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## Mississauga Cycling Advisory Committee

### Date

2017/08/08

### Time

6:30 PM

### Location

Civic Centre, Committee Room A - Second Floor,  
300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

### Members

Donnie Morris, Citizen Member, (Chair)  
Irwin Nayer, Citizen Member, (Vice-Chair)  
Councillor Chris Fonseca, Ward 3  
David Daglish, Citizen Member  
Dorothy Tomiuk, Citizen Member  
Edisa Kozo, Citizen Member  
Ewelina Luczko, Citizen Member  
Greg Symons, Citizen Member  
Jonathan Giggs, Citizen Member  
Leonard Verwey, Citizen Member  
Natalie Half, Citizen Member  
Richard Dubiel, Citizen Member  
Roy Buchanan, Citizen Member

### Agency Representatives/City Staff

Brandon Quigley, Planner, Sustainable Transportation, Region of Peel  
Susan Tanabe, Acting Manager, Transportation Infrastructure Management  
Max Gill, Supervisor, Traffic Operations  
Matthew Sweet, Active Transportation Coordinator  
Jelmer Stegink, Active Transportation Marketing and Education Specialist  
Kimberly Hicks, Communications Advisor

### Contact

Stephanie Smith, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 3795  
[stephanie.smith@mississauga.ca](mailto:stephanie.smith@mississauga.ca)

### Find it Online

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

- 
1. CALL TO ORDER
  2. APPROVAL OF AGENDA
  3. DECLARATION OF CONFLICT OF INTEREST
  4. MINUTES OF PREVIOUS MEETING
    - 4.1. Mississauga Cycling Advisory Committee Previous Minutes - July 11, 2017
  5. DEPUTATIONS - Nil
  6. PUBLIC QUESTION PERIOD - 15 Minute Limit  
(Persons who wish to address the Mississauga Cycling Advisory Committee about a matter on the Agenda. Persons addressing the Mississauga Cycling Advisory Committee with a question should limit preamble to a maximum of two (2) statements, sufficient to establish the context for the question, with a 5 minute limitation. Leave must be granted by the Committee to deal with any matter not on the Agenda.)
  7. MATTERS TO BE CONSIDERED
    - 7.1. Tour de Mississauga Update and Letter of Agreement (Jelmer Stegink, Active Transportation Marketing and Education Specialist 15 minutes)
    - 7.2. Creditview Road Multi-use Trail Update – Canada150 Grant (Ward 6) (Matthew Sweet, Active Transportation Coordinator 15 minutes)
    - 7.3. Bike Challenge Update (Jelmer Stegink, Active Transportation Marketing and Education Specialist 5 minutes)
    - 7.4. Cycling on Sidewalks – Councillor Mahoney (Matthew Sweet, Active Transportation Coordinator 10 minutes)
    - 7.5. Etobicoke Creek Trail Closure (Matthew Sweet, Active Transportation Coordinator 5 minutes)
    - 7.6. Reporting Maintenance Concerns (Matthew Sweet, Active Transportation Coordinator 5 minutes)
    - 7.7. Community Rides Update (Roy Buchanan, Citizen Member 10 minutes)
    - 7.8. Communications and Promotions Subcommittee Update (Dorothy Tomiuk, Citizen Member 5 minutes)
    - 7.9. Network and Technical Subcommittee Update (Donnie Morris, Citizen Member 5 minutes)

7.10. Cycling Master Plan Update - August Update

8. OTHER BUSINESS

9. DATE OF NEXT MEETING September 12, 2017

10. ADJOURNMENT

# City of Mississauga

# Minutes



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## Mississauga Cycling Advisory Committee

**Date**

2017/07/11

**Time**

6:30 PM

**Location**

Civic Centre, Committee Room A - Second Floor,  
300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

**Members Present**

Donnie Morris, Citizen Member, (Chair)  
Irwin Nayer, Citizen Member, (Vice-Chair)  
Councillor Chris Fonseca, Ward 3  
David Daglish, Citizen Member  
Dorothy Tomiuk, Citizen Member  
Ewelina Luczko, Citizen Member  
Greg Symons, Citizen Member  
Jonathan Giggs, Citizen Member  
Leonard Verwey, Citizen Member  
Natalie Halff, Citizen Member  
Richard Dubiel, Citizen Member  
Roy Buchanan, Citizen Member

