including Guelph Lake, Elora Gorge and Wilson Flats.

#### 6. Fergus-Erin Trail & Road Loop

Distance: 75km

Route Map: ridewithgps.com/routes/45025788

**Notes:** 56% unpaved trail, 44% paved. Route created combining two routes from local cyclist Don Beals. The route utilizes the Elora Cataract Trailway to ride out to Erin and paved roads to return to Fergus. Route could be based from Fergus or Erin.

**Rationale:** Route gets riders from Fergus and Centre Wellington out to eastern Wellington County including Hillsburgh and Erin. A near 50/50 split between trail and road riding, suitable for an advanced cyclist due to length and hills. The route takes rider past scenic Belwood Lake and the Shand Dam, and to restaurants and cafes in Erin, including Bistro Dupain, The Busholme, and Tin Roof Cafe.

#### 7. Wellington Windmills & Water Tower Road Ride

Distance: 80km

Route Map: ridewithgps.com/routes/44280821

**Notes:** 95% paved, 5% stone-dust trail and hard packed dirt roads. Route starts and ends in Fergus, and travels close to or through Arthur, Belwood and Grand Valley (outside of Wellington County). Route is suited for advanced road cyclist. Sourced from Don Beals, local cyclist.

Rationale: Explores area north of Fergus and Elora to Arthur and Belwood. Very quiet scenic roads. Great butter tarts in Belwood and scenic Belwood Lake. Don has the route going northeast to Grand Valley outside of Wellington County, which he sees as a worthwhile ride destination, which is up for discussion if the County is open to this. Attractions include cafes and restaurants in Fergus, views of Belwood Lake, butter tarts at the Belwood Country Market, ice cream, cafes and restaurants in Arthur, Silver Fox Distillery in Arthur. Don's destination on this ride is typically Davies Diner in Grand Valley, which is outside of Wellington County.

## 2.5 Field Confirmation of Signature Cycling Routes

Once all stakeholder comments were addressed regarding the routes, additional points of interest added and route modifications made based on County and municipal stakeholder feedback, Ontario By Bike conducted on-the-ground field verification of the signature cycling routes to:

- Assess the general ride quality and scenery enroute
- Assess the condition of the roads and trails utilized
- Identify and verify key points of interest and businesses enroute
- Identify any portions of each cycling route requiring caution notes due to high volume or high speed traffic without paved shoulders
- Identify any key points of interest enroute not previously identified

#### **Road Infrastructure Utilized by Signature Cycling Routes**

A number of the signature cycling routes were verified to contain certain portions of the route aligned on Wellington County roads, as well as provincial highways, with high-speed traffic and no or very narrow paved shoulders - areas requiring caution while cycling. Ontario By Bike recommends that these roads remain in the routing for a number of reasons:

- Many of these roads were confirmed through consultations to be popular roads for cycling
- In many cases they are the only connecting road to complete a cycling loop in the area
- Given the above two points, it would be highly beneficial for the roads to be included in the signature cycling routes and be prioritized for future infrastructure and signage upgrades/investments

These road sections requiring caution have been identified and marked in digital route maps linked below and caution notes have been included in each itinerary description. **These caution areas are listed below.** Ontario By Bike recommends that these road sections be prioritized for future infrastructure upgrades including paved shoulders, widening existing paved shoulders where they are narrow, and the addition of cycling route signage where appropriate.

Please note that these comments also took into consideration information received through the survey (see Appendix C) related to roads that would benefit from infrastructure upgrades. It should be noted however, that our field verification work <u>did not</u> include assessment of the following facilities and Ontario By Bike is not providing specific recommendations on improvements to the following:

- Bike racks and bike repair stations
- Trail improvements
- Enhanced trailhead facilities
- Public washroom facilities
- Wayfinding and safety signage

#### **Signature Cycling Routes - Caution Areas:**

Route Name: Rockwood-Eden Mills-Guelph Road Loop

**Cautions Areas:** 

- ON Highway 7 from Rockwood downtown east to Halton Regional Rd 32 (section east of McLennan St does have paved shoulders, but coming east out of Rockwood does not)
- Wellington Road 124 crossing Guelph Lake and between Jones Baseline connection
- Wellington Road 50 between 7<sup>th</sup> Line and ON Highway 7 near Rockwood

**Route Name:** Guelph-Wellington Gravel Explorer (Alma extension – 90km) Caution Areas:

- Wellington Road 7 between Simpson Street East and Side Road 20, near Alma
- Wellington Road 8 between Side Road 20 and Wellington Road 17

**Route Name:** Minto Town & Country Tour

Caution Areas:

- Wellington Road 5 from Palmerston to 7<sup>th</sup> Line
- Roundabout at Wellington Road 109 and White's Road (Harriston)
- ON Highway 89 from downtown Harriston to 10<sup>th</sup> Line
- ON Highway 89 from Pike Lake Road to Base line
- Wellington Road 2 from 16<sup>th</sup> Line to 14<sup>th</sup> Line
- Wellington Road 2 from 6 Road North to Elora Street South (Clifford)

Route Name: Wellington-Eramosa Country Road Ride

#### Caution Areas:

- Wellington Road 21 from 8<sup>th</sup> Line East to 6<sup>th</sup> Line East
- Wellington Road 51 between 2<sup>nd</sup> Line East and Wellington Road 39
- Wellington Road 30/Marden Road between Wellington Road 39 and Wellington Road 38
- Wellington Road 38 between Marden Road and Conservation Rd (paved shoulder exists, however widening would improve safety due to traffic volume and speed)
- Wellington Road 22 between 6<sup>th</sup> Line and 5<sup>th</sup> Line (Oustic)

Route Name: Fergus-Erin Trail & Road Loop

#### **Caution Areas:**

- Erin Main Street/Wellington Road 124 (north of Erin) from Shamrock Road to downtown Erin
- Wellington Road 22 from Wellington Road 23 to between 5<sup>th</sup> and 6<sup>th</sup> Line
- Wellington Road 26 from Wellington Road 22 to Eramosa Garafraxa Townline

**Route Name:** Wellington Windmills & Water Tower Road Ride Caution Areas:

- Wellington Road 17 between ON Highway 6 and 16<sup>th</sup> Line
- Wellington Road 12 between 16<sup>th</sup> Line to Wellington Road 109

# 3. Wellington County Signature Cycling Routes – Itinerary Information and Descriptions

Based on the consultations, research, discussion and support of the selected routes by Wellington County project team, plus verification field work conducted, Ontario By Bike created the following cycling route itineraries that can be used for future marketing and promotion of the signature cycling routes.

