



# MINUTES

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THE CORPORATION OF THE CITY OF MISSISSAUGA

MISSISSAUGA CYCLING ADVISORY COMMITTEE

TUESDAY, JUNE 12, 2007- 7:00 PM

COMMITTEE ROOM A

2<sup>ND</sup> Floor, Civic Centre  
300 City Centre Drive, Mississauga, ON L5B 3C1  
Internet Address - <http://www.mississauga.ca>

MEMBERS PRESENT:

- Erick Begin
- David Bell
- Hamish Gordon
- Nazrul Islam
- Craig Laferriere (Vice-Chair)
- Paul Price
- John Sabiston
- Rajendra Singh
- Jeff Wachman (Chair)
- Kelly Willis

MEMBERS ABSENT:

- Peter Campbell
- Paul DeVries

COUNCILLOR PRESENT: Councillor P. Mullin

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GUESTS :

STAFF PRESENT:

Richard Roberts, Engineering Technologist, Community Services

Anne Farrell, Planner, Community Services

Max Gill, Traffic Operations, Transportation & Works

Paulina Mikicich, Planner, Planning & Building

Jennifer Leach, Communications

Shalini Alleluia, Committee Coordinator, Office of the City Clerk

Kevin Arjoon, Committee Coordinator, Office of the City Clerk

## INDEX- MISSISSAUGA CYCLING ADVISORY COMMITTEE – JUNE 12, 2007

### CALL TO ORDER

### MATTERS CONSIDERED

1. Administrative Matters:
  - (i) Agenda Review
  - (ii) Approval of the Minutes of Meeting – May 15, 2007
  - (iii) Receipt of the Action Items List from May 15, 2007
  
2. Committee Communication Protocol  
Staff will provide a brief overview on the protocol to be followed when MCAC members communicate with outside parties on behalf of the Committee.
  
3. Mississauga Bicycle Pedestrian Master Plan  
Update on the progress of the Mississauga Bicycle Pedestrian Master Plan.( Anne Farrell)
  
4. Network and Technical Issues
  - (i) Network and Technical Issues –Verbal Update (Richard Roberts)
  - (ii) City Traverse Grid Update - (John Sabiston)**Next Sub-committee meeting – Date required.**
  
5. Communications and Promotions
  - (i) “Lock your Bike” campaign - (Jennifer Leach)
  - (ii) Procedure for updating MCAC Website**Next Sub-committee meeting – Date required.**

Continued.

6. Events for 2007 (Status update)

- (i) Participation in Smart Commute Challenges – ‘Ride Your Bike to Work’ – June 29 , 2007 status update Glenn Gumulka
- (ii) Story board presentation to Council outline -(Craig Laferriere )
- (iii) Participation in Canada Day events in the Civic Centre (Quote for Balloons attached) (Sunday, July 1, 2007 – decision required and volunteers needed)
- (iv) Civic Day Cycling status update (Hamish Gordon-Craig Fagan)

7. Update on the Ted Ho Trail- Richard Roberts / Anne Farrell

8. 2007 Budget –to date Summary - Erick Begin

9. Correspondence - For Information and Receipt

- (i) Letter dated April 25, 2007 from Julie Ireland, Legislative Specialist with respect to the Active Transportation Plan for the Region of Peel.
- (ii) Email dated June 4, 2007 from Kelly Willis, Member with respect to Peel Children’s Safety Village open house and the Peel Police Bike Unit.
- (iii) Email dated June 6, 2007 from Philip Green with respect to Bike Racks at Loblaws Grocery Stores.
- (iv) Email dated May 16, 2007 from the Waterfront Regeneration Trust with respect to a conference on the Waterfront Trail to be held on September 19 and 20, 2007.
- (v) Memorandum dated May 30, 2007 from the Commissioner of Transportation and Works with respect to Seattle’s Streets Policy.
- (vi) Email dated June 7, 2007 from General Committee Coordinator with respect to the second Mississauga Cycling Advisory Committee report for 2007.

10. New Business

All new business must be added to the Agenda during Agenda Review at the start of the meeting.

**Next meeting date - Tuesday, July 10, 2007 - 6:00 p.m. in Committee Room A**

**ADJOURNMENT**

**MISSISSAUGA CYCLING ADVISORY COMMITTEE – JUNE 12, 2007**CALL TO ORDER 7:00 P.M.Appointment of the Chair and Vice Chair

Hamish Gordon nominated Jeff Wachman as Chair and Jeff Wachman nominated Craig Laferriere as Vice-Chair, there being no further nominations Councillor Mullin moved these appointments, which was voted on and carried.

