

City of Mississauga Memorandum



Date: January 3, 2024

To: Chair and Members of Mississauga Cycling Advisory Committee

From: Matthew Sweet, Manager, Active Transportation

Meeting date: January 9, 2024

Subject: **Summary of 2023 Active Transportation Outreach and Engagement Program**

This report was prepared in order to provide the Mississauga Cycling Advisory Committee with a summary of the Active Transportation (AT) 2023 Outreach and Engagement Program.

The program began on 27 May at the Tour de Carrasauga and concluded with the Halloween Community Ride on 28 October.

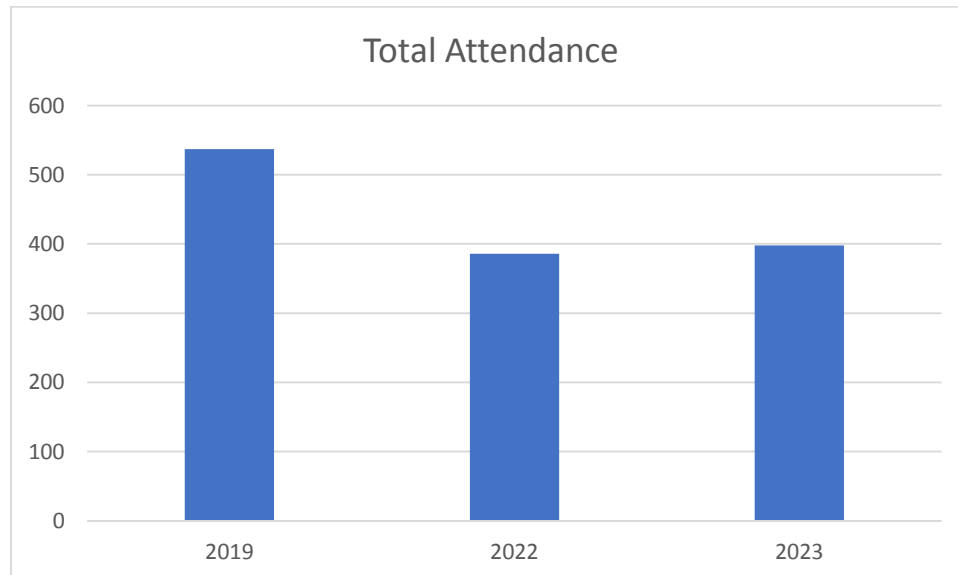
AT worked closely with libraries colleagues in planning Bike Repair Workshops and Bike Month events. AT also played a supporting role in a number of events organised by other City Departments and partner organisations. Other outreach and engagement activities occur at various points throughout the year, which are not captured in this report.

Community Rides

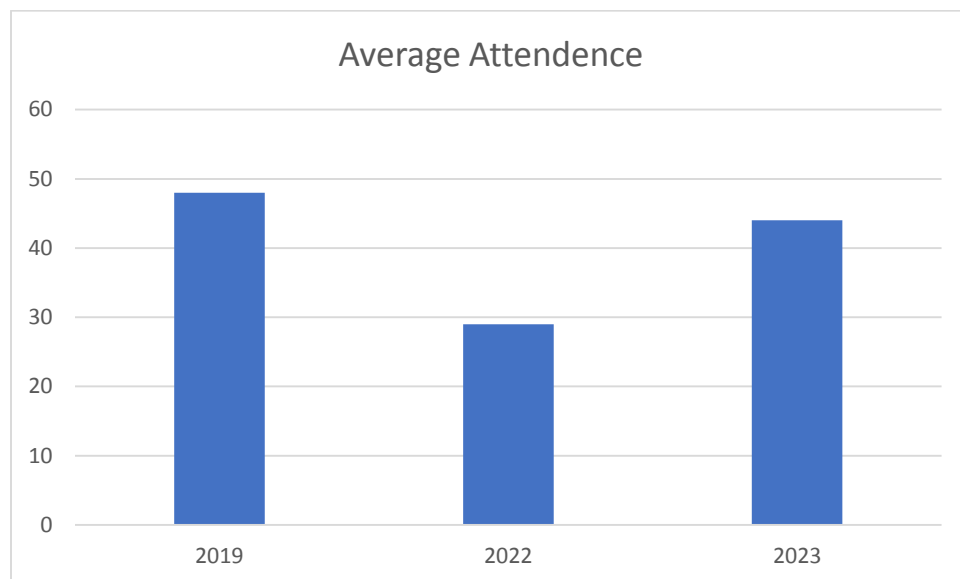
Community Rides offer residents the chance to ride in a group exploring different neighborhoods across the City. Participants can meet new people, have fun and stay healthy. This year, each ride offered an 8km and 16km route option. In total, nine (9) Community Rides went ahead from a planned thirteen (13).