#### We have included the following information as part of each itinerary:

- Route name
- Route distance
- Experience level
- Route surfaces
- Parking and staging area information
- Link to digital route map and screenshot
- Route description
- Stops and points of interest enroute

#### 1. Route Name: Elora-Fergus Grand River Loop

Distance: 35km

Experience Level: Beginner – relatively short distance with mix of trails and on-road riding with

traffic

Route Surfaces: 75% paved, 25% unpaved/stone-dust trails. Predominantly paved country

roads with a quarter of the route on off-road stone-dust trails.

Route Map: ridewithgps.com/routes/44334044

**Notes to Riders:** Route starts at the public parking at the Elora & District Community Centre, 29 David Street West, but can be started at any public parking lot in Elora or Fergus.



This is the perfect loop for a leisurely cycle on some of the best trails and paved roads in Elora and Fergus and its pretty surrounding countryside. The route takes cyclists on the Elora Cataract Trailway, the Trestle Bridge Trail, the Cottontail Road Trail, and popular country roads, all with many scenic Grand River viewpoints enroute. Beginning in Elora, ride west on Middlebrook Road, known for its picturesque horse farms, countryside and forests as you pass by the Elora Gorge Conservation Area. Middlebrook Road is also a popular north-south route between Wellington County, West Montrose and the Kissing Bridge Trailway/G2G Rail Trail into Waterloo Region, so there are lots of options to extend your ride. Descend down into the Grand River valley and take a break at Wilson Flats, a river access point and picnic area.

Continuing on, ride through scenic, wide-open countryside as you head back to Elora on the Cottontail Road Trail, a new trail link connecting the Kissing Bridge Trailway to the Elora-Cataract Trail. After a short connection through Elora, you will be on the Trestle Bridge Trail that passes over the Grand River, taking you east into Fergus. Fergus is a delightful community with historic buildings and Scottish heritage on full display, and the perfect place to grab a drink or bite on a patio overlooking the Grand River. Don't miss Templin Gardens, a unique sculpture park overlooking the river. Leaving downtown Fergus, connect up with Elora Cataract Trailway, passing by the Wellington County Museum and Archives, which has permanent and rotating exhibits on local history and a range of interesting topics.

Before you get to Elora, not far off the trail is one of Ontario's most epic swimming holes – the Elora Quarry Conservation Area, with its turquoise water and limestone cliffs. Continue on the

trail and through residential streets back to charming Elora, named one of Ontario's prettiest towns, with a wide range of excellent dining options, cafes and ice cream. Don't miss aweinspiring views of the river from the pedestrian bridge near the Elora Mill, or the views from the Elora Gorge lookouts at Victoria Park.

#### **Stops and Points of Interest Enroute:**

- Wilson Flats Inverhaugh
- Trestle Bridge Lookout on Trestle Bridge Trail Fergus
- JJ's Diner Fergus
- Vault Cafe Bar Fergus
- The Brew House on the Grand Fergus
- The Outpost Bottle Shop Fergus
- The Goofie Newfie Fergus
- Templin Gardens
- Wellington County Museum & Archives Fergus
- Dar's Country Market Elora
- Gerrie's Farm Market Elora
- Elora Quarry Conservation Area Elora
- Elora Centre for the Arts Elora
- Community Coffee Cafe Elora
- Elora Brewing Company Elora
- Various Restaurants in Downtown Elora Elora
- Scoop Ice Cream Elora
- Elora Gorge Lookout at Victoria Park Elora
- The Fieldstone Barn Elora
- Elora Gorge Conservation Area Elora

#### 2. Route Name: Rockwood-Eden Mills-Guelph Road Loop

Distance: 56km

Experience Level: Intermediate – due to distance, some sections of on-road riding with higher

speed traffic and narrow paved shoulders.

Route Surfaces: 98% paved, 2% unpaved/gravel. Route Map: ridewithgps.com/routes/44789453

Notes to Riders: Route starts at the parking lot at the Wellington County Public Library in Rockwood, 182 Rockmosa Dr, Rockwood. Alternative parking at the Guelph Public Library, East Side Branch, 1 Starwood Dr, Guelph.



This ride explores the winding rural roads and rolling hills, forests, and scenic countryside of eastern Wellington County in Guelph/Eramosa Puslinch Townships. Beginning in Rockwood at the Wellington County Public Library you'll soon be pedaling through cornfields and mature trees on your way to the historic and artistic community of Eden Mills, home of the renowned writer's festival and picturesque town on the banks of the Eramosa River. Riding on, take a rest stop in Arkell and get a coffee or baked good at Flow State Bike Co., a bike cafe which has become quite a hub for cyclists in recent years. After a stretch through the outskirts of Guelph, you'll be back to countryside in no time, passing horse farms, rolling hills and crossing Guelph Lake.

Continue through open farmland, tree-lined farm roads, and bigger hills as you cycle northeast on beautiful Side Road 20. Take a short detour at 5<sup>th</sup> Line to Thatcher Farms, an impressive farm and events space with an excellent farm store selling baked goods, local meats, produce, prepared foods and even their own farm-raised leather goods. Enjoy this stretch of the route that feels off-the-beaten-path, with a short stretch of gravel, large scenic wetlands, creeks and more delightful countryside. Take caution as you return to Rockwood via Wellington Road 50 which can see high speed traffic. In Rockwood enjoy a post-ride refreshment, meal or ice cream at a number of restaurants, cafes and shops in town. If you've still got some energy, check out the popular Rockwood Conservation Area, with a beautiful swimming spot, caves and cliffs, camping, and hiking trails to explore – keep in mind the conservation area can get very busy in the summer and on weekends.