**Members Absent**

Donnie Morris, Citizen Member, (Chair)  
Edisa Kozo, Citizen Member

**Staff Present**

Brendon Quigley, Planner, Sustainable Transportation Region of Peel  
Susan Tanabe, Acting Manager, Transportation Infrastructure Management  
Matthew Sweet, Active Transportation Coordinator  
Jelmer Stegink, Active Transportation Marketing and Education Specialist  
Stephanie Smith, Legislative Coordinator

**Find it online**

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

1. CALL TO ORDER – 6:30PM
2. APPROVAL OF AGENDA  
Approved (D. Daglish)
3. DECLARATION OF CONFLICT OF INTEREST
4. MINUTES OF PREVIOUS MEETING
- 4.1. Mississauga Cycling Advisory Committee Previous Minutes - June 13, 2017  
Approved (G. Symons)
5. DEPUTATIONS – Nil
6. PUBLIC QUESTION PERIOD - 15 Minute Limit  
(Persons who wish to address the Mississauga Cycling Advisory Committee about a matter on the Agenda. Persons addressing the Mississauga Cycling Advisory Committee with a question should limit preamble to a maximum of two (2) statements, sufficient to establish the context for the question, with a 5 minute limitation. Leave must be granted by the Committee to deal with any matter not on the Agenda.)
7. MATTERS CONSIDERED  
*\*Please note that item 7.4 was discussed and moved up to item 7.1*
- 7.1. 2017 Cycling Network Program - Quarterly Update (July) - (Matthew Sweet, Active Transportation Coordinator 15 minutes)  
  
Matthew Sweet, Active Transportation Coordinator spoke to the memorandum dated July 11, 2017 entitled 2017 Cycling Network Program - Quarterly Update (July). He outlined the status and proposed schedule of the cycling network projects.  
  
Questions and comments were made by Members of the Committee about: the deferral of the Commerce Blvd project; the traffic calming project on Fieldgate Drive; if the proposed deadlines are going to be achieved; and the cancellation of the Etobicoke Creek Trail.

## RECOMMENDATION

MCAC-0026-2017

That the memorandum dated July 5, 2017 from Matthew Sweet, Active Transportation Coordinator entitled Cycling Network Program - Quarterly Update (July) be received.

Received (D. Tomiuk)

- 7.2. Ontario Municipal Commuter Cycling Program (Matthew Sweet, Active Transportation Coordinator 5 minutes)

Matthew Sweet, Active Transportation Coordinator spoke to a list of projects currently being reviewed internally by staff to be submitted for the program. He noted that the projects are dependent on funding based on the City's population.

- 7.3. Tour de Mississauga Update (Jelmer Stegink, Active Transportation Marketing and Education Specialist 10 minutes)

Jelmer Stegink, Active Transportation Marketing and Education Specialist provided an update on the Tour de Mississauga and spoke to: a Letter of Agreement; the number of Peel Regional Police on site; the opening of registration; and that communication would be sent out outlining specific tasks for the committee to assist with.

- 7.4. Erindale Park Midweek Cycling Club (Jelmer Stegink, Active Transportation Marketing and Education Specialist 5 minutes)

Jelmer Stegink, Active Transportation Marketing and Education Specialist introduced Scott Elliott, Midweek Cycling Club who provided an overview of the Midweek Cycling Club. Mr. Elliott outlined a youth midweek cycling series that takes place on Wednesday evenings at Erindale Park that teaches youth the fundamentals of cycling. He spoke to the cost of the program and enquired if the Mississauga Cycling Advisory Committee would promote the program.

Members of the Committee spoke to: the safety component, fees and curriculum associated to the program.

## RECOMMENDATION

MCAC-0027-2017

That the Communications and Promotions Subcommittee work with Scott Elliott, Vice-President, Erindale Park Midweek Cycling Club in the promotion of their cycling programs.

Referred (Councillor Fonseca)

7.5. Bike Challenge Update (Jelmer Stegink, Active Transportation Marketing and Education Specialist 5 minutes)

Jelmer Stegink, Active Transportation Marketing and Education Specialist provided an update on the Bike Challenge and outlined the website, encouraging people to sign up and if members are having issues with the website to email Mr. Stegink their problems.

Jonathan Giggs, Citizen Member spoke to uploading kilometers into the system and purchasing data from Strava.

