

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/Interested members	Budget
Provide feedback into city plans/studies	<ul style="list-style-type: none"> • Cycling Infrastructure projects • North Burlington Active Transportation Strategy • Integrated Mobility Plan 	Group effort	\$0
Library Seminars	<ul style="list-style-type: none"> • To promote and encourage cycling with all ages. Could be done virtually. • Ex. How to tune up your bike programs, partnerships with local cycling shops for bike maintenance 101, road safety. • This would be a long term goal as virtually might not be the best option. • Focus on webcasted seminars during bike month for 2021-brand new ones will be out for 2021 and 2020 webinars are still up. 	Tracey Jon TBD at next meeting	\$50 for any communication materials
Social Media Promotion	<ul style="list-style-type: none"> • Create standard messaging that can be used on the city's Facebook and Twitter accounts. Create specific messaging for: Bike to School Week and Bike Month in June. • Promote Council riding their bikes during bike week • Post social media links to bike safety information 	Brett Mohamed Katherine James	\$0

	<ul style="list-style-type: none"> • Online giveaways during COVID 		
Cycling Giveaways	<ul style="list-style-type: none"> • Work with members of ITAC to promote cycling. Have bells and lights available at city facilities that are currently open to the public. • Bike lights and bells. A lot is left over from 2019 and 2020, so no need to worry about the costs for 2021. • Keep an eye out for new products that could be available for future giveaways. • Brainstorm ideas on how to give the items away for 2021 • Work with social media promotion team on new ideas/giveaways 	Claudia Greg James	\$0
Update city cycling webpage burlington.ca/cycling	<ul style="list-style-type: none"> • Review content and recommend updates • Update 2017 Cycling Map-potential for distribution 	Laura Nancy	\$0
Review websites: Tourism Burlington, Burlington Downtown Business Association, Aldershot BIA, etc.	<ul style="list-style-type: none"> • Look for cycling information; update existing information or add new information 	Laura	\$0
Attend 2021 Ontario Bike Summit (www.sharetheroad.ca)	<ul style="list-style-type: none"> • Q3 or Q4 of 2021 	Volunteer at the time of summit. Rob is already going for another organization and can represent BCC	~\$400 Past summits have had a fee, but there are no current fees listed on the website for 2021.
Attend Events	<ul style="list-style-type: none"> • If in-person events return in 2021, attend and promote cycling. Cycling Committee has a banner and tent for events. • Community Rides 	Volunteer at the time of event	\$50 for any communication materials

Partner with schools	<ul style="list-style-type: none"> • Promote cycling and cycling safety in schools. Ex. Bike Rodeos in Schools • Potential for virtual events in individual schools. Webinars were promoted last year through the school board and were doing school hours so it could be a part of the lesson for the day. 	Tracey Jon TBD at next meeting	\$50 for any communication materials
Total Costs			\$550

Activities that have been done in the past:

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