#### **Stops and Points of Interest Enroute:**

- Eden Mills community buildings and galleries
- Flow State Bike Co. Arkell
- Wellington Country Marketplace Guelph
- Thatcher Farms Guelph / Eramosa
- Butt's Berry & Flower Farm Guelph / Eramosa
- All in Alpacas (by appointment only)

   Guelph / Eramosa
- Eramosa River Cafe Rockwood
- Ed & Rosie's Ice Cream
- Heaven on 7 Bistro & Pub Rockwood
- Bunty's Indian Cuisine & Catering Rockwood
- Chompin at the Bit Bar and Grille Rockwood
- Pepe's Purple Pig Pizzeria
- Rockwood Farmer's Market (Wednesday afternoons, seasonally)
- Rockwood Conservation Area Rockwood
- Halton County Radial Railway Museum Guelph Line, just outside Wellington County

#### 3. Route Name: Guelph-Wellington Gravel Explorer

**Distance:** 62km

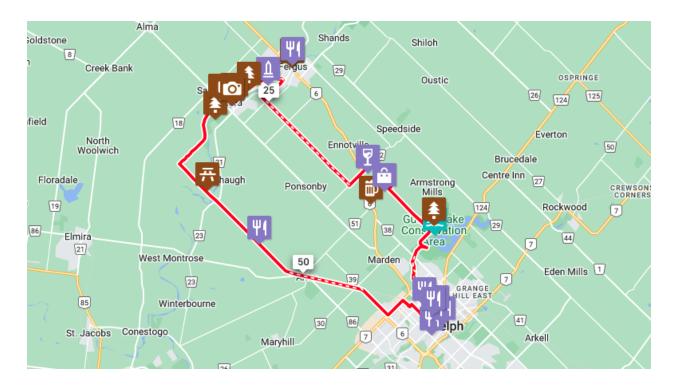
**Experience Level:** Intermediate – due to distance and on-road riding with traffic. Advanced riders looking for a longer ride with more gravel can check out the 90km Alma Extension Route map below.

**Route Surfaces:** 58% paved, 42% unpaved/gravel. Mix of stone-dust and paved trails, gravel and paved roads.

Route Map: ridewithgps.com/routes/44722255

**Route Map**: (Alma Extension – 90km): <u>ridewithgps.com/routes/44795341</u>

**Notes to Riders:** Route starts at the paid public parking lot at Goldie Mills Park and ruins near downtown Guelph but can be started from anywhere enroute including Elora or Fergus, or Guelph Lake.



Explore an off the beaten path gravel route right from downtown Guelph – the Royal City! Beginning at the historic Goldie Mill ruins on the Speed River, ride the Royal Recreational Trail System including paved and stone-dust trails, following the river through vibrant parks and dense forests, north to a picturesque swimming spot at Guelph Lake Conservation Area. Continue on quiet gravel country roads past horse farms, a winery, riding into Centre Wellington via the Trestle Bridge Trail, crossing the Grand River atop its namesake former rail bridge.

At this point riders have two options for refreshment breaks. Detour east a short distance to downtown Fergus, enjoying a meal or beverage on a riverside patio, or continuing enroute, joining up with the Elora Cataract Trail past the historic Wellington County Museum & Archives and continuing to the bustling town of Elora. Both towns have unique character including historic limestone buildings and an old-world feel. Get an ice cream in Elora or a coffee, taking in incredible views of the Grand River and Elora Gorge, before continuing past the tranquil horse farms of Middlebrook Road, a popular cycling route connecting with Waterloo Region. Stop for a picnic or snack break at Wilson Flats, a Grand River access area, before returning south to Guelph via the Kissing Bridge Trailway, part of the Goderich to Guelph Rail Trail.

Back in Guelph, enjoy a post-ride beverage at bicycle-themed Fixed Gear Brewery or a delicious homemade pastry at Eric the Baker. Advanced riders can extend the route to 90km, including more great gravel roads north of Elora, and a stop in the small town of Alma at the Right Spot, a restaurant and bakery with excellent butter tarts.

#### **Stops and Points of Interest Enroute:**

- Stÿll Gallery Guelph/Eramosa
- Cox Creek Cellars Guelph/Eramosa
- Vault Cafe Bar Fergus
- The Outpost Bottle Shop Fergus
- Templin Gardens Fergus
- Wellington County Museum and Archives Fergus
- Elora Quarry Conservation Area Elora
- Elora Centre for the Arts Elora
- Various Restaurants Downtown Elora
- Community Coffee Cafe Elora
- Elora Brewing Company Elora
- Scoop Ice cream Elora
- Elora Gorge Lookout Elora
- The Fieldstone Barn Elora
- Elora Gorge Conservation Area Elora
- Wilson Flats Grand River Access Point and Picnic Area Elora/Inverhaugh
- J&N Produce & Flowers Ariss
- The Fixed Gear Brewing Canteen Guelph
- Eric the Baker Guelph
- Polestar Hearth Guelph
- With the Grain Bakery Guelph

#### 4. Route Name: Minto Town & Country Tour

Distance: 70km

**Experience Level:** Intermediate to Advanced— due to distance, some sections of on-road riding

with high speed traffic and narrow to no paved shoulders.

Route Surfaces: 96% paved roads, 4% hard-surfaced tar and chip

Route Map: ridewithgps.com/routes/44243535

**Notes to Riders:** Route starts at the public parking lot of the Palmerston Railway Heritage Museum, 164 William St, Palmerston – EV charging and bike racks available. If it's a Saturday, the Minto Farmers' Market is hosted there, so you may need to park at the Palmerston & District Community Centre, 520 Cavan St, Palmerston. Alternative parking and start locations for the ride are in Harriston at the Wellington County Public Library or in Clifford at the Clifford Rotary Celebration Square.



This ride explores the beautiful quiet country roads in the Town of Minto and its larger communities of Palmerston, Harriston and Clifford. Ride through scenic farmland and Mennonite homesteads, and visits unique attractions in each of these three absolutely charming towns in Minto. Starting in Palmerston, marvel at the giant preserved pedestrian railroad overpass bridge at CNR Park, also home to the Palmerston Railway Heritage Museum, located in a former train station. Leave town on Wellington County Road 5 and pedal through expansive farmland before arriving at your next stop of Harriston. This County Road can see a decent amount of higher speed traffic, so if you'd prefer an alternative, take the smooth-surfaced Whites Junction trail north out of Palmerston, all the way to 7<sup>th</sup> Line.

Harriston is a treat, with a number of unique shops, pubs and cafes, including the Cafe at the Old Post, with handcrafted sandwiches, baked goods and specialty coffee inside the town's historic former post office. Another gem is Beyond the Rock, a Newfoundland themed general store with a variety of products from the island and across the Maritimes. At this point riders have the option to cut the loop short and take Wellington Road 9 northwest out of Harriston to 11<sup>th</sup> Line. Continuing on the full loop, leaving Harriston you'll soon be on incredibly quiet country roads, passing Mennonite farmsteads, and even a Mennonite bike shop on 10<sup>th</sup> Line. The scenery as you cycle north gets better and better, a highlight being 16<sup>th</sup> Line, and the rolling hills, farms, and forests.

Continue to the charming community of Clifford, with a number of interesting businesses to stop at. Definitely worth a visit is the Wesley Bates Gallery and West Meadow Press, an art gallery and letter press studio, featuring beautiful artwork by Bates, wood engravings, and

limited-edition books. The gallery is open Fridays and Saturdays and otherwise by appoint only. Stay for a snack or meal in town, check out an antique shop, and continue back south through the quiet country roads, farmland and natural areas of Minto, returning to Palmerston to end your ride.