7.6. Road Safety Committee Representative (Stephanie Smith, Legislative Coordinator 5minutes)

Stephanie Smith, Legislative Coordinator enquired who from the Committee would want to be appointed to the Road Safety Committee as a representative from the Mississauga Cycling Advisory Committee.

RECOMMENDATION  
MCAC-0028-2017

That Leonard Verwey, Citizen Member be appointed to the Road Safety Committee as a representative from the Mississauga Cycling Advisory Committee.

Approved (Councillor Fonseca)

7.7. Community Rides Update (Roy Buchanan, Citizen Member 10minutes)

Roy Buchanan, Citizen Member provided an update on the 2017 Community Rides and spoke to: the average attendance at each ride; the positive reviews received from riders; the current Thursday start time; that some children are not being supervised by an adult; some riders not riding single file; the schedule for the remaining rides; and that he created a new Ride With GPS account for all future community ride routes to be created in.

Members of the Committee engaged in discussion regarding: expectations of the lead ride marshal; needing to know in advance who will be attending to ensure there are enough marshalls; the 6:15pm Thursday start time; and stage departures to ensure safety briefings are being communicated to all participants.

7.8. Communications and Promotions Subcommittee Update(Dorothy Tomiuk, Citizen Member 5 minutes)

Dorothy Tomiuk, Citizen Member spoke to the 2016 Phil Green Award recipient attending the upcoming Cooksville Ride with Phil Green and that the subcommittee continues to promote the Community Rides.

Jonathan Giggs, Citizen Member spoke to surveying participants of the Community Rides to receive feedback on the program.

Discussion ensued with respect to attracting new riders to participate in the Community Rides and the start time of the rides.

7.9. Network and Technical Subcommittee Update (Irwin Nayer, Vice-Chair 5 minutes)

No discussion took place.

7.10. Cycling Master Plan Update - July 2017

Irwin Nayer, Citizen Member spoke to the Cycling Master Plan (CMP) working group meeting that previously took place where they discussed: commuter routes; network operations; and that an improved Master Plan is being achieved.

Members of the Committee engaged in discussion regarding: what else the Committee can do to promote the CMP Update; and the attendance of the Open House. Jelmer Stegink, Active Transportation Marketing and Education Specialist spoke to engaging residents to participate in the CMP.

RECOMMENDATION

MCAC-0029-2017

That the memorandum dated June 6, 2017 from Pauline Craig, Cycling Master Plan Coordinator entitled Cycling Master Plan Update – July 2017 be received.

Received (J. Giggs)

8. INFORMATION ITEMS - Nil

9. OTHER BUSINESS – Nil

10. DATE OF NEXT MEETING - August 8, 2017

11. ADJOURNMENT – 8:25PM



## **Letter of agreement - Tour de Mississauga 2017**

The City of Mississauga, SustainMobility and the Mississauga Cycling Advisory Committee are establishing a partnership to organize the 2017 Tour de Mississauga. This letter of agreement summarizes the assumed responsibilities for all partners as outlined in the Corporate Report titled *2017 Tour de Mississauga*, dated May 31, 2017, attached to this agreement and adopted by City Council on June 7, 2017.

### **ROLES AND RESPONSIBILITIES:**

#### *City of Mississauga*

The City of Mississauga is responsible for organizing the event including but not limited to:

- Event planning and operations
- Route planning and operations
- Obtaining approval for road closures and the required permits
- Organizing the Start and Finish line festival
- Establishing rest stops, including the provision of refreshments
- Promotion of the event through digital and traditional marketing campaigns
- Pursuing Sponsorship
- Providing customer service to participants with respect to event related inquiries prior to, during and after the event.
- Securing the necessary Insurance

#### *SustainMobility*

SustainMobility will support the City by:

- Managing the event website and online registration system;
- Managing the day-to-day finances and event bookkeeping. SustainMobility will receive the registration, sponsorship and grant revenue and pay event invoices;
- Hiring a cycling operations manager to assist with route planning prior to the event and route operations on the day of the tour.
- Provide support with event promotions including managing social media accounts, email marketing and graphic design; and.
- Provide support with the Ministry of Transportation road safety community partnership grant application.

#### *Mississauga Cycling Advisory Committee (MCAC)*

MCAC will support the City by:

- Providing \$5,000 from the annual committee budget to help cover event expenses;
- Recruiting volunteers to help with the event planning process in the 12 weeks leading up to the event; and
- Recruiting volunteers to help manage event operations on Saturday, September 16<sup>th</sup> and Sunday September 17<sup>th</sup>, 2017.

