



THE CORPORATION OF THE CITY OF MISSISSAUGA

MISSISSAUGA CYCLING ADVISORY COMMITTEE

TUESDAY, APRIL 14, 2015 - 7:00 PM

COMMITTEE ROOM A

2ND Floor, Civic Centre
300 City Centre Drive, Mississauga, ON L5B 3C1
Internet Address - <http://www.mississauga.ca>

Members Present: Donnie Morris (**Chair**)
Irwin Nayer (**Vice-Chair**)
Barbara Hazel Tabuno
Councillor C. Fonseca (Arrived at 7:45pm)
David E. Daglish
Don Patterson
Dorothy Tomiuk
Edisa Kozo
Elaine Theriault
Greg Symons
Jonathan Giggs
Roy Buchanan

Members Absent: David Daglish
Joanne de Cloe

City/Regional Staff Present:

Jacqueline Hunter, Active Transportation Technologist
Erica Warsh, Transportation Demand Management Coordinator

Crystal Greer, Director, Legislative Services
Stephanie Smith, Legislative Coordinator, Office of the City Clerk

Arthur Lou, Transportation Demand Management Analyst, Region
of Peel

CALL TO ORDER – 7:00 P.M.

DECLARATIONS OF CONFLICT OF INTEREST

PRESENTATIONS

DEPUTATIONS:

- A. Alex Lo-Basso, Graphic Designer and Tina Mackenzie, Manager, Creative Services with respect to the Mississauga Cycling Advisory Committee brand.

Ms. Mackenzie spoke to the Committee's desire for a new Mississauga Cycling Advisory Committee (MCAC) identifier logo and a new Tour de Mississauga design concept.

Mr. Lo-Basso presented a new encompassing MCAC logo that was modern in design and eliminated the lengthy name of Mississauga Cycling Advisory Committee in the logo to strictly Mississauga Cycling. He noted that the MCAC title would still appear in marketing material and that a logo should be an easy identifier for a resident. Mr. Lo-Basso also presented a new design for the Tour de Mississauga and various t-shirt, jerseys and promotions marketing material layouts.

Erica Warsh, Transportation Demand Management Coordinator and Jacqueline Hunter, Active Transportation Technologist expressed concern with respect to eliminating the MCAC from the logo and recommended the new Manager of Active Transportation review the concept.

Discussion ensued with respect to making it easy for a resident to identify who the Committee is, the graphic design of the logo, trademarking the logo and rebranding the MCAC website and Facebook page.

Recommendation

That the deputation by Alex Lo-Basso, Graphic Designer and Tina Mackenzie, Manager, Creative Services regarding the Mississauga Cycling Advisory Committee brand be referred to the Active Transportation Manager.

Referred (D. Patterson)

Recommendation (MCAC-0016-2015)

- B. Arthur Lo, TDM Analyst, Region of Peel and Margie Chung, Principal Planner, Region of Peel with respect to the Active Transportation Plan Implementation Strategy's 2014 progress report.

Ms. Chung spoke to the background of the Active Transportation Plan Implementation Strategy and noted that the progress report would be going to the May 14, 2015 Regional Council meeting. She spoke to policy development, promotions and educational cycling programs, network development, project design studies and signage. She noted that their next step would be to monitor cycling usage on Regional roads.

Recommendation

That the deputation by Arthur Lo, TDM Analyst, Region of Peel and Margie Chung, Principal Planner, Region of Peel regarding the Active Transportation Plan Implementation Strategy's 2014 progress report be received.

Received (J. Giggs)

Recommendation (MCAC-0017-2015)

MATTERS CONSIDERED:

1. Administrative Matters:
 - 1.1 Items to be added under "Other Business"
 - 1.2 Minutes of Previous Meeting – March 10, 2015

Approved (G. Symons)

2. Tour de Mississauga

Dorothy Tomiuk, Citizen Member provided a verbal update regarding the Tour de Mississauga. Discussion ensued with respect to approving the service agreement with purchasing the CCN registration system for this year's Tour de Mississauga, sponsorship agreement and the Mississauga Transitway.

Recommendation

That the Mississauga Cycling Advisory Committee (MCAC) enter into an agreement with CCN for the 2015 Tour de Mississauga registration system and that the fee of \$3,644.25 be allocated in the 2015 MCAC budget.

Approved (I. Nayer)

Recommendation (MCAC-0018-2015)

3. Network and Technical Subcommittee

Donnie Morris, Citizen Member provided a verbal update regarding the Network and Technical Subcommittee. Discussion ensued with respect to the upcoming Pan Am Games and giving away 50 tickets to attend the event on July 18, 2015. Councillor Fonseca noted that she would request the tickets.

Mr. Morris noted that the Community Ride scheduled had been finalized and he requested that members send their availability to him letting him know what rides they would be attending. Discussion ensued with respect to a ride protocol sheet, safety sheet, cue sheets and including the number of kilometers on the schedule.

4. Communications and Promotions Subcommittee

No discussion took place.

5. Bicycle Friendly Community Award – Go for Silver Strategy

Jacqueline Hunter, Active Transportation Technologist provided a verbal update regarding the Bicycle Friendly Community Award – Go for Silver Strategy and noted that the City of Mississauga was awarded bronze status. She noted that a debrief would take place outlining areas that need improvement.

6. Mississauga Cycling Advisory Committee Strategic Planning for 2015

Mississauga Cycling Advisory Committee (MCAC) discussed their strategic work plan for 2015. Members noted that their areas of focus would include; cycling awareness, safety and cycling education. Discussion ensued with respect to creating a safety enforcement blitz with the Peel Regional Police, creating a budget around areas of focus, making a work plan into a calendar, researching what safety programs are already created, focusing on one specific aspect of safety and effective communication of getting safety messages out.

Recommendation

That members of the Mississauga Cycling Advisory Committee provide three (3) cycling safety objectives to the Communication and Promotions Subcommittee to be incorporated into the Committee's 2015 work plan.

Approved (I. Nayer)

Recommendation (MCAC-0019-2015)

7. Bikeways and Trails Map

Jacqueline Hunter, Active Transportation Technologist noted that the Bikeways and Trails Map would not be reprinted this year as there's a large quantity in storage and that Tim Horton's would not be sponsoring the map.

8. Bike Month 2015

Erica Warsh, TDM Coordinator provided an update regarding Bike Month. She noted that this year's Bike to Work event at the Celebration Square is created for City staff and that schools would be participating in Bike to School Week. She spoke to the bike postcard and posters to promote Bike Month.

9. 2015 Mississauga Cycling Advisory Committee - Calendar of Events

The Mississauga Cycling Advisory Committee reviewed and amended the 2015 Calendar of Events as presented.

(9)

RECOMMENDATION

That the 2015 Mississauga Cycling Advisory Committee Calendar of Events be received as amended.

Received (G. Symons)

Recommendation MCAC-0020-2015

OTHER BUSINESS

ADJOURNMENT – 9:00 P.M