#### **Stops and Points of Interest Enroute:**

- Palmerston Railway Heritage Museum Palmerston
- Minto Farmers' Market (Saturdays mornings seasonally) Palmerston
- Feel Alive Wellness Station Palmerston
- Beyond the Rock Newfoundland General Store Harriston
- Harry Stone's Social House Harriston
- The Magic Ice Cream Shoppe
- Cafe at the Old Post Harriston
- Davie's Antiques Harriston
- Evergreen Variety Harriston
- Minto Arts Gallery Harriston
- Wellington County Library Harriston
- Little Ireland Bike Shop Harriston
- The Barrel House Harriston
- Wesley Bates Gallery Clifford
- Clifford Country Store Clifford
- Rooster's Perch Antiques Clifford
- The Red Express Grocery & Home Store Clifford
- Clifford Snack Shack Clifford
- BBQ Bite Clifford
- Reroot Organic Farm (Foodie Friday Dinners, movie nights) Harriston

#### 5. Route Name: Wellington-Eramosa Country Road Ride

Distance: 72km

Experience Level: Advanced – due to distance and sections of on-road riding with high speed

traffic and narrow to no paved shoulders.

Route Surfaces: 100% paved roads.

Route Map: <a href="mailto:ridewithgps.com/routes/44772152">ridewithgps.com/routes/44772152</a>

**Notes to Riders:** Route starts at the public parking lot of Elora & District Community Centre, 29 David Street West, but can be started for other public parking lots enroute, including Centre Wellington Community Sportsplex.



This route follows some of the best paved country roads in Wellington County and takes riders through the scenic countryside and farmland of Centre Wellington and Guelph/Eramosa townships. Beginning in Elora, ride Middlebrook Road southwest as it snakes alongside the Elora Gorge Conservation Area and picturesque horse farms. Continue south and cross the Grand River at Wilson Flats, climbing back up out of the river valley to enjoy the views at Pilkington Overlook. Continue on through wide open countryside as you pass the outskirts of Guelph. If you've warmed up at this point, you might care to take swim at Guelph Lake Conservation Area.

Continue riding on to some of the best rural scenery enroute, north and east of Guelph Lake. Cycle through grasslands, rolling hills with big views, and pass a number of historic homesteads on farm roads lined with mature trees. Stop in for a baked good at Thatcher Farms' beautiful property, or if you've booked ahead, have a visit with some friendly alpacas at All In Alpacas. Continue on tree-lined country roads, returning to Centre Wellington and the historic town of Fergus. Nestled on the Grand River with beautiful limestone buildings, check out the waterfalls at Confederation Park and have a meal or beverage at the Goofie Newfie pub on its riverside patio. Continue west on South River Road, a leafy residential road connecting back to Elora. Post-ride, get a coffee at the bike/walk-up only Community Coffee Cafe, explore Elora's historic streets and bustling downtown, or catch an awe-inspiring view of the Elora Gorge from the trails off of Victoria Park.

#### **Stops and Points of Interest Enroute:**

- Wilson Flats Inverhaugh
- Pilkington Overlook Inverhaugh

- Guelph Lake Conservation Area Guelph/Eramosa
- Thatcher Farms Guelph/Eramosa
- All In Alpacas Oustic
- Butt's Berry & Flower Farm Oustic
- Confederation Park Fergus
- Fraberts Fresh Food Fergus
- The Goofie Newfie Fergus
- Templin Gardens Fergus
- Wellington County Museum and Archives Fergus
- Community Coffee Cafe Elora
- Elora Centre for the Arts Elora
- Elora Brewing Company Elora
- Various Restaurants Downtown Elora
- Scoop Ice Cream Elora
- Elora Gorge Lookout, Victoria Park Elora
- The Fieldstone Barn Elora
- Elora Gorge Conservation Area Elora

#### 6. Route Name: Fergus-Erin Road & Trail Loop

Distance: 75km

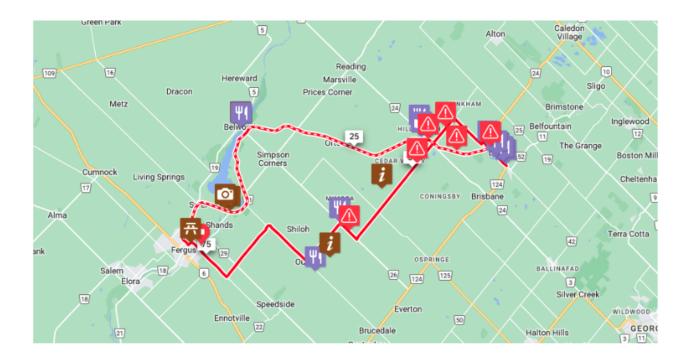
**Experience Level:** Advanced, due to route length and portion of route on County roads with

high speed traffic and narrow to no paved shoulders.

Route Surfaces: 56% paved roads, 44% stone-dust rail trail

Route Map: <a href="mailto:ridewithgps.com/routes/45025788">ridewithgps.com/routes/45025788</a>

**Notes to Riders:** This route starts at the Centre Wellington Community Sportsplex, 550 Belsyde Ave E, Fergus. Alternate parking and start locations can be found in Belwood and Erin. Note that from Erin to Hillsburgh the Elora Cataract Trailway is closed due to water main replacement, so getting to the trail from Erin requires a brief detour back on Wellington Rd 22 and 23 (November 2023 until approx. June 2025).



Enjoy this part road, part trail ride from Fergus to Erin and back. Cycle through beautiful rolling countryside and views as you leave Fergus on paved roads, riding through wide open and tree-lined rural roads. Bring your climbing legs as the hills on Wellington Road 22 are an exciting challenge. If you're hungry on the way out, make sure to stop at the Hungry Horse Food Truck for delicious comfort food served from their food truck. There are also a number of rural farm businesses with a variety of experiences from berry picking to Alpaca walks – take a look and book in advance.

Riding into Erin, don't miss Bistro DuPain, an authentic French bakery owned and operated by French expats. You will be amazed by the quality and variety of their patisserie selection, tarts and squares, unique French baked goods, and delicious sandwiches. Continue to downtown Erin and sample other fine offerings in this bustling town, including excellent coffee, breakfast and lunch options from the Tin Roof Cafe at the south end of town.