- MCAC-0007-2007
1. That Jeff Wachman be appointed as Chair of the Mississauga Cycling Advisory Committee for a term of office to November 30, 2010, or until a successor is appointed.
  2. That Craig Laferriere be appointed as Vice-Chair of the Mississauga Cycling Advisory Committee for a term of office to November 30, 2010, or until a successor is appointed.

CARRIED

MG.25.Cycling

Appointment of the Chairs for the Various Subcommittees

Jeff Wachman nominated John Sabiston as Chair of the Network and Technical Sub-Committee and Erick Begin as Chair of the Communications and Promotions Sub-Committee, there being no further nominations Craig Laferriere moved these appointments which was voted on and carried.

- MCAC-0008-2007
- That John Sabiston be appointed as Chair of the Networking and Technical Sub-committee for a term of office to November 30, 2010 or until a successor is appointed.

- MCAC-0009-2007
- That Eric Begin be appointed as Chair of the Communications and Promotions Sub-committee for a term of office to November 30, 2010 or until a successor is appointed.

CARRIED

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### Summer Meeting Schedule

Richard Roberts addressed Committee with respect to the upcoming summer meeting schedule and advised that there are staff who live out of town, and that by shifting the meeting time to commence meetings at 6:00 p.m. will accommodate them. The Committee discussed the matter and agreed that 6:00 p.m. would be feasible to convene during the months of July and August.

### CARRIED

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### PRESENTATION:

### MATTERS CONSIDERED

#### 1. Administrative Matters:

##### (i) Agenda Review

No items were added to the Agenda. Jeff Wachman informed members that all new matters must be declared at the start of the meeting for inclusion under New Business.

##### (ii) Minutes of Meeting – May 15, 2007

Craig Laferriere pointed out a correction in the minutes on page four. He noted that the minutes read, “Craig Laferriere advised that the Communications and Promotions Subcommittee is looking into putting together a strategic plan for this term of the Mississauga Cycling Advisory Committee.” He advised that he did state that not only did the Communications and Promotions Sub Committee strategic plan, but the Mississauga Cycling Advisory Committee as well.

Kelly Willis directed Committee to page four of the draft minutes where she had spoke to the purchasing of Mississauga Cycling Advisory Committee advertisements on Mississauga Transit Buses and suggested it be amended to read;

“Jennifer Leach advised Committee that she has received the reimbursement from Smart Commute for the previous bus advertisements. Through the direction from

the Committee she has gone ahead and purchased advertisements for the next three months. Kelly Willis suggested that the Committee wait until some of the larger summer events are completed before they make any more commitments purchasing additional advertising spots on buses.”

Kelly Willis also advised that the amount (\$1600.00) spent on Committee website was incorrect; the Committee agreed and affirmed that it should be removed entirely.

There being no further amendments, John Sabiston moved that the minutes be approved as amended. This motion was voted on and carried.

APPROVED AS AMENDED

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(iii) Action Item List from April 10, 2007 meeting

On a verbal motion by John Sabiston, the Action Items list attached to the Agenda was received without discussion.

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2. Committee Communication Protocol

Shalini Alleluia, Committee Coordinator addressed the Committee with respect to protocol to be followed by Committee members. Ms. Alleluia cautioned the Committee on making statements to outside groups, inferring that they are speaking on behalf of the Committee. She also noted that staff were being copied on a number of emails between members and suggested that the Committee use the Yahoo group, (an online group) which was used by the previous Committee and proved to be beneficial for members to communication amongst themselves.

John Sabiston, agreed stating that he can update the existing Yahoo group for the Committee, and once it is in place, an email will be sent to Committee members, and that they must reply in the affirmative to become apart of the group.

Richard Roberts noted that if the Yahoo group is set up, it is strictly meant for the citizen representatives, not for staff and that staff only require the final outcome, or end result.

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He reminded that the Mississauga Cycling Advisory Committee is a Committee of Council, therefore there is a need for decorum, protocol and that the Committee should be working together in a courteous manner. Councillor Mullin noted that meetings should be formal; the Chair has a list of speakers and an agenda, which should be followed.

