

BBAC minutes

November 17, 2014 - 6:30pm – 8:30pm

16 George Street North (Brampton Safe City Association offices)

Attendees: Members: David Laing, Dayle Laing, Stephen Laidlaw, Kevin Montgomery, Lisa Stokes, George Shepperdley, Pauline (Polly) Thornham, Peter Bolton, John Van West, Councillor John Hutton, Ernst Braendli, Jason Hammond (Community CarShare), Erica Duque (Peel Active Transportation)

Guests: Trudy Ledsham & George Liu (Toronto Centre for Active Transportation (TCAT))

Regrets: Gerald Pyjor, Tricia Prato, Jerry Prato, Paola Rico, Chris Spinney

Meeting Started: 6:34 pm

Review and approve minutes from last meeting

Motion to approve minutes: Polly, seconded Kevin – Carried

Actions arising from previous minutes

Brampton City Update

Members of BBAC thanked and presented Councillor John Hutton with a Certificate of Appreciation, for his on-going support of the Brampton Bicycle Advisory Committee.

Councillor Hutton presented an update report from Nelson Cadete about the [Curb Cut Issue](#). This report is consistent with the city policy of waiting for OTM Book 15. Nothing further was reported about Heritage Heights. New Council members are to be sworn in early December, and BBAC awaits appointment of new Council representative on our committee.

Action: BBAC members should be alert for announcements of the next round of Heritage Heights transportation public meetings early in 2015, and should report dates so that Dayle can post to website. Members are encouraged to attend meetings to voice their comments.

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Regional Update

(see special presentation, New Business)

BBAC Video

A new BBAC video was created by Dayle and posted to YouTube, with a link on the [Bike Brampton website](#). This 2 ½ minute video will be a short marketing tool and introduction to what our committee is all about, useful for a variety of BBAC occasions. Members applauded.

BBAC Project Updates

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

8-80 Cities and the Brampton Downtown Development Corporation organized Wayfinding signage installation on November 2nd as part of the Doable Neighbourhood Project. BBAC members were pleased to join Peter VanSickle (BDDC) and Elysia Leung (8-80 Cities) to support this initiative. Dayle posted an [article on our website](#).
2. [Brampton Kids on Bikes Project](#)

Polly reported that the second and third focus group sessions for parents on Oct 23rd and Nov 13th, at the Bramalea Community Health Centre, 40 Finchgate Blvd., were not attended despite advertisement through Peel Public Health, attendance at 'Great Start' PDSB School Council Conference and Brampton Culture Days. Flyers were sent home with students at RJ Lee PS. Polly and David talked to many sympathetic and interested parents, but netted no focus group participants. The meeting with the Momz in Motion community group on Nov 20th was cancelled, with the reason given that kids are currently too young to attend school or are currently being bussed.

Polly, David and Dayle met with Suzanne Nurse, newly re-elected PDSB trustee on November 5th. She agreed on the importance of active transportation and agreed to speak with other trustees.

Polly, David and Dayle attended a Teen Library Council focus group at Cyril Clark Library, organized by Katrina Doktor of Brampton Public Libraries. Eight high school students attended, and one commented that if all their friends were getting to school via active transportation, that they would as well. (Peer pressure importance!) David and Polly have been invited to attend the upcoming PSARTS (Peel Safe and Active Routes to Schools) meeting.

Polly has spoken with 3 Bramalea principals. The school chairperson with whom Polly spoke, wanted David and Polly to present, but required school board permission. Polly has attempted follow up with

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the area Superintendent of Schools.

Dayle and David have researched and prepared a review of the literature on active transportation for the Brampton Kids on Bikes Project. It is [posted on the website](#). Dayle reported that AT research is well documented over the past ten plus years. There are excellent opportunities and Ontario has approved curriculum developed for schools. The report is well worth the read to understand the Brampton and Region of Peel context for this issue.

On December 4th, the Brampton Kids on Bikes group and the Heart & Stroke Foundation will sponsor a webinar / discussion forum: **“Solving the Physical Inactivity Health Crisis in Peel Through Active Transportation”**. We have over 16 stakeholders registered for the noon-3pm event at Brampton Safe City Association, 16 George Street.

