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# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2023-P-24  
Date: October 3, 2023

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**Subject:**

Pedal for Patients Charity Ride

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to summarize the benefits and outcomes of the Pedal for Patients Charity Ride.

**2. Background**

2.1 On May 28, 2023, the Region partnered with Lakeridge Health Foundation to host a fundraising charity bike ride, Pedal for Patients, to support cancer care at Lakeridge Health.

2.2 Pedal for Patients was developed to help respond to the growing need for comprehensive cancer services in the Durham community. The event also provided an opportunity to showcase the progress that the Region and the area municipalities are making to support active transportation, while strengthening partnerships

between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.

- 2.3 A project team led by Lakeridge Health Foundation and assisted by staff from the Transportation Planning Section was established to determine core objectives, routes, resources, and partners for the event.
- 2.4 PLH & Associates were hired by Lakeridge Health Foundation to help manage logistics and event roll out, given this was the first year a charity ride was being developed by the lead organizations.
- 2.5 A Charity Ride Planning Committee was established to help prepare for the event and included representatives from Lakeridge Health Foundation, Durham Regional Police Service (DRPS), Works Department (Traffic Engineering and Operations), Planning and Economic Development (Transportation Planning), Finance Department (Risk Management and Insurance), Corporate Services (Legal Services), Health Department (Paramedic Services), City of Oshawa, Township of Scugog, Town of Whitby, Durham Active Transportation Committee (DATC), bicycle shop owners and cycling advocates.

### **3. Overview of Event**

- 3.1 A total of 96 riders took part in the Pedal for Patients ride, with \$97,317.40 raised in support of cancer care at Lakeridge Health through fundraising by participants and additional personal donations.
- 3.2 A registration fee of \$50 per rider was charged to help cover the cost of the event, which included various supports for the riders. A minimum fundraising goal of \$300 per rider was required to participate. Prizes were available at different fundraising tiers.
- 3.3 Participants could choose between a 27 kilometre (km) or an 80 km route, which included a mix of on- and off-road cycling facilities to offer different cycling experiences to riders. The routes were determined by representatives from the Charity Ride Planning Committee (Refer to Attachment #1).
- 3.4 The ride started and ended in the south parking lot of Regional Headquarters in Whitby. DRPS was on site to escort riders through busy intersections. Volunteers assisted with participant registration, and supported riders at all rest stops and to help them refuel. A support and gear vehicle was available in case anyone fell

behind or needed assistance with their bike during the ride. Directional signage was also provided along each route.

- 3.5 Members of the community also came out to cheer riders on, donate and celebrate after the ride. Three local food vendors were on site to provide lunch and refreshments to riders and supporters. Sponsorship was also received from several businesses.
- 3.6 A variety of promotional tactics helped raise awareness and encourage participation in the event including a media launch event at Regional Headquarters, radio interviews and advertisements, social media messaging through Regional and Lakeridge Health Foundation accounts, installation of curbex signs at key locations, and through e-newsletters and public service announcements.
- 3.7 The event webpage established by Lakeridge Health Foundation highlighted the purpose of the ride, fundraising targets, route and rest stop information, agenda for the event, a fundraising and donation tracker, and Frequently Asked Questions (FAQs).
- 3.8 A post-event survey was issued to inform future Charity Rides (refer to Attachment #1).

#### **4. Key Outcomes and Community Impact of Pedal for Patients**

- 4.1 The feedback from participants has been positive, with 100 per cent of riders surveyed indicating that they would ride in Pedal for Patients again. The majority of riders also indicated that they would recommend Pedal for Patients to people they know.
- 4.2 Many participants indicated on their donation pages that they were riding to honour friends and family affected by cancer and had a personal connection to the care provided at Lakeridge Health. These participants also noted that the ride was an opportunity to give back and reconnect with family, friends and colleagues.
- 4.3 The majority of participants came from within Durham region; however, the event did attract participants from across the country and beyond, including riders from Cape Breton, Nova Scotia and Boston, Massachusetts. This demonstrates the wide reach of the ride and how far people will travel to support their community and causes that matter most to them.

- 4.4 We had 26 volunteers assist on the day of the ride, which was critical to ensure that the event ran smoothly. Volunteer roles ranged from helping with event set up, tear down, welcoming riders and assisting with registration, collecting donations, directing and marshalling riders along the route, photography, supporting with bicycle maintenance or emergency repairs, and handing out refreshments and snacks at rest stops.
- 4.5 Over 56,000 people were engaged through the Region's social media messages about Pedal for Patients, demonstrating the interest and reach of this inaugural charity bike ride within the Durham community.