## FINANCIAL RECONCILIATION

At the conclusion of the event SustainMobility will provide the City with a full accounting of the events revenue and expenses. If the event generates an operating loss, the City of Mississauga will reimburse SustainMobility. If the event generates an operating profit, SustainMobility will retain this profit, in full, to fund the 2018 Tour de Mississauga. If the event is cancelled the profit will be given to the City of Mississauga.

City of Mississauga

Helen Noehammer, Director Transportation Infrastructure Planning

SustanMobility

Glenn Gumulka, Executive Director

Mississauga Cycling Advisory Committee

Donnie Morris, Committee Chair

Appendix: Corporate Report Tour de Mississauga

# City of Mississauga

## Corporate Report



Date: 2017/05/16

To: Chair and Members of General Committee

From: Geoff Wright, P. Eng, MBA, Commissioner of  
Transportation and Works

Originator's files:

Meeting date:  
2017/05/31

## Subject

**2017 Tour de Mississauga**

## Recommendation

That the report titled 2017 Tour de Mississauga, dated May 16, 2017 from the Commissioner of Transportation and Works be approved with the following recommendations:

- a) That the Active Transportation Office take the lead role in the planning and execution of the 2017 Tour de Mississauga event, with assistance from SustainMobility and the Mississauga Cycling Advisory Committee;
- b) That the event structure be changed to significantly lower the cost and effort to organize the 2017 event; and
- c) That the Active Transportation Office report back to Council before year end with recommendations for the management of subsequent Tour events.

## Report Highlights

- The Active Transportation Office will take a lead role, with support from SustainMobility and the Mississauga Cycling Advisory Committee, to organize the 2017 Tour de Mississauga.
- In an effort to create a sustainable business model, the event structure will be simplified to significantly lower the time and resources required to organize the event.
- The simplified event structure will focus on shorter routes and creating a comfortable environment for novice cyclists including children, families and 'interested but concerned' residents to experience a fun day on their bicycles.
- The transformation of the event is in line with the mandate and recommendations of Mississauga's Cycling Master Plan. The Plan aims to motivate more residents to cycle more often and build a culture where cycling is an everyday activity.
- Without the involvement of the Active Transportation Office, the 2017 Tour de Mississauga will have to be canceled.

## Background

The Mississauga Cycling Advisory Committee (MCAC) started the Tour de Mississauga in 2007. Over the years the event has motivated thousands of Mississauga residents to cycle and has become one of Canada's largest cycling events.

On April 10, 2013, Council adopted the following recommendation (GC-0187-2013):  
 "That during the next term of Council, MCAC be directed to present a business model for the 'Tour de Mississauga' to determine if it will be a community-run event or a City-run event, including City resources required, for approval of the Budget Committee."

In response to Council direction, MCAC and City staff considered several options and recommended that a local third-party non-profit organization, SustainMobility, take over the organization and management of the Tour in 2016.

On February 10, 2016, Council approved the following recommendation (GC-0077-2016):

1. That the letter dated December 18, 2015 from Glenn Gumulka, Executive Director, SustainMobility, regarding the management of the Tour de Mississauga, be received for information.
2. That the Members of the MCAC support the transfer of the management of the Tour de Mississauga to SustainMobility.
3. That the Tour de Mississauga Subcommittee of the MCAC continue to work with SustainMobility on the Terms and Conditions relating to the transfer of the management of the Tour de Mississauga to SustainMobility.

SustainMobility agreed to take over the management and organization of the 2016 Tour de Mississauga. The 2016 event took place on Sunday, September 18, with 3,300 participants. SustainMobility introduced registration fees for longer distances, increased safety measures, and provided directional signage and rest stops - delivering a great experience for participants. The event was successful and both the Active Transportation Office and MCAC were satisfied with the event and SustainMobility's management.

In April 2017, SustainMobility informed City staff that they cannot manage the 2017 Tour de Mississauga (Appendix 1). SustainMobility advised that due to increasing demands from several core projects they cannot dedicate the staff time required to manage the 2017 Tour de Mississauga. In addition to the staffing constraints, SustainMobility's Board of Director has identified an increased financial risk for their organization for 2017. The operating loss is expected to grow due to increasing costs and sponsorship revenue uncertainty.

