

City of Mississauga  
**Memorandum**



Date: 2024/08/26  
 To: Mississauga Cycling Advisory Committee  
 From: Jacqueline Hunter, TDM Coordinator  
 Meeting Date: 2024/09/10  
 Subject: Community Rides Update Memo

The City of Mississauga, in partnership with Toronto Pearson, is hosting a series of free, in-person bike rides from May to October as part of our Community Rides series. It's an opportunity to explore local neighborhoods and meet new friends.

Toronto Pearson sponsored the 2024 Community Rides with a financial contribution of \$8,000, which covered refreshments for the riders. The refreshments primarily consisted of ice cream from Below Zero, but we will switch to hot drinks for the final few autumnal rides.

**2024 Community Rides:**

This year, we have planned 14 community rides for 2024, up from the 13 rides we organized in 2023

Date	Community	Registered Online	No. Check in (day-of)
May 4, 2024	Launch Ride, Toronto Person	76	44
June 1, 2024	Streetsville	128	77
June 15, 2024	Malton	57	18
June 28, 2024	Meadowvale	Cancelled	(rain)
July 6, 2024	Clarkson	119	65
July 20, 2024	Cooksville	134	67
August 3, 2024	Port Credit	132	72
August 17, 2024	Sheridan	Cancelled	(rain)
August 31, 2024	Lisgar	110	

**Upcoming Community Rides:**

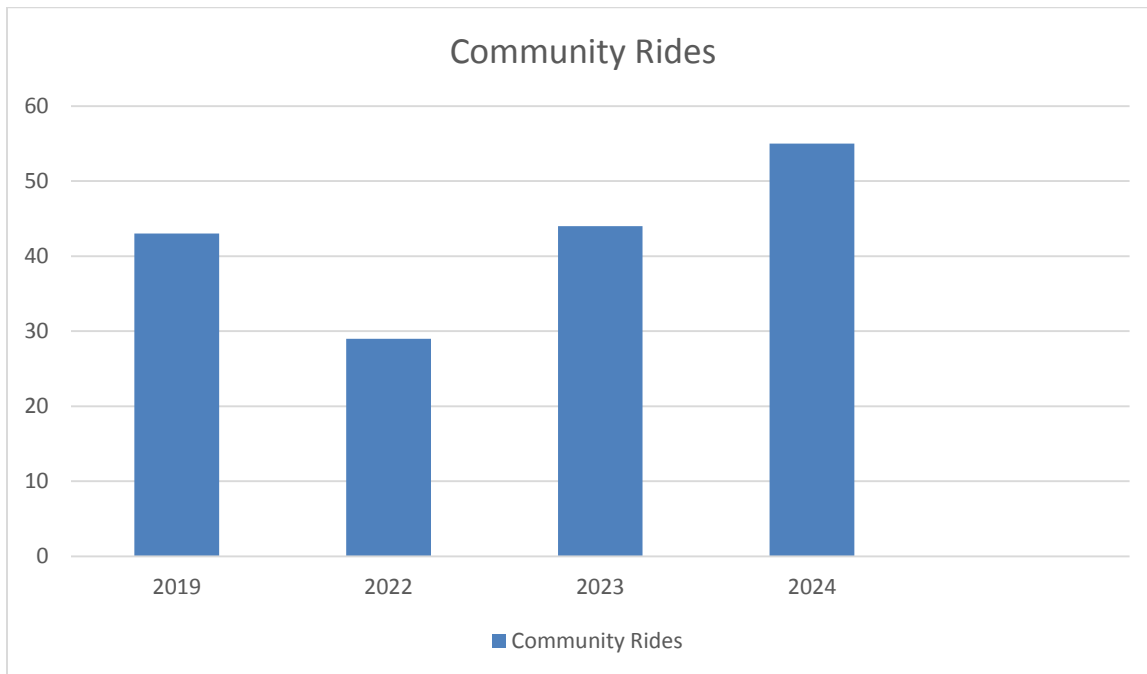
Date	Community	Registered Online (to date)
September 14, 2024	Applewood	58
September 21, 2024	UTM	79
September 28, 2024	Salmon Run	64
October 19, 2024	Downtown	49
October 26, 2024	Halloween evening ride	31

**Bike Marshalls:**

Active Transportation (AT) received outstanding support from the 'Bike Marshall' volunteers during the Community Rides. At the beginning of the season, AT trained 12 Bike Marshalls in the essential skills required to assist staff in safely managing the rides. Throughout the summer, these Bike Marshalls took on various roles, most notably serving as the 'sweep'—riding at the back to ensure that no participant was left behind.

**Participation Statistics:**

To date, the Community Rides have attracted a total of 343 participants, averaging 55 participants per ride. This represents a 20% increase in attendance compared to the 2023 rides and a 47% increase from 2022.



**Partnerships:**

As part of our Community Rides, we actively explore partnership opportunities with events such as Carassauga and the Bread and Honey Festival. For the Tour de Carassauga, we organized a bicycle ride with stops at three pavilions, where participants received a tasting toonie and a Carassauga Passport. During the Streetsville ride, we collaborated with the Bread and Honey Festival, offering ride participants complimentary entry into the festival.

Our Fall Downtown Ride will feature a stop where participants can plant a tree as part of our 50 for 50 Challenge and the One Million Trees programs.

Additionally, we have partnered with micromobility providers Bird and Lime, inviting them to set up information booths at the Community Rides' meeting points.

**Feedback:**

Community Ride participants ranged in age from 8 to 75 years old, with many families joining to enjoy the experience together. We frequently receive positive feedback from participants, such as:

- “The Malton Greenway was so beautiful; I had never been on it before.”
- “I discovered new routes in my area.”
- “8 km felt pretty easy; I might try the 16 km route next time.”
- “I love the free ice cream at the end!”

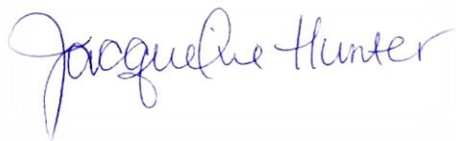
**Improvements:**

One of our key improvements for 2024 is the investment in upgraded equipment and increased visibility for the Community Rides. We introduced a branded tent, tablecloth, and wayfinding signage, and we also coordinated with the Community Centre to ensure participants could easily locate us.

We are continually seeking ways to enhance our Community Rides program. Some of the ideas currently under review include:

- Providing an on-site bike mechanic at select rides for basic repairs before and after the event.
- Introducing a "Learn to Ride" session as part of Bike Month 2025, in response to interest from non-cyclists who inquire about adult and child riding lessons.
- Collaborating with community and advocacy groups to organize themed rides.
- Exploring alternative refreshment options, such as an ice cream truck.
- Offering prizes, with entries earned for each ride a participant completes.
- Enhancing promotion of the Community Rides through mobile signage and increased visibility at community centers.

We are excited about the upcoming 2024 Community Rides and look forward to expanding the program further in 2025.



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Jacqueline Hunter, TDM Coordinator

Photos from Community Rides 2024:

