



# BUILDING THE CYCLING BRAND IN MISSISSAUGA

G Tavares



Hello Mayor Parrish and esteemed City Council members:

Mississauga, a vibrant city with diverse needs, faces significant issues with cycling safety due to inadequate bike lanes, which not only jeopardizes riders but also deters cycling as a transportation option.

Enhancing our cycling community offers numerous benefits, including environmental sustainability, improved public health, and reduced traffic congestion.

# I Would Like To Propose A "Bike And Bus Free" Program Designed To Tackle Key Challenges In Our City's Cycling Infrastructure And Public Transit.

## **Program Details**

The "Bike and Bus Free" initiative will offer cyclists a free bus ride upon arriving at any bus stop with their bike. This aims to promote biking by eliminating additional transit costs, enhancing accessibility across Mississauga.

## **Pilot Project Timeline**

I propose launching the pilot in summer 2025, including weekends, to assess the program's impact on both weekday and weekend transit patterns.

## **Routes and Scheduling**

The program would initially cover all routes, including those with existing bike lanes. We will collect data to evaluate effectiveness and identify areas for potential bike lane improvements.

## **Cost and Funding**

Implementation costs are expected to be minimal, with opportunities for local business partnerships or sponsorships to offset expenses. Data collected could also guide future bike lane development, potentially reducing costs over time.

# POTENTIAL BENEFITS

## **This program offers several potential benefits:**

- **Increased Safety:** By encouraging more cycling, we create a safer environment for riders through increased visibility and usage, which can prompt further investments in bike infrastructure.
- **Data Collection:** The program would provide valuable data on cycling patterns and the demand for bike lanes, assisting in making informed decisions about future infrastructure investments.
- **Community Building:** Encouraging more people to bike and use public transit fosters a stronger, more connected cycling community in Mississauga.

*I respectfully request that the City Council consider implementing this "Bike and Bus Free" program as a*

*pilot project for the summer of 2025, including weekends to assess its impact more comprehensively. I*

*encourage the council to collaborate with local cycling groups, transit providers, and other stakeholders*

*to ensure the program's success and alignment with community needs.*

*I also request that a member of the council make a motion to evaluate this idea to start at the beginning*

*of the summer of 2025.*



*THANK YOU*