## **5. Previous Reports and Decisions**

- 5.1 Report [#2023-INFO-07](#) was provided through the January 27 Council Information Package (CIP) to inform Regional Council members that staff from the Region and the Lakeridge Health Foundation were partnering to host the charity bike ride on May 28, 2023. The report indicated that a summary report would be provided after the event.

## **6. Relationship to Strategic Plan**

- 6.1 This report aligns with and addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. **Environmental Sustainability:** Cycling is a sustainable travel solution, and a charity bike ride promotes the use and safe operation of bicycles.
  - b. **Community Vitality:** Fundraising will contribute to health care research and services to support the health of residents of our community.
  - c. **Economic Prosperity:** The charity ride and celebratory event supports partnerships with local services and businesses.
  - d. **Service Excellence:** The charity bike ride can help optimize resources and support quality services valued by the community.

## 7. Conclusion

- 7.1 Events like the Pedal for Patients charity bike ride help to establish the region as a premier cycling destination, and a leader in coordinating and delivering community-based cycling initiatives and programs.
- 7.2 The event also helped showcase the progress that the Region and the area municipalities are making to support active transportation, while strengthening partnerships between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.
- 7.3 The success of this year's inaugural event and the support received from both residents and visitors bodes well for the ongoing success of the annual Pedal for Patients charity bike ride. The Lakeridge Health Foundation is to be commended for a successful launch, and we look forward to help building continued support for active transportation and health care throughout Durham.

## 8. Attachments

Attachment #1: Pedal for Patients Summary Report

Respectfully submitted,

Original signed by

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Brian Bridgeman, MCIP, RPP, PLE  
Commissioner of Planning and  
Economic Development

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

# Pedal for Patients Summary Report



Lakeridge  
Health  
Foundation



Pedal  
for Patients



2023

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# About Pedal For Patients

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The Regional Municipality of Durham partnered with Lakeridge Health Foundation to host an inaugural fundraising charity bike ride, Pedal for Patients, on May 28, 2023.

Pedal for Patients was established to help respond to the growing need for comprehensive cancer services in the Durham community and provided an opportunity to showcase the progress that the Region and its area municipalities are making to support active transportation, while strengthening partnerships between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.

Money raised through rider and team fundraising will advance and support cancer care and the Our Cancer Campaign at Lakeridge Health Oshawa.

PLH & Associates was hired to help with coordinating and organizing the ride, given this was the first time Lakeridge Health Foundation and Durham Region staff had organized a charity bike ride.



**Giving toward cancer care means support for people touched by cancer at all stages of their journey**



# Results Snapshot

Below is a snapshot of the key participation and fundraising results achieved through the Pedal for Patients charity bike ride. These results demonstrate strong community support for the cause and show how cycling events can help foster community partnership and collaboration.



# Overview of Routes

Riders had the choice between two challenging routes. A 27 km ride (see Figure 1) along on- and off-road routes within Whitby, which appealed to newer cyclists and those looking for a shorter ride. An 80 km ride (see Figure 2) was created for those looking for a longer ride that provided a mix between urban and rural routes across Whitby, Oshawa and Scugog.

Rest stops were included along each route which provided beverages, snacks and washrooms, and volunteers on hand to assist with any questions or bike maintenance needs. There was a fairly even split between route selection by participants with 52 riders selecting the 80 km route and 44 riders selecting the 27 km route.

