
Mississauga Cycling Advisory Committee

Date

2019/07/09

Time

6:30 PM

Location

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

Members

Councillor Chris Fonseca (Chair)
Anna Tran, Citizen Member
Earl Close, Citizen Member
Guy Winchester, Citizen Member (Vice-Chair)
Heather Martyn, Citizen Member
Kris Hammel, Citizen Member
Jeff Fleming, Citizen Member
Laiq Siddiqui, Citizen Member
Larry Lindsay, Citizen Member
Paulina Pedziwiatr, Citizen Member
Rosanna Chacko, Citizen Member
Sunil Sharma, Citizen Member
Suzanne Doyle, Citizen Member (Vice-Chair)

Agency Representatives/City Staff

Manvir Tatla, Project Manager, Sustainable Transportation, Region of Peel
Jeremy Blair, Manager, Transportation Infrastructure Management
Matthew Sweet, Manager, Active Transportation
Max Gill, Supervisor, Traffic Operations
Raymond Lau, Project Manager – Engineering, Park Development
Kimberly Hicks, Communications Advisor

Contact

Stephanie Smith, Legislative Coordinator, Legislative Services
905-615-3200 ext. 3795
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 Minutes - June 11, 2019

5. **DEPUTATIONS**

5.1. Raymond Lau, Project Leader Engineering and Jakub Kilis, Credit Valley Conservation regarding the Culham Trail

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 (Matthew Sweet, Manager Active Transportation 10 minutes)

7.2. Network and Technical Subcommittee Update (10 minutes)

7.3. Promotions and Communications Subcommittee Update (10 minutes)

7.4. Bicycle Friendly Communities Workshop Summary (Matthew Sweet, Manager, Active Transportation 15 minutes)

7.5. Bike Lanes Tenth Line (Matthew Sweet, Manager, Active Transportation 5 minutes)

7.6. Bike the Creek Event (Councillor Fonseca 5 minutes)

8. **OTHER BUSINESS**

9. **DATE OF NEXT MEETING** - August 13, 2019

10. **ADJOURNMENT**

City of Mississauga

Minutes



Mississauga Cycling Advisory Committee

Date

2019/06/11

Time

6:30 PM

Location

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

Members

Anna Tran, Citizen Member
Earl Close, Citizen Member
Guy Winchester, Citizen Member (Vice-Chair)
Heather Martyn, Citizen Member
Kris Hammel, Citizen Member
Jeffery Fleming, Citizen Member
Laiq Siddiqui, Citizen Member
Larry Lindsay, Citizen Member
Paulina Pedziwiatr, Citizen Member
Rosanna Chacko, Citizen Member
Sunil Sharma, Citizen Member
Suzanne Doyle, Citizen Member (Vice-Chair)

Members Absent

Councillor Chris Fonseca (Chair)
Jeffery Fleming, Citizen Member
Laiq Siddiqui, Citizen Member

Present Agency Representatives/City Staff

Manvir Tatla, Project Manager, Sustainable Transportation, Region of Peel
Matthew Sweet, Manager, Active Transportation
Kimberly Hicks, Communications Advisor
Stephanie Smith, Legislative Coordinator

Find it online

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

1. CALL TO ORDER ☐ 6:34PM

Guy Winchester, Citizen Member Chaired the meeting.

2. APPROVAL OF AGENDA

Approved (R. Chacko)

3. DECLARATION OF CONFLICT OF INTEREST ☐ Nil4. MINUTES OF PREVIOUS MEETING

4.1. Mississauga Cycling Advisory Committee Minutes - May 14, 2019

Approved (A. Tran)

5. DEPUTATIONS ☐ Nil6. PUBLIC QUESTION PERIOD ☐ Nil

(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 CONSIDERED7.1. Network and Technical Subcommittee Update (20 minutes)

Kris Hammel, Citizen Member provided an update on the Network and Technical Subcommittee and noted that the subcommittee is seeking an additional member.

Guy Winchester, Citizen Member spoke the Infrastructure Review Project and outlined the goals and tasks; improving cycling in the city of Mississauga; that committee members would be tasked with assessing network segments; survey completion date; and project completion date.

Matthew Sweet, Manager, Active Transportation spoke to the Infrastructure Review Project, the types of findings that should be recorded, budget allocations and workload. Sunil Sharma, Citizen Member enquired about the definition of a cycling segment, the sorting of the data received from Committee Members and timeframe of the City to

review cycling segments. Mr. Winchester responded to questions and spoke to the prioritization of the priorities.

RECOMMENDATION

MCAC-0040-2019

That Guy Winchester, Citizen Member be appointed to Chair of the Network and Technical Subcommittee for the period ending November 14, 2022, or until a successor is appointed.

Approved (K. Hammel)

RECOMMENDATION

MCAC-0041-2019

That the Infrastructure Review Project be approved as presented.

Approved (K. Hammel)

7.2. Promotions and Communications Subcommittee Update (20 minutes)

Anna Tran, Citizen Member spoke to the draft 2019 Mississauga Cycling Advisory Committee Work Plan.

Matthew Sweet, Manager, Active Transportation spoke to the funding of the Tour de Mississauga.

Guy Winchester, Citizen Member spoke to the mandate of the Tour de Mississauga and the advisory role of the committee.

Discussion ensued with respect to: funding the Tour de Mississauga, the mandate of the Committee; a formal sponsorship agreement in place with the new sponsor; and the City of Mississauga Bikes website.

RECOMMENDATION

MCAC-0042-2019

That Anna Tran, Citizen Member be appointed to Chair of the Promotions and Communications Subcommittee for the period ending November 14, 2022, or until a successor is appointed.

Approved (S. Sharma)

RECOMMENDATION

MCAC-0043-2019

That the Mississauga Cycling Advisory Committee Work Plan be deferred to the July MCAC (MCAC) meeting for further consideration.

Approved (S. Sharma)

7.3. Cycling Program 2019 June Update (Matthew Sweet, Manager, Active Transportation 10minutes)

Mr. Sweet spoke to the memorandum dated May 31, 2019 from Fred Sandoval entitled Cycling Program 2019 June Update.

Members of the Committee enquired about the deferral of projects and the carried over cycling projects. Mr. Sweet spoke to the deferral of projects.

RECOMMENDATION

MCAC-0044-2019

That the memorandum dated May 31, 2019 from Fred Sandoval entitled Cycling Program 2019 June Update be received.

Received (H. Martyn)

7.4. Mississauga Cycling Advisory Committee Terms of Reference (5 Minutes)

Members of the Committee approved the Terms of Reference as presented.

RECOMMENDATION

MCAC-0045-2019

That the amended Mississauga Cycling Advisory Committee Terms of Reference be approved.

Approved (P. Pedziwiatr)

7.5. Share the Road Conference Call Update (Matthew Sweet, Manager, Active Transportation 10 Minutes)

Mr. Sweet spoke to the proposed legislation and the regulatory measures emanating from the Share the Road conference call.

Members of the Committee spoke to the proposed changes and working with the Provincial Government.

7.6. Bicycle Friendly Communities Workshop Summary (Matthew Sweet, Manager, Active Transportation 5 minutes)

Mr. Sweet provided an update on the Bicycle Friendly Communities Workshop and that a follow-up Open House is scheduled for June 26, 2019.

Heather Martyn, Citizen Member enquired about the work plan assignments to the Committee. Mr. Sweet responded and provided clarification.

RECOMMENDATION

MCAC-0046-2019

That the Bicycle Friendly Communities Workshop Summary be referred to the July Mississauga Cycling Advisory Committee for further consideration.

Referred (K. Hammel)

7.7. Bike Signals and Trail Barriers (Matthew Sweet, Manager, Active Transportation 10 minutes)

Mr. Sweet spoke to the Corporate Report dated April 4, 2019 entitled Review of Bicycle Traffic Signal Installations.

Susan Doyle, Citizen Member enquired about the concerns raised from the previous Mississauga Cycling Advisory Committee. Sunil Sharma, Citizen Member spoke to the feedback provided from the Road Safety Committee and that the green paint is missing from the Winston Churchill Boulevard location. Manvir Tatla, Project Manager, Region of Peel spoke to the concerns with the green paint treatment at the Region and that he would provide an update to the Committee regarding the status of the cross-rides in the Region.

Guy Winchester, Citizen Member enquired about future plans to install additional cross-rides. Mr. Sweet spoke to future projects and the costs associated to the cross-rides.

7.8. Vision Zero Education and Marketing Working Group Update (Matthew Sweet, Manager, Active Transportation 5 minutes)

Mr. Sweet spoke to the Vision Zero Education and Marketing Working Group Update and that the Terms of Reference allow for a Member of Mississauga Cycling Advisory Committee to sit on the working group.

