

City of Mississauga
Memorandum



Date: 2024/11/04
 To: Mississauga Cycling Advisory Committee
 From: City of Mississauga Active Transportation
 Meeting Date: 2024/11/12
 Subject: Summary of 2024 Active Transportation Outreach & Engagement Programs

Active Transportation's Outreach and Engagement program spanned from May to October, including community rides, BikeFest, Bike Month activities, bike repair workshops and trail pop up events. Active Transportation staff also supported partnered events such as Tour de Carrasauga and Bike the Creek.

Community Rides

The City of Mississauga, in partnership with Toronto Pearson, hosted 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, with a switch to hot drinks for the final few autumnal rides.

This year, the City organized 14 community rides, up from 13 rides in 2023.

Date	Community	Registered Online	Number of Participants (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	52
September 14, 2024	Applewood	92	48
September 21, 2024	UTM	125	59
September 28, 2024	Salmon Run	140	54
October 19, 2024	Downtown	113	58
October 26, 2024	Halloween7 evening ride	88	47

Table 1: Community Ride List and Participant Counts

The Community Rides attracted a total of 712 participants, averaging 59 participants per ride. This represents a 20% increase in attendance compared to the 2023 rides and a 47% increase from 2022.

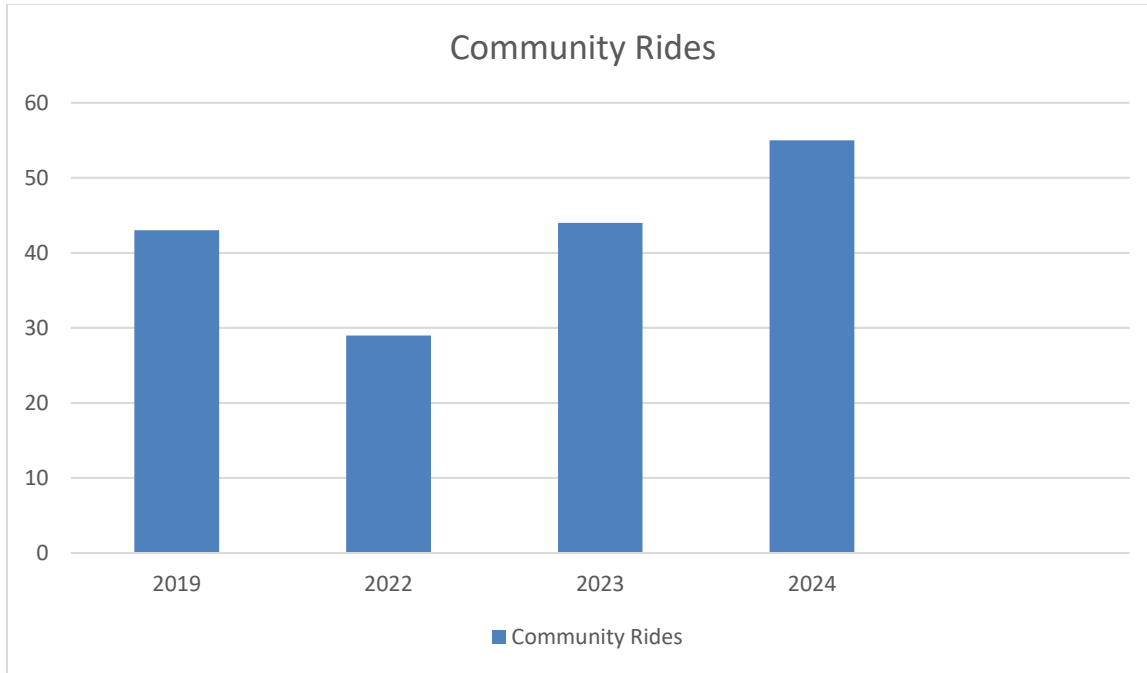


Figure 1: Average Community Ride Attendance by Year

As part of our Community Rides program, 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.