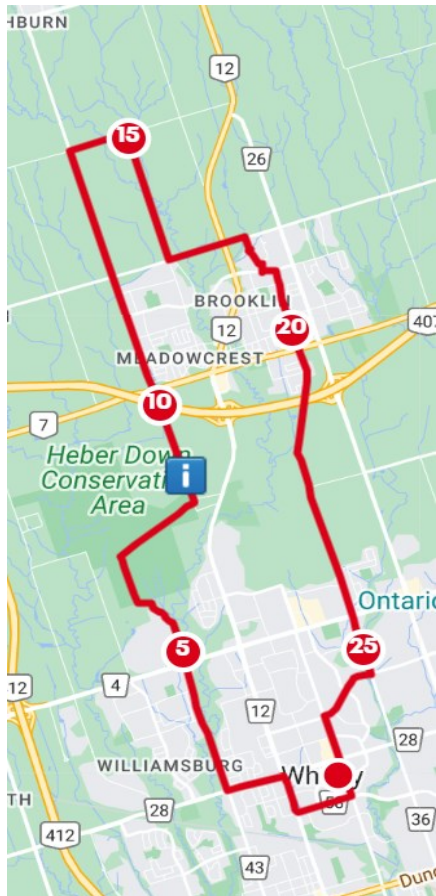


Figure 1: Map of 27 km route

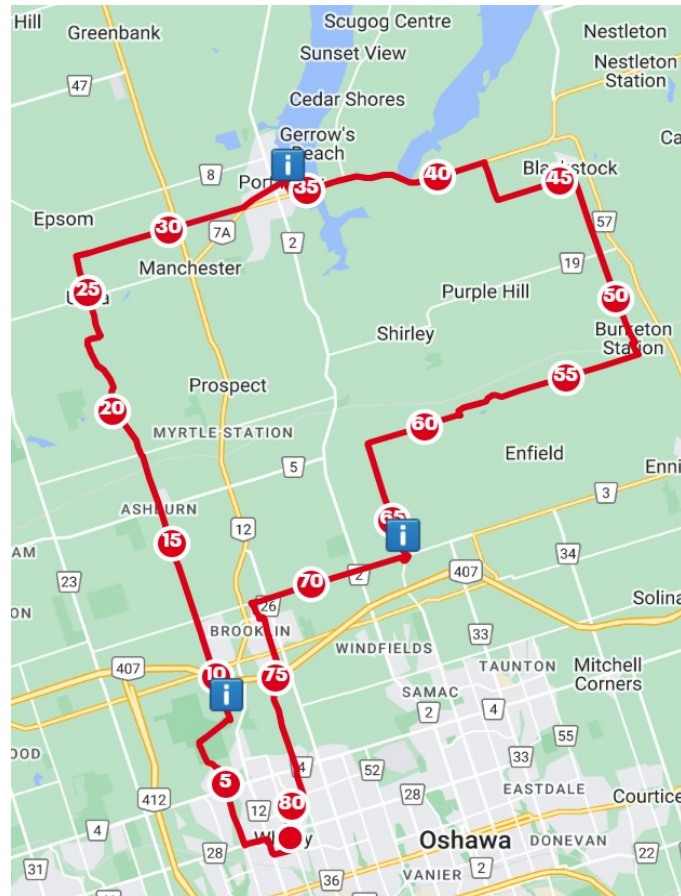


Figure 2: Map of 80 km route

# Ride Day Agenda

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Pedal for Patients started and ended at Regional Headquarters in Whitby. Each route had its own start time so that riders would return around the same time and to help ensure the safety of participants. An agenda for the day was shared with riders in advance via the event webpage and is provided below.

**07:00 a.m.**

## Registration

Registration opens for 80 km riders

**07:45 a.m.**

## Opening Remarks

Speaking and pep rally for 80 km riders

**08:00 a.m.**

## 80 km Start Time

Ride begins for 80 km riders

**09:00 a.m.**

## Registration

Registration opens for 27 km riders

**09:45 a.m.**

## Opening Remarks

Speaking and pep rally for 27 km riders

**10:00 a.m.**

## 27 km Start Time

Ride begins for 27 km riders

**11:30 a.m. –  
1:30 p.m.**

## Post-Ride Celebration

Riders return to HQ for lunch, music and celebrating with the community

# Participant Feedback

A post-event survey was circulated to participants after the ride to better understand what worked well, what could be improved and if there is interest from the community in participating again. A summary of the feedback shared is provided below.



Majority of riders would recommend Pedal for Patients to people they know!



# 100%

Of survey respondents said they would ride in Pedal for Patients again!



Majority of riders were satisfied with the routes and wouldn't change a thing!



# Participant Feedback

## More Rest Stops Needed

- Riders would prefer 2 rest stops for 27 km route and more rest stops at the mid-point
- Rest stop was too early for 80 km route (8 km in)
- Last rest stop for 80 km was too close to the finish



## Increased Signage & Route Options

- Not enough signs along the route with pedal for patients logo
- Easy to miss 80 km and 20 km rest stop signage
- Prefer more options for riding including a shorter route 10 km and longer route 100 km

## Routes and Start Times

- Riders loved the route and scenic ride through Port Perry, Oshawa and Whitby
- Some 80 km riders would prefer more separated facilities or lower speed roads
- Further shift start times for each rider so riders return together



# Participant Feedback

## Fundraising Goals

- Overall \$300 fundraising target was achievable for most riders
- Having support from organizers with fundraising is helpful and having other tiers such as \$250 would be welcome by some participants



## Increase Promotion and Advertisement

- More advertising at hospitals and bike shops is needed.
- Offer sign up for future years at the ride itself when riders return
- More media coverage and promotion to help increase sign ups