RECOMMENDATION

MCAC-0047-2019

That Suzanne Doyle, Citizen Member be appointed to the Vision Zero Education and Awareness Working Group.

Approved (P. Pedziwiatr)

7.9. Dundas and Confederation Improvements (Matthew Sweet, Manager, Active Transportation 5 minutes)

Mr. Sweet spoke to the concerns previous raised regarding the intersection of Dundas and Confederation and noted that proposed changes are being implemented.

RECOMMENDATION

MCAC-0048-2019

That the email dated April 18, 2019 from Kris Hammel, Citizen Member entitled Dundas and Confederation Improvements be received for information.

Received (S. Doyle)

7.10. E-bikes Update (Matthew Sweet, Manager, Active Transportation 5 minutes)

Mr. Sweet spoke to the classification of e-bikes according to the Traffic Bylaw and the enforcement.

Members of the Committee spoke to the matter and made the following comments: e-bikes being allowed on multi-use trails; the weight of e-bikes; that the Government is currently reviewing the regulation of e-bikes; and the definition of an e-bike.

RECOMMENDATION

MCAC-0049-2019

That the update on E-bikes Update from Matthew Sweet, Manager, Active Transportation be received.

Received (K. Hammel)

7.11. Cambridge's New Bike Lane Law is 'Bikelash'-Proof (Earl Close, Citizen Member 5 minutes)

Mr. Close spoke to an article regarding Cambridge Massachusetts making bike lanes law and the Mississauga Cycling Master Plan. Susan Doyle, Citizen Member expressed support of the program.

Mr. Sweet noted that the City of Mississauga's Master Plan is policy and spoke to the College-Way project.

Guy Winchester, Citizen Member spoke to the traffic density in the City of Mississauga compared to Cambridge's.

RECOMMENDATION

MCAC-0050-2019

That the news article entitled Cambridge's New Bike Lane Law is 'Bikelash'-Proof be received for information.

Received (S. Doyle)

8. OTHER BUSINESS

Kris Hammel, Citizen Member spoke to the Tactical Urban Event.

9. DATE OF NEXT MEETING - July 9, 201910. ADJOURNMENT □ 9:00PM (R. Chacko)

DRAFT

2019 MISSISSAUGA CYCLING ADVISORY COMMITTEE WORK PLAN

PRIORITIES	DELIVERABLE	LEAD	FOLLOW-UP	ESTIMATED COSTS	STATUS	START DATE	FINISH DATE	NOTES / COMMENTS
MCAC PROJECTS - Maintain MCAC Committee Integrity - Develop and maintain MCAC Committee member's knowledge, experience, and expertise	MCAC Website	Communication and Promotions Subcommittee	NA	\$ 269.90	Ongoing	January 1, 2019	December 31, 2019	• Payment for Yearly Domain Registration Fee *Need to keep until 2020
	Participation in Conferences, Bike Show, Meetings, and Seminars by MCAC Committee Members	Mississauga Cycling Advisory Committee		\$ 5,000.00	Ongoing	January 1, 2019	December 31, 2019	• Conferences, Meetings, and Seminars regarding Cycling Initiatives (e.g. Bike Shows, etc.)
	Phil Green Award	Communication and Promotions Subcommittee	Kimberly Hicks	\$ 100.00	Ongoing	January 1, 2019	December 31, 2019	• Cost towards purchasing the plaque (Award to an individual that is promoting or furthering cycling or other forms of sustainable transportation in the City of Mississauga) *K. Hicks able to provide media support
	Promotions & Participation	Communication and Promotions Subcommittee	Mattea Turco	\$ 1,500.00	Ongoing	January 1, 2019	December 31, 2019	• Promote various events of partnered local organizations (e.g. Amazing Green Race, Great Waterfront Trail Adventure, Share the Road: Greg's Ride, etc.) *Add small piece in Mississauga News with photo *Able to piggyback off of City of Brampton • Participate in events <u>Cost of booth (Bike Show Toronto)</u> *1-2 booths - \$695 + HST (1 table, 2 chairs) *3-4 booths - \$525 + HST (2 tables, 4 chairs) *5+ booths - \$455 + HST (3 tables, 6 chairs) -Public engagement -Education on Vision Zero and cycling safety -Promote cycling opportunities (e.g., brochures) Single booth is 10' x 10' (100 sq ft)
	Registration for Award Applications	Mississauga Cycling Advisory Committee	Kimberly Hicks	\$ 500.00	Ongoing	January 1, 2019	December 31, 2019	• Cycling Master Plan Update
	Bike Month (May 27 - June 30, 2019)	Communication and Promotions Subcommittee	Kimberly Hicks	\$ -	Not Started	May 27, 2019	June 30, 2019	• Advertise on Social Media Platforms (e.g. Facebook, Twitter, MCAC Website, etc.)

2019 MISSISSAUGA CYCLING ADVISORY COMMITTEE WORK PLAN

PRIORITIES	DELIVERABLE	LEAD	FOLLOW-UP	ESTIMATED COSTS	STATUS	START DATE	FINISH DATE	NOTES / COMMENTS
	Bike to School Week (May 27 - May 31, 2019)	Communication and Promotions Subcommittee	Kimberly Hicks	\$ -	Not Started	May 27, 2019	June 30, 2019	• Advertise on Social Media Platforms (e.g. Facebook, Twitter, MCAC Website, etc.)
	Bike to Work Day (May 27 - June 2, 2019)	Communication and Promotions Subcommittee	Kimberly Hicks	\$ -	Not Started	May 27, 2019	June 2, 2019	• Advertise on Social Media Platforms (e.g. Facebook, Twitter, MCAC Website, etc.)
	Year End Report to Council	Mississauga Cycling Advisory Committee		\$ -	Not Started	October 1, 2019	December 31, 2019	• Update members of Council on accomplishment related to the Committee (need to create PPT)
Tour de Mississauga	Tour de Mississauga	Mississauga Cycling Advisory Committee	NA	\$ 5,000.00	Not Started	January 1, 2019	December 31, 2019	MCAC members to continue to provide support for Tour de Mississauga (organized by Sustain Mobility)
Network and Technical Sub-Committee	TBC	Mississauga Cycling Advisory Committee		\$ -	Not Started	January 1, 2019	December 31, 2019	TBC

TOTAL COSTS FOR MCAC PRIORITIES	\$ 12,369.90
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As of June 27, 2019



Mississauga

Bicycle Friendly Communities Workshop

March 11, 2019

Summary Report and Recommendations

Prepared by the Share the Road Cycling Coalition

Mississauga Bicycle Friendly Communities Workshop – March 2019

Summary Report

On March 11, 2019 as part of the City of Mississauga's ongoing efforts to build a stronger culture of cycling, The Share the Road Cycling Coalition facilitated a Bicycle Friendly Communities Workshop for the City of Mississauga. The purpose of this Workshop was to help identify a path forward for the City to become more bicycle friendly through the development of new programs, projects and partnerships to make cycling more comfortable and accessible to all residents and visitors to the area. More than 50 community members, Municipal staff and City councilors heard new ideas and contributed their local expertise about how Mississauga can become a better place for cycling during a full-day, stakeholder focused workshop.

The Bicycle Friendly Communities Workshop focused the efforts of attendees on developing strategies to advance new programs to support cycling – the City's plan for new cycling infrastructure is already well underway through the development of the Cycling Master Plan, and it was the goal of this workshop to identify ways that new programs can serve to support the future infrastructure development and start to build a stronger culture of cycling in Mississauga.

During the workshop, participants helped to:

- identify the existing cycling assets and some of the challenges faced within the community;
- discuss opportunities for developing new programs, projects and partnerships to foster a stronger culture of cycling in Mississauga;
- articulate a five-year vision for cycling in Mississauga; and
- develop a two-year workplan for making progress toward that vision.

FIVE-YEAR VISION

The following vision for Mississauga to build a more bicycle-friendly community over the next five years (or sooner) was compiled based on the feedback received from workshop attendees and on best practices from other Bicycle-Friendly Communities across North America. The vision also takes into consideration available resources within the community.

By 2024, Mississauga aspires to be great places for people to ride their bikes. Over the next five years,

- Mississauga residents will have new opportunities to learn cycling skills, both on bikes and in a classroom setting, to help to build a stronger culture of respect on the roads.
- Mississauga's schools will have active transportation ingrained into their everyday activities through efforts like School Travel Planning and the development of new cycling education programs
- Residents will have access to a wide variety of special events where walking and cycling are a key component of the event experience, including Open Streets events and an expansion of the existing Community Rides initiative.
- Incentive programs, Bike Share and Bike Valet programs will make riding a bike a rewarding and enjoyable experience in Mississauga
- Peel Regional Police will play an expanded role in promoting safe cycling and responsible road use by all users through the development of new bylaw enforcement units, positive ticketing campaigns and more.
- Strong Complete Streets and Development Policies will ensure that future development in Mississauga is done in such a way that walking and cycling are easy choices for new residents.
- Ongoing data collection, including through automated counters, video detection, resident surveys and more will help to make the case for further investment in active transportation in Mississauga.

