

BBAC minutes

February 17th, 2014 - 6:30pm – 8:30pm

16 George Street North (Brampton Safe City Association offices)

Attendees: Members: Councillor John Hutton David Laing, Dayle Laing, Pauline (Polly) Thornham, Stephen Laidlaw, Kevin Montgomery, Gerald Pyjor, John Van West,

Guests: nil

Regrets: George Sheppardley, Carolyn Clubine, Hrushikesh Gandhi, Osmani Perez-Rojas, Tricia Prato, Jerry Prato

Meeting Started: 6:40 pm

Review and approve minutes from last meeting Motion to approve minutes: Gerald, seconded John – carried

Actions arising from previous minutes None

BBAC Project Updates

1. Downtown bicycle revitalization project including updated signage, bicycle parking, downtown signed bike routes etc.

David has a meeting scheduled with Peter Vansicle to discuss BBAC involvement in an 8-80s city project (cities designed for those aged 8 & 80).

Action: David will follow-up with Peter regarding a downtown business association presentation. John and David to review presentation material and report at next meeting.

Gerald sent economic benefits of cycling link to group. Dayle has posted this link on BikeBrampton.ca along with an article.

<http://bikebrampton.ca/2014/02/>

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2. Safe bike routes to schools pilot project PEEL Bike Rodeos committee (now called the Peel Bike Education Workgroup)

Polly reported good progress from the Bike Education Workgroup on long and short-term goals. Bike Rodeos currently delivered to 20% of Grade 3's. A goal of the workgroup is to make cycling education available to all children. Polly

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and Tricia reviewing education content in the context of school curriculum. The workgroup needs to get representation from school boards to tie education into school curriculum. Councillor Hutton offered to send a letter to the school superintendent if required to encourage involvement. David explained that Peel Health and Peel Active Transportation are taking the lead and BBAC is acting in an advisory capacity. Councillor Hutton suggested we include a bike rodeo for Grade 3 at the Bike the Creek event and invite the press.
Action: Polly to take Bike the Creek rodeo idea to Bike Education workgroup. Dayle posted link on Ontario's Cycling Strategy called #CycleON, on BikeBrampton.ca as a more thorough explanation than Glen Murray's press release discussed at last meeting.
<http://bikebrampton.ca/2014/02/10/cycleon-ontarios-cycling-strategy/>

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3. Bike recycling program for disadvantaged families (Adaoma Patterson Peel Poverty Strategy)

Gerald reported no communication with Adaoma.
Action: David to send note to see if there is any interest from Peel in running this program.

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4. Brampton Ward Rides (send messages from Mississauga City Council in support of their Ward rides.

Councillor Hutton received input from a few Mississauga councillors.
Action: Councillor Hutton will speak with Brampton councillors once everyone running has been announced and new boundaries have been created. Move project to referred matters list.

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5. Bike the Creek (Etobicoke Creek Trail nature interpretive bike ride) & (presentation to Rotary Club)

David announced event registration has been set up. See: <http://bikebrampton.ca/events-2/> The waiver will be downloadable. Erica approached the town of Caledon and they agreed to promote event.
Action: Councillor Hutton will speak with Caledon Councillor to coordinate and encourage participation.
David reported that Nelson Cadete is responsible for signage in downtown and Steve Dykstra is responsible for signage in the parklands. Both agree for the need of additional signage. Nelson has agreed to put in 3 additional trail

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signs at key points on city streets and will recommend additional larger “bike route” signs be installed along the route. In a meeting with Michele Robinson, Steve Dykstra indicated another site visit is required to finalize signage position and that this may delay sign installation. David has gone on record that delays beyond June 21st are not acceptable to BBAC. Councillor Hutton offered his support to expedite with senior staff if necessary. John Van West indicated desire for revised downtown trail routing, (see New Business).

David presented to Rotary Club of Brampton (Heart Lake) on February 14th about volunteering and sponsorship opportunities at Bike the Creek. David has spoken to Marlaine Koehler Executive Director of the Waterfront Trails Trust and the Greenbelt Trails Foundation.

<http://www.waterfronttrail.org/> The Etobicoke Creek Trail will be designated as one of the north south extensions of the Greenbelt Trail that will ultimately connect the Trans Canada Trail with the Waterfront Trail.

Action: David to follow-up on outcome of February 12th meeting with Waterfront Trails Trust and representative from Peel and Brampton re Greenbelt trails signage requirements along the Etobicoke Creek Trail, (David asked Erica to forward meeting minutes).

Action: Dayle to post link for Waterfront Trails Adventure ride for August: <http://bikebrampton.ca/2014/02/24/great-waterfront-trail-adventure-aug-11-15-2014/>

Action: At Councillor Hutton’s suggestion, David to ask Trudy for a copy of Heritage Walking Tour map to help with preparation of Bike the Creek passport.

6. Brampton Cycling Pamphlet

Kevin reported discussion with Kristen Schwartz (CultureLink Settlement Services and pamphlet publisher). They want to know what we can pay as City of Mississauga set a precedent. David indicated BBAC has no budget. Councillor Hutton indicated City of Brampton may have a budget.

