

2024 Cycling Programming

Mississauga Cycling Advisory Cmte

Oct 10, 2023



Agenda

1. Community Rides
2. Bike Challenge
3. Bike Festival
4. Community Group Support
5. What do we need from MCAC
6. Conclusion and Questions

Community Rides

Enhancements:


- Professionalize booth
- New pop-up tent
- Additional signage, advertising
- Co-branding with Mississauga50, other elements
- Est budget - \$15,000
(note sponsorship from Toronto Pearson \$8,000)



Bike Challenge

- Partner with Forestry
- Tree Plantings
- Funding for software development
- Advertising
- Coordinate with Community Rides
- Est budget - \$15,000

MISSISSAUGA [Bike Challenge](#) [Cycling Map](#) [Cycling Safety](#) [Free Community Rides](#) [Contact](#) **6.1**




Mississauga Bike Challenge 150,000 KM Community goal -1 Days left 204,026 Kilometres cycled

1360 Trees Earned 690 Mississauga residents participating [LOGIN](#) [SIGN UP](#)

Join the Mississauga Bike Challenge

In celebration of Canada's 150th birthday, the City of Mississauga encourages residents to ride their bicycles, log the kilometres and help us achieve our goal of 150,000 kilometres between Thursday, June 29 and Sunday, September 17, 2017. Let's get riding Mississauga, we need your help!



Bike Festival

- New concept
- Spring event, launch cycling season
- Large-scale event, multiple vendors and activities
- Advertising, logistics
- Est budget - \$20,000 (including budget for hiring Event Planning support)



Community Group Support

- Considering how to better support external community groups who are already delivering cycling programming in Mississauga
- Regional Dissolution is in the background
- Program delivery will evolve and change

A Big Tent Approach to Cycling Programming

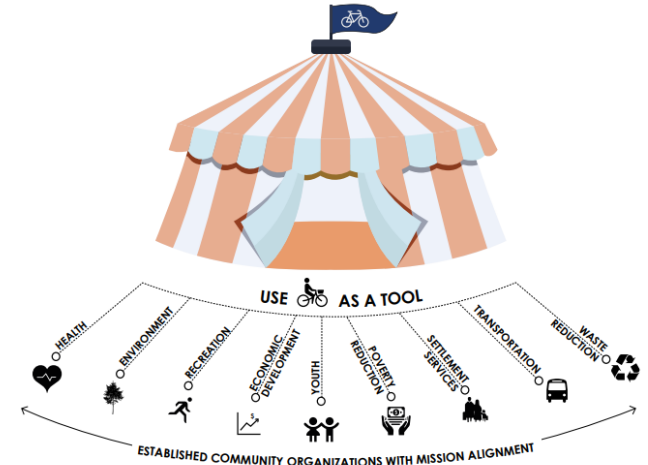


Figure 13: Many local organizations will have program objectives that could be met through cycling. Spread the net wide, and then zero in. For Scarborough Cycles, we started with a long list of nine potential partners and did detailed analysis for the four that looked most promising.

What do we need from MCAC?

- Input into strategies to further enhance programs
- Input into ways to expand our reach and audience
- Volunteer support to help plan and execute events
- Support for overall plan and budget allocations

Conclusion

- Enhancing programs that had been run on minimal budgets and staff time alone
- Specialized staffing support to plan and deliver – Event Planning professionals
- Restarting the Bike Challenge to leverage internal partnerships and positive messaging
- Bike Festival to celebrate all things cycling (not just riding distances)

Questions?

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