While this vision may sound ambitious, through collaborative action focusing on the essential elements of being a Bicycle Friendly Community, we are confident that Mississauga can achieve meaningful progress towards these goals, especially if undertaken in tandem with infrastructure improvement. The essential programmatic elements of a more Bicycle Friendly Mississauga by 2024 are:

- **Education** – A more coordinated effort will be made by the various agencies and stakeholders working on cycling to ensure that education about cycling – both teaching people how to ride bikes safely and teaching people how to share the road with cyclists when driving, is made more available to the community. Mississauga will have several trained cycling instructors, and will offer courses to new and experienced riders to help encourage safe, legal cycling practices. All schools in Mississauga will have access to Bike Rodeos and other cycling education programs, and most schools will have an Active School Travel Plan to help students get to school actively and safely where possible. Educational efforts will also include public awareness campaigns designed to create better interactions between people driving and people cycling, as well as a focused campaign discussing the value of active transportation to the community.
- **Encouragement** – introducing new programs designed to get residents excited about cycling again is key to creating a culture of cycling. Mississauga will host a variety of different events during Bike Month which will make it easy and fun for residents to get back on their bikes. Bike Valet will be provided at popular community events and high-demand locations to ease the burden on parking spaces, and more information about cycling will be available online. Community rides, signature cycling events and Open Streets events will be regular features in Mississauga, and will help to grow the culture of cycling in the community.
- **Enforcement** – Peel Regional Police and local bylaw officers will patrol Mississauga's trails and roads by bike more often, making cycling a more visible part of the City's identity. Mississauga will have bylaws relating to cycling that will reflect best practices across the province, and will engage community partners, including the PRP, in educating the public about changes to the Highway Traffic Act.
- **Evaluation & Planning** – Mississauga will be a leader in Ontario in the field of data collection about cycling, including cataloguing near-misses, gathering trip to school data and utilizing technology to count active transportation users, including permanent counters and video detection. More information about active transportation in Mississauga will be collected and shared publicly, including trail user surveys and economic impact assessments. Bike counters and GIS data will be collected regularly to assess the success of Mississauga's cycling programs.

The workplan that follows, organized under the 5 Es of the BFC Program (with the exception of Engineering), outlines recommended actions Mississauga could take in the next two to three years to help it work towards achieving this 5 year vision. With more than 50 attendees at the Workshop, it was not surprising that the initial list of potential actions was quite long and varied, and contained far more than would be realistic to achieve in a short time as outlined within this report. The initial list of brainstormed actions has been refined to include a number of high-impact activities, many of which are proven to be best practices in communities across North America.

It is important to remember that there are many ways to build a more bicycle-friendly community. This report contains suggestions for one path that could be followed to get there, however, it may be possible for Mississauga to substitute other actions that are not included in this plan and still achieve this five year vision for increasing bicycling.

DRAFT

WORKPLAN

PRIORITY ACTIONS: *This workplan features recommendations from across the 5 Es of the Bicycle Friendly Communities Program – Engineering, Education, Encouragement, Enforcement and Evaluation and Planning. Through the course of the Workshop, attendees refined a short list of priority actions to be undertaken in the immediate term – these actions are presented below.*

Priority Action Area # 1 – Public Awareness Campaigns

Attendees identified a need for a broad, coordinated effort to educate the general public about the benefits of cycling and the roles and responsibilities of all road users on Mississauga's Roadways. With the City of Mississauga adopting a Vision Zero Strategy to complement the Region of Peel's new Vision Zero Strategy, the timing is right to produce a wide-ranging cultural shift in Mississauga about how transportation is viewed. The recommendations offered in this section can help the City and its partners to develop a coordinated, cost-effective campaign to encourage safer road use and to help residents change their travel patterns.

Foundational Action: Create a Coordinated Road Safety Education Strategy

Currently there are several stakeholders working on Road Safety Initiatives in Mississauga and Peel Region, and it is unclear if there is a coordinated effort by those entities to ensure that their messaging is coordinated among the various groups. Groups and agencies currently working to promote active transportation and improve road safety in Mississauga include, but are not limited to:

- MCAC,
- The Mississauga Road Safety Committee,
- Mississauga Traffic Safety Council
- Peel Regional Police,
- Peel Region Vision Zero Task Force
- Peel Region Public Health
- Peel Region Sustainable Transportation Department
- The Canadian Automobile Association (CAA)
- MiWay

Each of these stakeholders are working to share messaging about improving road safety and to encourage more sustainable transportation, but if each group is working in isolation to create new messaging, then the results will not be as powerful as if all these groups worked together to develop a single set of messages. Bring stakeholders together and create a unified Road Safety Education Strategy with unified branding and

messaging, specific timelines for sharing certain messages and a plan to ensure maximum impact for those messages, including opportunities for media engagement, special events and social media outreach. As part of the development of the Strategy, establish a working group made up of representatives of each of the stakeholders who are working to share road safety and sustainable transportation messaging, and host quarterly meetings to define and review messaging and communications tactics, review progress on implementation and to update the Strategy as necessary. Also consider producing annual reports as the Strategy progresses to be able to track the efficacy of the tactics used and make modifications as required to maximize the value of the program.

Implementation:

As the City moves forward with the development of an education strategy, it is important to identify an agency or stakeholder to lead the development of the strategy internally. This agency will be responsible for coordinating messaging, bringing stakeholders together and determining the final configuration of the strategy, including design of any collateral pieces related to the campaign and the tactics used to disseminate them. You may consider engaging an external consultant to bring the group together, undertake consultations to determine messaging, prepare resources and aid in the implementation of the strategy as well.

Be sure to engage important stakeholders within the City as the Strategy is developed to ensure that their input is heard when messaging is developed and that they are invested in the Strategy so that they will share messaging with their networks. These stakeholders include, but are not limited to:

- Newcomer Services Organizations
- Sheridan College
- University of Toronto at Mississauga
- Peel Environmental Youth Alliance
- Neighbourhood Associations
- Business Improvement Associations
- Chamber of Commerce
- Seniors' Organizations
- Cycling Clubs

While these stakeholders may not be in the “core” group who is developing the strategy, their feedback and their networks will be important to craft an effective, widely shared Strategy. Be sure to engage them early and often in the process. Below is a list of suggested actions to take in order to implement the Education Strategy.

Recommended Actions	Description	Groups	Timeline
<p>Identify education programs/campaigns that could be replicated or modified for use in Mississauga to help engender a spirit of cooperation among all road users on the roads in Mississauga.</p>	<p>Other communities have created and tested education videos and campaigns, so why reinvent the wheel? Adapting existing resources and developing a dissemination plan can yield impressive results at a reduced cost. Good examples of existing programs include:</p> <ul style="list-style-type: none"> • It Moves Us All (Share the Road and CAA) • Give Space, Lighten Up (Share the Road) • Stay Safe Stay Back (Share the Road) • You Know Me I Ride a Bike (Fort Collins, Colorado) • A Metre Matters (Peterborough County) • Thumbs Up Waterloo Region (Waterloo Region) • Share the Road – Blue Mountains • Simcoe County Videos • City of Edmonton Cycling Videos • Winter Wheels (Peterborough) • Safe Cycling Thunder Bay's Cycling Videos <p>Consider adapting existing programs to suit your needs or utilizing assets that can be shared universally to reduce production costs.</p>	<p>MCAC, Regional Road Safety Communications Strategy Team</p>	<p>2019-2020</p>
<p>Utilize your existing community assets to deliver cycling education to youth, seniors and New Canadians</p>	<p>Consider integrating cycling skills education into activities already taking place at community destinations like the YMCA, Recreation Centres, Libraries, Senior's Centres, newcomers' centres and more. You can offer introduction to cycling courses, bike maintenance clinics or Try-A-Bike Bike rental programs at these existing community assets. A cycling skills day could be a great addition to a Day Camp program or an ongoing physical activity program.</p>	<p>MCAC YMCA, Seniors' Centres and Newcomers' Groups. Parks and Recreation Staff</p>	<p>2020</p>
<p>Bring cycling safety education to where community members already are by creating a mobile cycling education and repair booth</p>	<p>The most important thing about cycling education is not reaching those who are already biking – it's reaching those that aren't cycling yet. Create a booth to be deployed at community events that has educational materials, including information about basic bike repair, to help encourage residents and visitors to try cycling again.</p>	<p>MCAC</p>	<p>2019</p>

