

Cycling Advisory Committee
2022 Draft 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	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 2022 	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 • Post social media links to bike safety information • Online giveaways during COVID • Promote service request page on city website to report potholes 	Brett Mohamed Katherine James	\$0

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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, bells and reflective gear Keep an eye out for new products that could be available for future giveaways. Brainstorm ideas on how to give the items away for 2022 Work with social media promotion team on new ideas/giveaways 	Claudia Greg James	\$0
Create a new cycling promotional video	<ul style="list-style-type: none"> 	Laura	\$0
Print the cycling map	<ul style="list-style-type: none"> Q1 2022 		
Attend 2022 Ontario Bike Summit (www.sharetheroad.ca)	<ul style="list-style-type: none"> Q3 or Q4 of 2022 	Volunteer at the time of summit	~\$400
Attend Events	<ul style="list-style-type: none"> If in-person events return in 2022, 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 during school hours so it could be a part of the lesson for the day. 	Tracey Jon Vicki Greg Pat	\$50 for any communication materials
Information sharing	<ul style="list-style-type: none"> Coordinate information sharing opportunities with neighbouring city's cycling councils/committees, such as Hamilton and Oakville 		
Total Costs			\$550