## Comments

### Introduction

In response to SustainMobility's letter, the Active Transportation Office met with SustainMobility and MCAC to discuss possible solutions for the future of the event. All parties want the event to continue. In an effort to create a sustainable model for the Tour de Mississauga, the Active Transportation Office, SustainMobility and MCAC propose partnering to pilot a new event structure for the Tour's 10th year anniversary. The new simplified event structure will focus on:

- Motivating more Mississauga residents to cycle more often
- Creating a comfortable environment for novice cyclists including children, families and 'interested but concerned' residents, to experience a fun day on their bicycles
- Showcasing Mississauga's cycling network

The group aspires to transform the Tour into a family-oriented cycling event that celebrates cycling in Mississauga. The new target demographic, shorter routes and simplified event structure will significantly lower the time and resources required to organize the event. The transformation of the event is in line with the mandate and recommendations of Mississauga's Cycling Master Plan. The Plan aims to motivate more residents to cycle more often, and build a culture where cycling is an everyday activity.

### Partnerships

The Active Transportation Office, SustainMobility and MCAC are proposing to partner to develop a sustainable event model for the future, and to ensure the event takes place in 2017. The proposed roles and responsibilities for each partner are:

- *Active Transportation Office* - Lead in organizing the event, responsible for the promotion, planning and execution of the Tour.
- *SustainMobility* – Will manage the event website, social media platforms and registration process. They will hire and manage an event coordinator for 3 months (paid for through the event's budget) to assist the Active Transportation Office with promotion, planning and execution of the event. SustainMobility will also manage the day-to-day financial transactions. They will receive the sponsorship, grant and registration revenue and will pay event invoices.
- *MCAC* - Will assist with the promotion, planning and execution of the event.

With Council's approval to proceed with the Tour de Mississauga, a letter of agreement will be prepared to outline these roles and responsibilities in greater detail.

### Event Structure

The revised structure relies on simplified and shorter routes to make the event easier and less expensive to organize. The long routes (80K, 100k, and 120K) will be replaced with short routes to provide opportunities for novice cyclists to participate in the event. The 2017 event will offer

5K, 10K, 25K and 50K routes that will use existing cycling infrastructure and quiet residential roads wherever possible, to create a comfortable cycling experience for participants and minimize the impact on the community.

### Business Model

The 2017 Tour de Mississauga business model will rely on three revenue sources to cover the cost of organizing the event:

- Sponsorships – \$7,500 will be raised through sponsorship sales and renewals
- Grants – \$15,000 from the Region of Peel has been confirmed and \$5,000 from the Mississauga Cycling Advisory Committee is pending.
- Registration fees – Charging nominal registration fees is necessary to create a sustainable business model for the event.
- Proposed fees are:

ROUTE	REGISTRATION FEE*
5K	\$5
10K	\$10
25K	\$15
50K	\$20

\*For all routes children under 16 years of age ride for free

### Refreshments

It is proposed that ice cream be provided at the end of the Tour instead of a burger/hot dog lunch that has been the practice in the past. This will result in a savings of approximately \$12,500 which will significantly simplify event operations.

### Registration Process

The 2017 Tour de Mississauga proposal is for on-line registration administered by SustainMobility and pick-up of event packages at local bike shops. This would significantly reduce staff time and costs.

### Staff Impact

A key objective of the Mississauga Cycling Master Plan is to “Foster a Culture Where Cycling is an Everyday Activity”. As part of the phased Cycling Master Plan implementation, the Active Transportation Office expanded with the addition of a full-time Marketing and Education Coordinator in 2016. The Coordinator is responsible for developing and implementing a marketing and education strategy based on the 2010 Cycling Master Plan recommendations.

The 2017 Tour de Mississauga event structure fits within the new promotion and education strategy that focusses on motivating more Mississauga residents to cycle more often.

The Marketing and Education Coordinator will take the lead in organizing the 2017 Tour, with the assistance of SustainMobility, MCAC and two Active Transportation summer students who have recently been hired. It is expected that the event's impact on City staff will be minimal outside of the Active Transportation Office.

## Strategic Plan

The proposed 2017 Tour de Mississauga aligns with three of the strategic pillars identified in Mississauga's Strategic Plan:

- *Move* – The Tour is a superb way to encourage people to get out of their cars and try cycling in our city.
- *Connect* – The Tour provides an opportunity to explore Mississauga's neighbourhoods, connecting people to the communities where they live and play.
- *Green* – The Tour introduces Mississauga residents to a green, healthy way to travel – bicycling.

## Financial Impact

The management and organization of the 2016 Tour de Mississauga was assumed by SustainMobility and the event resulted in a \$33,000 operating loss to SustainMobility. It is anticipated that the 2017 Tour de Mississauga structure could break even due to lower operating costs estimated between \$40,000 and \$70,000. This cost estimate is based on the revised event structure, new refreshment proposal and change in registration process. The business model relies on three revenue sources: grants, sponsorship and registration fees, to generate between \$27,500 and \$48,750 in revenue:

Revenue Sources	Confirmed Contribution	Pending Contribution	Total Contribution
Grants	\$15,000	\$5,000	\$20,000
Sponsorship	\$0	\$7,500	\$7,500
Registration Fees	\$0	\$21,250	\$21,250
<b>Total Revenue</b>	<b>\$15,000</b>	<b>\$33,750</b>	<b>\$48,750</b>

- Grants - Region of Peel - \$15,000 (confirmed) and MCAC - \$5,000 (pending)
- Sponsorship - 3 out of the 5 sponsors from the 2016 event are expected to renew at \$2,500 each.

- Registration Fees - \$21,250 estimate is based on 1,500 paying participants. This represents approximately 45% of the 3,300 participants from the 2016 Tour. It is hoped that participation will be higher.
  - 5K Route – 250 paying participants at \$5 = \$1,250
  - 10K Route – 250 paying participants at 10 = \$2,500
  - 25K Route – 500 paying participants at \$15 = \$7,500
  - 50K Route – 500 paying participants at \$20 = \$10,000

There is some risk of an operating loss for the 2017 Tour de Mississauga event due to the introduction of a registration fee for participants above the age of 16. The reduced scope of the event for 2017 should, however, reduce overall operating costs, due to changes in refreshments provided and the registration process. The three major parties - Active Transportation Office, SustainMobility and MCAC are collaborating to ensure that the 10th anniversary Tour event will take place this year. However, if there is an operating shortfall, the City will be responsible to cover the loss. The Transportation and Works Department did not budget funding for the 2017 Tour de Mississauga.

## Conclusion

The Active Transportation Office must take a lead role in the management and organization of the 2017 Tour de Mississauga in order to ensure its continued success. In an effort to create a more sustainable event, the event structure needs to be simplified to significantly reduce the time and resources required to organize the event. Staff is confident that the revenue generated through sponsorships, grants and registration fees can cover the majority, if not all, of the event costs.

The simplified event structure will focus on shorter routes, creating a more comfortable environment for novice cyclists including children, families and 'interested but concerned' residents to experience a fun day on their bicycles. This event structure supports the mandate and recommendations of Mississauga's Cycling Master Plan; which aims to motivate more residents to cycle more often, and build a culture where cycling is an everyday activity.

## Attachments

Appendix 1: Letter from SustainMobility




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Geoff Wright, P. Eng, MBA, Commissioner of Transportation and Works

Prepared by: Jelmer Stegink, Marketing and Education Coordinator



**Stephanie Smith**

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**Subject:** FW: cycling on sidewalks

**Sent:** 2017/07/24 10:18 PM

**To:** Matt Mahoney; Mayor Bonnie Crombie

**Subject:** cycling on sidewalks

Dear Mr. Mahoney and Mayor Crombie,

Today I was shaken by a gentleman on a motorized bicycle scooting past me on the right while walking along Glen Erin Drive—he moved onto the grass on my right to pass me. Two weeks ago I was similarly shaken by a gentleman peddling furiously and riding as fast as the cars, though he was on the sidewalk along Burnhamthorpe on the north side of South Common Mall.

I understand there are some conflicting rules/regulations about who is allowed to enforce no riding bicycles on the sidewalk. I believe that those who are allowed to give moving violations are not allowed on the sidewalk and those who are allowed on the sidewalk are not allowed to give moving violations. I may not be exactly correct, however the situation is something similar to what I have described.

You may recall that a couple years ago a woman in Toronto was killed by a cyclist who was riding on the sidewalk, I believe along Bloor Street. He hit her and she hit her head and died of head injuries.

I am not interested in this event repeating itself in Mississauga; most certainly not with me as the pedestrian.

