



## **Memorandum**

*Transportation and Infrastructure Planning Division  
Transportation and Works Department*

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**TO:** MEMBERS OF THE MISSISSAUGA CYCLING ADVISORY COMMITTEE

**FROM:** Jacquelyn Hayward Gulati, Manager, Active Transportation

**DATE:** April 22, 2014

**SUBJECT:** **Bicycle Friendly Community – Go for Silver Strategy**

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### **RECOMMENDATION:**

That the City of Mississauga adopt the goal of achieving a “Silver” designation for Mississauga as part of the Bicycle Friendly Community award program and that Mississauga Cycling Advisory Committee Members and City staff work together to develop a “Go for Silver” strategy that identifies key areas of focus for 2014 and report back on progress.

### **BACKGROUND:**

The Bicycle Friendly Community Award (BFC) Program was launched by the Share the Road Cycling Coalition in Canada in August 2010 in partnership with the Washington based League of American Bicyclists. The BFC Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling.

Communities complete a thorough application and are judged in five categories often referred to as the Five “Es.” These are Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning. A community must demonstrate achievements in each of the five categories in order to be considered for an award on the Bronze, Silver, Gold or Platinum level. Communities with more significant achievements in these areas receive higher awards.

In 2012, the City of Mississauga was awarded a Bicycle Friendly Community Bronze designation. The following is a summary of the status of the ranking of other communities in Ontario:

#### **Bronze**

- Ajax
- Town of Blue Mountains
- Burlington
- Grimsby
- Halton Hills

- London
- Kingston
- Markham
- Mississauga
- Oakville
- Oshawa
- Peterborough
- Richmond Hill
- St. Catharines
- Thorold
- Welland
- Windsor

#### Silver

- Guelph
- Hamilton
- Kitchener
- Pelham
- Toronto
- Waterloo

#### Gold

- Ottawa

#### COMMENTS

On Sunday April 13, Mississauga Cycling Advisory Committee member Irwin Nayer and Manager of Active Transportation, Jacquelyn Hayward Gulati attended a Bicycle Friendly Communities program workshop hosted by Share the Road Cycling Coalition. The focus of the workshop was on communities that have “gotten to the next level” as bicycle friendly communities.

Prior to this workshop, I. Nayer and J. Hayward Gulati met to discuss the previous process and application that lead towards the Bronze designation in 2012, feedback from Share the Road Cycling Coalition’s Bicycle Friendly Community judging panel, alignment of the feedback with the actions of the Cycling Master Plan as well as status of these initiatives. The below tables summarize this information.

**Bicycling Friendly Community Bronze Designation Feedback, aligned with Cycling Master Plan Actions and Status**

<b><i>Bicycle Friendly Community Feedback</i></b>	<b><i>Cycling Master Plan &amp; Implementation Strategy</i></b>	<b><i>Status</i></b>
<b>INCREASE RIDERSHIP</b>		
<p>1. Consider by-law that requires large employers to provide bicycle parking, shower facilities, and other encouragement tools.</p>	<p><b>Recommendation 8, Action 26</b> “Amend the Zoning By-law to require trip-end facilities, where appropriate (e.g. bicycle parking, shower facilities, change rooms, and lockers).”</p>	<p>Planning and Building targeting June 2014 to bring amendments forward.</p>
<p>2. Consider bike share program.</p>	<p><b>Recommendation 7, Action 21</b> “Develop a business case assessment of public bike rental systems.”</p>	<p>Target Timeframe: 2012-2015</p> <p>Employer bike share program in place.</p>
<p>3. Work with Chamber of Commerce to provide recognition program to local businesses to promote cycling to work.</p>	<p><b>Recommendation 14, Action 67</b> “Work with Smart Commute in the development of private sector partnerships aimed at cycling education and awareness and trip end facilities.”</p>	<p>Underway – Smart Commute outreach includes cycling education and awareness. Application to include accomplishments in this area.</p>

