



MEMORANDUM

To: Chair and Members of the Planning, Public Works and Transportation Committee

From: Rob Stribbell, Transportation Planner

Mem No. MEM-TPW-2019-0004

Subject: Bike It Committee Events 2019

Date: February 7, 2019

PURPOSE OF THE MEMORANDUM:

The purpose of this memo is to provide the Committee with an update on the variety of events that will be organized and attended by the Bike It Committee in 2019.

BACKGROUND:

The Halton Hills Bike It Committee is a subcommittee of the Town's Active Transportation Advisory Committee and is a group of volunteers who have a passion for promoting cycling and cycling safety. The Committee was created to assist the Town in implementing its Cycling Master Plan. The Committee organizes a series of cycling initiatives each year to promote and encourage more cycling by our residents.

COMMENTS:

The Bike It Committee works in partnership with the Town of Halton Hills with the goal of achieving Silver designation in the Bicycle Friendly Community Program which is administered by the Share the Road Coalition. The Town of Halton Hills received its Bronze designation in 2014. In 2018, the Town submitted an updated application to Share the Road Coalition with the goal of obtaining a Silver designation. Through communications with Share the Road Coalition, it has been confirmed that the Town will retain their Bronze designation at this time. The Share the Road Coalition has advised that although the Town has made good progress on their cycling initiatives and infrastructure, there is still additional work to be completed in order to obtain Silver designation. The completion of the Active Transportation Master Plan, other Town initiatives, and work from the Bike It Committee will assist the Town in achieving this goal.

The 2018 program developed by the Bike It Committee was a great success. Members of the Committee volunteered in a number of events including: Bike It To Market, Bike it to Leathertown, 'dust off your bike and helmet' spotting events, and many others. In an

effort to grow the Committee and promote and encourage cycling in the Town, below is a list of scheduled events and initiatives for the Bike It Committee for the upcoming year:

- 1) Halton Hills Cycling Summit – March 6, 2019
- 2) Used Bike Buy and Sell – April 27, 2019
- 3) Bike it to Work Day – May 26, 2019
- 4) Bike It To Market – June 15, 2019
- 5) Bike it to Leathertown Festival – August 11, 2019
- 6) Celebration of Armstrong Avenue (depending on completion date)
- 7) Group/Themed Rides

Promotion and/or Outreach Events:

- Halton Region Cycling Tourism Plan
- Visit Halton Hills
- Bicycle Friendly Business Recruitment
- Educational Videos
- Bike to School Month
- Mountain Bike Initiative
- Participation in Epic Tour
- Participation/Promotion in Greg's Ride
- Halton Hills Bike Map
- Directional Signage program expansion
- Directional Signage from Green Belt Route
- 1 Metre Law Community Engagement
- Outdoor Bike Repair Stands
- Pavement Markings and Bike Route Signs
- Social Media Encouragement Campaign

The Bike It Committee is committed to improving cycling for residents of all ages and abilities. This small group of volunteers has achieved a great deal in 2018 and hopes to do more in 2019. They are guided by the 5 Themes in the Bicycle Friendly Community Program: Engineering, Education, Encouragement, Enforcement, and Evaluation. In order to achieve Silver designation, progress must be made in all areas. To be successful, it is important to engage many different types of cyclists. The first Halton Hills Cycling Summit is intended to draw residents who have an interest in improving the range of cycling opportunities and cycling programs that are offered locally. There is a particular need to expand the opportunities for skills development and education.

CONCLUSION:

The Cycling Master Plan, adopted in 2010, provides guidance for the development of cycling infrastructure but also includes the need to encourage more cycling and provide skills development. The Bike It Committee is making a significant contribution towards achieving these additional goals in the Cycling Master Plan.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Maureen Van Ravens". The signature is written in a cursive style with a large initial 'M'.

Maureen Van Ravens, Manager of Transportation

A handwritten signature in black ink that reads "Chris Mills". The signature is written in a cursive style with a large initial 'C'.

Chris Mills, Commissioner of Transportation and Public Works

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large initial 'B'.

Brent Marshall, Chief Administrative Officer