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

Community Ride participants ranged in age from 4 to 75 years old, with many families joining to enjoy the experience together. Our youngest participants were 4-year old twins who completed 6km of the 8km ride on their own bicycles.

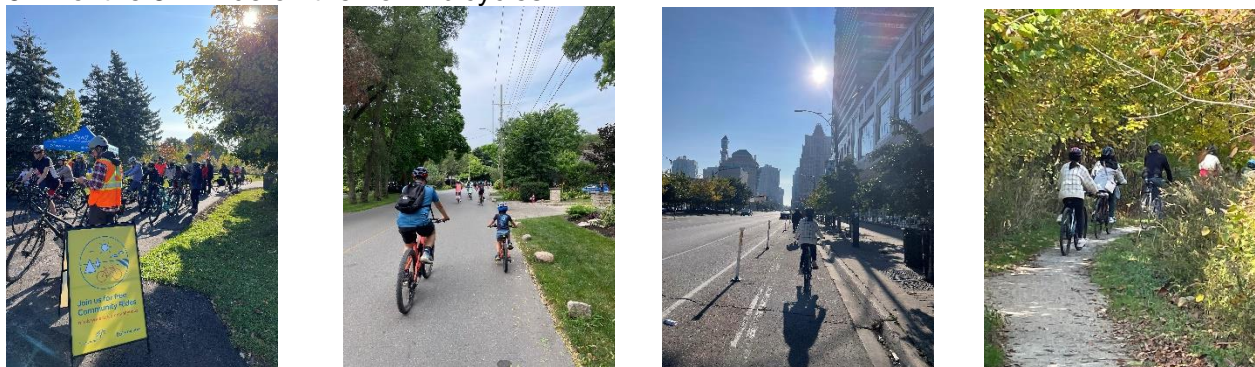


Figure 2: Community Ride Photos

Media: <https://www.mississauga.ca/city-of-mississauga-news/news/discover-mississauga-like-never-before-on-a-community-bike-ride/>

Channel	Total Posts	Total Impressions	Total Engagement
X	23	28,489	183
Facebook	20	32,050	278
Instagram	21	19,618	NA
Meta Ads (Facebook and Instagram)	8	418,388	5050 link clicks
Total	72	498,545	5,511

Table 2: Social Media Campaign Overview - Community Rides (April to October)

Meta ads | Total Budget: \$2,000

BikeFest 2024

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 which attracted over 1000 attendees. From skills and drills sessions to bike servicing, family-friendly activities and exploring various active transportation options, there were activities planned for a wide range of ages and interests.

Some highlights of BikeFest included:

- Getting your bicycle tuned up by bicycle mechanic
- Taking part in a skills and drills session (for children)
- Tandem bicycle photo booth
- Meet local community groups
- Trying out e-bikes and e-scooters

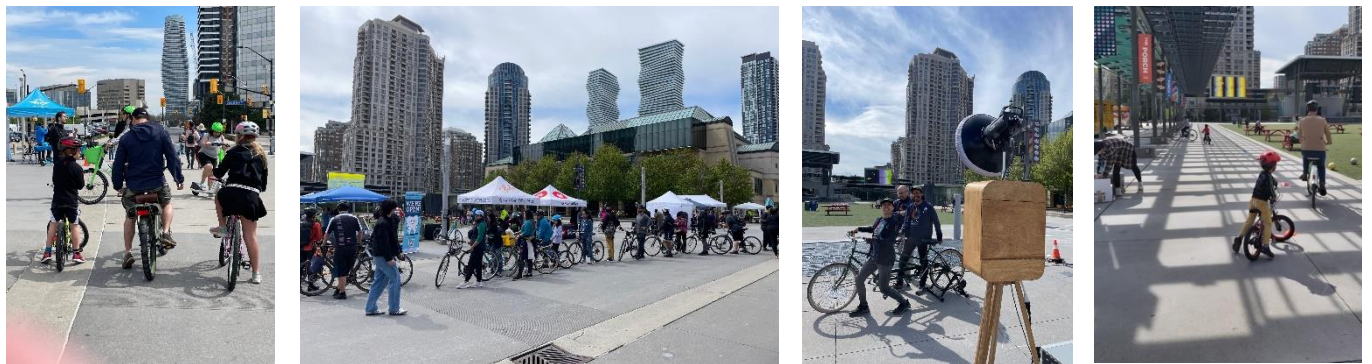


Figure 3: BikeFest Photos

Media <https://www.mississauga.ca/city-of-mississauga-news/news/bikefest-launches-this-years-cycling-season-in-mississauga/>