I request that there be sufficient changes made, as soon as possible, to both publicize (could be done right away) and then enforce (might take a bit more time) that riding bicycles on the sidewalk is illegal. This will promote safety for pedestrians such as myself.

Thank you for your time.



City of Mississauga  
Transportation and Works Department  
201 City Centre Drive, Suite 800  
MISSISSAUGA, ON L5B 2T4  
mississauga.ca

July 7, 2017

## Re: Etobicoke Creek Trail Closure, Hwy 401

Dear Resident,

The Ministry of Transportation is undertaking work to rehabilitate four bridge structures over Etobicoke Creek on Highway 401 (see map on reverse). The nature and duration of the work requires the closure of the Etobicoke Creek Trail where the trail runs underneath Highway 401.

The Etobicoke Creek Trail under Highway 401 will be closed as of July 17, 2017.

Construction is anticipated to take place between May 2017 and the end of 2019. Project timing is subject to change based on funding, planning, design, environmental approvals and construction requirements.

Appropriate notification signage will be installed along the trail to alert residents and trail users to the closure.

AECOM has been retained by MTO's Operations Office to undertake the work.

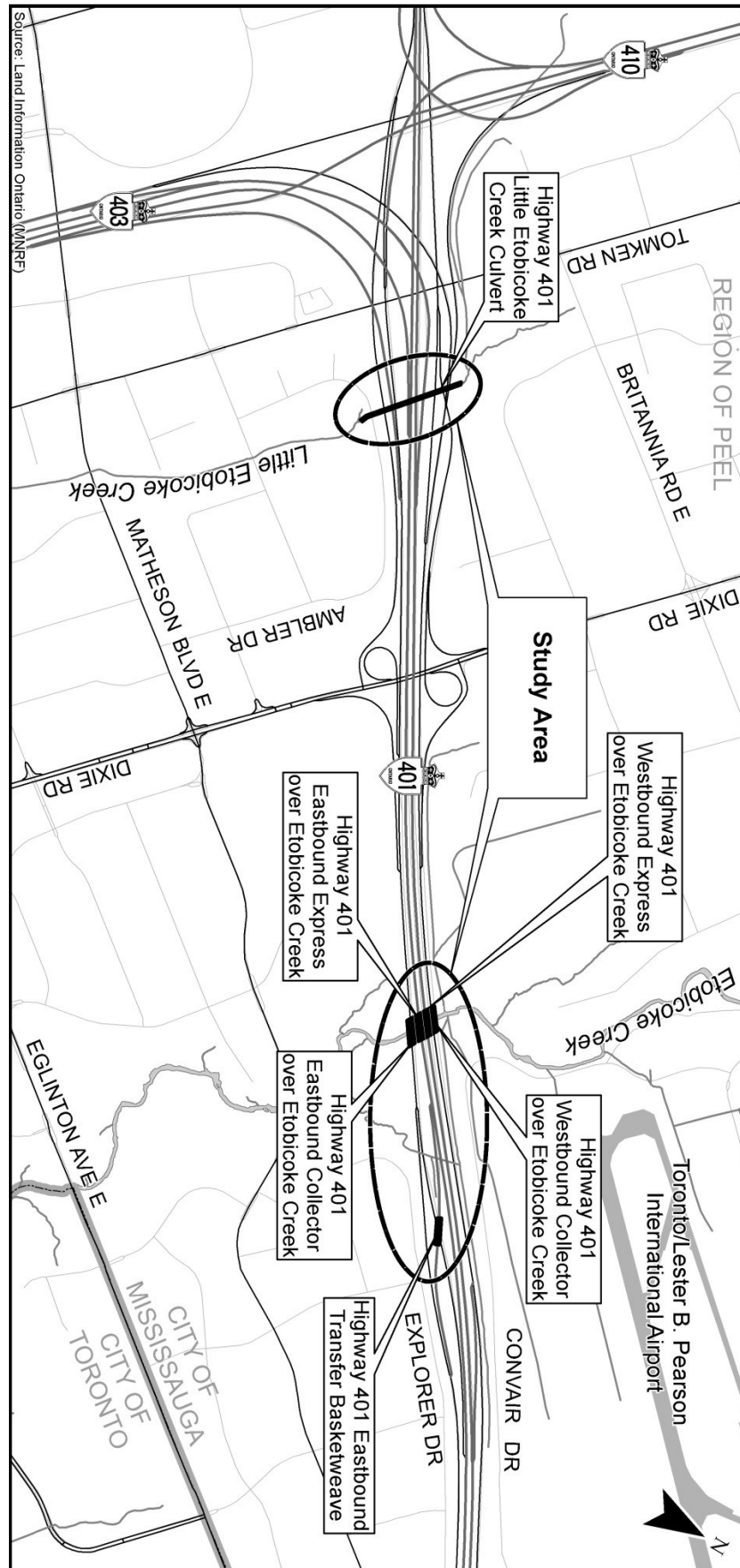
Questions or concerns can be directed to Peter Wessenger, Contract Administrator at Tel: 705-571-4565; Email: [peter.wessenger@aecom.com](mailto:peter.wessenger@aecom.com).

