


Mississauga @ Toronto Bicycle Show & E-bike Expo March 8-10, 2024



Show Overview

- 35th year of Toronto Bicycle Show (and E-Bike Expo)
- One of the largest bicycle shows in North America
- Show has reduced in size (ex CNE) with focus on E bikes
- 170+ exhibitors
- Charity rides present
- Audi, Porsche, Yamaha and other high end
- 2 test tracks in constant use
- Strong turnout on Friday and Saturday – Steady on Sunday
- Organizer will supply show numbers
- Don't see a need to be in fall show
- Opportunity to apply learnings to 2025 spring show
- Raised the profile of cycling in Mississauga
- Need for “future” information – Infrastructure – Dates of events – etc.



Mississauga Booth

- Booth had a good presence with use of the Community Ride set up – Thanks to Staff
- Slightly out of way location still seemed to attract
- Many positive comments that Mississauga was there
- Many “competitors” were there:
 - York - Simcoe - Tourism Windsor Essex / Oxford / Haldimand – Skiing / Biking destinations
 - Missing: Peel – Brampton – Oakville - Hamilton
- Ran out of swag (lights – kids loved the ankle snaps) on Saturday
- Lots of maps distributed - Large blow-up map used extensively
- Idea to add acetate cover to illustrate future expansion project
- Infrastructure stats sheet was useful
- A rubber mat for us poor souls standing on concrete would be good
- Power in the booth for upgraded animation
- Business cards



Community Rides

- Community rides are well regarded
- Seen as safe and family / kid friendly
- Distances are right
- Social opportunities
- Met other riders in the community
- Many thought that they need more advertising
- Publish dates for show next year

TOUR de MISSISSAUGA

- Tour de Mississauga (or the absence of) received, by far the most comments and questions
- People had ridden it and enjoyed it
- Well organized and safe
- Why has it been cancelled
- Was looking forward to it
- Promotes cycling in a car-oriented city
- Over 50 commented on Saturday morning
- Offer of volunteer coordinator

TOUR de MISSISSAUGA

SUNDAY, SEPTEMBER 18

9 AM TO 3 PM

“GREETERS” FEEDBACK

Mark

- It may be good for us to collaborate with Tourism Mississauga for our presence at future events, much like we were seeing from the various counties in attendance. It feels like a missed opportunity to not promote Mississauga as a destination to cycle for the day and we perhaps undersell what can actually be a superior experience to many of our neighbouring municipalities
- More supplemental materials around future plans rather than just current state
- One group of cyclists were especially interested in mountain biking and trail riding and while I was able to speak generally about the Culham Trail it was difficult to find any other local resources
- Cycling safety and route connectivity were frequent talking points
- Cycling map could use a refreshed design



Vicki

- Not hearing about bike related news and not sure where to find info/events; we directed them to the website on the Bike Map
- Tour de Mississauga; members were saddened to hear that it wasn't happening because it was a big event that people looked forward to, even travelling from afar to attend
- When talking to another booth - Trailblazers, there's an opportunity to highlight other local groups and promote opportunities for citizens to get involved





Moaz

- Lots of people (more than 10 in my case over 2 days) asking about the Tour
- Many people interested in improvements along Lakeshore as they'd rather stay on Lakeshore than going through the communities south of Lakeshore
- Many people coming from outside Mississauga wanting to know how to include Mississauga in cycling tours/adventures
- Some interest in taking GO Transit to Mississauga for bike rides
- Many people in support of east-west road connections between creek/river trails...like Etobicoke Creek, Mimico Creek and Humber
- A few people interested in community rides and bike training, including helping young riders become comfortable riding in Mississauga

Adrienne

- It would have been helpful to have posters, or an overlay to place over the large map to show the upcoming changes to the paths and tracks from the master plan
- Marketing material or a flyer to communicate upcoming planned rides for the season (if that foresight exists).
- The York Region cycling map has great diagrams to illustrate different road rules, what the different types of paths look like. This could be handy for cyclists etc.

A Left Turn Bike Box offers cyclists a dedicated space to wait for a green light at cross multi-lane signalized intersections



Helmet Safety

It is the law in Ontario for children and youth to wear a helmet with cycling. **Shake, Shake** your head up and down and side to side to make sure your helmet is snug.



Cycling and The Law

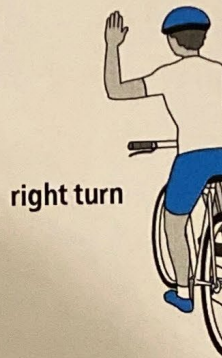
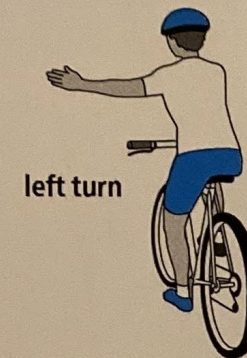


10.5

A detailed list of the rules and safety rules for cyclists is available at ontario.ca/

For more information about side roads, please check with your local municipality.

Bicycle Hand Signals





Bill

- Tour de Mississauga and community rides already noted
- How do you change a city culture
- Connecting trails advertised as a destination ride
- Orangeville to Streetsville rail trail
- Revise maps for usability and also booklet form for specific routes (Culham, etc.)
- Mississaugabikes.ca not well known
- While not a traditional biking destination, we have more to offer than we think
- Develop ways to better market what we have
- Not everyone was thrilled - Bloor project