Date	Attendance	Name
27-May	82	Tour de Carassauga
3-Jun	39	GTAA Launch
22-Jul	44	Lakeview
19-Aug	34	Sheridan
26-Aug	32	Lisgar
9-Sept	71	Meadowvale
23-Sept	58	UTM
14-Oct	19	Salmon
28-Oct	19	Halloween

A total of 398 people attended the Community Rides in 2023. This is up slightly on the 2022 total of 386, whilst still being down on the pre-pandemic total of 537 in 2019.



However, when the 2023 is split by the number of rides that went ahead we see that the average attendance per ride was 44 in 2023 compared to 29 in 2022. This is close to being back up to the pre-pandemic figure of 48 per ride in 2019.



Toronto Pearson sponsored the 2023 Community Rides with financial support of \$8,000, which covered refreshments for the riders. The refreshments primarily consisted of ice-cream from Below Zero, whilst hot drinks were purchased from Tim Horton's for the final few autumnal rides.

AT received fantastic support from the 'Bike Marshall' volunteers at the Community Rides. AT trained 23 Marshalls at the start of the season in the skills needed to support staff in the safe marshalling of Community Rides. The Bike Marshalls then fulfilled different roles on the rides throughout the summer, most typically acting as the 'sweep' (riding last to ensure no one was left behind).

Peel Multicultural Council provided basic bike repairs at six of the nine Community Rides. This service is part of Peel Multicultural Council's bicycle mentorship program, which is funded by Peel Region.

Bike Month

Bike month is an annual celebration of cycling in the GTHA each June. This year, Mississauga programed a series of virtual and in-person events throughout the month. In the virtual 'Webinar Wednesdays' series, invited expert speakers shared their knowledge on different cycling topics. The in-person 'Fix it Fridays' offered free bike checks and basic repairs at different locations out in the community.

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Date	Event	Attendance
7-Jun	Webinar Wednesday- TheyCycle x QBC (Pride Webinar)	6
14-Jun	Webinar Wednesday - Know your Rights	24
28-Jun	Webinar Wednesday - Cycling 101	10
9-Jun	Fix-It Friday - Mississauga Valley Community Centre	17
16-Jun	Fix-It Friday - Malton Community Centre	28
23-Jun	Fix-It Friday - Jack Darling Park	18
30-Jun	Fix-It Friday – Streetsville Memorial Park	28

Library Repair Workshops

In July, the Bike Ambassadors held repair workshops at 18 libraries across the City. The workshops covered topics such as: checking tire pressure, lubricating the chain and wearing a helmet properly. They also included practical teaching on how to patch a punctured inner tube and fit it back inside the tire.

Date	Library	Attendance
4-Jul	Woodlands	22
4-Jul	Erin Meadows Library	12
5-Jul	Streetsville Library	6
5-Jul	Courtney Park	9
6-Jul	Lorne Park	9
6-Jul	Port Credit	3
18-Jul	Burnhamthorpe	15
18-Jul	Lakeview	11
19-Jul	Frank McKechnie	15
19-Jul	Clarkson	15
21-Jul	Mississauga Valley	21
21-Jul	Cooksville	5
25-Jul	Living Arts (Central Library)	11
25-Jul	Meadowvale	19
26-Jul	Churchill Meadows	7
26-Jul	Sheridan	8
27-Jul	South Common	5
1-Aug	Malton	16

Trail Pop Ups

The Bike Ambassadors held pop-up events at off-road trail locations throughout July and August. The purpose of these pop-ups is to remind all trail users of the rules and etiquette that make walking and rolling safe and enjoyable for everyone. In order to reach different user groups, the Bike Ambassadors aimed to hold three sessions at different times of day at each location.

Date	Time of day	Hours	Location
18-Jul	Afternoon	14:30 - 18:00	Waterfront Trail
22-Jul	Weekend	13:00 - 15:00	Waterfront Trail
1-Aug	Morning	09:00 - 12:00	Off Road Trail 11 (ORT 11)
2-Aug	Morning	09:00 - 12:00	Culham Trail
2-Aug	Evening	16:00 - 19:00	Erindale Park Pop up
3-Aug	Morning	09:00 - 12:00	Mississauga Valley
3-Aug	Evening	16:00 - 19:00	Culham Trail
9-Aug	Morning	08:00 - 11:00	Waterfront Trail
9-Aug	Afternoon	14:00 - 17:00	Etobicoke Creek
10-Aug	Morning	08:00 - 12:00	Etobicoke Creek
10-Aug	Evening	16:00 - 19:00	Off Road Trail 11 (ORT 11)
12-Aug	Weekend	13:00 - 16:00	Etobicoke Creek
15-Aug	Morning	09:00 - 12:00	Erindale Park Pop up
15-Aug	Evening	16:00 - 19:00	Mississauga Valley
16-Aug	Afternoon	13:00 - 16:00	Off Road Trail 11 (ORT 11)
23-Aug	Afternoon	13:00 - 16:00	Mississauga Valley
26-Aug	Weekend	13:00 - 16:00	Culham Trail



Figure 1: Location of Trail Pop-ups in 2023

Additional Events

AT also played a supporting role at a number of events organised by other City Departments and partner organisations.