Ensure that the dedicated portal for cycling on the City of Mississauga's website is relevant and always up to date	Having a website for Mississauga's Cycling information is a great step forward, but the current online ecosystem of information regarding cycling in Mississauga was identified as a concern by attendees at the workshop. Work to ensure that Mississaugabikes.ca is clearly identified as a City-affiliated website (currently it is unclear that it is an official City website), and work to make sure that the website provides up-to-date information about upcoming events, infrastructure projects and ways to get involved.	MCAC, City Communications Staff	Ongoing
Create educational resources to distribute to parents in Mississauga about sharing the road with cyclists and encouraging their kids to get to school actively	Parents are role models to their children – if they share the road safely, ride legally and wear bike helmets, their kids are more likely to do those things as well. Send resources home with kids from school to reach parents at home encouraging them to ride with their kids and informing them of upcoming events that include bikes. Resources are available on the Active and Safe Routes to School website here.	MCAC School boards Public Health	2020
Establish Targeted Cycling Education Materials	There is no one-size fits all approach to teaching residents how to ride a bike safely and legally. Workshop attendees suggested creating a variety of cycling education resources, specifically: <ul style="list-style-type: none"> • Senior's cycling education¹ • Family cycling education and bike clubs • Women-specific cycling education² • Bike Maintenance workshops³ • Educational efforts targeted at new Canadians 	MCAC Cycling Instructors	Spring 2020 and ongoing
Run "Stay Safe, Stay Back" trucking campaign within Mississauga⁴	Local professional truck drivers should be ambassadors for safe driving practices and training them on how to share the road safely with cyclists will help them be good role models. All materials for this campaign are available from Share the Road.	Public Health, Peel Regional Staff, City Staff Large Employers	2020

¹ For an excellent example of a Senior's cycling education program, see the information from Thunder Bay included in Appendix C of this report.

² See more information about creating women's only cycling courses, see Safe Cycling Thunder Bay's Toolkit on page 34 here:

<https://drive.google.com/file/d/0B9kLHG53n0-3MDIUXJKZkRCMU0/view>

³ A version of a bike maintenance workshop curriculum developed by New Hope Community Bikes in Hamilton is included in the appendices of this report.

⁴ This campaign has recently been adopted by the City of Toronto, City of Ottawa, Tomlinson, Cavanagh and Karson Group. Digital resources are "ready-made" for printing and sharing online. Contact bfc@sharetheroad.ca for more details or visit www.staysafestayback.ca

Priority Action Area # 2 – Increased School Participation in PSARTS Programming

One of the other major priorities identified by attendees at the Workshop was the need to expand the number of schools in Mississauga that are participating in Peel Safe and Active Routes to School (PSARTS) programming. With the existing Traffic Safety Council and PSARTS programming taking place at approximately 20 schools across Mississauga, attendees saw this as an area where the City can grow a base of active residents around community hubs – in this case, schools.

Workshop attendees identified a target of **50 schools** engaged in PSARTS work by the end of 2022 – a significant and ambitious growth in the City and the Region’s existing efforts. In order to attain this level of growth, a number of tactics and activities were suggested – these are listed below.

Action	Description
Ensure that the School Boards are represented on the PSARTS Committee	Lack of representation by the local school boards was identified as a primary concern by attendees at the workshop. Consider extending an invitation through the City of Mississauga’s Traffic Safety Council to the School Board representatives that sit on that committee to also be a part of the PSARTS Committee on an ongoing basis to ensure that School Board policies align with the broader goals of encouraging active travel.
Expand the pool of trained instructors to deliver training	Establish a Cycling Instructor Training Fund to help expand the number of certified instructors within Mississauga. Consider training teachers and school administrators as part of the Fund to ensure that schools have the internal capacity to run events like Bike Rodeos without having to rely solely on external instructors. It is recommended that the MCAC work with Share the Road to identify the most up-to-date resources for cycling education, to train those instructors and to have them available to deliver new educational materials within the community.
Establish a goal of hosting a Bike Rodeo and Bike to School Week in each school in Mississauga by the end of the 2020-2021 school year.	Bike Rodeos and Bike to School Week can be an excellent way to form a relationship with a new school that can then be leveraged to build a longer-term relationship through official engagement in the Active School Travel process. Bike Rodeos can be an excellent way to introduce students to cycling techniques. Consider investing in a fleet of bikes that can be used by students who do not have access to their own bike to make the Bike Rodeos as inclusive as possible.

Develop Priority Cycling Routes around each school in Mississauga	Through the Active School Travel Process, identify safe routes for cycling to school that extend to a 2-3km radius around the school. This is a short 10-15 minute bike ride for students to get to school, and if there are identified safe routes (and potentially parents riding those routes regularly with their children along those routes) then parents can feel more comfortable allowing their children to ride as well.
Track School Travel Trends over time	Simple Hands-Up Surveys can be used to analyze transportation habits, and how schools are seeing change as they implement Active School Travel Programming. Keep track of trends using BikeWalkRoll , a simple online system that helps schools to see how their travel trends change over time.
Expand Cycling Programs into High Schools	High Schools have very different requirements than elementary and middle schools when it comes to shifting transportation habits – consider undertaking a program to empower students and faculty at High Schools to take ownership of their own cycling program, providing resources and other assistance as requested to those schools to help them grow their internal culture of cycling. The City of Brampton created a very useful guide to starting a High School Cycling Program – consider launching a similar effort in Mississauga.

Priority Action Area # 3 – Open Streets Events

Attendees expressed a strong desire to see Mississauga undertake more Open Streets Events, providing residents with the opportunity to see their community at a more human scale and experience walking and cycling in a low-stress, vehicle free environment.

Open Streets events are expanding across North America, giving residents a chance to experience their community at a more human scale. An Open Streets Event is different from a traditional street festival in that the priority for the event is not constant activity along the corridor, but rather the creation of a temporary linear “park” along public spaces that are normally used primarily for moving automobiles. Best practices for Open Streets Events are to create activity nodes connected by stretches of road or trail that are closed to vehicular traffic, providing residents with the space to move, explore and enjoy their community at a human scale⁵. Look to incorporate the Open Streets idea into existing community events which already focus on the pedestrian and community experience⁶, and to create new opportunities for Open Streets events where community members can explore their City on foot or by bike. Consider hosting an event in 2020 to celebrate the City’s work to promote cycling and active transportation and to introduce residents to new infrastructure that has recently been completed. Work to identify a project budget, a location, a community partner list, sponsors and consider having Recreation and Culture Staff lead the development of the event.

Priority Action # 4: Bike Valet

Volunteers in Windsor greet riders at their bike valet. Well-trained volunteers are a key component to a successful bike valet!



Bike Valet works like a coat check, but for your bike. You arrive at an event, check your bike in at a staffed, secure, fenced location and receive a ticket. At the end of the event, you trade your ticket in to receive your bike. Attendees were excited about the idea of a Bike Valet service in Mississauga, and felt

⁵ For more information about best practices for Open Streets Events, see this guide produced by 8-80 cities here:

<http://www.healthiestpracticeopenstreets.org/>

⁶ A great example of a successful Open Streets Event is Peterborough – see information here: <http://www.ptbopulse.com/>

that it would be a positive addition to the City's cycling efforts.

Mississauga is renowned for their special events - people come from all over Ontario and beyond to attend the festivals and celebrations in the area, and each event is a great opportunity to reduce the burden of parking and demonstrate the community's commitment to cycling! To ensure a successful bike valet, be sure to:

- Put the bike valet in a highly visible, convenient location. Make Bike Valet the best option for parking!
- Staff the Bike valet with knowledgeable volunteers or staff who are able to engage patrons in discussions about safe cycling in Mississauga – use Bike Valet as an opportunity to educate while parking bikes.
- Make the Bike Valet look professional and welcoming with a tent, tables, chairs, fencing and plenty of bike storage.
- Advertise before hand, and ensure that Bike Valet is available consistently at community events – the more residents and visitors see it, the more likely they are to try it!

Attendees identified the Bread and Honey Festival, Buskerfest and one of the weekly Farmers Markets as good places to host Bike Valet, although that should not be considered an exhaustive list. Every time there is an event in Mississauga where large numbers of people are gathering in a central location, Bike Valet is a great opportunity to reduce parking demand and show support for cycling in a highly visible way!

Ensure that the Bike Valet is in a visible, conspicuous location close to the areas people want to visit – making biking to the event the easiest option for parking is the best way to get more people to leave their cars at home!

Be sure to include the costs of setting up and running a Bike Valet in event budgets, and also consider offering incentives for people who use the bike valet (discounted tickets, special offers, giveaways etc) for the first little while until the valet service well-known enough to be self-sustaining.

Be sure to partner with Celebration Square Staff, since many events that happen in that location would be ideal opportunities to set up a Bike Valet. To ensure consistency for every event, create a "Bike Valet Kit" that has all of the information and materials that are required to operate a successful bike valet, and be sure to have at least one trained "lead volunteer" at each event to oversee operations.

