

City of Mississauga

Memorandum



Date: March 11, 2024

To: Chair and Members of Mississauga Cycling Advisory Committee

From: Matthew Sweet, Manager, Active Transportation

Meeting date: March 19, 2024

Subject: **2024 Work Plan Workshop Summary**

On December 12, 2023, members of the Mississauga Cycling Advisory Committee participated in a workshop, facilitated and supported by staff, to develop a list of priorities for the Committee's 2024 work plan. This memorandum provides a summary of the discussion points and ideas gathered at the workshop, as well as a suggested list of priority actions for the Committee's consideration.

Workshop Overview

The workshop began with an orientation and background presentation from staff on the City's on-going efforts related to cycling. This was followed by an open discussion among the participants on what is working well and what isn't working as well, which shifted to an ideas-gathering session where participants shared their ideas on ways to help the City to achieve its four goals in the Cycling Master Plan. The workshop concluded with a wrap-up and debrief session.

The lists of Committee members who attended the workshop and the staff were there to facilitate and support the discussions are provided below:

Workshop Attendees:

Councillor Alvin Tedjo, Committee Chair
 Councillor Chris Fonseca, Committee Co-Chair
 Moaz Ahmad, Committee Member
 Mark Currie, Committee Member
 Ryan Donik, Committee Member
 Bill Johnston, Committee Member
 Barbara Leskovec, Committee Member
 Juelene Stennett, Committee Member
 Adrienne Szabo, Committee Member

Workshop Support:

Michelle Sanstra – Legislative Services
 Sam Rogers – Infrastructure Planning and Engineering Services
 Matthew Sweet – Active Transportation
 Mattéa Turco – Active Transportation
 Karen Mewa Ramcharan – Geospatial Solutions (Event Facilitator)

Open Discussion Session

Staff captured the points raised by attendees during the open discussion portion of the workshop, which was focused on “what’s working” and “what isn’t working as well”, as summarized below.

What’s Working

Attendees noted positive developments in City projects, such as staff’s recommendation that Dundas Street not be widened through Cooksville as part of the Bus Rapid Transit project, as it was deemed to send a message about a future vision of Mississauga that is more cycling-friendly. Members discussed the need to advocate to Council, how public engagement is a valuable exercise but which requires time and resources, and how to leverage the high quality off-road trail system to turn Mississauga into a cycling city.

What’s Isn’t Working as Well

Members highlighted specific gaps in the existing cycling network, such as gaps in the Derry Road multi-use trail and the absence of curb depressions where off-road trails meet roadways. Members discussed the need for education campaigns, safety tips and whether there are additional communication tactics that might be more effective than the conventional City methods.

Ideas Gathering Session

Following the open discussion, the workshop shifted to a brainstorming style session to gather and share ideas on actions the Committee can undertake to help the City to achieve its Cycling Master Plan (CMP) goals. Images of the sticky-notes gathered during that session are provided in Appendix A. Staff has sorted through the ideas captured on the sticky-notes, arranged by the City’s four CMP goals, and prepared the following summary of those which stand out as opportunities to be included in the Committee’s 2024 work plan.

Goal – Build a connected, convenient and comfortable cycling network

Attendees discussed a wide range of topics related to network development. Note that as a project to update the CMP is currently underway, including targeted engagement sessions with the Committee’s Network and Technical Subcommittees, the ideas and topics raised during the ideas gathering session of the workshop have been passed on in-full to the CMP Update project team for inclusion in their study.

Potential work plan ideas include:

- Create “Cycling 101” tips for new riders;
- Improve tools / maps / route planning, crowd-source routes from riders, and create routes on Strava (such as from Square One to the Waterfront); and
- Feature trails across Mississauga, including a Trail of the Week / Month promotion.

Goal – Improve safety for cycling

Attendees discussed safety from several angles, including comments that cycling safety is enhanced by overall road safety messaging targeting all road users, especially drivers. Specific ideas included tactics like videos or cyclist profiles, opportunities to work with local businesses on bike parking, working with bike shops on bell and light giveaways, enforcement blitzes, and encouraging courteous trail use.

Potential work plan ideas include:

- Develop education campaigns / videos (partnership opportunities for videos, such as high school A/V courses, volunteer time);
- Create and compile cyclist profiles;
- Work with local Business Improvement Associations and businesses to promote safety; and
- Encourage the Ministry of Transportation to introduce cycling safety in driver's training publications.

Goal – Increase the number of cycling trips in Mississauga

Attendees discussed a variety of potential campaigns and tactics to encourage more cycling trips in Mississauga. In addition to building on existing and past programs (such as the Bike Challenge), ideas like digital bike maps, road closures for cycling events, bike libraries, and various ways to promote rides (such as scavenger hunt rides or “hidden gems”) were suggested.

Potential work plan ideas include:

- Redesign the public Mississauga Bike Map;
- Plan themes and activities for Community Rides;
- Develop cross-promotion opportunities; and
- Create and curate a list of “hidden gems”

Goal – Foster a culture of cycling

Attendees noted that a culture of cycling is compatible with other City strategic initiatives such as health, transit and road safety. Many of the ideas discussed centred on partnerships – such as with outside groups running their own cycling-focused events or with influencers or celebrities – to promote cycling, or on making connections to health awareness programs like the City's diabetes strategy.

Potential work plan ideas include:

- Prepare content for a cycling newsletter;
- Develop promotions and campaigns involving influencers or celebrities; and
- Create social media campaigns in partnership with Road Safety Committee.

Draft Work Plan

Staff has organized the ideas into a draft list of work plan items for the Committee's consideration, summarized in Table 1 below, with suggested lead and support roles and target

dates for completion. Appendix B provides the draft work plan in the form of a Gantt chart to illustrate the suggested timing and steps to achieve each item.

Table 1: Draft 2024 Work Plan Items

Work Plan Item	Lead (Support)	Target Completion
Goal – Build a connected, convenient and comfortable cycling network		
Cycling Master Plan Update	Network and Technical	Q4 2024
Cycling Tips 101	Communications (Network and Technical)	June (Bike Month)
Route Planning Tools	Network and Technical (Communications)	Q4 2024
Featured Trails	Network and Technical (Communications)	Q3 2024
Goal – Improve safety for cycling		
Education Videos	Communications	Q4 2024
Cyclist Profiles	Communications	Q3 2024
BIAs and Business Partnerships	Committee Chair / Delegate	Q4 2024
MTO Correspondence	Committee Chair / Delegate	Q2 2024
Goal – Increase the number of cycling trips in Mississauga		
Redesign Bike Map	Network and Technical (Communications)	Q2 2024
Community Ride Themes	Communications	May
Community Ride Routes	Network and Technical	May
Cross-Promotion Opportunities	Communications	Q2 2024
Hidden Gems	Network and Technical (Communications)	Q3 2024
Goal – Foster a culture of cycling		
Cycling Newsletter Content	Communications	Q4 2024
Influencers and Celebrities	Communications	Q3 2024
Road Safety Cmte Social Media	Communications	Q3 2024

Attachments

- Appendix A: Photos of Sticky Notes from Workshop
- Appendix B: Draft 2024 Committee Work Plan (Gantt Chart)

Prepared by: Matthew Sweet, Manager, Active Transportation

IMPROVE SAFETY FOR CYCLING

ARE CYCLISTS HAVING
SIGNALS OR TWO
DRIVERS EIGHT?

Roll
Mousses

Drivers' Ed

- Amsterdam
Roll
- Look right on
turn

ROAD TEST
INCLUSION
- CERTIFICATES
IS / IS NOT INCLUDED
FOR NEW DRIVERS

IMPROVE
DRIVER
AWARENESS
(e.g. INCORPORATE
SAFETY LESSONS IN
DRIVERS' ED + BOOK)

SAFETY @
COMM RIDERS
HELMETS
GLASSES
1A.

Enforcement
Blitz
week

SHARE THE TRAIL?
EDUCATION / ENGAGEMENT
DRIVERS + PEDESTRIANS +
CYCLISTS.
INTERACTIVE!