Leaving Erin and heading towards to Elora Cataract Trailway, note that from Erin to Hillsburgh the trail is closed due to water main replacement, so getting to the trail from Erin requires a detour back on Wellington Rd 23 and 22 (construction from November 2023 until approx. June 2025). Where the trail starts again in Hillsburgh, if you're in need of water and a rest stop, just off the trail is the modern Wellington County Public Library – Hillsburgh Branch. Continue on and cycle the stone-dust Elora Cataract Trail as it winds its way back through Wellington County. Cross the bridge into Belwood for a butter tart, sandwich or baked good from Belwood Country Market, or meal at Super Snax, and continue travelling west back towards Fergus. Marvel at the Shand Dam that opens onto Belwood Lake, with a beautiful spot for a picnic at

the Conservation Area. Once back in Fergus, enjoy yourself on a riverside patio at one of Fergus' many fine cafes, pubs and restaurants.

#### **Stops and Points of Interest Enroute:**

- Butt's Berry and Flower Farm Oustic
- All in Alpacas Oustic
- Erin Hill Acres countryside near Erin
- Hungry Horse Food Truck countryside near Belwood
- Bistro Dupain Erin
- Erin Farms' Market (Thursday afternoons seasonally) Erin
- The Busholme Erin
- Mad Hatter Tea Shop and Cafe Erin
- Bailey's Ice Cream Erin
- Tin Roof Cafe Erin
- Jess For You Cafe Hillsburgh
- Wellington County Public Library, Hillsburgh Branch Hillsburgh
- Wendy's Favourite Things Belwood
- The Skol House Belwood
- Mad Hatter Bake and Brew Belwood
- Super Snax Belwood
- Belwood Country Market Belwood
- Belwood Lake Conservation Area Belwood Lake
- Shand Dam Belwood Lake
- Confederation Park Fergus

#### 7. Route Name: Wellington Windmills & Water Tower Road Ride

Distance: 80km

**Experience Level:** Intermediate/Advanced – due to distance and sections of on-road riding with

high speed traffic and narrow to no paved shoulders

Route Surfaces: 95% Paved, 5% Unpaved/gravel. Predominantly paved roads with very short

connection on stone-dust rail trail and hard-packed dirt road

Route Map: ridewithgps.com/routes/44280821

**Notes to Riders:** Route starts at the public parking lot of Centre Wellington Community Sportsplex, but can also be started in any community enroute.



Starting in Fergus, this road cycling route takes in the best of Centre Wellington and Wellington North, including wide open countryside, quiet country roads, working farms, windmills, and historic towns full of cafes, restaurants and refreshments stops. Cyclists will leave Fergus riding along paved shoulders on Wellington County Road 19 before heading off to explore the quiet roads, scenic farmland, and equine estates of Centre Wellington. Grab a coffee or ice cream in the agricultural community of Arthur and take a photo with the town's iconic water tower.

Cycle east on 2<sup>nd</sup> Line through wide open countryside, working farms, farm gate sales, and windmills on your way to the town of Grand Valley, just outside Wellington County. If you prefer to take a break from the road, join up with the Upper Grand Trailway, a smooth stonedust path that runs parallel to 2<sup>nd</sup> Line, connecting Arthur to Grand Valley. Keep an eye out for the trailhead on the right, cycling north out of Arthur. Once in Grand Valley, enjoy a stop at a diner or continue on southwest back into Wellington County.

After a short stretch on the smooth, stone-dust Upper Grand Trailway, continue riding on quiet country roads to the community of Belwood on its namesake lake. There are many enticing businesses in town — grab a sandwich, ice cream, or famous butter tart from Belwood Country Market, or have a meal or cafe drink while enjoying the company of rabbits at the outdoor Mad Hatter Bake & Brew, Ontario's first ever 'bunny cafe'! Return to Fergus for a post-ride refreshment at a cafe or restaurant on a riverside patio in the historic downtown. If you'd

prefer to return on the stone-dust Elora Cataract Trailway, cross the bridge in Belwood and catch the trailhead at Sixth/Skeen Street.

#### **Stops and Points of Interest Enroute:**

- IScream Cone Company Arthur
- Silver Fox Distillery Arthur
- Erni's Place Restaurant & Pizza Arthur
- River's Edge Goat Dairy Arthur
- Davies Diner Grand Valley
- Mad Hatter Bake and Brew Belwood
- The Skol House Belwood
- Belwood Country Market Belwood
- Belwood Super Snax Belwood
- Variety of cafes and restaurants Fergus

## 4. Next Steps

## 4.1 Next Steps – Short, Medium & Long Term

Ontario By Bike recommends Wellington County take the following next steps in relation to the signature cycling routes.

#### Short Term - next 6 months

Web Display (See below Section 4.2 for more detail)

- Highlight the new signature cycling routes on the Wellington County cycling webpage at <u>www.wellington.ca/en/business/ed-cycling.aspx</u> – including an eye-catching cycling photo and hyperlinked text that leads to a subpage dedicated to the signature cycling routes
- On the signature cycling routes subpage, display the routes in a grid tile or similar pattern including the route name, a photo or map screenshot (in short term), route length, and a condensed version of the itinerary description
- Each route grid tile should link to a subpage with the full route itinerary information, as provided in Section 3 of this report
- Subpages with itinerary information should include photos of key attractions/communities enroute, and in the medium term once new photo assets are captured, photos of cyclists riding the routes or stopping a points of interest should be added

#### Medium Term - 6-12 months

Obtain new photo (video) assets

- Procure a photographer to capture photo assets of cyclists riding scenic portions of the signature cycling routes and visiting key attractions, points of interest
- Consider video needs for future promotion, and capture video at same locations as photos if desired
- Recruit local cyclists to be subjects in the photos
- Add photos to digital cycling route itineraries
- Add photos to internal image library used for tourism and other County purposes
- Use photo assets for promotion of signature cycling routes

#### Medium to Long term – 6-12 months and beyond

 Based on survey responses and consultant caution notes – identify Wellington County's highest priority locations for investments, upgrades to infrastructure used by cyclists and any needs for signage. Review transportation master plan, road work and trail

- improvement schedules to assess how priority locations can be included for improvements
- Document feedback received on published cycling itineraries. Make adjustments as needed to the itineraries and/or routes
- Consider developing additional signature cycling routes beyond initial seven—consider
  adding and developing itineraries for second highest ranking routes, and popular roads
  mentioned in survey not included as part of the original seven signature cycling routes
- Consider creating a print/paper map for signature cycling routes

## 4.2 Itinerary Web Display and Digital Mapping

The itineraries above include route maps shared from the application called Ride with GPS, which is a popular program used by cyclists to create cycling route maps with points of interest and notes. With a paid subscription cyclists can get audible turn by turn navigation directions while cycling.