Channel	Total Posts	Total Impressions	Total Engagement
X	6	10,288	68
Facebook	3	4,639	29
Instagram	5	3,763	NA
Meta Ads (Facebook and Instagram)	4	326,383	NA
Total	18	345,073	97

Table 3: Social Media Campaign - BikeFest (April to May)

Meta ads | Total Budget: \$1,000

Bike Month

The City celebrated Bike Month throughout the month of June with cycling activities including Fix-It Events, Skills and Drills Circuit for children, Gear Up and Get Rolling workshop geared to adults and 3 community rides.

The City hosted 4 Fix-it Events, where residents could get their bike checked by a mechanic for free.

- Wednesday, June 5 from 11 a.m. to 2 p.m. at Mississauga Valley Community Centre
- Thursday, June 13 from 5 to 8 p.m. at Clarkson Community Centre
- Wednesday, June 19 from 11 a.m. to 2 p.m. at Streetsville Memorial Park.
 - Cancelled due to extreme heat warning, rescheduled for Wednesday, July 3.
- Thursday, June 27 from 5 to 8 p.m. at Erin Meadows Community Centre

Skills and Drills Circuit for children: On Tuesday, June 11 from 5 to 7 p.m., at the Mississauga Valley Community Centre, staff hosted a fun interactive drop-in workshop. Geared towards children, this in-person circuit mini-course taught participants how to improve their skills and become a more confident rider.

Gear Up and Get Rolling workshop for adults: On Tuesday, June 18 from 5 to 7 p.m., at the Mississauga Valley Community Centre, staff hosted an in-person classroom workshop that covered bike safety, how to take care of your bike and improve your cycling experience. Participants learned how to fix a flat tire and adjust their bike.



Figure 4: Bike Month Photos

Media: <https://www.mississauga.ca/city-of-mississauga-news/news/june-is-bike-month-get-outside-and-explore-mississauga-on-two-wheels/>

Channel	Total Posts	Total Impressions	Total Engagement
X	12	14,733	95
Facebook	9	11,653	115
Instagram	11	6,629	NA
Meta Ads (Facebook and Instagram)	2	465,801	211
Total	21	498,816	421

Table 4: Social Media Campaign - Bike Month (May to June)

Meta ads | Total Budget: \$1,000

Library Workshops

The City hosted 17 workshops at libraries across the City which covered safety and how to take care of your bike and improve your cycling experience overall. In total, we saw 190 participants. The Bike Ambassadors taught residents how to fix a flat tire and make other adjustments to their bicycles. As part of this initiative, the City awarded five new bicycles to children, one in each quadrant of the city plus Central Library to celebrate its re-opening.



Figure 5: Library Workshop Photos

Trail Pop-Ups

The City held 13 trail pop-up events across the city. The City's Bike Ambassadors engaged with over 100 residents to provide information about the shared e-bikes and e-scooters, hand out cycling education material, and encourage proper trail etiquette for all users. The trail pop-ups occurred in July and August at the following locations:

- Jack Darling Park
- Lakefront Promenade Park
- Mississauga Valley Park
- Brickyard Park
- Riverwood Park
- Rivergrove Park
- Brueckner Rhododendron Gardens
- Glen Erin Trail
- McKechnie Woods
- Etobicoke Creek
- Malton
- Lisgar Fields
- Lake Aquitaine

Bike Challenge & Tree Planting Event

The City held an online Bike Challenge where residents could log their bicycle trips from May to September, in partnership with the [50 for 50 challenge](#) and [One Million Tree program](#). For every 50 kilometres that were logged, the City will plant one tree to count towards the One Million Tree program.

