

Cycling Advisory Committee
2025 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 ● MTSA plan ● Budget feedback – cycling infrastructure 	All	\$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. ● Partnering with bike shops to bring in speakers/experts 	Laura	\$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. ● Post social media links to bike safety information ● Promote service request page on city website to report potholes ● Celebrate successes and progress with the cycling master plan ● Promotion of the bike rack request program 	Katherine	\$0

Item	Details	Interested members	Budget
Cycling Outreach event attendance and Giveaways	<ul style="list-style-type: none"> ● Attend events and identify other means to promote cycling <ul style="list-style-type: none"> ○ Food for Feedback ○ Burlington Green ○ Bike to work day ○ Community/ward rides ● Develop standardized surveys or other tools to solicit feedback from the community. ● Work with social media promotion team on new ideas/giveaways ● Keep an eye out for new products that could be available for future giveaways. 	Jon Ellie Laura Vicki Herb	\$50-100 for outreach materials
Create a new cycling promotional video	<ul style="list-style-type: none"> ● Work with Communication staff to update the video currently on the City of Burlington website ● Video of new protected bike lanes and other new infrastructure 	Katherine	\$0
Road/cycling safety	<ul style="list-style-type: none"> ● Develop and promote safe road initiatives ● Sharing tool for cyclists and drivers to follow in case of collision. 	Vicki Jon	\$50-100 for outreach materials.
Attend 2025 Ontario Bike Summit (www.sharetheroad.ca)	<ul style="list-style-type: none"> ● Q1 or Q2 of 2025 ● One or two members attend and share information at subsequent committee meeting. 	Herb Ellie	Possibly 800 per person
Partner with schools	<ul style="list-style-type: none"> ● Promote cycling and cycling safety in schools. ● Work with ITAC to support bike bus initiative. 	Ellie	\$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 ● ARC (Toronto) 	Corey Ellie	
Bike Month	<ul style="list-style-type: none"> ● Bike to Work Day (confirm if in June) ● Promote Bike Month – potential partnership with schools ● Community rides ● Open streets – weekend or Saturday, community building, closing the street for cycling/walking 	Jon Murray Corey Ellie	

Bike Rack	<ul style="list-style-type: none">Overseeing/delivery of the bike rack request program	Ellie	
Total Costs			