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3. Mississauga Bicycle Pedestrian Master Plan

Anne Farrell, Planner, Community Services addressed Committee with respect to the Mississauga Bicycle Pedestrian Master Plan. Ms. Farrell advised Committee that she is currently working with the Purchasing Department to develop a tender document, and that the City is looking for an engineering firm, to update and further expand the existing plan, noting that the previous plan dates back to 2001. Ms. Farrell advised that at present she is also working on the scope of work, which outlines the goals and objectives of the project and will update the Committee of the progress of the project at the next meeting.

4. Network and Technical Issues

(i) Network and Technical Issues

Richard Roberts provided an update with respect to network and technical issues. Mr. Roberts advised of an open house that was held with respect to the bike lanes on Confederation Parkway, attended by members of the general public, he also advised Committee of an upcoming Public Meeting at the Huron Park Community Centre on Wednesday June 20, 2007. The meeting will discuss the preliminary plans for the proposed widening of Confederation Parkway from Dundas Street to The Queensway.

Mr. Roberts also noted of developments for future trails, mentioning that a proposal for work on Burnhamthorpe road is moving forward, and that the tender involving the development and design of The Queensway Trail had closed earlier that day.

Richard Roberts provided an update on the Mississauga Bicycle Pedestrian Master plan advising that at present the City is looking for a firm to work on an updated version. Richard Roberts noted that the last recreational trail study was



completed in 2001 and that he had brought copies of the study for members of the Committee.

Jeff Wachman enquired when The Queensway Trail was slated for construction. Richard Roberts responded advising that as a tentative goal, this year the focus would be on completing a detailed design process. David Bell enquired on the trails, in particular new developments in Ward 5. Richard Roberts responded that there are some projects in Ward 5, that are starting shortly, and noted that there has recently been a Goreway Road open house to discuss proposed change to Goreway Road.

(ii) City Traverse Grid Update

John Sabiston addressed Committee with respect to the Traverse Grid, a document co-created by John Sabiston, Brad Stevens and Barry Pankiw. Mr. Sabiston identified that there was a need to talk about the Traverse Grid, that there are many new members to the Committee and that the Traverse Grid was completed during the last term of the Committee, therefore an update would prove beneficial. The Traverse grid was created to identify roads within the City that are suitable for the development of a network of routes. The overarching goal of the project was to renew and identify cycling routes; it serves as a means to fine tune the cycling network which can be applied in other areas such as District Plans.

Nazrul Islam enquired on the status of implementation of the Traverse Grid, John Sabiston replied stating that the implementation of the Traverse Grid is still in its infancy. Richard Roberts added that essentially, the Traverse Grid is a conceptual plan, of which bits and pieces will fit into the Master Plan, a working example of the Traverse Grid in use would be the bike lanes on Confederation Parkway. John Sabiston responded to various questions from the Committee regarding specific road connections in the grid.

Richard Roberts reiterated that the Traverse Grid is conceptual, that the Committee works on it and parts are rolled into the Master Plan, which will be more detailed.

Craig Laferriere noted that it is a great idea, and enquired whether cycling road or cycling route planning in general is discussed between neighboring cities, to make grids flow from one city to another. Anne Farrell responded stating that there has

been much discussion with the Region of Peel, Brampton, and Caledon to ensure that there are links.

Paul Price enquired what AADT represented. Max Gill, Transportation and Works responded stating that it stood for Average Annual Daily Traffic; it is basically a 24 hour snapshot of traffic volumes passing a particular spot on a roadway. Mr. Gill noted that his office has traffic information on most roads; however do not have information on some smaller, secondary roads John Sabiston noted that the Networking and Technical Committee will take another look at the Traverse Grid this fall.

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5. Communications and Promotions

(i) “Lock your Bike” campaign

Jennifer Leach, Communications advised Committee that she had been approached by Corporate Security, to collaborate to produce a bike brochure entitled “Lock your Bike.” The brochure would include tips on how to secure your bike, and bike theft prevention tips. At the bottom of the brochure there would be a section on cycling, the Committee and list the Committee website.

Erick Begin enquired on the targeted audience of the Lock your Bike campaign. Jennifer leach responded stating that families and children are the targeted audience and noted that the brochure would be distributed to all libraries and community centres.

Jeff Wachman noted that it is a great opportunity to get the word out about cycling. Councillor Mullin agreed, stating that bike theft is prevalent; she noted that it could be an excellent vehicle to promote the Committee website. Nazrul Islam noted that it is a great idea and affirmed that it is in line with the mandate of the Committee, which is to promote cycling.

