

## BIKE THE CREEK 2021 SUMMARY

BCAC meeting, Aug 17, 2021 by Dayle Laing, member of Bike the Creek planning committee

# VIRTUAL EVENT JUN 9-30TH

- 7<sup>th</sup> annual signature bike ride
- Free event aimed at encouraging people of all ages to discover joy of cycling
- Partners: TRCA, City of Brampton, Town of Caledon, City of Mississauga, BikeBrampton
- Region of Peel sponsored drone footage
- As per Ontario / Peel Public Health guidelines
- Participants rode at own pace & time



## 6 SELF-DIRECTED ROUTES

- BtC pavement route markers
- 5 km Family Ride Purple
- 12 km Family Ride Orange
- 27 km Nature Ride Green
- 30 km Brampton B-Loop Ride Blue
- 65 km Bramalea Mississauga Ride Dk Blue
- 60 km Town Ride Red

# Tweet Lisa Stokes @LisaStokes66 #BikeTheCreek21 #BikeBrampton Choices, choices I think I'll do them all 😄 🚴

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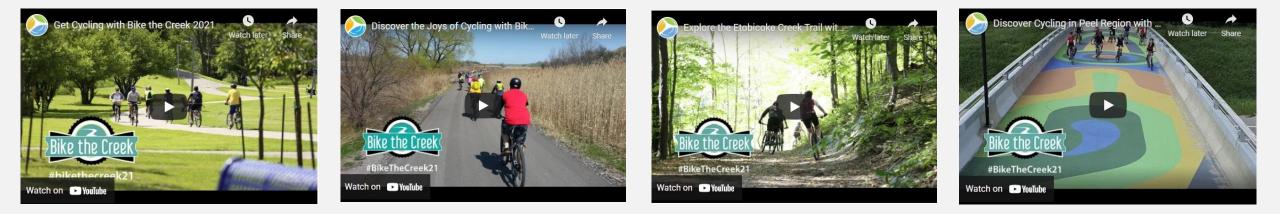
11:35 PM · Jun 30, 2021 · Twitter for iPhone

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### **PROMOTIONAL VIDEOS**



- 1. <u>https://www.youtube.com/watch?v=fbjxNtYY4jI</u>
- 2. <u>https://www.youtube.com/watch?v=bZfsD6z6tLc&t=80s</u>
- 3. <u>https://www.youtube.com/watch?v=x\_qQcxtZ7mA</u>
- 4. <u>https://www.youtube.com/watch?v=Pm7Vo\_ZQw-c</u>

#### I4 QR CODE CIVIC & SAFETY MESSAGES

- ABC Quick Check
- <u>Be Courteous</u>
- <u>Be Seen</u>
- <u>Be Heard</u>
- <u>Be Predictable</u>
- <u>Be Aware</u>
- <u>Be Comfortable</u>



### #BIKETHECREEK21 RESULTS

589 officially registered (planning committee pleased) Countless more cycled routes, per social media People cycled more than one route, per social media June website views: TRCA – 2, 166; BikeBrampton – 1,204 June social media results: TRCA – 2,000; BikeBrampton – 2,343 June views of 4 TRCA videos: 392 June views of 7 BikeBrampton safety videos: 152 https://bramptonist.com/are-you-enjoying-june-bikemonth/ June 18, 2022 confirmed event date at Jim Archdekin!