<b><i>Bicycle Friendly Community Feedback</i></b>	<b><i>Cycling Master Plan &amp; Implementation Strategy</i></b>	<b><i>Status</i></b>
<b>INFRASTRUCTURE DEVELOPMENT</b>		
<p>4. Separated bike lanes and cycle tracks.</p> <p>5. Increase connectivity through shared lane arrows and signed routes.</p>	<p><b>Recommendation 9</b> “Add an average of 30 km to the cycling network per year over the next 20 years.”</p>	<p>Ongoing. Over 67 km completed since CMP. Application to refer to key gaps closed in major routes.</p>
<p>6. Create more bike parking spaces.</p> <p>7. Consider incentive program for businesses to include bike parking.</p>	<p><b>Recommendation 11</b> “Incorporate bicycle parking at all City-owned major transit locations, libraries, community centres, and parks, where appropriate, and encourage trip-end facilities at existing private sector locations (e.g. office buildings, retail/commercial), where appropriate.”</p>	<p>All community centres and major transit terminals have bicycle parking.</p> <p>Event parking available.</p>
<p>8. Ensure new retrofitted/renovated facilities accommodate bicyclists.</p> <p>9. ‘Road diets’ to calm traffic and lead to a better use of roadway space.</p>	<p><b>Recommendation 9, Action 36</b> “Leverage opportunities to build the network, through: capital infrastructure programming (Municipal, Regional, Provincial Federal and other agencies); and property acquisitions/leases &amp; agreements.”</p> <p><b>Recommendation 9, Action 37</b> “Ensure that new bridges and underpasses, identified as part of the cycling network, are built to accommodate cyclists. Ensure that existing bridges and underpasses, identified as part of the cycling network are retrofitted to accommodate cyclists.”</p> <p><b>Recommendation 9, Action 38</b> “Integrate cycling facilities into community traffic management opportunities.”</p>	<p>Ongoing.</p> <p>Application to feature some of road diets that have been implemented i.e. Bristol Road, Unity Drive, etc. and traffic calming pilot locations.</p>

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<b>PLANNING</b>		
<p><b>10.</b> Evaluate bicycle usage and crash statistics to reduce number of crashes in the community.</p>	<p><b>Recommendation 12</b> “Continually reduce cyclist incident rates.”</p>	<p>Underway on a corridor by corridor basis. Info to be shared with MCAC.</p>
<p><b>11.</b> Evaluate existing programs/measures of cycling and walking to quantify benefits.</p>	<p><b>Recommendation 4, Action 12</b> “Survey target audiences to measure changes in behaviour and beliefs, and the effectiveness of individual programs.”</p>	<p>Underway – supported Region of Peel’s GPS Cycling Study and Activate your Commute tool.</p>
<p><b>12.</b> Set target for TDM goals.</p>	<p><b>Recommendation 2</b> “Monitor the increase in cycling use, including the transportation modal split for weekday trips (long-term goal: 10%)”</p>	<p>In development (post-2014 with Transportation Master Plan)</p>
<p><b>13.</b> Conduct economic impact study.</p>	<p>No corresponding recommendation / action in the Cycling Master Plan and Implementation Strategy.</p>	<p>N/A – possible student research project.</p>
<p><b>14.</b> Integrate development of cycling network into larger land use planning &amp; development project plans.</p>	<p><b>Recommendation 8</b> “Establish a regulatory framework to implement the Cycling Master Plan”</p>	<p>Completed / Ongoing</p>
<p><b>15.</b> Continue working with mountain biking community to develop off-road access and increase opportunities for single-track riding.</p>	<p>No corresponding recommendation / action in the Cycling Master Plan and Implementation Strategy.</p>	<p>Parks and Forestry to provide update.</p>

