

BikeBrampton minutes

Jan 5, 2017 - 6:30pm – 9:00pm

Chris Gibson Recreation Centre, 125 McLaughlin Road North, Craft Room

Attendees: Members: Stephen Laidlaw, George Shepperdley, Kevin Montgomery, Lisa Stokes, Pauline (Polly) Thornham, John Van West, Sara Verma, Bruce Marshall, David Laing, Dayle Laing
cc: Nelson Cadete (Brampton AT)

Meeting Started: 6:35 pm

Review and approve minutes from last meeting

<http://bikebrampton.ca/wp-content/uploads/2013/12/2016-12-19-BikeBrampton-Meeting-minutes.pdf>

Motion to approve minutes: Steve – Carried

Brampton City Update:

Bramalea City Centre Public Information Session – Peel Long Range Transportation Master Plan 2017 & Brampton Active Transportation Master Plan – Jan 18th 2-9pm. Members encouraged to attend.

Action: Members are encouraged to comment on PLRTP 2017 by contacting [Sabbir Saiyed](#), Manager Transportation System Planning.

Ghost bike ride was held Dec 31st in honour of George Carswell, who was struck by 2 vehicles when he was cycling to work. A small ceremony was attended by his 2 daughters and our members, at intersection south of Mayfield on Dixie Rd. Sadly, this was 3rd cyclist killed in 2016. Bruce suggested we receive accident reports as standard procedure to see where we can learn. Lisa suggested inadequate lighting may be issue, leading to application for grant for bike lights. (Cycle Toronto goes out at night and hands out lights to cyclists.)

Action: David to ask Sgt. Heather Andrews for details of accident report

Action: Kevin to ask Peel Police on behalf of BCAC for details of accident report

Etobicoke Creek Trail: Lisa reported that Nelson updated during Dec BCAC meeting: Kennedy Valley Trail planned for combination gravel & asphalt. Discussion about seamless commute, winter maintenance and accessibility issues if gravel path only.

Action: Kevin to reach out to Dorothy at MCAC to make sure about the asphalt section where Etobicoke

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Creek (Kennedy Valley) Trail enters Mississauga.

Action: David to ask Vince who is contracted to lay southern section of Etobicoke Creek Trail. - done

Action: members to monitor **Valleywood Interregional Trail Connection** (ECT Mayfield to Valleywood) over winter and defer action until spring after sweeping of coarse gravel.

Etobicoke Creek Trail Signage Audit: Dayle reported that summary of Ford & Associates audit of Nov 2015 was presented at BCAC in December. Consultants reported they walked or biked the whole length of the trail. Signs are to be minimum 45x45cm. Discussion about difficulty of handling the downtown transitions of path to road to path. Discussion about importance of permanent signage for cycle tourism. Suggestion of QR codes on signs. Dayle, on behalf of BCAC, volunteered to review the document of maps and proposed sign specifications and submit comments to Parks.

Action: Dayle to report on her ECT Signage review comments at next meeting.

Alderlea Bike Post & Ring: John reported he has been working this item for 3 years and is currently dealing with Project Manager for Alderlea, Robert Hornblow. Colour has been approved. Single post & ring to be installed this spring. Incorrect By-law was applied, as Alderlea is not a park. Signage implies no bikes allowed, whereas intent was to prohibit stunt cycling on the stairs leading to Gage Park. Similarity to other signs discouraging bike use in downtown (entrance to Rose Theatre, George St & Diplock Lane). Coffee Culture ring & post on Queen St needs replacing after taken out in car crash.

Curb Cuts: discussion about liability potential if not installed – US examples. Ottawa bike lane lawsuit.

Community Rides: BCAC to finalize 2017 offerings shortly.

Action: Lisa to send Dayle blog post link of Lisa's experience of **riding from Brampton to Hamilton** – infrastructure improved as she travelled west through Mississauga, Oakville, Burlington, Hamilton.

Action: Nelson requested members' help on parts of his application for **Share the Road's Bicycle Friendly Community** status. Successful communities will be recognized at OBS2017.

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Regional Update:

Cycling Guide: Region will be producing for spring 2017 availability

[Bike to School Week May 29 – Jun 2, 2017](#) program and activities. Registration page on bikemonth.ca is up and 11 schools have registered so far. (One in Brampton is Burnt Elm PS.) Kevin has already posted it on Facebook events.

Action: David to ask Erica how BikeBrampton can help promote for 2017.

Action: Erica to provide **B2SW 2016** fact sheet once it is finalized – Dayle to post

Strava Data Collection: Region purchasing 2016 & 2017 data. Invaluable for locating most used routes. Purchasing data is best for analysis. (Aggregate level can be seen on heat map, without purchasing.) Ridership is definitely increasing, whether due to more riders and/or more riders using Strava.

Sara reported CBC will be running Bike4Brampton again in 2017. Opportunity to cross-promote with Brampton Community Rides. Kevin suggested CBC use Strava for Bike4Brampton to unify data collection for all long range planning in both Peel and Brampton. George used Strava for planning Community Rides. Bike counters installed on Queen St to catch cycling sidewalk data. TRCA installed bike counter on Etobicoke Creek Trail at Valleywood and on new trail in Heart Lake Conservation Area. Sobi Bike Share in Hamilton has “brains” in the bikes so they know popular routes. Bike share data has shown demand on King Street leading to a new bike lane. Fitbit users can also link to Strava, according to Bruce.

Action: members invited to sign up for free in [BikeBrampton’s Strava club](#) if they have not already done so. We have 48 members now. [Club stats](#) are posted.

Action: Community Bike Centre to report on their Sept 27th presentation results regarding their offering for **McHardy Court bike mechanic clinic** (as follow up to our [bike clinic partnership project](#) in Dec 2014).

All: Drop off Donated bikes: [Community Environment Alliance](#), 7-222 Advance Blvd.

Action: Erica to send Dayle link of **2015 Pedalwise Report** – Dayle to post on website

Action: Dayle to create **PEYA EcoBuzz** blog post.

Community Engagement

Brampton Springdale Network – David & Dayle will be attending meeting on Jan 19th.

Brampton Northeast Connects – Lisa reported she, Steve, Brenda, David & Dayle had a BB display at Reindeer Games youth night on Dec 16th. We need a better hook to engage people than the Peel transportation survey, which although a good idea, turned out to be too time consuming and complicated to administer as people zoomed past. Sara reported family-friendly STR quiz had positive outreach effects. They had tire pressure air gauges and pins as prizes.

Brampton Northwest Connects – meets quarterly

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BikeBrampton Projects:

- [Brampton Kids on Bikes Project](#) **PSARTS:** David reported major positive shift in last meeting. Targeted and action-oriented approach. Target of 100 schools this year. Public Health nurses are targeted to obtain 5 schools each. Polly has handed out 7 high school toolkits.

Action: Erica to find out how many schools have signed up for school travel planning

Winter Walk Day Feb 1st: photo contest *#winterwalkphoto* open to anyone before end of March – Facebook, Twitter or Instagram. Schools can [register](#) their event to receive a Certificate of Participation from Canada Walks.

Action: Dayle posted [Winter Walk Day Feb 1st](#) and added 2017 dates for Bike2SchoolWk on website.

Metrolinx ASST HUB: BikeBrampton has been participating since inception. Liliana Roberts (Co-Chair PSARTS) will be attending. Focus is on 200 schools in GTHA signing up for [Bike to School Week May 29th – Jun 2nd](#). As of now, 11 have already signed up. Next HUB meeting Jan 18th

Discussion about **improving traffic safety** with more red light cameras. Currently 9 in all of Peel. They cost \$100,000 each and can only be installed on regional roads.
 - [Bicycle Friendly Business Program](#) **New Brampton Task Force:** David met with Des Farcus in December. Group has an interesting vision for Brampton, including environmental sustainability and active transportation. Federal government is creating funding to attract industry & academic research. Opportunity to attract millennials to work here. Discussion about [Ellen MacArthur Foundation](#) (aim to accelerate transition to a circular economy)
 - Promotion:
Social Media & Website Kevin reported on our social media. “So you want to start a winter cycling habit” reached over 1000 people. Now 152 subscribers. 50% open rate in last newsletter. We are so popular that we were hit from Russian blog-nets! Next popular was our meeting minutes, followed by Bike the Creek. There were 22 searches for videos in past quarter. Categories can be viewed by entering site with one click. Front page is actually a portal, which gives more versatility. We will be able to post an ad for Bike the Creek, for example. Kevin added an “All posts” tab to create easier access into site.
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Action: Kevin create permanent page for videos.

Discussion about how we need to improve our reach on social media (223 likes on Facebook).

Top 5...Campaign: Lisa suggested we create 3-4 posts per week for a month, starting Feb 1st. eg. Top 5 bike racks in Brampton, Top 5 coffee shops to cycle to, Top 5 parks, etc. Put out every 2nd day at 9pm.

Action: members to prepare some top 5 lists and send to Dayle for setting up posts for Feb month-done

Cyclists of Brampton Campaign: Lisa suggested photos of us with our bikes. Human interest blog posts (profiles) taking off on Kevin's heroes idea. (promote Brampton.ca/cycling with permission?)

Action: Lisa to take photos of each of us on our bikes – send to Dayle by Feb 20th.

Action: those members participating, to write 100 words to accompany Lisa's photos of us – send to Dayle by mid-February.

Action: members can cross-post to their own social media pages

Action: Dayle to create poster of photos & profiles for display at Bike Show (Mar 3-5th)

Polly suggested a video of 3 people doing things on bikes in different locations around Brampton. Bruce said that viral videos is very much a hit and miss and not predictable in success.