## Healthy Food Options & Beverage Selection

- Request for more electrolyte or non-carbonated beverages like juice after the ride and at rest stops
- Having healthier, less greasy options added for food portion
- Keep food open longer for stragglers

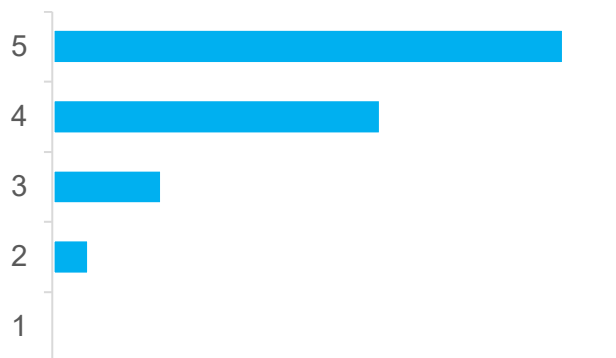


# Participant Feedback

Additional questions were included in the survey regarding how participants felt about the route choices, how they would rate the event overall, willingness to recommend to friends and thoughts on the minimum fundraising amount of \$300. Overall, participants were very satisfied with the event, route choices and fundraising amounts and would be willing to recommend the Pedal for Patients ride to people they know.

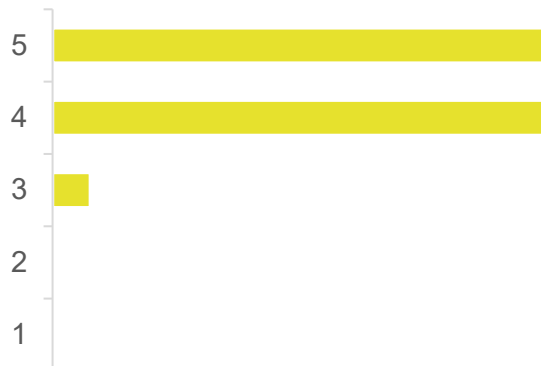
## How did you feel about the route choices?

(With 5 being perfect, wouldn't change a thing and 1 being unsatisfactory.)

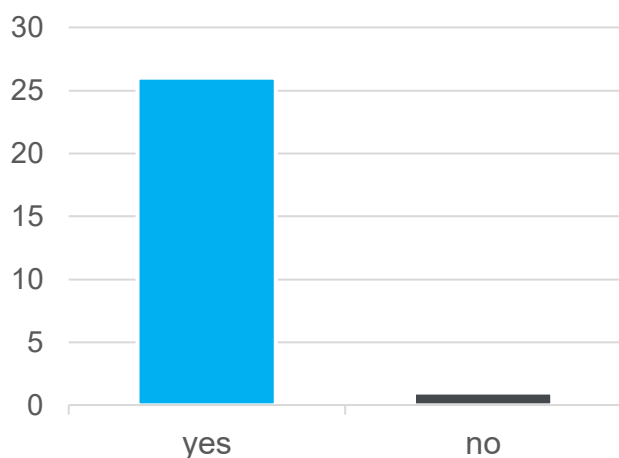


## How would you rate the event?

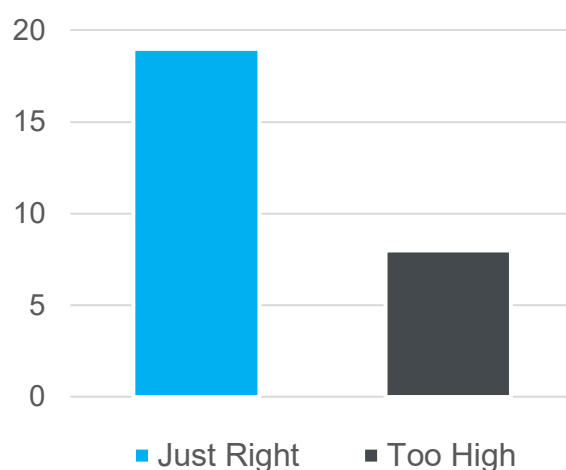
(With 1 being unpleasant and 5 being amazing, loved every minute.)



## Would you recommend participation in Pedal for Patients to people you know?



## What were your thoughts on the minimum fundraising amount?



# Rider Stories

It's estimated that 1 in 2 Canadians will develop cancer in their lifetime. For some participants, Pedal for Patients means much more than just a bike ride. Many of the Pedal for Patients participants chose to ride to honour friends and family affected by cancer, and had a personal connection to the care provided at Lakeridge Health.

A snapshot of Pedal for Patients stories are included on pages 11 and 12 that profile and showcase the variety of reasons people joined the Pedal for Patients ride.