"Wheels give way
to heels"
or
similar

CYCLING
SAFETY EQUIP
PROGRAMS.
MAKE
MORE ACCESSIBLE
TO ALL

CYCLING
RULES (SPRING)
• FULL STOP SIGNALS
• REFLECT @ NIGHT
• HAND SIGNALS &
• EYE CONTACT.

ON LINE
REPAIR
SEGMENTS

ON LINE
READS
RE SAFETY

Signage on
trail
entrances

Free lights +
Bells at
repair stations

Universal
Design
principles

BIA &
community /
business
partnerships

Amenities,
Safety &
Design
best
practices
awards

PROMOTE
VISIBILITY
OF CYCLISTS
(+ OTHERS)
• CITY PROMOTION FOR
CYCLISTS, PEDESTRIANS, (STREET)

ENHANCE
SAFETY FEATURES
OF NETWORK
(e.g. MORE PAINTED
CROSSINGS, ETC.)

CREDIT
FOR INNOVATION
• ePark
• ePark map / share

Appendix A – Photos of Sticky Notes from Workshop



FOSTER A CULTURE OF CYCLING

GAIN SUPPORT FROM
COMMUNITY RIDERS?
CROWDING?
MONTHLY COMMUNITY
THEMED RIDES
- FOR THE COMMUNITY
- FOR THE FUTURE
- FOR THE ROAD RIDER ETC.

MISSISSAUGA
COMMS.

COUNSELLOR
RISK TO
WEEK.

CELEBRITY
MODELS
VIDES

Pressure
Metrolinx / MTO
for GO Transit/
Transit discounts
for cycling

INCLUSIVITY !!

"kids-only"
community
rides

TIE INTO
HEALTH AWARENESS
PROGRAM.
"CYCLE FOR KNEES"

BIKE TRAINING
PROGRAM FOR
NEW RIDERS.
TEST OUT YOUR
SKILLS... CAN YOU
RIDE THIS COURSE?

"Healthy
Teen"
Community
Rides

BIKE BUDDIES
IN SCHOOLS
OR
SOCIAL GROUPS

CAMPAIGN
TO TRANSIT
USERS ON
WHERE/HOW
TO ENTER CYCLING
INCLUSIVELY.