Date	Event	Partner	Contribution
22-Apr	Earth Day Planting Event	Mississauga Forestry / TRCA	Bike valet, info booth, AT giveaways
4-May	Eco Buzz Conference	Peel Environmental Youth Alliance	Assisting in delivery of bike repair workshop.
10-Jun	Bike The Creek	Bike Brampton	Promotion support. Ran a rest stop on Etobicoke Creek Trail (near Britannia/Dixie).
17-Sep	Fancy Women's Ride	Community Member	Info booth, AT giveaways, refreshments, bike maintenance session.

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23-Sep	JC Saddington Trail Re-opening	Mississauga Parks	Info booth, AT giveaways
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Promotion

Events were promoted on the City cycling website, on the City's social media platforms, and through media stories. Tickets / registration was administered through the Eventbrite platform, which enabled residents to discover events through Eventbrite itself.

Media Coverage Overview

Total Impressions: 665,200 impressions

Published Date	Outlet	Headline	URL
8-Aug	Insauga	Big bike ride will take cyclists through this Mississauga community	https://www.insauga.com/big-bike-ride-will-take-cyclists-through-this-mississauga-community/
31-May	Mississauga News	DUST OFF YOUR BIKES: Community Rides returning in Mississauga	https://www.mississauga.com/news/dust-off-your-bikes-community-rides-returning-in-mississauga/article_3d4d9f74-6fe3-54aa-9618-f30d4e1ca698.html
25-May	Insauga	Carassauga bike tour kicks off season of community cycling events in Mississauga	https://www.insauga.com/carassauga-bike-tour-kicks-off-season-of-community-cycling-events-in-mississauga/
25-May	CanIndia	Community bike rides are back in Mississauga!	https://www.canindia.com/community-bike-rides-are-back-in-mississauga/
May	Modern Mississauga	Mississauga's Community Rides return for 2023	https://www.modernmississauga.com/main/2023/5/25/mississauga-community-rides-return-for-2023
May	Namate Sun	Get your Bikes out...Community Rides are Back!	https://namastesun.ca/2023/05/26/get-your-bikes-outcommunity-rides-are-back/

Social Media Campaign Overview

Channel	Total Posts	Total Impressions	Total Engagement
Twitter	21	12,275	177
Facebook	23	35,854	232
Facebook Ad – July 2023 \$440 + HST	1	133,091	1,519
Facebook Ad – Sept 2023 \$440 + HST	1	111,445	1,311
Instagram	6	5,936	N/A
Total	52	298,601	3,239

Comments

Bad weather cancelations

AT cancelled four Community Rides due to bad weather in 2023.

Date	Attendance	Name
24-Jun	0 (cancelled)	Malton
15-Jul	0 (cancelled)	Cooksville
29-Jul	0 (cancelled)	Streetsville
12-Aug	0 (cancelled)	Applewood

Owing to the busy summer schedule, cancelled rides are unable to be rescheduled. This is obviously disappointing for residents in those localities. The high number of cancelations prompted the team to revisit its bad weather policy.

Previously, the team made a decision based on the weather forecast on the Friday afternoon before a ride. This was communicated by 3pm in order to give participants time to adjust their plans. However, the team noted that on several occasions the previously bad forecast had changed by the Saturday morning and the already cancelled rides could have proceeded.

Following the Applewood cancelation, a new policy was enacted. In the event of a bad forecast, the team sent out an email warning of a possible cancelation on Friday afternoon informing participants that a final decision would be made first thing on Saturday.

This change gave the best possible chance of the rides going ahead. Weather warning emails were issued the day before the Lisgar ride, but by the Saturday morning the forecast had improved. The team communicated at 07:30am that the ride would be going ahead. 32 people attended the ride, which would have been canceled under the old protocol. As such, the new policy will remain in place moving forward.

Updating equipment

Some of the equipment the AT team use to deliver the community rides is nearing the end of its useful life. We received feedback to this effect at one of the rides. We also received feedback that at locations with multiple entrances (eg community centres), wayfinding to the start point could be improved. To address both of these concerns, the team have ordered a complete new set of branded equipment: tent, table cloths and wayfinding a-frames. They will be available for the 2024 program to ensure a high quality, professional aesthetic, showing participants exactly where to go.

Refreshments

The ice-cream supplier was unable to attend the Meadowvale Community Ride due to a personal commitment. The team received feedback that this was disappointing for a number of riders. In future, AT will secure an alternative ice-cream vendor if such a situation arises.