Workplan: Bike Share

One of the aspects that came up at the workshop was the potential for the operation of a Bike Share system in Mississauga, potentially one that could connect with Bike Share Toronto as an expansion system. Bike Share systems have evolved very rapidly in the past 5 years, and are now flexible enough to accommodate cities of any shape or size. For a great primer, be sure to see the latest version of the [Bikeshare Planning Guide](#), updated in 2018 to reflect the changing nature of bike share systems. The suggestions from the workshop identified a path towards having a fully functioning Bike Share system by 2020. The necessary steps for a system to become a reality are:

1. Issue an RFP for a Bike Share Pilot project.
 - For the pilot to be successful, it is suggested that you concentrate the service in an area where potential ridership is high – areas like Streetsville, Port Credit and the City Centre would be ideal places for the Bike Share pilot to begin.
 - Responsible agencies: City Manager's Office, Engineering Services, Purchasing Services
2. Undertake a pilot project to evaluate the success of the Bike Share project
 - Ensure that the pilot provides sufficient operational time to adequately capture trends over multiple cycling seasons, potentially by having the program run for 18-24 months
3. Expand the Bike Share Pilot to a full, permanent system based on the results of the Pilot
 - Once the Pilot period is over and the results are analyzed, roll out a full Bike Share system across areas of Mississauga based on the demand and the potential for cycling in those areas. If Bike Share is paired with a network of high-quality cycling infrastructure, [experience has shown](#) that it can have transformational impacts on the cycling culture of a community.
 - Remember that Bike Share works best when [station density is high](#) – so focus on providing a quality service over a smaller area rather than trying to overextend the reach of the system and risking spreading it too thin. Better to have a successful program over a smaller area that can grow than a failing system over a large area!

Workplan: Bike Parking

A consistent topic identified at the workshop was the need for more bike parking all across Mississauga. Below are suggestions to make bike parking more easily accessible across the City.

Recommended Actions	Description	Groups	Timeline
Expand the availability of bike parking all over Mississauga, with a specific focus on trip generators – major employment areas, downtowns, recreation centres etc.	Undertake a bike parking inventory ⁷ to determine where bike parking is available and where gaps exist. Ensure that bike parking is available at all municipally owned facilities, and work to ensure that bike parking is provided at major destinations in the community. Ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP) found here .	Engineering staff Parks and Recreation Staff Operations / Public Works Staff MCAC	ASAP
Consider partnering with a local high school to manufacture new bike racks	There are excellent examples from around Ontario where municipalities and BIAs have partnered with local Secondary or Post-Secondary schools to fabricate new bike racks ⁸ . Consider a similar partnership to create visually interesting bike parking solutions BIAs in Mississauga.	MCAC, BIAs, Chambers of Commerce, High Schools	2019-2020
Create a Bike Rack Partnership program, where the City purchases a large number of bike racks and makes them available at cost to businesses and other stakeholders	Small business owners and other community stakeholders have a lot on their plate – researching best practices for bike racks is not likely to be high on their task list. Ensure that the bike parking that they provide on their property is of sufficiently high quality by purchasing a large number of racks, making them available at cost and helping them select an installation site and offer installation assistance as well ⁹ . Also consider offering businesses the opportunity to be included on the City's cycling map if they	Chamber of Commerce, BIAs, Local Businesses, Public Works / Operations Staff	2018

⁷ For a simple example of a bike parking inventory, see what the City of Winnipeg did here: <http://downtownwinnipeg.biz.com/wp-content/uploads/2013/06/BIZ-Map-Bike-Parking-PUBLIC-June-2013-final.pdf>

⁸ For an excellent example of such a partnership, see page 9 of the 2016 Bicycle Friendly Communities Yearbook, profiling bike racks built at Belleville's Loyalist College: http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf

⁹ For an excellent example of a program like the one described here, see what Thunder Bay has done with their Bike Racks for Businesses program: http://www.thunderbay.ca/Living/Getting_Around/Active_Transportation/Bike_Parking/Bike_Racks_for_Business.htm

	can show that they have adequate bike parking, or if they agree to purchase new bike parking capacity.		
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EDUCATION:

Most of the suggested actions arising from the Workshop are captured under the Priority Actions #1 and #2 in this report, however, there are some additional actions that could be undertaken to increase education about safe cycling in Mississauga that were identified at the workshop. These actions are listed below.

Recommended Actions	Description	Groups	Timeline
Deliver Cycling Education Through the Parks and Recreation Department	Day camps can be a great way to teach kids how to ride safely and legally while also expanding the areas that are accessible to campers. Encourage campers to bring their bikes, then use the travel between destinations as an opportunity to engage in real-world learning about safe cycling skills. This can also help to show youth what is possible within their community by bike, and encourage them to think differently about how they choose to travel through their community. By offering these courses through Parks and Recreation, you are also helping to bring education to the place where children and families are already gathering.	MCAC, Parks and Recreation Staff, Active Transportation Staff, Cycling Instructors	2020
Offer Bike Maintenance Workshops and Clinics in unconventional spaces in Mississauga	Consider creating a Bike Maintenance Workshop that can be taken to different community centres, libraries, schools and community events to help residents learn the “ABCs” of bike maintenance. For many riders, a flat tire, a chain falling off or a worn out brake pad can mean that they stop riding, so equipping people with the skills to make these basic repairs can improve rider confidence and help keep more people riding.	CultureLink, MCAC, Active Transportation Staff	2020
Utilize existing community assets like libraries or community centres as spaces to discuss cycling and stage community rides	It was suggested at the Workshop that Mississauga develop a series of events at libraries and community centres to bring cycling to residents in the places they are already gathering. Each event could feature a bike maintenance workshop followed by a short ride to highlight low-stress routes that connect with other amenities (stores, places of worship, schools etc) in the area.	MCAC, CultureLink, Active Transportation Staff	2020

Consider the creation of an Active School Charter for the City of Mississauga	Consider requesting that the local School Boards adopt an Active, Safe and Sustainable Travel Charter ¹⁰ to codify efforts to get more students travelling to and from school in an active and sustainable fashion.		
Create New Bike “Swag Bags” to hand out with each new bike sold in Mississauga	The point of sale where a person buys a new bike is a powerful opportunity to engage with them about safe cycling habits. Consider creating kits that feature lights, bells, information about safe riding (potentially the Mississauga Cycling Handbook) and a voucher for a cycling education course.	MCAC Bike retailers Active Transportation Staff	2020

¹⁰ For a good example of a similar Charter, see the Charter from the Toronto District School Board here: <https://www.tdsb.on.ca/About-Us/Innovation/Active-Transportation-Charter>

Spotlight on: Effective Cycling Education



Employees in Thunder Bay learn cycling skills during their lunch hour.

Cycling Education:

- Should be taught by a certified cycling instructor.
- Should be offered at flexible times, with a variety of courses available – consider a focus on beginner cycling courses*.
- Should ideally be offered on-site at large employers as a lunch and learn series.
- Should feature simple messaging for new riders, such as “stay off the sidewalks”, “stay visible and predictable”, and “always signal your intentions”.



Volunteers with Cycle Toronto hand out lights to riders to keep them visible while riding at night

Throughout the workshop, attendees emphasized that many residents don't know the rules of the road as they apply to bikes – whether they're on a bike or behind the wheel. Every effective cycling education campaign has two main parts – one focused on those who ride and one on the general public.

Education for people who drive:

- Should emphasize that people on bikes have a right to be on the road.
- Should focus on safe, courteous passing in accordance with the 1m safe passing law.
- Should feature messaging that emphasizes that people cycling are neighbours and community members.



Thunder Bay's “You Know Me, I Ride A Bike” campaign emphasizes that people on bikes are members of the community just like people who drive.

Attendees identified some key ideas to create better relationships between people driving and people cycling.

1. Humanizing the people on bikes – encouraging riders to tell their story, to highlight the fact that they're community members and neighbours.
2. Getting community leaders, especially Municipal Councillors, on bikes to better understand what the infrastructure and experience is like on two wheels.
3. Broad promotion of the rights and responsibilities of each road user – encouraging cyclists to signal, ride legally etc. and letting drivers know what to expect from riders – it's the unpredictability that often causes animosity.

*Note – Share the Road is currently working to modernize the cycling education curriculum in Ontario to make it more user-friendly. Follow along with our progress at www.sharetheroad.ca/education and be sure to reach out to our staff before undertaking any education activities to see what support we offer.