Ontario By Bike suggests that Wellington County publish the signature cycling routes on a digital mapping and navigation application such as the above, and include a map embedded on the published route itineraries on Wellington County's website. This will allow riders to engage and interact with the map and click on points of interest when planning, and then download route files to navigate the routes easily.

There are many applications that exist to map cycling routes that can be navigated and can be embedded for display on a website. Some notable examples include Strava, MapMyRide, Bikemap, Komoot and others. Ontario By Bike typically uses the Ride with GPS application to create cycling routes, as did many of the cycling stakeholders consulted for this project. It can be argued that it is emerging as the standard for digital route planning, mapping and navigation - Strava may be a close second.

One notable feature of Ride with GPS is its paid Tourism Account. There are many unique features of a Tourism Account, including more advanced route map embed options (multiple routes can be overlayed on a single map embed), and cyclists can navigate Tourism Account routes with a free Ride with GPS account, where typically they would need a paid account.

It is recommended that Wellington County investigate multiple options for displaying and publishing their signature cycling route itineraries and choose what best suits their needs and budget.

#### 4.3 Signature Cycling Route – Legal Disclaimer

It is recommended that Wellington County develop its own legal disclaimer to publish alongside the signature cycling route itineraries. It is suggested that the disclaimer/s be reviewed by a legal representation or appropriate department, if possible. In general, the disclaimer can note that the routes are suggested itineraries, that the rider assumes responsibility for their own safety and should cycle routes that are appropriate for their skill level. This is by no means exhaustive but a few suggestions of what to include.

## 4.4 Signature Cycling Route Credits and Attribution

The Guelph Cycling Club has requested they be credited and have their logo on routes developed in assistance with and sourced from their club. We would propose that all groups and individuals that provided routes that are published by the County be credited with logos (if applicable) included on a main landing page for routes. Inclusion of Ontario By Bike is not necessary but may help in rounding out the list and others that are required. We would propose including text similar to the following:

"The Wellington County signature cycling routes were developed with the assistance of local cyclists, local cycling clubs including Guelph Cycling Club and Great Canadian Bicycle Tours, Changing Gears Adventures, and Ontario By Bike." (Logos/links to be included below text)

Groups and individuals that provided input on the signature routes:

- Guelph Cycling Club guelphcyclingclub.ca
- Great Canadian Bicycle Tours gcbt.org
- Local cyclists in the Town of Minto, including Blair Wightman
- Changing Gears Adventures <u>changinggearsadventures.ca</u>

## 4.5 Best-in-class Ontario Cycle Tourism Webpages

As part of this report and as requested by the Wellington County project team, we are providing examples of Ontario cycle tourism websites that in our opinion effectively showcase region's cycling assets, including routes, trails and itineraries. These examples may provide additional direction for web display and digital mapping options.

Kawarthas Northumberland www.kawarthasnorthumberland.ca/cycling

Northumberland County Tourism www.northumberlandtourism.com/en/see-do/cycling-routes-and-trails

## Cycle Simcoe www.cyclesimcoe.ca

Peterborough & the Kawarthas www.thekawarthas.ca/see-do/cycling

Oxford County Tourism
<a href="https://www.tourismoxford.ca/things">www.tourismoxford.ca/things</a> to do/outdoors/cycling

Voyageur Cycling Route www.discoveryroutes.ca/voyageur-cycling-route

Southeastern Ontario www.southeasternontario.ca/cycling

# Appendix A – List of stakeholders contacted by consultant in consultations

Note that Wellington County or lower tier municipal stakeholders consulted as part of this project are not included in this list. In addition to local organizations and businesses, 31 cyclists were consulted. Their emails will not be displayed here in this appendix.