## Stephanie Lane

**“James was passionate about cycling. This will be a special ride.”**

[See page 11 to read Stephanie's story](#)



## John Patte

**“We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health.”**

[See page 12 to read John's story](#)



# Rider Stories

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## Stephanie Lane

**“James was passionate about cycling. This will be a special ride.”**

**Stephanie Lane**, Research Associate in the R.S. McLaughlin Durham Regional Cancer Centre’s (DRCC) Clinical Trials Program, is riding in memory of her late husband James. “James passed away quite suddenly from cancer at 34,” said Stephanie. “He was diagnosed with stage four colorectal cancer in July 2021, and passed away almost a month later in August.”

Nearly two years after James’ passing, the Pedal for Patients bike ride has become an opportunity to honour his memory with family, friends and colleagues. “James was passionate about cycling so I finally got a decent bike and have been out for a few bike rides,” she said. “It’s been nice to have that time to reflect.”

“This will be a special ride,” she explained. “James was treated here in the DRCC and I am very grateful for the excellent care he received so close to home. I’m looking forward to raising funds for cancer care in the community while doing something James loved.”

To read the full story visit: <https://lhfoundation.ca/Your-Impact/Stories/pedaling-with-a-purpose>



Team  
Captain



Reached  
Personal  
Goal



Personal Goal: \$600 | **Achieved: \$1,515**



Team Goal: \$5,000 | **Achieved: \$7,075**

# Rider Stories

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## John Patte

**“We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health.”**

**John Patte** and his wife are both cancer survivors and were treated at Lakeridge Health Oshawa. “We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health” said John. This year, John chose to ride, and to donate, for friends diagnosed with cancer “who are now facing the suffering, fear and uncertainty that go with that diagnosis”.

John knows firsthand the impact that riding for this important cause has on all stages of one's cancer journey and he encouraged those that could not ride in person to donate and ride in spirit. John raised \$1,500 as an individual rider and his Pedal for Patients team, Freewheelers for a Cure, raised \$1,975 in total, \$475 more than their goal of \$1,500, demonstrating the outstanding level of support for a ride and fundraising for an important cause.

To read the full story visit: <https://lhfoundation.ca/Your-Impact/Stories/pedaling-with-a-purpose>



**Self  
Donation**



**Team  
Captain**



**Reached  
Personal  
Goal**



**Personal Goal: \$1,000 | Achieved: \$1,500**



**Team Goal: \$1500 | Achieved: \$1,975**

# Partnerships & Collaboration

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Pedal for Patients was hosted in collaboration with Lakeridge Health Foundation and with support from Durham's area municipalities and community partners. A Charity Ride Planning Committee was established with representation from staff at the Region, Durham Regional Police Service, Lakeridge Health Foundation, PLH & Associates, area municipalities, Durham Active Transportation Committee (DATC), and cycling advocacy groups and bicycle shops. The Committee met quarterly between December 2022 and March 2023 to plan the ride routes and develop materials.

A total of 26 volunteers from the community were also available to assist on the day of the ride. Roles of volunteers ranged from helping with set up, tear down, welcoming riders, assisting with registration, collecting donations, directing and marshalling riders along the route, photography, supporting with bicycle maintenance or emergency repairs, and handing out refreshments and snacks at rest stops.

Pedal for Patients also received sponsorship from Durham Medical, Ai Insurance Organization, CKDO radio and KX96 radio. Local food vendors from 3 Amigas Churros, Hot Dogs and More, and Masala Box provided lunch to riders and attendees. Staff from Bicycles Plus provided on-site bike tune-ups and repairs for riders and Port Perry Pedals was also on site to raise awareness of their ride and show support for the event.



# Conclusion and Next Steps

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Pedal for Patients' inaugural ride was very well received by the Durham community and helped establish Durham as a premiere destination for cycling and a leader in coordinating and delivery community-based cycling initiatives and programs. The event helped build new partnerships and relationships between Regional staff, Lakeridge Health Foundation, Durham's area municipalities and additional community-based organizations across the region.

Given the success of this year's event and the support from residents and visitors, it is intended that Pedal for Patients will continue to be hosted annually, in partnership with Lakeridge Health Foundation, to help build continuous support for active transportation and health care throughout Durham. The success of Pedal for Patients would not have been made possible without the support and resources of all our partners!



**Contact us!** To learn more about Pedal for Patients and ways you can help, please visit: [Pedal for Patients \(lhfoundation.ca\)](https://lhfoundation.ca)



**Lakeridge  
Health  
Foundation**

If this information is required in an accessible format, please contact us.  
Within Durham: 311  
Toll-Free: 1-800-372-1102