Erica reported that Metrolinx is holding their first Greater Toronto and Hamilton Area (GTHA) Active and Sustainable School Transportation (ASST) Regional Hub meeting for December 11th to advance the progress, and is positioned as an action follow up to the Dec 4th event.

David, Polly and Dayle have a meeting with Region of Peel AT and Public Health staff on Nov 27th to discuss active transportation agenda for December 4th and 11th.

Action: Dayle to send Erica request for BikeBrampton.ca to be listed as a link on Walk+Roll website.
Done

3. Bike Clinic Pilot Project

David reported in Gerald’s absence that the project is set to begin December 4th, and that the bike repair tools have been purchased. The youths have been identified for training. We will take any bike donations, no matter what type or condition. The goal is to replicate the success of the pilot project. David has requested success criteria from Adoma Patterson. He has also prepared a press release. There was discussion about permanent space and ideally, a store front.

Action: Gerald to follow-up with Lisa (2), George (3), and Katrina Doktor (1) (Brampton downtown Library), and Michele Robinson (1) (City of Brampton), all of whom have offered to donate bikes (7 in total now).

BBAC may also want to publicize bike donation, **Action:** Gerald to follow-up as appropriate

Action: Discuss next meeting donation possibilities: Kennedy Road Tabernacle, other faith-based organizations

David will plan on presenting a delegation to Regional Council on this and other BBAC initiatives in

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February 2015, after the municipal election. **Action:** David to follow-up with Janet Menard (Commissioner, Region of Peel) as appropriate.

4. Bike the Creek - June 20, 2015

Dayle posted [Bike the Creek – June 20, 2015 – Save the date](#) to our website Events page. Please note our new logo, compliments of the design department at TRCA. This is a colour change from last year, and based on the original mock up design by David. The one-colour will enable less expensive printing. David reported that planning meetings for Bike the Creek 2015 are continuing on a regular basis. TRCA (Toronto and Region Conservation Authority), Brampton Recreation, Brampton Heritage, Brampton Emergency Response, Town of Caledon and Region of Peel are participating in the planning, along with David, Dayle and Lisa from BBAC. After 2 planning rides and a couple of more meetings, the routes are almost finalized. They will be loops instead of the more linear route from last year. It is projected that at least 500 riders will participate. The next planning meeting will be Nov 21st at Bovaird House, a City of Brampton-owned heritage site, which has been confirmed to be one of the pavilion stops on our north route.

Action: Dayle to post posters, information, articles, and newsletters as developed, for our website.

Action: BBAC members to identify and approach corporate sponsors (coordinate with David). We will need funding for passports, meals, T-shirts, etc.

5. Promotion Social Media and Website Business Cards BBAC Video

Kevin reported traffic on bikebrampton.ca was stable. He is working on an analytics strategy for next year, possibly including seasonal messages. Dayle reported that she edited and published the fourth edition of our [newsletter](#) on October 30th. It was sent out to 264 subscribers, 16% of whom opened and 11% of whom clicked through. Only one unsubscribed. Dayle has created a Flickr account and replaced some existing and all new images from Flickr links to save website space. She reported that the website is visited in the manner of a highly visible 'business card' that provides open and transparent access to the activities of BBAC to anyone with whom our members meet, and to the general public.

Other types of promotion were discussed, pending a budget: bike handlebar tags, rubber band bracelets, promotion of Bike the Creek on Metro Morning CBC, Rogers Cable 10 South Asian shows.

Action: David is connected to host Matt Galloway on Twitter, and will tweet BTC event info as available.

Action: David has been on Heer and Now Cable 10 program and could approach again.