Sincerely,

Matthew Sweet  
Active Transportation Coordinator  
Phone: 905-615-3200 ext. 4026  
[matthew.sweet@mississauga.ca](mailto:matthew.sweet@mississauga.ca)

c: Councillor C. Fonseca, Ward 3

## Project Scope



# City of Mississauga Memorandum



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Date: 2017/08/02

To: Chair and Members of Mississauga Cycling Advisory Committee

From: Pauline Craig

Meeting Date: 2017/08/08

Subject: Cycling Master Plan Update - August Update

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## **Introduction**

The following summary provides an update on the activities undertaken for the Does Cycling Move You project (Cycling Master Plan Update) and upcoming milestones. The project is at the end of Phase 2: Identifying Needs and Opportunities.

## **Project Schedule:**

In order to accommodate a thorough review of the cycling network and the six key areas of focus by all stakeholders, the second public meeting for the Does Cycling Move You project will be held later in the year than first anticipated. The new date for the second public meeting is Wednesday November 29th. The meeting location is still to be determined but will be located in the city centre. The project team does not anticipate that this change to the meeting date will affect the final deadline for the project.

## **Cycling Policies**

Phase 2 of the Does Cycling Move You project has included an assessment of the needs and opportunities for cycling in Mississauga. Six key areas of focus identified at the outset of the project, have been confirmed and reinforced based on the information gathered and analyzed in Phase 2. These areas of focus are: Bike Parking, Bike Share, Marketing and Education, Improving Bicycle Facility Operations (safety and level of comfort), and Monitoring/Measuring Success.

## **Cycling Network Review**

Information collected from internal stakeholders, Mississauga residents and MCAC working group members is now being applied to a comprehensive review of the cycling network. The review will identify areas where cycling network routes need to be updated. Cycling facility types identified in the 2010 plan are also under review and will be updated as needed.

## **Does Cycling Move You website**

Comments continue to be submitted via the project website. Since the site was launched, 2,300 visits have been recorded, with 1,691 people visiting at least one page. Approximately 31% of all visitors to the site are visiting multiple pages, downloading documents and/or engaging with the tools.

**Cycling Survey**

The Cycling Survey is still active. Since fall/winter 2016, there have been 2,077 responses to the survey. Of these, 457 responses have been collected since the launch of the Does Cycling Move You project.

**Media:**

The Does Cycling Move You project will be featured in the upcoming issue of Modern Mississauga Magazine. Councillor Fonseca and Pauline Craig (Project Lead) were interviewed for this article. The magazine is set to be released on the Modern Mississauga website the week of August 7<sup>th</sup> (<https://www.modernmississauga.com/digital-magazine>) with print versions to follow later in August.

**Social Media:**

The following table shows the social media statistics for the Does Cycling Move you project since the project was launched.

Twitter	14	43,711	650
Facebook	2	25,526	315
LinkedIn	1	7,288	72

Engagements are the total number of times a user has interacted with a tweet, LinkedIn or Facebook post. An interaction includes retweets/shares, replies/comments, reactions/likes or clicking anywhere on the tweet/post including: links, hashtags, media, profile, or detail expands.

Impressions are when a tweet, Facebook or LinkedIn post has been delivered / viewed on the news stream of a particular account.

**Pop-up Information Sessions:**

Pop-up information sessions are being planned for late summer / early fall. The next information session will be held on August 14th, at Meadowvale Community Centre 4 pm to 7 pm.

**Next CMPU Working Group Meeting**

The next CMPU working group meeting is scheduled for September 11, 6:30pm – 8:00 pm, Committee Room D.



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