

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	• Cycling Infrastructure projects • North Burlington Active Transportation Strategy • Integrated Mobility Plan	Group effort	\$0
Library Seminars	• 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	• 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	• 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	•	Laura	\$0
Print the cycling map	• Q1 2022		
Attend 2022 Ontario Bike Summit (www.sharetheroad.ca)	• Q3 or Q4 of 2022	Volunteer at the time of summit	~\$400
Attend Events	• 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	• 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	• Coordinate information sharing opportunities with neighbouring city's cycling councils/committees, such as Hamilton and Oakville		
Total Costs			\$550