ENCOURAGEMENT: *Creating a strong bike culture that welcomes and celebrates bicycling through incentives, promotions and events that inspire and enable people to ride.*

Attendees felt that there was significant room to grow the encouragement efforts within Mississauga. Attendees identified a number of programs to encourage Mississauga residents to get back on their bikes, & also highlighted the importance of working with schools and businesses in the area to make cycling more comfortable for their employees & their guests. The workplan outlined here identifies programs that fall into 3 categories: **Shifting Up** are programs that already have a foundation in Mississauga, but could be expanded to have a bigger impact. **Sprint** programs are those that don't require a significant investment of time and resources to get off the ground, but that could help to build momentum and support for cycling. **Long Haul** programs are those that would require more investment of time and resources, but could have a significant impact on how residents travel around Mississauga in the long run.

Encouragement Workplan: Shifting Up

These programs are either already underway in Mississauga or they have a strong foundation laid for their success. In most cases, these suggestions are to take what the City is already doing and expand it to reach more people.

Recommended Actions	Description	Groups Involved	Timeline
Expand the City's offerings of community rides to cover all areas of the City and offer rides in all seasons.	Mississauga's Community Rides have been a great asset to the culture of cycling in the City, and attendees at the workshop expressed a desire to see the rides expand both in number and in frequency throughout the year, spanning into all four seasons. Consider partnering with BIAs and other community groups to offer rides in each ward throughout the City, and offer at least one ride during each season, especially in the Winter Months, to highlight the growing popularity of winter cycling. Ensure that the rides retain their community-focused, family-friendly feel. See the "Spotlight on: Social Rides" section of this report for more information and suggestions	MCAC and community partners	Ongoing
Engage Councillors in Community Rides in their Ward	As you expand the number of Community Rides to include all Wards in the City, work to invite local City Councillors to come out and either host the ride or join the ride in their area, even if their involvement only goes as far as welcoming riders to their ward or saying a few words at the end of the ride wherever the ride wraps up.	MCAC, City Council	2020
Expand the number of local businesses participating in the Ontario By Bike Network	Ontario By Bike provides an excellent resource for cycle tourism in your community. Encourage businesses to play a more active role in promoting cycling by talking to them about the benefits of joining Ontario By Bike, and encouraging more businesses to provide bike parking, water bottle refills and other amenities for cyclists.	MCAC, Economic Development, BIAs Chamber of Commerce, Ontario By Bike	2019
Offer Ride Hosting Insurance to stakeholder groups around the City	One of the barriers to community groups hosting community rides is a fear of liability, especially for non-profits and local organizations. If the City is able to offer insurance coverage through the MCAC to any sanctioned community ride, that would help ensure that more of these rides take place, and that the City does not have to bear sole	City Legal Staff Active Transportation Staff MCAC	2020

	responsibility for organizing these rides as they grow and spread around the City.	Community Groups	
Continue to host Bike Month festivities in 2018 and beyond, expanding the number and variety of programs each year.	June is Bike Month in Ontario – and it is a great time to encourage new riders to get back on their bikes. Bring community partners together to form a Mississauga Bike Month working group to decide what kinds of events should be held and to organize those events. See the “Spotlight on Bike Month” section of this report for more information and suggestions, and check out Share the Road’s collection of Bike Event “Recipe Cards” for more inspiration.	MCAC	Ongoing

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Encouragement Workplan: Sprints

These are new programs suggested by attendees that don't require a significant investment of resources to get off the ground. While the impact of each individual program may not be transformative, when taken together, all of these suggestions would result in significant development to the cycling culture in Mississauga.

Recommended Actions	Description	Groups Involved	Timeline
Support stakeholders working on cycling by developing a Cycling Education and Innovation Fund to support new programs and projects within the community	Often, stakeholders within the community are ideally situated to deliver new programs, but they lack the necessary resources to do so. Consider creating a Cycling Education and Innovation Fund for Mississauga to support community partners in developing new cycling programs and scaling up their existing efforts. This is an excellent way to support your cycling champions and to ensure that they are able to use their connections to grow the culture of cycling in Mississauga.	MCAC, City Council, Grants Committee	ASAP
Create a Mississauga Cycling Wayfinding Strategy to provide riders with clear signage throughout the City	One of the areas that attendees identified as needing improvement was for the City to establish a consistent, easily understandable set of wayfinding signage standards for trails and on-road cycling infrastructure ¹¹ . Signage should include directions and distance to popular destinations as well time estimates to arrive. These can help give new riders a better understanding of what is possible by bike in their community, since people who aren't currently cycling tend to dramatically overestimate how long it will take to travel between destinations on a bike. Consider working with neighbouring municipalities and the Region of Peel to ensure that standards are consistent across municipal boundaries.	MCAC, Peel Region Active Transportation Staff	2020
Create a series of neighbourhood cycling loops in Mississauga, connecting residents from their homes	While Mississauga may not have an abundance of routes that will take riders safely between some of the neighbourhoods and areas of the City, the City does have many routes that can help residents to move safely within their neighbourhood. Consider creating a number of	Neighbourhood Associations, Active Transportation	2020

¹¹ For an excellent and very detailed signage standard, see what RTO7 (Bruce-Grey-Simcoe) has created here: https://rto7.ca/RTO7/media/RTO7-Public-Documents/RT07_signmanual_revDec2017_FINAL_annotated.pdf

to neighbourhood destinations	“Neighbourhood Access Bikeways” to help residents access the amenities that lie within an easy bike ride of their home, utilizing existing trails, residential streets (with traffic calming elements, if possible) and high-quality cycling infrastructure where it is available. Ensure that these routes are well signed and clearly marked, with information about the popular destinations that lie along or adjacent to the route clearly indicated ¹² .	Staff, BIAs	
Launch Bike to Shop, Bike to Church / Mosque and other campaigns aimed at normalizing Everyday cycling	Only about 20% of the trips people make are for commuting purposes, yet Bike to Work is often one of the only focal points of promotional efforts. Often, community destinations like local stores, churches, mosques, recreation centres etc are all close enough to bike to, but most residents still choose to drive. Create campaigns to encourage and normalize trips to these popular destinations. To help encourage residents to do some of their shopping by bike, consider offering low-cost panniers or baskets to residents so that they can experience the difference that a bike equipped with even a small amount of cargo-carrying capacity can make for your everyday trips.	MCAC Faith leaders BIAs Active Transportation Staff	2020
Create a Series of Neighbourhood Rides centred on schools	A lack of knowledge about the routes around schools can lead parents to choose driving rather than walking or cycling. Consider organizing a series of walks and rides around schools in Mississauga to showcase some of the low-stress routes to access the schools as a way of encouraging parents to change their travel patterns for their children.	PSARTS MCAC City Active Transportation Staff	2020
Work with Seniors’ Groups in the community to offer a series of Seniors Social Rides	Whether it is Seniors, Women, New Canadians or any other group, people tend to like riding with other people with similar skill levels and interests as themselves. Consider utilizing pre-existing social connections already built up through Seniors Centres to host social rides to reintroduce seniors to cycling. It can help keep seniors active	MCAC Seniors’ Centres	Ongoing

¹² For a good example, see what Carmel Indiana has done with their Community Access Bikeways, which can be found here: <http://www.carmel.in.gov/living/fun-things-to-do/bike-carmel/carmel-access-bikeways> and for a more detailed map of one of their Loop Routes, see here: <http://www.carmel.in.gov/home/showdocument?id=498>

	and mobile, and lead to a more age-friendly community.		
Host Bike Swap Events	Children outgrow bikes quite quickly, and buying a new bike every year or 2 can be a significant financial burden. Consider organizing a Bike Swap, similar to a Ski Swap event, where people can bring their old bikes to a central location and trade them in for new bikes, or just sell them at a central location. This can be a great way to solicit bike donations for other programs as well!	MCAC, CultureLink, Community Groups	2021

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Encouragement Workplan: Long Hauls

These are new programs suggested by attendees that would require a higher level of investment of time and resources, but that could create substantial changes in how Mississauga residents get around their community. There are programs that may take 2-3 years to get off the ground, may require feasibility studies and likely require coordination among a number of stakeholder groups, but that will provide strong return for that effort.

Work with community groups to establish a Bike Co-Op or Community Bike Hub in Mississauga	Bike Co-Ops can help to get bikes into the hands of those that need them most, can provide new skills for underserved youth, can provide a meeting space for new riders who don't feel comfortable going into a traditional bike shop and can provide a space where bike culture can grow. Consider supporting the development of a Co-Op by providing space ¹³ and start up funding.	MCAC Active Transportation Staff CultureLink Parks and Recreation Staff	2021
Create a Mississauga Cycling App	Attendees expressed a desire to see an app dedicated to cycling in Mississauga – one that provides residents with information about route selection, cycling events, bike parking locations and even cycling related incentives. There was also a demand to integrate the opportunity to provide feedback to the City regarding unsafe road conditions, near misses and collisions. Be sure to work with existing app providers, including Peel Region and private entities like BikeMaps.org to integrate existing functionality into the app. An effective way to ensure that the development of an App is a more achievable outcome is to digitize the City's transportation network information in an Open Source format – see what BikeOttawa has done using OpenStreetMaps software for an excellent example of the benefits of ensuring that your cycling network is available in an Open Source format.	GPS and Data Staff Peel Region Staff	2020 and beyond

¹³ An excellent example of a Bike Co-Op supported by the local municipality is Cobourg's Cycle Transitions – learn more here: <http://cycletransitions.org/>

Spotlight on: Social Rides



Bike-In Movies welcome cyclists to a public screening of a film – plenty of fun for the whole family!