Kelly Willis enquired about the email address ([contact@mississaugacycling.ca](mailto:contact@mississaugacycling.ca)) on the draft brochure, and asked who receives those emails. Jennifer Leach responded stating that she receives the emails and suggested that it be eliminated on the brochure since the Committee website is listed and provides emails on a

contact page. John Sabiston suggested targeting bike stores, in brochure distribution and enquired who receives the Committee's trail emails. Jennifer Leach responded stating that in the past they have been received by Joanne Uhlmann.

Hamish Gordon suggested that the Committee website could set up a registry for bike serial numbers and that those who read the brochure can log in and record their bike information. In response Jennifer Leach advised of freedom of information issues, regulations regarding the collection of data and the feasibility of maintaining such a database. Kelly Willis suggested that a space be provided on the back of the brochure for cyclists to record bike serial numbers and to bring to their attention that they should recording their bike serial number.

On a motion brought forward by David Bell, the following was voted on and carried.

MCAC-0010-2007 That the Mississauga Cycling Advisory Committee work in partnership with the City of Mississauga Corporate Security and Peel Regional Police to produce a brochure titled "Lock your Bike", which will include bike theft prevention tips.

(ii) Procedure for updating MCAC Website

Jeff Wachman expressed concern about the lack of updated information on the Committee's website and suggested implementing a process to ensure that the site is uploaded in a timely manner and that the information is accurate. He suggested that in the future, if any Committee members have items they wish to be posted on the website, to send an email to Jennifer Leach, copying Erick Begin who will approve the information as to form and content and then they will forward the information to the Communications and Promotions Subcommittee to post on the website.

Jeff Wachman also suggested that an email be sent to Jennifer Leach, if any old information is being removed from the site, advising her of any changes.

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6. Events for 2007 (Status Update)

- (i) Participation in Smart Commute Challenges – ‘Ride Your Bike to Work’ – June 29 , 2007 status update

Jennifer Leach advised that the pinneys are currently being printed in the City’s print shop, they will be printed and then laminated She also mentioned that the rides are now posted on the Mississauga Cycling Advisory Committee website, and encouraged cyclists to register online with rides.

Jeff Wachman encouraged all Committee members to register and participate in the event. Paul Price requested that the poster be sent to all Committee members. Craig Laferriere agreed stating that by receiving a copy of the poster it will allow members to circulate it electronically to others. Erick Begin noted that there are many local cycling clubs, and bike shops in Mississauga and even Brampton that could be targeted. Jennifer Leach advised that there will be a media blitz to be enacted four to five days before the event.

- (ii) Story board presentation to Council outline

Craig Laferriere addressed Committee with respect to the Annual Mississauga Cycling Advisory Committee presentation to Council. Mr. Laferriere advised that he did receive responses from Committee, in regards to the Council Presentation and in reviewing the feedback proposed to do a multimedia presentation, a combination of PowerPoint, with images and video. The presentation will begin by showing the evolution of the Committee, and lead into the strategic plan, for multi use recreational trails. Councillor Mullin agreed with Craig Laferriere’s approach for the presentation, stating that it should highlight the work that is being done on the project, and suggested getting staff input into the particulars on the subject.

Craig Laferriere advised that the presentation should also aim to the future, showing what trails were available, what are available now, and what has to be done. The presentation will also feature perspectives of off road cycling and on road cycling and that the overall theme put forward would be, where we were, where we are today and where we will be.

Craig Laferriere advised that the approach would be multimedia, with photos, and suggested that he may also require maps that identify trails, 10 to 15 years ago and maps showing what these trails look like today. He suggested the use of video clips, in documentary style, noting that PowerPoint has the capability to imbedding video c into a presentation. Jeff Wachman suggested that video footage and photos from the recent trails of Mississauga bike ride could be used.

Councillor Mullin advised that the Committee should always keep the public in mind when working on the presentation. Councillor Mullin enquired whether the presentation will also link cycling with environmental concerns. In response Craig Laferriere noted that the presentation highlights the three Gs, greenhouse gases, gridlock and girth. Members of the Committee noted Cities such as Chicago, Copenhagen, and London that were progressive cycle friendly cities for Mississauga to aspire to emulate. Councillor Mullin cautioned about the timing of the presentation and advised to keep the presentation as concise as possible.

