

City of Mississauga

Memorandum



Date: 2024/06/04

To: Mississauga Cycling Advisory Committee

From: Jacqueline Hunter, Transportation Demand Management Coordinator
Active Transportation, Transportation and Works Department

Meeting Date: 2024/06/11

Subject: BikeFest 2024 Recap

Summary:

BikeFest launched this year's cycling season in Mississauga.

As part of Mississauga's 50th anniversary, the City hosted BikeFest on Saturday, May 11 at Mississauga Celebration Square from 10 a.m. to 4 p.m. This was a free community event with fun and interactive cycling activities for all ages.

The event attracted nearly 1000 attendees of all ages. Some highlights from Bikefest included:

Safety and Education

- Bicycle tune ups from a bicycle mechanic – this service was in high demand all day.
- Skills and drills circuit course (for children).
- Bicycle safety equipment giveaways (bicycle bells, bicycle lights & more).
- Practice putting your bicycle on a MiWay Bus rack.

Cycling Community

- Met local bicycle groups and local vendors.
- Interactive photo booth with a tandem bicycle
- Caricature sketches and glitter tattoos.
- Learn about cycling in your community.

Micro-mobility

- Testing out e-bikes and e-scooters for the upcoming Shared Micro-mobility program, provided by Bird Canada and Lime Technologies Inc.

A more fulsome summary of the event will be provided to the Mississauga Cycling Advisory Committee as part of the 2024 Outreach and Engagement Program summary memo, expected to be brought to the Committee in the fall of 2024.

Jacqueline Hunter

Jacqueline Hunter, Transportation Demand Management Coordinator, Active Transportation, Transportation and Works Department

Photos from BikeFest 2024:

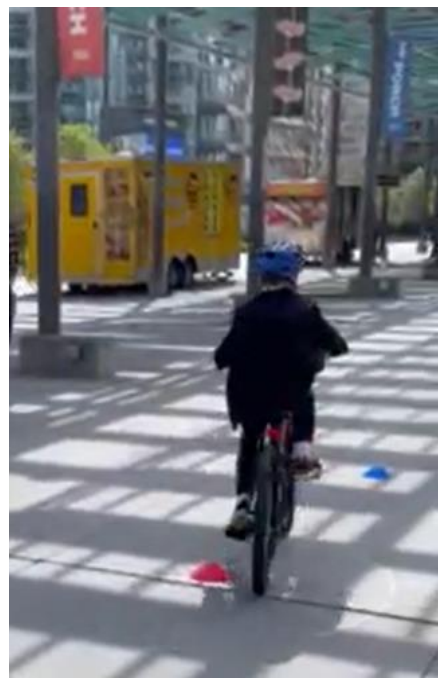


Photo from BikeFest 2024:

