

# BIKEBRAMPTON.CA NEWSLETTER

VOLUME 1 ISSUE 2

MARCH 10, 2014

Brampton Bicycle Advisory Committee



*Biking in Brampton builds our Community*

## Special Points of Interest:

- [Bike the Creek Registration](#)
- [Peel Trails Map](#)
- [Brampton Trails & Parks Map](#)
- [Brampton Transit—Bike & Ride](#)

## BIKE THE CREEK, JUNE 21, 2014— REGISTRATION IS OPEN

Invite your family and friends for our first annual signature event: *Bike the Creek!*

This event has something to offer for all ages and abilities, and we welcome local residents and visitors to our wonderful gem, the Etobicoke Creek Trail. This event is **free!**

### [Registration link & details](#)

Bike the Etobicoke Creek Trail through the heart of Brampton. Select one of three rides to fit your skill & interests (10km, 30km, or 40km).

Learn about local plants, wildlife and other elements

of our natural heritage.

Get your passport stamped at each trail station for chances to win great prizes! A complimentary lunch is included.

Come join us! [register for free online](#)



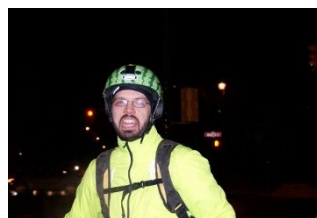
## SHORTEN WINTER BY CYCLING IN BRAMPTON

It is March and we are still in the throws of winter...

What can we do except embrace the way it is and get out there and enjoy it. One must be extra careful that cars can see us around the snowbanks. We like highly visible clothing and safety vests, and of course, lights front and back at night!



*Hearty group of Brampton cyclists on January evening*



*Highly visible fluorescent coloured clothing — be seen!*



*Brampton cyclists rejoice — Gage Park reopened*



*Brampton cyclists outside Peel Art Gallery + Archives*

## Inside this issue:

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## WHAT IS RIPARIAN RESTORATION?

and what does it have to do with biking in Brampton?

Find out the answer to this mystery when you register and come out for our event,

[Bike the Creek.](#)

One of our sponsors and the custodian of our gorgeous Etobicoke Creek Trail, (TRCA) Toronto and Region Conservation Authority, will have stations set up on the trail where their experts will share the answer to this question, and explain how

their careful management not only gives us the benefit of a beautiful ravine, also enhances our precious air and water quality.

[Register for free](#)

Bike the Creek, June 21st



*Etobicoke Creek Trail ravine planning ride, November 2013*

*“It’s an iron law of real estate: land is more valuable if more people can get to it easily.”*



## FOUR REASONS PROTECTED BIKE LANES MEAN BUSINESS

[The economic arguments resonate with most people.](#)  
[Location, location, location...](#)

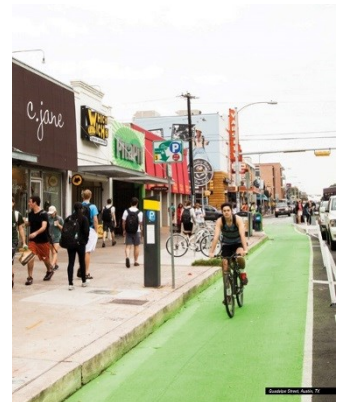
Mary Lauren Hall reported in the Alliance for Biking & Walking, on Jan 15, 2014:

1. The average young person is driving less and biking and taking transit more (24% more for cycling, 40% more for transit, and 23% less for driving cars).
2. Millennials and Generation X-ers are flocking to urban areas, congesting city streets and creating market demand for solutions that increase street flow without adding gridlock. People need robust transportation systems to move from home to work to shops. Low-stress bike networks can help relieve pressure on the street system. By making biking safe and pleasant for a broader range of people, bike lanes are bringing more residents, employees and customers to neighbor-

hoods without swamping streets with traffic. They help free the street system for buses, freight and essential car trips. And as city dwellers prioritize dog-walking and bike-riding over sitting in traffic, investment is flowing toward streets that are built for connectivity and comfort. Studies show that homes near bicycle infrastructure appreciate in value more than equivalent houses away from bike lanes.

3. With health care costs at an all-time high, companies are scrambling to get more employees exercising regularly. People who ride their bike regularly benefit by having up to 32% fewer sick days and up to 52% increased productivity.

4. The most valuable customers are those who stop by often. People who arrive to a business on bike spend less per visit but visit more often, resulting in more money spent overall per month. When space is at a high premium, these regulars make for great customers.



*Separated bike lane, Gualoupe Street Austin, Texas*



*Separated bike lane, 9th Ave, New York*

## IF YOU ARE LUCKY, YOU MAY SEE...

Of course, we cannot offer guarantees on wildlife sightings, but these have all been viewed along the Etobicoke Creek Trail!

What a gem we have in our backyard. Come explore it.

Dust off your bike, make sure it is in working order for the spring.

Practice if you are rusty, so you can sign up with your family and friends to enjoy our [Bike the Creek](#) event!



*Barred Owl at edge of Etobicoke Creek ravine, Brampton*



*Great Blue Heron waiting for fish in Etobicoke Creek, Brampton*



*Beaver swimming in Etobicoke Creek, Brampton*



*White Tailed Deer at edge of Etobicoke Creek, Brampton*



*Coopers Hawk on Black Walnut tree at edge of Etobicoke Creek, Brampton*

## DID YOU KNOW ONTARIO HAS A 20-YEAR CYCLING STRATEGY?

[#CycleON](#) is the Ministry of Transportation's vision and the aspirations for Ontario cycling over the next 20 years.

For example, one goal is for the built environment in most of our Ontario communities to support & promote cycling for all trips under 5 km.

[Read more](#)

*“Cycling in Ontario is recognized, respected, and valued as a core mode of transportation that provides individuals and communities with health, economic, environmental, social and other benefits.”*



*#CycleON  
Ontario's Cycling Strategy*

# bikebrampton.ca

Brampton Bicycle Advisory Committee



**Brampton  
Bicycle Advisory  
Committee**

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<http://bikebrampton.ca/>

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## SUBSCRIBE TO OUR NEWSLETTER

If you have not already done so, you are invited to [subscribe](#) to our newsletter. It's free!

Get involved, leave us comments, come out to our events, even volunteer on our committee!

The Brampton Bicycle Advisory Committee meets once per month to discuss raising awareness of the benefits of cycling for active transportation in the City of Brampton, Ontario.

*Biking in Brampton builds our Community*



*Spring is coming — this will be soon a distant memory...*



*Soon, we will be Biking the Creek...*