On Saturday, October 19, 2024, as part of the Downtown Community ride, participants were invited to plant a tree to help the City of Mississauga plant one million trees by 2032 as part of the One Million Tree Program.

Participants logged 21,274 kilometres biked, which will count towards 425 new trees.



Figure 6: Tree Planting Photos

Media: <https://campaign.mississauga.ca/bike-challenge/>

Summary overview of events

	Total Attendees
Community Rides	712
BikeFest 2024	1000+
Bike Month Activities (Fix-it Events, Skills and Drills, Workshop)	50
Library Workshops	189
Trail Pop-ups	123
Total	2074

Financial Considerations

A combination of human and material resources was required to plan, deliver and evaluate the 2024 Outreach and Engagement Program.

Staffing

The Transportation Demand Management Coordinator led the program in 2024, with support from other members of the Active Transportation team as needed (primarily Active Transportation Coordinators for program delivery). The TDM Coordinator devoted roughly a third of her time between January and March, and roughly half of her time between April and September, to the planning and delivery of the program.

Dedicated temporary Bike Ambassadors hired to plan and deliver the program included one 8-month contract position and two 4-month contract positions. Recruiting the 8-month contract

position was a new approach in 2024 to increase planning capacity prior to the beginning of the outreach season.

Table 5 outlines the staff resources utilized in 2024 to plan and deliver the Outreach and Engagement Program.

Position	Duration	Cost (approx.)
TDM Coordinator	Permanent full-time	\$40,000
Bike Ambassador	8-month contract	\$30,000
Bike Ambassador (2)	4-month contract	\$30,000
	Total	\$100,000

Table 5: Staffing Costs for 2024 Outreach and Engagement Program

Materials

An issue identified in the past was a lack of visibility; challenges with residents and attendees identifying an Outreach and Engagement program from a distance. To address this, the team invested in a branded tent, tablecloth, and wayfinding signage. Feedback to the new equipment has been positive and has resulted in increased visibility for the Community Rides in particular.

The team also purchased large quantities of promotional and educational material for giveaway to residents. A common concern raised by residents is the lack of proper lights and bells on bicycles in the community, which is largely due to retailers not being required to include these items with a bicycle at its point of sale. In order to address this gap, the City has for years distributed free lights and bells at all Active Transportation events, and continued to do so in 2024.

As mentioned earlier, the team also arranged for bicycle giveaways as part of the Library Workshops, engaged with bike mechanics to offer free tune-up and repair services at events, and incurred costs related to materials to deliver the 2024 BikeFest. Ice cream and refreshments provided to Community Ride participants was made possible due to the sponsorship from Toronto Pearson.

Table 6 outlines the materials required in 2024 to deliver the Outreach and Engagement Program.

Material	Cost (approx.)	Notes
Community Ride Refreshments	\$8,000	Sponsored by Toronto Pearson
Outreach Booth Equipment	\$2,000	Branded tent, tablecloth, signage
Lights, Bells & Reflective Bracelets	\$26,000	3000 lights, 3000 bells, 1000 bracelets
Library Workshop Bicycle Giveaways	\$2,700	Five youth / children's bicycles
Bicycle Mechanic Services	\$1,900	Attended 5 events
Total	\$40,600	

Table 6: Material Costs for 2024 Outreach and Engagement Program

2025 Options for Improvements

Staff are continually seeking ways to enhance the Outreach and Engagement Program. Some of the ideas currently under review include:

- Providing additional on-site bike mechanic support 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.

Conclusion

The 2024 Outreach and Engagement Program was a success, and there are several ways to further expand and enhance the program in 2025. Implementing an expanded and enhanced Outreach and Engagement Program can be completed using similar human and material resources as were allocated to the 2024 program.



Jacqueline Hunter, TDM Coordinator