

Cycling Advisory Committee  
2022 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"><li>• Cycling Infrastructure projects</li><li>• North Burlington Active Transportation Strategy</li><li>• Integrated Mobility Plan</li></ul>	Group effort	\$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 2022</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><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>	Brett Mohamed Katherine James	\$0

Item	Details	Interested members	Budget
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, bells and reflective gear</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 2022</li> <li>• Work with social media promotion team on new ideas/giveaways</li> </ul>	Claudia Greg James Jon	\$0
Create a new cycling promotional video	<ul style="list-style-type: none"> <li>•</li> </ul>	Laura	\$0
Print the cycling map	<ul style="list-style-type: none"> <li>• Q1 2022</li> </ul>		
Attend 2022 Ontario Bike Summit ( <a href="http://www.sharetheroad.ca">www.sharetheroad.ca</a> )	<ul style="list-style-type: none"> <li>• Q3 or Q4 of 2022</li> </ul>	Volunteer at the time of summit	~\$400
Attend Events	<ul style="list-style-type: none"> <li>• If in-person events return in 2022, attend and promote cycling. Cycling Committee has a banner and tent for events.</li> <li>• Community Rides</li> </ul>	Volunteer at the time of event	\$50 for any communication materials
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 during 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
Information sharing	<ul style="list-style-type: none"> <li>• Coordinate information sharing opportunities with neighbouring city's cycling councils/committees, such as Hamilton and Oakville</li> </ul>	Nancy Vicki	
<b>Total Costs</b>			<b>\$550</b>