A mock-up of the business card was circulated for comments and final approval. The idea is to promote

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“Save the date” for Bike the Creek on one side, and subscribe to BikeBrampton.ca on the other side. The card is not personalized with any BBAC member name. Suggestions were made to enlarge font and simplify the message. A few BBAC members made donations to cover the cost of printing.
Action: Dayle to make revisions and have cards printed for distribution at our next meeting.
BBAC Video – (see page 2 above)

6. Advocacy campaign to change City curb-cut policy

Lisa reported that she and David made a delegation to the **Accessibility Advisory Committee of Council** on November 4th at City Hall. Lisa gave an introduction and David made a PowerPoint presentation. After a good deal of discussion, the committee voted unanimously to support BBAC’s position on Curb Cuts. **Action:** Dayle to provide [link for AAC minutes](#).
Action: Dayle to post article about the delegation minutes on our [website](#).
Action: Messrs. Parks and Cadete committed to looking at each situation as described in Lisa’s report of 59 documented and photographed infrastructure deficiencies, and then to making a joint delegation with BBAC members to Committee of Council in January after the new council is in place.
Action: Lisa and David to follow up with Messrs. Parks and Cadete re: a joint delegation to Council, early in 2015.
Action: David to edit delegation PowerPoint to address up front, the concerns raised at AAC.

7. Develop a prioritized list of infrastructure projects

Update on projects: BBAC identified bicycle infrastructure priorities:
BBAC priorities

- a. Curb cuts:
 - i. along the Etobicoke Creek Trail – David
 - ii. along the Flowertown Trail – Lisa
 - iii. at 384-398 Balmoral Drive and 30 Avondale Blvd - as identified by Kevin
 - iv. in Peel Village - as identified by Richard Poersch (President FSNA Peel Halton and Area)
 - b. Installation of traffic calming Stop signs at Heart Lake Road and Countryside Drive – David and Dayle.
 - c. Kennedy Valley Trail Extension – David sent [letter on behalf of BBAC to Harinder Mahli, MP](#).(see New Business item #2 from last meeting) – David has not received a response from any of those cc’d. **Action:** David to follow up with Ms. Mahli’s office
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- d. Installation of bike lanes along Bramalea Road to the Bramalea GO station – Kevin
- e. Active transportation crossing of Queen St. at Scott St. -John
- f. Repair of railway level crossing at James and John Streets – John
- g. Replacement of stairs at Wellington Street with an accessible ramp. –John (These stairs are now complete. David reported that this capital project was approved at the end of 2009. Accessibility signage is still to come, according to Jake Mete from the City. Those with mobility challenges will be directed to Mary Street. Discussion about lack of ease for using the new ramp located beside one side of the stairs. Descending, cyclist must hold bike on left and cannot reach the railing. Ascending, cyclist must hold bike on right and may require strength to mount a bike up the ramp. The ramp will not work for trailers or strollers. ([See photos of BBAC members using new ramp at Critical Mass](#))
- h. Additional signage along Etobicoke Creek Trail – **Action:** George to forward Etobicoke Creek signage locations to David. (Dayle reported that one of the Bike the Creek Planning Rides uncovered 2 places still requiring signs – at Bovaird and Duggan Park. These were noted by Nelson Cadete who participated on the ride.)
- i. Alderlea Heritage Site, Elizabeth St. has only 1 bike rack. – John reported that he was told that more bike racks would interfere with the heritage appearance. Discussion about negative appearance of extra bikes attached to the fence instead. **Action:** Councillor Hutton to raise issue at the Heritage Board meeting. ([Minutes](#) indicate Councillor Hutton was absent for health reasons.) **Action:** discuss at next meeting

City Priorities

- j. Bicycle Facilities along County Court, Fernforest, Richvale Drive (David reported that only ½ of County Court pavement is to be marked with bike lanes. This has been started. [See photo of BBAC members travelling on new County Court bike lane section at Critical Mass ride.](#)) **Action:** Discuss safety issues of this new installation at next meeting.
- k. Multi-use trail signs and marking along McVean Drive, Clarkway Blvd and Chinguacousy Road in accordance with OTM Book 18.
- l. Esker Lake Trail pathway extension across Hwy 410 (Franchesini bridge)

MTO Priorities

- m. David provided [input on behalf of BBAC, for the Ontario Municipal Cycling](#)

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[Infrastructure Program](#) on October 31, 2014.

Action: David to bring Kevin's 3'x4' map with bike routes for ongoing use and updates at each meeting.

Action: BBAC members to continue to note issues from their areas of the city and provide list to David

Action: David to consolidate and send section issue list to our Councillor representative for city staff.