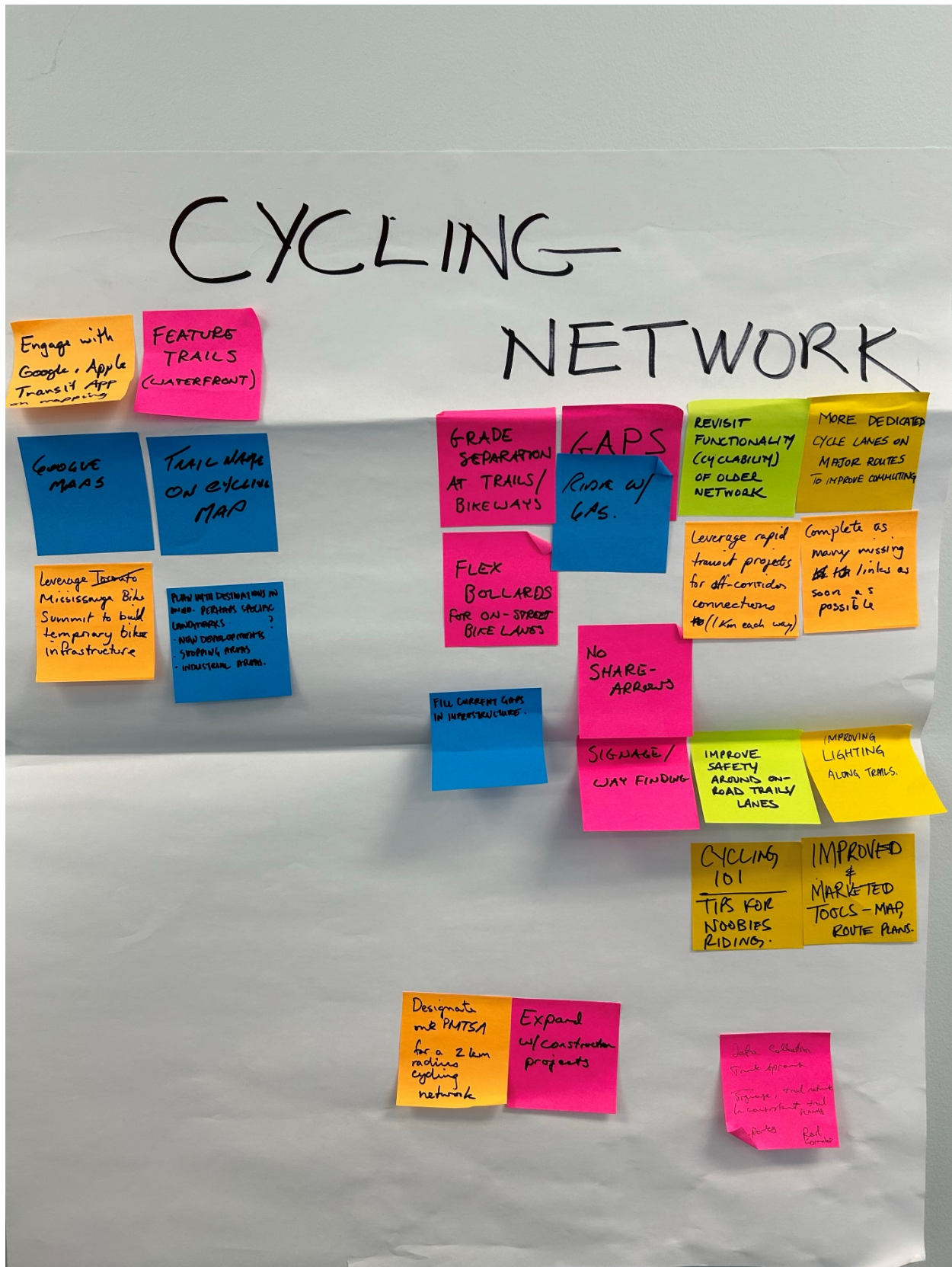
Ensure
Participation
of youth
Say a
summer loss

Celebrate
Cycling
Successes

Other
Challenges
Diabetes
&
Slide for
Parkinsons

Road
Safety
Maze
Instagram
sees onsite
infrastructure

In city
communications
include
cycling &
images, infrastructure



	Q1			Q2			Q3			Q4		
Work Plan Item	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<i>Full Committee</i>												
BIAs and Business Partnerships												
Identify partnership opportunities												
Reach out to partners												
MTO Correspondence												
Draft letters to MTO												
Review at Committee meeting												
<i>Network and Technical</i>												
Cycling Master Plan Update												
Meet with Project Team												
Review draft materials												
Route Planning Tools												
Select preferred platform (ie Strava)												
Choose routes												
Featured Trails												
Review network and select trails												
Collect photos of selected trails												
Redesign Bike Map												
Meet with staff to review current map												
Provide examples of maps from other cities												
Review updated map and comment												
Community Ride Routes												
Review existing routes												
Field test routes												
Hidden Gems												
Review network and identify gems												
Draft content promoting gems												
<i>Communications</i>												
Cycling Tips 101												
Create list of tips												
Develop communication plan												
Education Videos												
Identify partnership opportunities												
Arrange filming (locations, actors)												
Cyclist Profiles												
Call for volunteers (during Bike Month)												
Write profiles												
Community Ride Themes												
Review other jurisdictions												
Draft schedule of themes												
Cross-Promotion Opportunities												
Identify partnership opportunities												
Reach out to partners												
Cycling Newsletter Content												
Create newsletter schedule												
Draft content for newsletter												
Influencers and Celebrities												
Create list of potential influencers												
Reach out to influencers												
Road Safety Cmte Social Media												
Liaise with Road Safety Cmte												
Create list of potential topics												
Draft social media content												

Goal Legend
Build the Cycling Network
Improve Safety for Cycling
Increase the number of cycling trips
Foster a culture of cycling