<b><i>Bicycle Friendly Community Feedback</i></b>	<b><i>Cycling Master Plan &amp; Implementation Strategy</i></b>	<b><i>Status</i></b>
<b>EDUCATION</b>		
<p><b>Adult Education</b></p> <p>16. Work with CAN-BIKE instructors to offer programming.</p> <p>17. Offer shorter commuter series courses.</p>	<p><b>Recommendation 14, Action 65</b> “Work with the Region of Peel and Peel Health to develop and implement an educational safety plan (e.g. Can Bike, Share the Road, Wear Your Helmet).”</p>	<p>Underway – Can Bike courses began to be offered in 2012.</p> <p>Ward Rides safety briefings. Bike Month library workshops.</p>
<p><b>In-School Education</b></p> <p>18. Recommended safe routes for school.</p> <p>19. Bike buddy program/bicyclist mentorship program.</p> <p>20. Offer bike maintenance workshops, bike clubs.</p>	<p><b>Recommendation 3</b> “Promote cycling to schools.”</p> <p><b><i>In particular:</i></b></p> <p><b>Recommendation 3, Action 5</b> “Develop a plan in conjunction with the school boards to achieve a goal of 30% of all students cycling to school (e.g. Student Volunteer/ Ambassador Program).”</p> <p><b>Recommendation 3, Action 7</b> “Harmonize communication and promotion efforts and work with interested parties (e.g. the Region of Peel, parent councils, etc...).”</p> <p><b>Recommendation 3, Action 8</b> “Peel Safe and Active Routes to School (PSARTS) to incorporate safe cycling into their existing program.”</p> <p><b>Recommendation 14, Action 64</b> “Work with the Traffic Safety Council and the Peel Regional school boards to promote and educate cycling to students.”</p>	<p>Underway – led by Region of Peel and Mississauga’s Walking School Routes program. To include accomplishments in application.</p>

<b><i>Bicycle Friendly Community Feedback</i></b>	<b><i>Cycling Master Plan &amp; Implementation Strategy</i></b>	<b><i>Status</i></b>
<b>EDUCATION</b> ( . . . continued)		
<p><b>21.</b> Reach children outside of school in recreation programs, bicycle repair co-ops, Trip for Kids events, youth bike clubs.</p>	<p><b>Recommendation 14, Action 69</b> “Work with Recreation and Parks to incorporate cycling education into camp programs.”</p>	<p>Underway – cycling camps are offered. Include details in application.</p>
<p><b>Professional Education</b></p> <p><b>22.</b> Provide opportunities for ongoing training on accommodating bicyclist for engineering, planning staff, and law enforcement.</p>	<p><b>Recommendation 1, Action 3</b> “Promote the goals, recommendations and actions of the Cycling Master Plan to key City staff and other agencies.”</p>	<p>Ongoing. To list key training in application. i.e. VeloCity, webinars etc.</p>
<p><b>23.</b> Motorist education for bus and taxi drivers by partnering with CAN-BIKE instructors/police services.</p>	<p><b>Recommendation 14, Action 68</b> “Establish a working relationship with the Ontario Trucking Association and Mississauga Taxi schools to promote commercial driver awareness of cycling safety.”</p>	<p>Target Timeframe: 2012-2015</p>
<p><b>24.</b> Ensure police officers are educated on the share the road message and have general knowledge of traffic laws.</p>	<p><b>Recommendation 13</b> “Develop a stronger working relationship with Peel Regional Police.”</p>	<p>Campaign in development. To document level of bike unit participation in Tour, Ward Rides.</p>

<b><i>Bicycle Friendly Community Feedback</i></b>	<b><i>Cycling Master Plan &amp; Implementation Strategy</i></b>	<b><i>Status</i></b>
<b>EDUCATION</b> ( . . . continued)		
<p><b>Public Education</b></p> <p><b>25.</b> Bicycling/motorist messages with tax renewal, driver licensing and testing, utility bill materials.</p> <p><b>26.</b> Consider creating a creative video describing how to behave on the road/or use features.</p>	<p><b>Recommendation 14</b> “Establish an educational plan for motorists and cyclists”</p> <p><b><i>In particular:</i></b></p> <p><b>Recommendation 14, Action 61</b> “Develop Cycling Safety content for distribution city-wide (e.g. handbook).”</p> <p><b>Recommendation 14, Action 63</b> “Work with Road Safety Mississauga to develop a promotional campaign targeted at pedestrians, cyclists and motorists.”</p>	<p>Underway. Include info about Share the Road Magnets campaign (including City vehicles) and 8 Simple Cycling Habits campaign.</p> <p>Mississauga Cyclists Handbook developed and distributed in 2013 (6000+ copies distributed),</p>

Based on the above, I believe we are well on our way to becoming a Silver Bicycle Friendly Community. I think the biggest two challenges will be that there is currently relatively low levels of cycling in Mississauga with regard to commuting mode share and that there are major barriers that bisect our city – namely highways and river valleys.

Staff look forward to working with MCAC on the next steps towards being recognized as a Bicycle Friendly Community with a Silver designation.

Sincerely,

Jacquelyn Hayward Gulati  
Manager, Active Transportation