8. Bike Friendly Communities

- a. Bike Friendly Business Program
- b. Active Network Transportation Coordinator
- c. Future of BBAC

a. David reported that progress is pending approval from the various stakeholders. **Action:** David to report progress next meeting

Action: Once program has been developed, David and/or Peter VanSickle to approach Rotary Glen Brampton, which has offered to provide a signage sponsorship.

b. & c. David reported that he and Dayle have a meeting scheduled tomorrow with Jacqueline Svedas (Coordinator, Special Projects, Planning & Infrastructure Services Department) and other city staff to discuss the future of the Brampton Bicycle Advisory Committee within the context of becoming a Committee of Council. They will also discuss the position (which has not yet been posted).

Action: David to report next meeting on status and outcome of the meeting.

New Business

1. Community Based Social Marketing Project stakeholder consultation

Special Presentation: Trudy Ledsham and George Liu from Toronto Centre for Active Transportation (TCAT) presented the [Stakeholder Engagement Pilot Project for the Region of Peel](#). Peel Region is undertaking a Pilot Program using Community Based Social Marketing to achieve transportation behaviour change. Trudy reported that they are looking for areas to target for this project. Some areas are better suited (eg. heritage street vs. five-lane highways). The trip distance needs to be less than 5 km, which takes 20 minutes. 2-3 km is best, and having a destination is important, as opposed to aimless recreation. However, recreational cycling is "gateway behaviour" to active transportation! Capital barriers (eg. lack of bicycles) need to be removed. Social barriers need to be removed (eg. middle aged women or high school girls). Language barriers need to be removed. Trudy noted that people are more open to changing behaviour and adopting new types of transportation choices when they are in transition and making other changes in their lives (eg. new immigrants). Commitment strategies were discussed (eg. 10 minute refresher on how to ride a bike, or a pledge to ride a bike). The strategy of this pilot project is to model successes and have on-going support through periodic events

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(eg. Bike the Creek, plus other cycling events). George presented a fascinating enhanced and sophisticated Google map that indicated the downtown and densities with concentric rings for appropriate cycling distances. Discussion about potential targets within the rings. Discussion about transit riders not likely knowing about available side streets, which deters taking a risk on a new route. Signage is inexpensive and effective to encourage more cycling. Discussion about safety risk for women in North America is the same for cycling and driving a car, and injury risk is higher from participation in sport than from the mode of transportation. TCAT will be making a decision on pilot program location in Peel by the end of 2014.

Action: TCAT is looking for community partners that will be suitable for this pilot project. BBAC members are encouraged to suggest appropriate target groups in Brampton, and [see sheet](#) for Trudy and George's contact information.

Events

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| 1. Brampton Kids on Bikes Webinar, Dec 4, 2014 | David, Polly and Dayle, together with the Heart & Stroke Foundation will be leading a webinar / discussion group: "Solving the Physical Inactivity Health Crisis in Peel through Active Transportation" at the Brampton Safe City Office, noon- 3pm. Invitations have gone out to stakeholders in Brampton, Mississauga and the Region of Peel. |
| 2. Bike the Creek Planning Meeting | Next planning meeting: Wednesday December 3 rd 1pm conference call |
| 3. Critical Mass Rides | Critical Mass Friday December 19 th , Gage Park starting at 6:30pm (arrive by 6:15) – (normally last Friday of every month, but week earlier for December due to Boxing Day holiday) – friendly bike ride no matter the weather! |
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Referred Matters List

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| 1. Discussion with Nelson Cadete | Action: Deferred until Nelson present |
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re specifications for including pedestrians and cyclists in design for traffic roundabouts

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| 2. Brampton Community Rides | Action: Bring forward discussion to January 2015 meeting, once new Councillors are in place |
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| 3. Mayfield Road Environmental Assessment | Action: David to hear from Neal Smith regarding dates for public information feedback. |
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| 4. PAMA (Peel Art Gallery Museum + Archives) | PAMA has applied to become the first bicycle friendly attraction in Brampton (maybe even in Peel region).
Action: Dayle to post article about PAMA once this becomes official |
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| Meeting Adjourned 9:00p.m.
Next meeting Monday December 15th at 6:30 p.m. | Moved by Peter, seconded by Polly – Carried |
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