

Cycling Advisory Committee
2021 Workplan

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 Vicki James | \$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 semi-monthly. Create specific messaging for: Bike to School Week and Bike Month in June. • Promote Council riding their bikes during bike week | Brett Mohamed Katherine James | \$0 |

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| | <ul style="list-style-type: none"> • Post social media links to bike safety information • Online giveaways during COVID • Promote service request page on city website to report potholes | | |
| 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 | Volunteer at the time of event | \$50 for any communication materials |

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| | <p>and promote cycling. Cycling Committee has a banner and tent for events.</p> <ul style="list-style-type: none"> • Community Rides | | |
| 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 Vicki Greg Pat | \$50 for any communication materials |
| Total Costs | | | \$550 |