(iii) Participation in Canada Day events in the Civic Centre

Shalini Alleluia, Committee Coordinator advised that she has spoken with Councillor Parrish, and that the quote for balloons included in the agenda reflected that a discount given when items are bought in bulk. She noted that in the past the Committee has gave out small reflective stickers with the Committee's name on it and Mississauga Trail maps. David Bell noted that Canada Day is too close to the Bike to Work Event and the Committee decided that they should focus on the Bike to Work Event.

(iv) Civic Day Cycling Status Update

Hamish Gordon advised that he has been in communication with Craig Fagan, Midweek Cycling and noted that the event will be scaled down. The event will only have bike races, with hopes to build on the success in subsequent years. Midweek Cycling will be paying for the event, and have been working in cooperation with the various City Staff. Mr. Gordon noted that there are mandatory wooden road signs that must be placed to notify the public of temporary road closures, and suggested using another material to reduce costs. Councillor Mullin advised against using other materials, affirming that the signs should be consistent with City standards and noted that there were similar Mississauga Marathon signs posted, that proved to be quite helpful for the public.

Hamish Gordon enquired whether Max Gill, Transportation and Works would be able to help in sourcing signs for the event. Max Gill noted that he would look into the matter and respond back to Committee with respect to the outcome.

Hamish Gordon gave Committee a brief itinerary of the events, starting with races that will be held from 9:00 a.m. to 6:00 p.m. and inline skating to occur in between races. He will circulate to Committee more details about the program, as soon as possible. Erick Begin noted that video footage and pictures from the event could be used for the Council presentation.

Kelly Willis enquired if Rogers Cable would be present and asked about possible media coverage for the event. Jennifer Leach responded stating that she would look into the matter with My Mississauga representatives.

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7. The Ted Ho Trail

Richard Roberts advised that staff are scheduling to get the trail named in September. The trail will be a boulevard trail which will run along Rathburn Road from Zonta Meadows to Creditview Road.

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8. 2007 Mississauga Cycling Advisory Committee Budget

Erick Begin addressed Committee with respect to the Mississauga Cycling Advisory Committee budget. He advised that there were portions of the budget that had been spent, such as bus advertisements and other items. He noted that the update does not include the Bike to Work event or the funds committed at this meeting to the Lock your Bike campaign.

Craig Laferriere noted that there is still the upcoming presentation to Council and suggested that perhaps money could be spent on a photographer, for continuity during the PowerPoint presentation. Councillor Mullin suggested that if needed perhaps the Committee could put forward a recommendation for additional funds for photography,

which should outline the rationality for funding, which is for promoting the Committee and cycling in Mississauga.

Steve Palmer, Sports Liaison noted that there he has received a quote for 32 bike shirts amounting to approximately \$ 2300.00 plus tax. Shalini Alleluia, responded advising Committee that the shirts have to be paid for up front in a lump sum, which represents approximately half of the remaining budget. Hamish Gordon enquired whether any changes in the shirt design and Kelly Willis noted that there is a change to the Committee website and that a cycling shirt could have greater reflective properties. Mr. Palmer advised that he would need to check with staff with regards to the particulars. After discussion the Committee agreed to review the purchase of cycling shirts for next year's budget.

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9. Correspondence - For Information and Receipt

- (i) Letter dated April 25, 2007 from Julie Ireland, Legislative Specialist with respect to the Active Transportation Plan for the Region of Peel.
- (ii) Email dated June 4, 2007 from Kelly Willis, Member with respect to Peel Children's Safety Village open house and the Peel Police Bike Unit.
- (iii) Email dated June 6, 2007 from Philip Green with respect to Bike Racks at Loblaws Grocery Stores.

On a motion made by John Sabiston, the following was voted on and carried.

MCAC-0011-2007      Whereas George Weston Limited (Loblaws Companies Limited) has advised that they will install bike racks in their stores when requested by a municipality, the Mississauga Cycling Advisory Committee requests that George Weston Limited (Loblaws Companies Limited) be requested to place bike racks at all their Mississauga stores.

- (iv) Email dated May 16, 2007 from the Waterfront Regeneration Trust with respect to a conference on the Waterfront Trail to be held on September 19 and 20, 2007.

- (v) Memorandum dated May 30, 2007 from the Commissioner of Transportation and Works with respect to Seattle's Streets Policy.
- (vi) Email dated June 7, 2007 from General Committee Coordinator with respect to the second Mississauga Cycling Advisory Committee report for 2007.

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10. New Business - Nil

**Next meeting date – July 10, 2007 - 6:00 p.m. in Committee Room A**

**ADJOURNMENT– 9:00 p.m.**