

Cycling Advisory Committee
2021 Workplan Suggestions

Strategy:

- Celebrate cycling in the community
- Promote and encourage cycling with all ages
- Raise awareness about cycling in community and with city officials and staff
- Provide fun focused events that will draw more people year after year

Item	Details	Lead	Budget
Provide feedback into city plans/studies	<ul style="list-style-type: none"> • Cycling Infrastructure projects • North Burlington Active Transportation Strategy • Integrated Mobility Plan 		
Library Seminars	To promote and encourage cycling with all ages. Could be done virtually		
Social Media Promotion	Create standard messaging that can be used on the city's Facebook and Twitter accounts. Create specific messaging for: Bike to School Week, Bike to Work Day and Bike Month		
Cycling Giveaways	Work with members of ITAC to promote cycling. Have bells and lights available at city facilities that are currently open to the public.		
Update city cycling webpage burlington.ca/cycling	Review content and recommend updates		
Review websites: Tourism Burlington, Burlington Downtown Business Association, Aldershot BIA, etc.	Look for cycling information; update existing information or add new information		
Attend 2021 Ontario Bike Summit (www.sharetheroad.ca)	Q3 or Q4 of 2021		
Attend Events	If in-person events return in 2021, attend and promote cycling. Cycling Committee has a banner and tent for events.		
Partner with schools	Promote cycling and cycling safety in schools		

Other activities that have been done:

- lead bike rides with city councillors in their wards
- cycling event was being planned in 2020 in conjunction with Moon in June road race