Tweed Rides are popular around the world, giving riders a chance to dress up in their finest vintage outfits.

Social rides can provide an excellent entry point for new riders and for riders who haven't been on their bike for a while. They're a great way to build cycling culture and to raise the profile of cycling in Mississauga. See below for some of the many suggestions for Social Rides that could be hosted in Mississauga.

Suggestions for Social Rides include:

- Culinary tours of Mississauga – cafe tours, restaurant rides.
- A Tour of Mississauga's Public Art
- A Family Cycling Skills Day at the Recreation Centre and on the trails where children can learn how to ride safely without cars.
- Bicycle brunches (a short ride followed by a group brunch at a local restaurant)
- A Bikes and Bites event – a Price Fixe dinner at 3-4 different restaurants by bike (appetizer at one location, main course at a second, dessert at a third)
- Women's Only Rides
- A Picnic in the Park by bike
- Bike parades / best decorated bike awards in preexisting parades.
- Seniors Rides in conjunction with local Seniors Activity Centres
- Glow Rides (night rides with lights and glowsticks adorning the bikes)
- Bicycle Scavenger Hunt / Amazing Race style events



Kidical Mass events give parents an opportunity to ride with their kids in a slow, safe group.



Canada Day Bike Parades give kids a chance to decorate their bikes and show off their Canadian Pride!

The great thing about Social Rides is that they really only require one or 2 dedicated people to make them happen! Give people the chance to explore their interests and lead a ride that showcases things they're passionate about, and you'll find that you start to see more people express an interest in leading a ride in the future!

ENFORCEMENT: *Ensuring drivers and cyclists share the road safely through equitable laws and activities that hold both groups accountable for their behavior and actions on the road.*

Attendees were happy to see the prohibition of motorized vehicles on local trails, but emphasized that there were opportunities for the PRP in Mississauga to be more involved in making cycling safer, including by engaging in positive ticketing and being engaged in more training about cycling as it relates to the Highway Traffic Act.

Enforcement Workplan

Recommended Actions	Descriptions	Groups Involved	Timeline
Ensure effective communication between the PRP and the cycling community by having an officer on the MCAC	Having law enforcement representation on the MCAC is extremely important to create effective relationships between people riding and the law enforcement community, and can help in the development of new programs and educational blitzes.	MCAC, DRPS	ASAP – work to engage officers in 2019
Have officers engage in Safety Blitzes relating to cycling safety changes contained in Bill 31	Officers can disseminate information about the 1m safe passing law and the changes to penalties for not having lights on bikes during RIDE checks; consider encouraging officers to undertake these types of programs.	PRP, MCAC	2018 and beyond
Organize a “Ride a Mile in My Shoes” event including plainclothes police officers and cycling advocates ¹⁴	This type of ride around common cycling routes allows officers to experience first-hand what regular cyclists face on their journeys. (Drivers often behave differently - safer - around police officers in uniform.) It also helps to build/strengthen the relationship between police and cycling advocates	PRP MCAC	Once each year

¹⁴ This recommendation is based on a successful ride like this in Toronto. You can read more about it on page 21 of the 2015 BFC yearbook in the article, Ride a Mile in My Cycle Shoes. The yearbook can be found here: <http://issuu.com/mrbikesabunch/docs/2015-yearbook-final-web>

Undertake an evaluation of the City's current bylaws that relate to cycling in comparison to best practices in other Ontario Communities and work to harmonize those bylaws across Peel Region	Establish an Active Transportation Bylaw Review Task Force made up of interested residents and City Staff to review the existing bylaws, determine where some of the gaps and inconsistencies may be, and work to rectify the inconsistencies. Attendees identified the need to strengthen the bylaws relating to parking in bike lanes as a priority for Mississauga as they move forward, and the need for bylaws to be consistent across the municipalities in Peel Region.	Municipal Staff, Regional Staff, MCAC Members, PRP, OPP	Ongoing
Consider equipping officers in Mississauga with the 1m passing device	In communities like Ottawa , Peterborough and Guelph , a handlebar mounted Sonar device has been used to educate the public about the 1m safe passing law, and to provide enforcement of the law as well. Consider equipping officers with the device for educational and enforcement campaigns within Mississauga.	PRP, MCAC, Vision Zero Staff	2020
Establish an on-bike bylaw unit that can enforce parking violations, with a strong focus on ticketing people who park illegally in bike lanes.	In Toronto , Hamilton and Halton Region , dedicated bike patrol units travel around the community enforcing the parking bylaws, especially with regard to illegal stopping in bike lanes or other areas where parking is not permitted. Consider bringing in a similar enforcement mechanism in Whitby, and also consider making it much more clear what the penalties for parking in a bike lane are in Whitby – In Toronto the penalty for parking in a Bike Lane is \$150, which is extensively communicated by the City as a deterrent. Consider a similar communications program in Mississauga. Work with the MCAC to identify 5-10 priority “hotspots” where parking in a bike lane is common, and focus education and enforcement on those areas for a period of time, tracking the results and behaviour change to see if the program should be rolled out City-wide.	MCAC, PRP, Peel Region Bylaw Services, Local Bylaw enforcement	2020
Ensure that collision data is shared between local law enforcement and municipal staff, and that residents	Collisions involving people on bikes can often be prevented or mitigated through design and infrastructure changes. Consider working with the PRP to identify collision “hotspots” in	MCAC, Engineering and Planning	2020

are encouraged to report near misses using non-emergency reporting as well	Mississauga, and coming up with a plan to address each area. Also consider encouraging residents to self-report near misses using BikeMaps.org to help the City to identify potential problems before a collision occurs.	Staff, PRP	
Expand the use of red light cameras and speed cameras in the City	Automatic speed enforcement is an effective way to reduce speeding while also reducing the resources required by law enforcement to enforce speed limits. Reducing speeds, particularly in residential areas and around schools, is a paramount consideration to increasing the safety and comfort of people walking and cycling, and can have significant benefits active transportation users.	PRP, City of Mississauga Council, Vision Zero Staff	2020

EVALUATION & PLANNING: Processes that measure results, and planning for bicycling as a safe and viable transportation option.

Attendees appreciated the new Cycling Plan in Mississauga, and were pleased to learn that the City is investing in bike and pedestrian counters for the City, but felt that more data should be collected to show the value of cycling and active transportation in Mississauga. With that in mind, Attendees came up with a number of metrics that could potentially be incorporated into an **Active Transportation Evaluation Strategy** that could be integrated into the future Active Transportation Plan for the City. Suggested metrics to begin collecting now, and think about collecting in the future include:

- **Bike Counter Data:** while portable counters are good, permanent counters at key locations are even better. They show how cycling and walking changes in a community over time, and help to corroborate the findings of other, more periodic evaluation techniques. Consider investing in 5-10 of these counters every year with the goal of creating a complete network of counters to monitor the progress of Mississauga's cycling network all around the City. It was suggested at the Workshop that the City provide counters with digital displays of the number of people on bikes that have ridden past them on some of the City's priority bike routes, and also that the City focus efforts on establishing baseline cycling counts on all projects outlined in the City's 5 year capital plan.
- **Survey Data:** Attendees suggested collecting survey data from trail users, businesses, bike shops and other residents to get a better understanding of how the impact of cycling is being felt in Mississauga.
- **Data from (potential) Mississauga Cycling App:** A GPS enabled App would help residents provide the City with real-time feedback about which routes are being chosen, how residents feel about those routes and more.
- **Collision data:** How many cyclists are involved in a collision in Mississauga each year?
- **Bike Parking Utilization Counts:** How many bikes are parked in key locations around City? Good examples include downtown areas, grocery stores, schools and large employers.
- **Bike Share Data:** If Bike Share is implemented, how many trips are being made annually? What routes and destinations are most popular among riders?
- **Bike Sales and Repair volumes:** are local bike shops seeing more bikes sold and serviced each year?
- **Bike Valet usage:** How many people are using the Bike Valet service when it is offered at City events?
- **Event and program attendance:** How many residents are participating in cycling events in Mississauga? How many youth are being trained on how to ride safely and legally?
- **Trip to School data:** Using a simple Hands-Up survey program like [BikeWalkRoll](#), how are travel patterns changing in schools within Mississauga?
- **Video Reach:** How many people are seeing the Public Service Announcements being publicized by the MCAC and other stakeholders?
- **Tourism Inquiries:** How many visitors are asking about cycling when they visit Mississauga?
- **Resident Surveys:** What do your residents think about active transportation in Mississauga? What would help them choose to walk or bike more?

