

Cycling Outreach Program 2024

Active Transportation



CELEBRATE

BikeFest 2024

Saturday May 11, 10am-4pm,
Celebration Square

- Free community event
- Bike tune ups
- Bike safety
- Children skill & drills
- Photo booth
- Children activities
- Decorate your bike



Community Rides

Month	Date	Start Time	Name	Ward *	Distance	Start Location
MAY	4	10:00 AM	Toronto Pearson	5	12km	Max Ward Park
	25	12:00 PM	Tour de Carrasauga	5	tbd	tbd
JUNE	1	10:00 AM	Streetsville	11	8 km and 16 km	Streetsville Memorial Park
	8	10:00 AM	Bike the Creek	*	5km – 70 km rides	Start: Jim Archdekin Recreation Centre (Brampton)
	15	10:00 AM	Malton	5	8 km and 16 km	Malton Community Centre
	29	10:00 AM	Meadowvale	9	8 km and 16 km	Meadowvale Community Centre
JULY	6	10:00 AM	Clarkson	2	8 km and 16 km	Clarkson Community Centre
	20	10:00 AM	Cooksville	7	8 km and 16 km	Huron Park Recreation Centre
AUGUST	3	10:00 AM	Port Credit	1	8 km and 16 km	Port Credit Memorial Arena
	17	10:00 AM	Sheridan	8	8 km and 16 km	Sheridan Park
	31	10:00 AM	Lisgar	10	8 km and 16 km	Tobias Mason Park
SEPTEMBER	14	10:00 AM	Applewood	3	8 km and 16 km	Garnetwood Park
	21	10:00 AM	UTM		8 km and 16 km	UTM
	28	10:00 AM	Salmon Run	6	8 km and 16 km	Erindale Park
OCTOBER	19	10:00 AM	Downtown	4	8 km and 16 km	Celebration Square
	26	6:00 PM	Halloween		12 km	JC Saddington Park

*The ward number indicates where the ride will start, the ride may pass through a number of other wards.





Tour de Carassauga

Carassauga Festival

- Saturday May 25th, 2024
- Bike Vallet at 3 locations, Mississauga Valley CC, Burnhamthorpe CC, St. Sava Serbian Centre
- Ride to 3 pavillions



*new route.



Library Bike Workshops

- TD Summer Reading Club Library Partnership, Bike Ambassadors
- Ages: Children 3-12
- 17 locations, July & August
- 5 bicycle giveaways

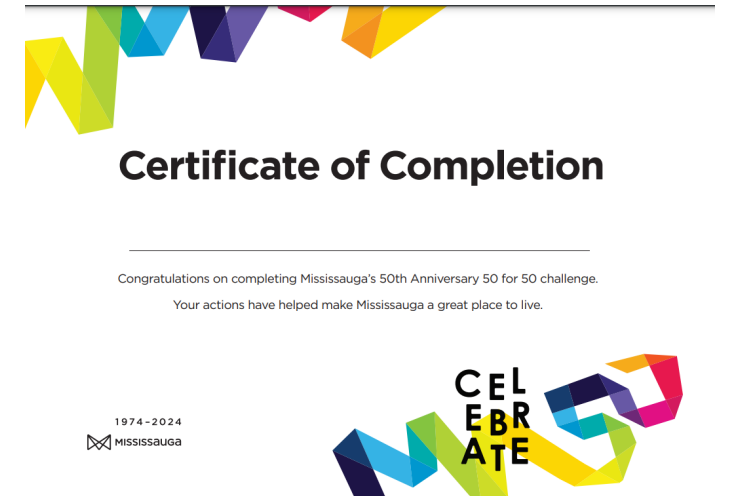


Bike Challenge

- Reviewing ideas for a bike challenge for Mississauga
- Partnership with Mississauga 50/50 Challenge
 - (i.e. 50 minutes, 50 participants)



Join the challenge



Communication Plan

- Media Advisory
- Organic Social Media (Twitter, Facebook Instagram)
- Paid Social Media (Facebook, Instagram)
- Digital Screens (MCS Screens, Library Screens, Rec Screens)
- Corporate eNews
- Council Corners
- Cycling eNews
- Council Corners



Calendar of Events

May

- Kick off Community Rides
- BikeFest
- Tour de Carassauga

June

- Community Rides
- Kick off Library Bike Workshops

July

- Community Rides
- Library Bike Workshops

August

- Community Rides
- Library Bike Workshops

September

- Community Rides

October

- Community Rides

Questions?

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