Action: By next meeting Kevin to clarify funding opportunities from the city

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(Michele Robinson) and or Region (Erica Duque). If no funding is forthcoming BBAC will drop this as a priority.

7. Social Media and Website

Kevin reported statistics for our first newsletter – 7% open rate (good), 4% click rate (above average), nearly ½ of people who opened, clicked through (good). There were no unsubscribes (unheard of). There are 1-2 new subscribers and new twitter followers per day. <http://bikebrampton.ca/> home page was the page most visited, followed by Brampton Useful Links. Only 16% left after visiting one page.

Kevin will have numbers next month for BikeBrampton Facebook page as the page has now reached 30 likes. <https://www.facebook.com/bikebrampton> Discussion followed about keeping the web presence for BikeBrampton distinct from BBAC incase BikeBrampton becomes a non-profit organization separate from the city at some future point.

Decision reached that BikeBrampton.ca would contain references to commercial enterprises only in the context of answering subscriber questions or in articles talking about cycling products or services. BikeBrampton.ca would not have direct links to commercial websites in order to leave opportunities for future sponsorships.

8. Mayfield Road Environmental Assessment

Action: David to follow up with Neal Smith re timing of Mayfield public input. Broader regional road discussion will be part of infrastructure prioritization discussion (see New Business)

New Business

1. Cycling in Politics

David announced Eleanor McMahon (Share the Road Cycling Coalition) will be running as a Liberal candidate in Milton which could have a positive impact for Ontario cycling.

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John suggested we send questions to Brampton politicians to determine cycling position for upcoming election. (Added to Referred Matters List).

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2. BBAC to develop a prioritized list of infrastructure projects at the next BBAC meeting.

Gerald moved, Dayle seconded – Carried

Action: BBAC members to read #CycleON and be prepared to discuss the provincial cycling strategy in the context of Brampton at next meeting.

<http://bikebrampton.ca/2014/02/10/cycleon-ontarios-cycling-strategy/>

Action: David to ask Trudy and Nelson to see what map information is available with all current bike facilities included

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3. John requested immediate action on 3 infrastructure priorities in the Brampton downtown:

Action: John to prepare and deliver a simple paragraph note to Councillor Hutton on the 3 priorities:

1. Active transportation crossing of Queen St. at Scott St.,
2. Repair of railway level crossing at James and John Streets
3. Replacement of stairs at Wellington Street with an accessible ramp.

Action: Councillor Hutton to discuss with Councillor Bob Callahan at the Wednesday February 20th Committee of Council meeting

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4. Fiona from Rotary Heart Lake expressed interest in having BBAC members visit Alloo Public School to speak about active transportation and holding a bike clinic.

Discussion followed. Alloo Public School is located in Caledon not Brampton. All students bussed. School is being moved and active transportation program is premature until proper bicycle facilities are included on Mayfield Road.

Action: Dayle to update Fiona on reasons safety, location and curriculum.

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5. Motorists and Cyclists Education

David on behalf of Erica and Nelson reported that Margie Chung (Peel Walk and Roll) is planning a cycling education and enforcement safety blitz for June 2014. The initiative will start in Mississauga and Nelson has asked for BBAC's involvement for implementation in Brampton. The initiative is being

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modelled on the campaign that was run in Halton. Nelson indicated he would be following up with BBAC. Group discussed language that appears confrontational but agreed that share the road education is important as long as it is applied equally to motorists and cyclists.

Action: David to contact Sergeant Tom Murray (Peel bike patrol) to discuss safety program implementation in Brampton

Events

PEYA EcoBuzz

David reported that EcoBuzz had participation from 4 schools even though busses were cancelled due to snowy weather. BBAC information on active transportation was well received and a number of participants signed up for the Bike the Creek event. Dayle posted article about event:

<http://bikebrampton.ca/2014/02/07/ecobuzz-conference-february-5-2014/>

Active Transportation Implementation: 2013 Progress Report.

Report to be presented to Regional Council February 27th 2014 (Item 5b on the Agenda)

Toronto Bicycle Show

February 27th – March 2nd at the Better Living Centre CNE

Action: Dayle to post event: <http://bikebrampton.ca/2014/02/24/toronto-international-bicycle-show-feb-28-mar-2-2014/>

Burlington Cycling Committee Seminar: Making Sense of Cycling Facilities: Linking Options with Users

Saturday March 15th, 8:30-12:00 Tansley Woods Community Centre –FREE. George supplied information which Dayle posted:

<http://bikebrampton.ca/2014/02/24/free-cycling-workshop-mar-15-2014/>

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Referred Matters List

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| 1. Erica to forward Walk & Roll link for GPS Cycling Study for inclusion on our website | Deferred until draft has been approved by Region of Peel Council and study officially published |
| 2. Discussion with Nelson Cadete re specifications for including pedestrians and cyclists in design for traffic roundabouts | Deferred until Nelson present |
| 3. John suggested we send questions to Brampton politicians to determine cycling position for upcoming election | Deferred until candidates announced and BBAC formulates questions based on the infrastructure priorities list |

Meeting Adjourned 8:35p.m.

Moved by Polly seconded by Kevin - carried

Next meeting Monday March 17th, 6:30 p.m.