



Burlington Cycling Advisory Committee Meeting
Agenda

Date: January 25, 2022
Time: 7:00 pm
Location: Virtual

Pages

1. Land Acknowledgement:

Burlington as we know it today is rich in history and modern traditions of many First Nations and the Métis. From the Anishinaabeg to the Haudenosaunee, and the Métis – our lands spanning from Lake Ontario to the Niagara Escarpment are steeped in Indigenous history. The territory is mutually covered by the Dish with One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy, the Ojibway and other allied Nations to peaceably share and care for the resources around the Great Lakes. We would like to acknowledge that the land on which we gather is part of the Treaty Lands and Territory of the Mississaugas of the Credit.

2. Election of Chair and Vice Chair

The Clerk will conduct the election of the committee's Chair and Vice Chair for 2022.

3. Declarations of Interest:

4. Approval of Minutes:

4.1. Approve minutes from the meeting held November 23, 2021

1 - 3

5. Delegation(s):

6. Regular Items:

6.1. Approval of 2021 annual report

6.2. Approval of 2022 workplan

4 - 5

6.3. Staff Update (Dan Ozimkovic)

6.4. Integrated Transportation Advisory Committee update (Jon Millman)

7. Other Business:

8. Adjournment:



Burlington Cycling Advisory Committee Meeting

Minutes

Date: November 23, 2021
Time: 7:00 pm
Location: Virtual

1. Members Present:

Chris Scotland (Chair), Brett Moore, Claudia Segatore, Jon Millman, Pat Binnie, Laura Fowlie, Vicki Trottier, Rob Todd, Greg Pace, Nancy Gray

2. Member Regrets:

Mohamed Abdel-Aziz, Katherine Dobson, Tracey Almeida, Mo Sayed, James Dekens, Councillor Kelvin Galbraith

3. Others Present:

Dan Ozimkovic (Transportation Planning Technologist), Georgie Gartside (Clerk)

4. Land Acknowledgement:

The Chair read the city's land acknowledgement.

5. Declarations of Interest:

None.

6. Approval of Minutes:

6.1 Approve minutes from the meeting held October 26, 2021

On motion, the minutes from the meeting held October 26, 2021 were approved as presented.

7. Delegation(s):

7.1 Improving low carbon transportation choices

Lauren McAusland and Vijai Kumar Singh of the Bay Area Climate Change Council attended to get the committee's feedback on a report they

are preparing with recommendations for Hamilton and Burlington on low carbon transportation choices.

Committee feedback:

- Burlington is a bedroom city with a different demographic and less commuting to and from work using alternative forms of transportation
- bike share may be a problem in Burlington
- more secure cycling infrastructure is important
- bike share would probably be best if we piggy-back on Hamilton to save costs
- secure bike parking is highest priority
- bike parking should be at every GO station
- work with property owners to add bike parking
- recommendations for winter clearing were good but may not be as important as we don't get that much snow
- marketing would be good to get more people cycling
- who is the target market? Greatest concentration of seniors is in southern Burlington - are we trying to encourage seniors to cycle?
- skeptical about bike share due to the QEW separation
- need to determine the target for this initiative, especially for the bike share program - commuters, recreational cyclists and where to market cycling in Burlington as a main focus
- the way to market in Burlington would be related to fitness, activity, health and the environment
- if more condo developments are planned around the mobility hubs, moving forward there will probably be more people using bikes
- to grow cycling as a viable option for commuting, infrastructure needs to be in place as well as clearing the snow from lanes
- targeting young commuters/children would be good

8. Regular Items:

8.1 2022 Meeting Schedule

Motion moved by V. Trottier: Approve the Cycling Advisory Committee's 2022 meeting schedule. **CARRIED**

8.2 2022 workplan discussion

The committee created a draft 2022 workplan (attached). The workplan will be presented for approval at the January meeting.

ACTION:

- Committee members to let Georgie know of any changes or additions to the workplan.

9. Other Business:

9.1 Cycling promotional items

Motion moved by N. Gray: Approve funding of \$500 for Dan Ozimkovic to purchase cycling promotional items such as reflective gear, bells and lights. **CARRIED**

10. Adjournment:

Chair adjourned the meeting at 8:12 p.m.

Cycling Advisory Committee
2022 Draft Workplan

Strategy:

- Celebrate cycling in the community
- Promote and encourage cycling with all ages
- Raise awareness about cycling in community and with city officials and staff
- Provide fun focused events that will draw more people year after year

Item	Details	Interested members	Budget
Provide feedback into city plans/studies	<ul style="list-style-type: none"> • Cycling Infrastructure projects • North Burlington Active Transportation Strategy • Integrated Mobility Plan 	Group effort	\$0
Library Seminars	<ul style="list-style-type: none"> • To promote and encourage cycling with all ages. Could be done virtually. • Ex. How to tune up your bike programs, partnerships with local cycling shops for bike maintenance 101, road safety. • This would be a long term goal as virtually might not be the best option. • Focus on webcasted seminars during bike month for 2022 	Tracey Jon Vicki James	\$50 for any communication materials
Social Media Promotion	<ul style="list-style-type: none"> • Create standard messaging that can be used on the city's Facebook and Twitter accounts semi-monthly. Create specific messaging for: Bike to School Week and Bike Month in June. • Promote Council riding their bikes during bike week • Post social media links to bike safety information • Online giveaways during COVID • Promote service request page on city website to report potholes 	Brett Mohamed Katherine James	\$0

Item	Details	Interested members	Budget
Cycling Giveaways	<ul style="list-style-type: none"> • Work with members of ITAC to promote cycling. Have bells and lights available at city facilities that are currently open to the public. • Bike lights, bells and reflective gear • Keep an eye out for new products that could be available for future giveaways. • Brainstorm ideas on how to give the items away for 2022 • Work with social media promotion team on new ideas/giveaways 	Claudia Greg James	\$0
Create a new cycling promotional video	<ul style="list-style-type: none"> • 	Laura	\$0
Print the cycling map	<ul style="list-style-type: none"> • Q1 2022 		
Attend 2022 Ontario Bike Summit (www.sharetheroad.ca)	<ul style="list-style-type: none"> • Q3 or Q4 of 2022 	Volunteer at the time of summit	~\$400
Attend Events	<ul style="list-style-type: none"> • If in-person events return in 2022, attend and promote cycling. Cycling Committee has a banner and tent for events. • Community Rides 	Volunteer at the time of event	\$50 for any communication materials
Partner with schools	<ul style="list-style-type: none"> • Promote cycling and cycling safety in schools. Ex. Bike Rodeos in Schools • Potential for virtual events in individual schools. Webinars were promoted last year through the school board and were during school hours so it could be a part of the lesson for the day. 	Tracey Jon Vicki Greg Pat	\$50 for any communication materials
Information sharing	<ul style="list-style-type: none"> • Coordinate information sharing opportunities with neighbouring city's cycling councils/committees, such as Hamilton and Oakville 		
Total Costs			\$550