

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"> <li>• Cycling Infrastructure projects</li> <li>• North Burlington Active Transportation Strategy</li> <li>• Integrated Mobility Plan</li> </ul>	<b>Group effort</b>	\$0
Library Seminars	<ul style="list-style-type: none"> <li>• To promote and encourage cycling with all ages. Could be done virtually.</li> <li>• Ex. How to tune up your bike programs, partnerships with local cycling shops for bike maintenance 101, road safety.</li> <li>• This would be a long term goal as virtually might not be the best option.</li> <li>• Focus on webcasted seminars during bike month for 2021-brand new ones will be out for 2021 and 2020 webinars are still up.</li> </ul>	Tracey Jon Vicki James	\$50 for any communication materials
Social Media Promotion	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Promote Council riding their bikes during bike week</li> </ul>	<b>Brett</b> Mohamed Katherine James	\$0

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

	<p>and promote cycling. Cycling Committee has a banner and tent for events.</p> <ul style="list-style-type: none"> <li>• Community Rides</li> </ul>		
Partner with schools	<ul style="list-style-type: none"> <li>• Promote cycling and cycling safety in schools. Ex. Bike Rodeos in Schools</li> <li>• 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.</li> </ul>	Tracey Jon Vicki Greg Pat	\$50 for any communication materials
<b>Total Costs</b>			<b>\$550</b>