Action: Polly to research video idea

4. Prioritized list of infrastructure projects

BikeBrampton priorities:

- a. Heart Lake Road Mitigation strategy – David reported that consultant retained and mitigation report work has begun. TRCA produced [video](#).
- b. Worn pavement lines on existing infrastructure (eg. Bonny Braes Road, Rutherford, McMurchy)

City Priorities:

- c. Esker Lake Trail pathway extension across #410 (Franchesini bridge) – hurdle of land-swap settled – scheduled to begin Spring 2017.
 - d. Fernforest, Richvale Drive, Mountain Ash Rd and Edenbrook Hill Drive – slated for traffic calming which will include bicycle infrastructure option as per BFIP.
 - e. Queen Street Densification Corridor.
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5. Bike Month 2017
- [Bike the Creek - June 24, 2017](#) - *Save the Date!*** Use #bikethecreek to promote.
- Manitou Park Bike Parade** - 'Save the date' for Jun 3, 2017 – Lorie organizing in partnership with Brampton Parks.
- Action:** Dayle to post on BB events page
- Action:** David to ask Michele Robinson how Lorie's Manitou Bike Parade could tie-in with Live 5-2-1-0
- Bramalea CycleFest** – David has meeting with Pastor Finu Jan 26th for 2017 plans.
- Action:** David to report on CycleFest at next meeting.
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6. Critical Mass Bicycle Tags
- Action:** Lisa to report if tags are working as a promotional tool
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New Business

1. Fletchers Creek CVC SNAP
- Credit Valley Conservation (CVC) is starting a Sustainable Neighbourhood Action Project (SNAP) in the Fletchers Creek area. They are interested in any 2017 cycling related programming and will more aggressively roll out in 2018. [Link](#) shows map of SNAP area.
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2. Metrolinx secure bike parking at GO Stations
- David reported that Sanathan Kassiedass from Metrolinx contacted him to discuss their strategies for revising bike parking at GO Stations over the next few years. Discussion that fees for secured bike parking are not acceptable if cars don't pay for parking. Kevin cannot fit his bike into current covered parking due to size of his front basket. Space needs to accommodate any size of bike. Enclosure should be kept at a temperature above zero. Bike repair equipment should be provided. Most important for cyclists to use GO stations is for Metrolinx to complete the transitions from recreational trails to each station. The current gaps in infrastructure make use not adequately seamless.
- Action:** David to take this feedback to his call appointment with Sanathan on Jan 9th.
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3. CanadaBikes.org Collaboration grant proposal
- David reported BikeBrampton, Edmonton, Ottawa, Victoria, Moncton expressed interest in applying for \$120,000 total grant focusing on populations at risk (youth & seniors). Goal is to increase riding in shoulder seasons. 18 month project starting in April. They will be looking for 100 participants, mentors. BikeBrampton might receive \$15-20,000 including purchase of prizes. Collaborative grant would mean
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teaming up with local cycle shop. David has approached Cyclepath Brampton for prizes and participation in mentor programs, ie. seminar space. CanadaBikes.org would administer funding.

Action: BikeBrampton members have committed to acting as mentors should the grant be awarded

4. Suggestions from Kevin
- a. Discussion about creating a page of "Heroes" page -- a way for the public to ask targeted questions to people who are prepared to answer them...such as club cycling, utilitarian cycling, riding with kids. Anyone interested in having a profile summary on BikeBrampton website, and being contacted? Alina volunteered to be profiled for her daily cycling on Vodden. George volunteered to be profiled for his cycling on Hurontario. **Action:** Kevin to coordinate interviews
 - b. Is it possible to organize a Winter Cycling workshop before the snow falls, perhaps at the Library? Would Katrina Doctor be able to help with this? Discussion about [Quebec winter cycling workshop](#), which occurred on Oct 26th.
 - c. In light of increased awareness of Vision Zero
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5. Bicycle Lending
- Discussion about possibility to create bike lending through the library system as done by some other communities. City of Hamilton, Mohawk College & McMaster University. All have bike-lending programs despite a Hamilton bike share. Discussion about bicycles owned and perhaps not being used by Brampton Bylaw as a potential for lending.
- Action:** bring forward to next month to discuss action plan
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6. Climate Change Action Plan, Cycling Infrastructure
- David reported province of Ontario is committing to \$175 – 225 million over next 5 years to cycling infrastructure, with money coming from carbon cap and trade fees.
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Events

1. [Winter Walk Day – Feb 1st](#) Photo contest #winterwalkphoto
 2. Toronto International Bicycle BikeBrampton will be sharing double booth with MCAC and BCAC under Peel umbrella. Looking for
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Show – Mar 3-5th

volunteers to staff booth, set up and take down display. (D&D will not be able to attend)

Action: Kevin and David to set up Doodle poll for booth duty time slots

3. [Critical Mass Ride](#) – Jan 27th

Last Friday of every month. Cyclists meet at Gage Park (corner of Main & Wellington) at 6:15pm and set out at 6:30pm. [BikeBrampton webpage](#) This is free-flowing and not organized by BikeBrampton.

4. [Bike the Creek](#) – Jun 24, 2017

Save the date!

Referred Matters List

Next meeting Thurs Feb 2nd 6:00 pm – 8:00pm

Meeting Adjourned 8:46p.m.

Field Trip --- Grow Green Partnership Network Kickoff Event, Location: City Hall West Tower 2C

Register to attend: growgreen@brampton.ca

Motion: Polly – Carried