Bike Shop Backpeddling Bike Shop Bike Shop Bike Shop Bike Shop Speed River Bicycle Bike Shop The Bicycle Tailor Bike Shop Bike Shop The Bicycle Tailor Bike-related Business Bike-related Business Business Business Business Business Business Business Business Fixed Gear Brewing Company Business Business Tailwinds B&B Business Changing Gears Adventures Cycling Club Guelph Cycling Club Cycling Club Cycling Club Cycling Club Caledon Cyclist Caledon Cyclist Caledon Wellington County Wellington County Cycling County Wellington County Wellington County Wellington County Wellington County Cycling Club Wellington County	Stakeholder Type	Organization / Business Name (If applicable)	Email	Community
Bike Shop				Guelph
Bike Shop Flow State Bike Co. Arkell Bike Shop Royal Distributing Guelph Bike Shop Elora Ski and Cycle East Garafraxa Bike Shop The Bicycle Tailor Fergus Bike-related Business Business Great Canadian Bicycle Tours, Fall workshop attendee Business Fixed Gear Brewing Company Guelph Business Tailwinds B&B Hillsburgh Business The Old Post Business Centre Harriston  Business Changing Gears Adventures Cycling Club Guelph Cycling Club Guelph Cycling Club Cycling Club Caledon Cycling Club Cycling Club Caledon Cycling Club Cycling Club Caledon Cycling Club Cycling Club Wellington County Local Cyclist Wike Guelph Cycling County Wellington County Wellington County Wellington County Wellington County Wellington County	Bike Shop	Paramount Sports		Guelph
Bike Shop Royal Distributing Guelph  Bike Shop Elora Ski and Cycle East Garafraxa  Bike Shop The Bicycle Tailor Fergus  Bike-related Business Bike-related Business Business Great Canadian Bicycle Tours, Fall workshop attendee  Business Fixed Gear Brewing Company Guelph  Business Tailwinds B&B Hillsburgh  Business The Old Post Business Centre Harriston  Business Changing Gears Adventures  Cycling Club Guelph Off-Road Bicycle Club  Cycling Club Caledon Cyclist  Local Cyclist  WKE  Guelph  Belwood  Beloph  Belwood  Belwood	Bike Shop	Speed River Bicycle		Guelph
Bike Shop	Bike Shop	Flow State Bike Co.		Arkell
Bike Shop The Bicycle Tailor Fergus  Bike-related Business  Bike-related Business  Bike-related Business  Bike-related Business  Great Canadian Bicycle Tours, Fall workshop attendee  Business Taste Detours Guelph  Business Fixed Gear Brewing Company Guelph  Business Tailwinds B&B Hillsburgh  Business The Old Post Business Centre Harriston  Business Changing Gears Adventures  Cycling Club Guelph Cycling Club  Cycling Club Guelph Off-Road Bicycle Club  Cycling Club Caledon Cycling Club  Cycling Club Caledon Cycling Club  Wellington County  Local Cyclist Wellington County	Bike Shop	Royal Distributing		Guelph
Bike-related Business Bike-related Business Bike-related Business Business Business Great Canadian Bicycle Tours, Fall workshop attendee Business Fixed Gear Brewing Company Business Tailwinds B&B Hillsburgh Business The Old Post Business Centre Business Changing Gears Adventures Cycling Club Guelph Cycling Club Cycling Club Guelph Cycling Club Cycling	Bike Shop	Elora Ski and Cycle		East Garafraxa
Business       True North Cycles LTD       Belwood         Business       Great Canadian Bicycle Tours, Fall workshop attendee       Fergus         Business       Taste Detours       Guelph         Business       Fixed Gear Brewing Company       Guelph         Business       Tailwinds B&B       Hillsburgh         Business       The Old Post Business Centre       Harriston         Business       Changing Gears Adventures       Goderich (formerly Guelph)         Cycling Club       Guelph Cycling Club       Guelph         Cycling Club       Guelph Off-Road Bicycle Club       Guelph         Cycling Club       Caledon Cycling Club       Caledon         Local Cyclist       Wellington County	Bike Shop	The Bicycle Tailor		Fergus
Business       Great Canadian Bicycle Tours, Fall workshop attendee       Fergus         Business       Taste Detours       Guelph         Business       Fixed Gear Brewing Company       Guelph         Business       Tailwinds B&B       Hillsburgh         Business       The Old Post Business Centre       Harriston         Business       Changing Gears Adventures       Goderich (formerly Guelph)         Cycling Club       Guelph Cycling Club       Guelph         Cycling Club       Guelph Off-Road Bicycle Club       Guelph         Cycling Club       Caledon Cycling Club       Caledon         Local Cyclist       Wellington County		WIKE		Guelph
Business Taste Detours Guelph  Business Fixed Gear Brewing Company Guelph  Business Tailwinds B&B Hillsburgh  Business The Old Post Business Centre Harriston  Business Changing Gears Adventures Goderich (formerly Guelph)  Cycling Club Guelph Cycling Club Guelph Cycling Club Guelph  Cycling Club Guelph Off-Road Bicycle Club Guelph  Cycling Club Caledon Cycling Club Wellington County  Local Cyclist Wellington County	Bike-related	·		Belwood
Business       Taste Detours       Guelph         Business       Fixed Gear Brewing Company       Guelph         Business       Tailwinds B&B       Hillsburgh         Business       The Old Post Business Centre       Harriston         Business       Changing Gears Adventures       Goderich (formerly Guelph)         Cycling Club       Guelph Cycling Club       Guelph         Cycling Club       Guelph Off-Road Bicycle Club       Guelph         Cycling Club       Caledon       Caledon         Local Cyclist       Wellington County         Local Cyclist       Wellington County	Business	Great Canadian Bicycle Tours, Fall workshop attendee		Fergus
Business Tailwinds B&B Hillsburgh  Business The Old Post Business Centre Harriston  Business Changing Gears Adventures Goderich (formerly Guelph)  Cycling Club Guelph Cycling Club Guelph Cycling Club Guelph Guelph  Cycling Club Guelph Off-Road Bicycle Club Guelph  Cycling Club Caledon Cycling Club Caledon  Local Cyclist Wellington County	Business	Taste Detours		Guelph
Business The Old Post Business Centre Harriston  Business Changing Gears Adventures Goderich (formerly Guelph)  Cycling Club Guelph Cycling Club Guelph Off-Road Bicycle Club Guelph  Cycling Club Caledon Cycling Club Caledon  Local Cyclist Wellington County	Business	Fixed Gear Brewing Company		Guelph
Business Changing Gears Adventures Goderich (formerly Guelph)  Cycling Club Guelph Cycling Club Guelph  Cycling Club Guelph Off-Road Bicycle Club  Cycling Club Caledon Cycling Club  Cycling Club Cyclist  Wellington County	Business	Tailwinds B&B		Hillsburgh
Cycling Club Guelph Cycling Club Guelph Cycling Club Guelph  Cycling Club Guelph Off-Road Bicycle Club Guelph  Cycling Club Caledon Cycling Club Caledon  Local Cyclist Wellington County  Local Cyclist Wellington County	Business	The Old Post Business Centre		Harriston
Cycling ClubGuelph Cycling ClubGuelphCycling ClubGuelph Off-Road Bicycle ClubGuelphCycling ClubCaledon Cycling ClubCaledonLocal CyclistWellington CountyLocal CyclistWellington County	Business	Changing Gears Adventures		
Cycling Club Caledon Cycling Club Caledon  Local Cyclist Wellington County  Local Cyclist Wellington County	Cycling Club	Guelph Cycling Club		
Cycling Club Caledon Cycling Club Caledon  Local Cyclist Wellington County  Local Cyclist Wellington County	Cycling Club	Guelph Off-Road Bicycle Club		Guelph
Local Cyclist Wellington County Local Cyclist Wellington County				•
Local Cyclist Wellington County				
	Local Cyclist			Wellington County

Local Cyclist	Bikepacking Ontario / BT700	Waterloo
Local Cyclist		Wellington County
Local Cyclist		Guelph
Local Cyclist		Wellington County
Org/Assn/NGO	Green Lanes	Centre Wellington
Org/Assn/NGO	Guelph Coalition for Active Transportation	Guelph
Org/Assn/NGO	Goderich to Guelph Rail Trail	Waterloo
Org/Assn/NGO	Elora Cataract Trailway Assn	Elora
Org/Assn/NGO	Guelph Hiking Trail Club	Guelph

Org/Assn/NGO	Goderich to Guelph Rail Trail	Waterloo
Org/Assn/NGO	G2G Cycling Club	Waterloo

# Appendix B – List of popular roads and routes for cycling in Wellington County

A road or trail was included below if it was mentioned by more than one survey respondent. Not all popular roads matched with cycling routes received or developed as part of the consultations. Ontario By Bike made all efforts to include popular roads and routes and the majority of the roads or trails mentioned below have been included in the signature cycling routes.

Popular roads listed below not included in the current collection of signature cycling routes should be prioritized for future route development.

