

## Mississauga Cycling Advisory Committee

**Date**

December 8, 2015

**Time**

7:00 PM

**Location**

Committee Room A, 2<sup>nd</sup> Floor, Civic Centre  
300 City Centre Drive, Mississauga, Ontario L5B 3C1

**Members Present**

Donnie Morris (Chair)  
Councillor Chris Fonseca, Ward 3  
Irwin Nayer (Vice-Chair)  
Joanne deCloe  
David Daghish  
Jonathan Giggs  
Edisa Kozo  
Greg Symons (left at 7:38 p.m.)  
Barbara Hazel Tabuno  
Elaine Theriault

**Members Absent**

Roy Buchanan  
Dorothy Tomiuk

**Agency Representatives/City Staff Present**

Ben Gomberg, Manager, Active Transportation  
Andy Bate, Supervisor, Traffic Operations  
Jacqueline Hunter, Active Transportation Technologist  
Steve Barrett, Manager, Transportation Infrastructure Management  
Erica Duque, Analyst, Region of Peel

**Contact**

Angie Melo, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 5471/ Fax 905-615-4181/ Email: [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca)

**Find it online**

<http://www.mississauga.ca/portal/cityhall/cyclingadvisory>

1. CALL TO ORDER – 7:00 PM

2. APPROVAL OF AGENDA

Approved (J. deCloe)

3. DECLARATIONS OF CONFLICT OF INTEREST – Nil

4. MINUTES OF PREVIOUS MEETING

Minutes of the November 10, 2015 meeting of the Mississauga Cycling Advisory Committee.

Approved (D. Daglish)

5. DEPUTATIONS

5.5. SustainMobility (15 minute presentation)

Glenn Gumulka, Executive Director, SustainMobility, presented an overview of SustainMobility and the opportunity for the SustainMobility to host the Tour de Mississauga.

Highlights of the presentation are as follows:

- SustainMobility is an established non-profit organization with in-house marketing and promotional capacity; recognized organization in the community with municipal, provincial and federal funding organizations; a track record for securing grant funding; track record for creating, developing and growing programs, track record for sound financial management; and existing programs such as Active Switch and Bike to Work Day that have natural synergies with the Tour de Mississauga.
- SustainMobility is governed by a Board of Directors (5 Board Members), funding through Smart Commute Program: Metrolinx, Regional of Peel, City of Mississauga, and City of Toronto and a variety of fee for service contracts and service fees from Members. SustainMobility currently has 7 full-time and 3 part-time staff.

- The Tour de Mississauga Opportunity is a good strategic fit with SustainMobility's Mission Statement; is an opportunity for Mississauga Cycling Advisory Committee (MCAC) and SustainMobility to share resources and reduce costs;
- Potential governance model would be for SustainMobility staff to support MCAC volunteers and manage program operations. MCAC Members to form a program working Committee of SustainMobility. Potential for a MCAC Member to be representative on the Board of Directors..
- Decision Criteria for SustainMobility is if the Tour is financially self-sustaining; Is this a long-term partnership opportunity; and will the partnership make a positive financial contribution to SustainMobility.
- The SustainMobility Board of Directors will be meeting on December 15, 2015 to review full-cost accounting; working agreement on roles and responsibilities, revenue model, fees, and governance; decision to be reached by the end of December 2015.

Members inquired and discussion ensued regarding charging fees for the ride, expanding the Tour for longer distance rides, and MCAC Member role in the transition to SustainMobility.

Glenn Gumulka inquired about Police presence at the ride, costs associated with road closures, and the amount of City of Mississauga staff hours worked on the Tour de Mississauga. The Tour de Mississauga Financial Reports (cost/time) will be sent to Glenn for his review.

Received (J. Giggs)

Recommendation MCAC-0060-2015

## 5.2 Community Based Social Marketing Program in Mississauga in 2016 (10 minute presentation)

Erica Duque, Active Transportation Planner, Region of Peel, regarding the opportunity for a community based social marketing program in Mississauga for 2016.

Highlights of the Presentation are as follows:

- Region of Peel's medium term strategy is to increase active transportation through the creation and implementation of a Community Based Social Marketing Program (CBSM);

- A Community Based Social Marketing Program was piloted in the City of Brampton in 2015; The Region of Peel would like to pilot the same Program in the City of Mississauga in 2016;
- The Program requires partners and Mentors; the criteria for Lead Community Partners would be, organizational capacity, internal active transportation champion or mandate, access to adult communities within sites identified through Peel Region site selection process, access to adult populations experiencing transition or with identified interest in increased physical activity or healthy living, potential of current programs to be enhanced or modified by active transportation added, ongoing partnerships with other organizations who may be interested in a multi-partner CBSM Program, and physical space suitable for bicycle programming. The criteria for Mentors is, cyclist, strong communication skills, willing to share knowledge with community, willing to meet the time commitment to mentor 3 to 5 participants and lead them on community rides during the summer.

Erica Duque asked Members of the Mississauga Cycling Advisory Committee to consider being a partner, suggest, and reach out to potential partner organizations and be a mentor. Members are encouraged to send Erica Duque an email with their suggestions.

Received (D. Morris)

Recommendation MCAC-0061-2015

## 6. MATTERS CONSIDERED

### 6.1 Tour de Mississauga (30 minute discussion)

See notes above at 5.1

### 6.2 2015 Year End Report (15 minute discussion)

Jacqueline Hunter, Active Transportation Technologist provided Members with a copy of the Year End: 2015 Cycling Network Program.

### 6.3 Joint Committee of Western Lake Ontario Cycling Committee (10 minute discussion)

Irwin Nayer, advised that the proposal for Mississauga to host the Joint Committee of Western Lake Ontario Cycling Committee's Conference in May 2016 has been accepted. Irwin would like to establish a working group to organize this event.

Irwin advised that Joanne, Dorothy, Barb and Roy have expressed interest in being on the working group. Also, the role of the Chair falls on the host City; Irwin advised that if there are no objections, he would Chair the working group. No objections expressed.

6.4 Lakeview Waterfront Connection (5 minute discussion)

Jonathan Giggs provided a verbal update regarding a recent public meeting on Lakeview Waterfront Connection. Jonathan was pleased to advise that advised that cyclist's concerns expressed to the developer were very well heard and the provisions made on the multi-Use trail addresses those concerns. The design of the trail is approximately 4.5 meters in width to accommodate emergency vehicles. Jonathan described the space to be a very natural space, no lights, no washroom facilities, no picnic tables, no infrastructure, and no garbage containers. The Trail connects with Marie Curtis park and with the "Inspiration Port Credit". The Project is not yet in design stage; the Project Manager would be happy to make a deputation at a future Mississauga Cycling Advisory Committee meeting.

7. **INFORMATION ITEMS**

7.1 Etobicoke Creek Trail

Memorandum dated December 8, 2015 from Michael Gusche, Project Manager, Parks Department, Community Services, regarding the Etobicoke Creek Trail, Trailhead Signs and Wayfinding.

Councillor Chris Fonseca advised that she has yet to meet with the Ward Councillor, who has advised that he is not available to meet until the end of March 2016.

Referred (I. Nayer)  
Recommendation MCAC-0062-2015

**DATE OF NEXT MEETING**

**Tuesday, January 12, 2016** – 7:00 PM, Civic Centre, Committee Room A – 300 City Centre Drive, Mississauga, ON L5B 3C1

**ADJOURNMENT** - 8:57 PM