As you collect this data, **it is of vital importance to share the progress that the City is making with your residents.** With a strong focus on data collection, Mississauga could create a “State of Cycling Report¹⁵” for the City every 2-3 years, detailing the progress being made on various important metrics like connectivity, safety and resident perception. The communication of the City’s vision for active transportation and the progress being made is vital to ensure community support. Consider establishing an annual internship at the City’s cycling office to assist with the development of this report.

Attendees also identified the importance of establishing a 5-year review of the City’s Cycling Master Plan. There was a significant level of interest in seeing the Plan updated to reflect the changes that attendees hoped will occur with regards to the City’s support for, and levels of, cycling in Mississauga, and felt that a review in 2023-2024 would be a valuable exercise in accountability to the existing plan.

Further suggestions in the Evaluation and Planning Section can be found below.

Evaluation & Planning Workplan

Recommended Actions	Description	Groups Involved	Timeline
Approve and budget for a Short-Term, High Impact Cycling Implementation Strategy as part of Phase 1 of the Cycling Master Plan	When it comes to encouraging cycling, experience from around North America ¹⁶ is showing that implementing a complete network of cycling infrastructure in a small area has a more significant impact than spreading out investments over time. As part of the CMPs implementation, identify the priority gaps that should be filled quickly, and create a Short-Term Implementation Strategy to provide a complete network of cycling infrastructure in key areas within Mississauga where access to services and transit are already high.	MCAC, Engineering and Planning Staff, City Council	2019-2020

¹⁵ For an excellent example of a community collecting cycling data, see what the city of Calgary is doing here:

<http://www.calgary.ca/Transportation/TP/Pages/Cycling/Bike-Data.aspx> and see what York Region has done here:

http://www.york.ca/wps/portal/yorkhome/newsroom/news/yorkregioncycling%20yearbook!/ut/p/a0/04_Sj9CPykssy0xPLMnMz0vMAfGjzOKNjEzMPAyDbzc3SzNDTzDgi38TN1NDQ3cjPQLsh0VATqIFPQ!/#.WhcTD7T82CQ

¹⁶ A Good example can be found in Edmonton, Alberta: https://www.edmonton.ca/projects_plans/downtown/bike-network.aspx where ridership doubled in the first month of their new network being operational: <http://www.cbc.ca/news/canada/edmonton/edmonton-bike-cycle-lane-usage-traffic-car-bike-city-friendly-1.4242814>

Collect data about the number of cyclists using the existing facilities in Mississauga ¹⁷	This data collection should include volunteers counting the number of users on Mississauga's roads and trails on weekdays and weekends ¹⁸ and the number of bikes parked in existing bike racks to establish a baseline of cycling use in Mississauga.	MCAC, Public Health, Public Works Staff	In year 1
Create an OpenStreetMap Inventory of Mississauga's existing road network to help with future analysis of the City's network	Providing an Open Source data set can have many benefits – it gives the City a head start to use the Bicycle Network Analysis Tool developed in the United States, and can provide information about where small investments in the cycling network can create better connections.	Engineering and GIS Staff MCAC	2019 and ongoing updates to the map
Ensure that the City's Development Standards include connections to existing trails and improvements to the active transportation network	While it is difficult and expensive to retrofit past developments to be better connected and safer places to walk or bike, it is much easier and cheaper to create connected, safe networks for walking and cycling by requiring connectivity to existing trails for new developments ¹⁹ and requiring high quality infrastructure to be constructed when a new development is built ²⁰ . Be sure that your planning documents create communities that are connected, safe and multi-modal.	Planning Staff, City Council, Developers	ASAP

¹⁷ For a comprehensive guide to performing cycling counts, see here: http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_797.pdf

¹⁸ For an excellent example of a community monitoring and reporting on the number of people cycling on weekdays and weekends, see what is being done in Eugene, Oregon here: <http://thempo.org/356/Bicycle-Counts>

¹⁹ For a good example of simple planning requirements, see what the Town of Collingwood has done: <http://www.collingwood.ca/files/photos/docs/Collingwood%20Development%20Standards.pdf> (See page 53, Section 4.10.4 – Trailways)

²⁰ For example, the City of Ottawa has released their Better and Smarter Suburbs design guidelines, which highlight that building a raised cycle track in a new development is \$41,000 per km cheaper than building on-road bike lanes in that same development. http://documents.ottawa.ca/sites/documents.ottawa.ca/files/documents/BBSS_final_en.pdf

Conduct an active transportation and trails survey in Mississauga, asking current users and people that aren't currently walking or cycling their opinions of active transportation in the region.	Collect more qualitative data about how people are using active transportation: why they're using it, how often they use it, how they get to where they walk or bike, what improvements they would like to see to the existing network etc. Perhaps more important than the opinions of the people that are already walking or biking are the opinions of those that are not – find out what barriers are preventing them from travelling actively more often, and identify a plan to mitigate those barriers.	Public Health, Active Transportation Coordinator, MCAC	2019
Approve a Complete Streets Policy ²¹ to ensure that all road work accommodates all road users in the future.	Building a roadway to accommodate all road users is cheaper to do when the road is being constructed rather than having to retrofit it – ensure that all road users are considered when creating new or updating existing infrastructure. This policy should also include a paved shoulder policy to ensure that all municipal roads have paved shoulders added when they are being resurfaced.	City Council, Engineering and Planning Staff, Public Health, MCAC	2018 – Draft Policy 2019 – Finalize and pass at Council
Create an Annual Report Card on Mississauga's cycling implementation	As new projects and programs are implemented, it is important to be able to quantify and communicate the benefits to the community. Consider publishing a report card annually that reports on important metrics like rideship levels, the number of children walking and biking to school, demographics of riders, the number of trips taken in Mississauga, the number of vehicle kilometers travelled avoided because of cycling and information about road safety and the impact of cycling and traffic calming initiatives on collisions for all road users.	Public Health, MCAC, City Communications Staff	2018
Enact zoning bylaw changes that add requirements for end of trip facilities like bike parking, locker rooms and showers in all new multi-unit residential and commercial	Employers, developers and other property owners can help to reduce the barriers to cycling by providing end of trip facilities that make cycling easier. Consider requiring secure bike storage, permitting bike parking in lieu of car parking, and provide development bonuses for items like locker rooms, showers, bike parking rooms etc to help make it easier for people to use their bike for utilitarian purposes. The City of Kitchener has	City Council Planning Staff Operations Staff Engineering Staff	2017-2018

²¹ <https://www.completestreetsforcanada.ca/what-are-complete-streets/>

developments.	developed new draft zoning guidelines that could be a good template for Mississauga – see those guidelines here .		
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Appendix C: Additional Materials:

Cycling Education Toolkit from Safe Cycling Thunder Bay – detailed information about creating new bike education courses in your community. http://www.safecyclingthunderbay.com/upload/documents/cycling_toolkit.pdf

Share the Road's Bicycle Friendly Communities Yearbooks: For further inspiration, including other programs or projects that could assist Mississauga in becoming more bicycle friendly:

2015 Yearbook: http://www.sharetheroad.ca/files/2015_Yearbook_final_web.pdf

2016 Yearbook: http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf

Share the Road's work on updating the CAN-BIKE Curriculum with Cycle Canada can be found here:
<http://www.sharetheroad.ca/cycling-education-can-bike-update-s17213>

-----Original Message-----

From: Pat Saito
Sent: 2019/06/19 11:11 AM
To: Geoff Wright
Cc: Chris Fonseca; Krystal Christopher
Subject: Bike lanes Tenth Line

Geoff sending to you as this covers traffic as well as active Transportation.

I have bike lanes along Tenth Line..painted lines. Every single day I end up behind motorists who are driving IN the lanes..mainly to avoid catch basins in road but even where there are none they are driving far to the right and in full half of bike lanes.

These lanes are not busy with cyclists but it is getting to be the norm for drivers to be in them and this is so dangerous.

I was ordering if we could install occasional flexible posts along this route..perhaps every 20 feet or more to let drivers know they are not to be on them. Signs are not working, paint doesn't work and I think the only safe thing is to have physical means installed. I think they could be spaced far apart as the main goal is to indicate the lanes are not for driving in.

Could you please have staff review and get back to me. I am sharing with Councillor Fonseca and asking Cycling Committee to discuss and asking Clerk to put item on our next Road Safety meeting.

Thanks
Pat

Councillor Pat Saito, Ward 9
City of Mississauga and Region of Peel
ward9.ca