Road Name	# Mentions in Survey	Signature Cycling Routes Utilizing Road/Route
Middlebrook Road	5	Elora-Fergus Grand River Loop, Guelph-
		Wellington Gravel Explorer, Wellington-Eramosa Country Road Ride
Wellington County Rd 50 (Rockwood to Erin)	5	Short section of Eden Mills-Rockwood Ride.
Elora Cataract Trail	4	Fergus-Erin Trail & Road Loop
Jones Baseline	3	Wellington-Eramosa Country Road Ride, Fergus- Erin Trail & Road Loop
Sideroad 20 (Puslinch)	3	None – consider for future signature route development
7th Line and 7th Line E	3	None – consider for future signature route development
Wellington County Rd 29	2	Rockwood-Eden Mills-Guelph Road Loop
Wellington Rd 18 between Elora and Fergus (and Elora and Salem)	2	Short section of Elora-Fergus Grand River Loop
Victoria Rd and Victoria Rd S	2	Wellington-Eramosa Road Ride uses connecting Wellington Rd 29 briefly outside Guelph city boundaries
Wellington County Rd 22	2	Fergus-Erin Trail & Road Loop
South River Road (Elora to Fergus)	2	Wellington-Eramosa Country Road Ride
Wellington Rd 21	2	Elora-Fergus Grand River Loop
14th Line Minto	2	Minto Road Ride
Goderich to Guelph Rail Trail	2	Guelph-Wellington Gravel Explorer

Sideroad 15 (north of	2	None – consider for future signature route
Fergus and Belwood)		development

## Appendix C – Responses to Survey Question #5

Note: The survey responses to the following question have not been collated or summarized as each comment provides unique information and is nearly all applicable to signature routes and the overall cycle tourism experience in Wellington County.

"Question: Are there specific locations on your suggested routes/roads that would benefit from the following upgrades/investments? Please be as location-specific as possible.

- Bike racks and bike repair stations
- Bike lane and trail improvements
- Enhanced trailhead facilities
- Public washroom facilities
- Wayfinding and safety signage"

Survey Responses	Ontario By Bike Comment
<ul> <li>Add paved shoulders on Hwy 89 from Minto, Pike Lake Road to Minto Baseline (approximately 200 metres).</li> <li>Ensure the shoulders on paved rural roads are graded to reduce 'drop offs' from the pavement to the gravel shoulder.</li> <li>Install bicycle signs on main cycle routes to warn motorists of bicycle usage.</li> </ul>	Wellington Rd 89 part of Minto Town & Country Tour and is reflected in route consultant's caution notes/recommendations for infrastructure improvements
<ul> <li>Elora-Guelph Trail could use some signage and clarification if the trail is accessible when it hits the UofG research station in Elora. Maps suggest it continues, but signs say private.</li> <li>Any/all paved routes need separated cycle paths, full stop.</li> <li>Washrooms are reasonably accessible along the paths listed.</li> <li>Trail repair stations would be better positioned outside downtowns, where they tend to be, as bike shops are more likely to be accessible there.</li> </ul>	
<ul> <li>All of these would benefit from upgrades. Centre Wellington have virtually no bike lanes and very few roads with even paved shoulders. Bike racks, especially in business districts are very rare.</li> </ul>	
<ul> <li>Maybe a washroom at the G2G trail and Wellington Rd 51 car park</li> </ul>	
<ul> <li>Downtown Guelph to G2G not on the road.</li> <li>It would be great if the Marden Tract was available to bikes, then a proper route into the city. You would attract loads more cyclists.</li> </ul>	

- Erin and its future housing development(s) have yet to plan a single bike lane! Bike lanes should be mandatory with all new roads or any pre-existing roads that are being re-paved...
- Pave shoulders like Alberta does or in Ontario in Mennonite country for the Horse and Buggies

#### Bike lane and trail improvements:

- Separate travel lanes for cyclists and perhaps establish the Wellington Place as a hub.

#### Bike racks and bike repair stations:

- Palmerston Lions Heritage Park; Tannery Park, downtown Harriston; Rotary Celebration Square, downtown Clifford

#### Bike lane needed:

 Roundabout at County Highway 109 and White's Road into Harriston (this is well travelled by Mennonite cyclists as well);
 from north end of Harriston to Ayton Road (heavy road traffic)

#### Trail improvements:

- Greenbush Trail (13th line into Clifford) is very scenic but it is a multi-use trail with rough gravel. Would benefit from chipstone or alternate trail path material.
- There is a short section of CNR Rail Trail that is privately owned between Palmerston and Harriston. This 1-2km trail gap necessitates navigating the roundabout and busy county highway 109 to get into Harriston.

#### Wayfinding:

- Currently no wayfinding signage to direct users to the White's Junction Trail from surrounding roads or the Palmerston Lions Heritage Park
- York Road. Getting out of the east side of Guelph is nearly impossible on a bicycle, Highway 7 is beautiful as soon as you leave Guelph. The section of York road from Victoria to Jones baseline is terrifying. The road is full of holes, very narrow, outright dangerous if you aren't in a car. This ends up blocking off the whole east side of the county for anyone who isn't super comfortable on a bike.
- The shoulders of Watson Road south are starting to crumble/in need of repair or widening for a bike lane.
- Downey road between Concession Road 4 and Hanlon Creek Boulevard is also an important connecting road that is downright dangerous at this point. The bike lane ends on Downy & the entire rest of that segment of road has fully crumbled already, it's a giant pile of loose chunks of rocks interspersed with holes

#### Roundabout at Hwy 109 and White's Road part of Minto Town & Country Tour and included in

route caution notes/recommendations for infrastructure improvements

Comments reflect infrastructure in and around City of Guelph, but important to note infrastructure challenges on York and Watson Rds as it affects accessibility of Rockwood-Eden Mills-Guelph Road Loop route if cycling from Guelph

that immediately forces bikes far out into the road with high speed car traffic to get to many of the popular roads out the west end of Guelph. this again closes off the entire area to anyone who isn't already very comfortable riding a bike.	
- G2G on Silvercreek, needs parking and better connection/signs to waterfront trail through Guelph and riverside park	
<ul> <li>Bike lane and trail improvements from the Elora-Cataract trail head at Forfar Park through Fergus to the trailhead on Beattie Line.</li> <li>Enhanced facilities at the Beatty Line &amp; Gerrie RD trailheads.</li> <li>Desperate need for a cycling hub of racks, maps and repair stations within the downtowns of Fergus &amp; Elora. At the moment there are few safe places to park a bike while enjoying a visit to a coffee shop or restaurant.</li> <li>Line 2 and Hwy 51</li> </ul>	First comment not included on consultant's caution notes, but should be noted as a number of routes pass through Fergus and connections between sections of Elora-Cataract Trailway are be very popular  Line 2 is part of  Wellington Windmills and Water Tower Road Ride. No caution notes were included for this road, but if it being mentioned by a cyclist here it should be considered for cycling route signage  Wellington Road 51 is
	part of the Wellington- Eramosa Country Road Ride and has been included in the route caution notes/recommendations for infrastructure improvements