

Mississauga Cycling Advisory Committee 2024 Work Plan

June 11, 2024



CELEBRATE

Cycling Master Plan Goals

1. Improve safety for cycling
2. Build a connected, convenient and comfortable cycling network
3. Increase the number of cycling trips in Mississauga
4. Foster a culture of cycling



Potential Action Items

Goal – Build a connected, convenient and comfortable cycling network

Work Plan Item	Lead (Support)
Cycling Master Plan Update	Network and Technical
Cycling Tips 101	Communications (Network and Technical)
Route Planning Tools	Network and Technical (Communications)
Featured Trails	Network and Technical (Communications)



Potential Action Items

Goal – Improve safety for cycling

Work Plan Item	Lead (Support)
Education Videos	Communications
Cyclist Profiles	Communications
BIAs and Business Partnerships	Committee Chair / Delegate
MTO Correspondence	Committee Chair / Delegate



Potential Action Items

Goal – Increase the number of cycling trips in Mississauga

Work Plan Item	Lead (Support)
Redesign the Bike Map	Network and Technical (Communications)
Community Ride Themes	Communications
Community Ride Routes	Network and Technical
Cross-Promotion Opportunities	Communications
Hidden Gems	Network and Technical (Communications)



Potential Action Items

Goal – Foster a culture of cycling

Work Plan Item	Lead (Support)
Cycling Newsletter Content	Communications
Influencers and Celebrities	Communications
Road Safety Cmte Social Media	Communications



Discussion Questions

- Do these work plan items still resonate with you?
- What number of work plan items is manageable for 2024?
- Would any work plan items not identified for 2024 naturally shift to 2025, ie have we actually identified a two-year work plan?

