



MINUTES

THE CORPORATION OF THE CITY OF MISSISSAUGA

MISSISSAUGA CYCLING ADVISORY COMMITTEE

TUESDAY, JUNE 7, 2011 - 7:15PM

COMMITTEE ROOM A

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

MEMBERS PRESENT:

Jeff Wachman (Chair)
Don Stephens (Vice-Chair)
David Bell
Allan Harder
Syed Ali
Krista Lethbridge
Donald Morris
Don Stephens
Darrin Wolter

MEMBERS ABSENT:

Councillor Chris Fonseca
Dorothy Tomiuk
Andrew Hamilton-Smith
Rajendra Singh

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CITY/REGIONAL STAFF PRESENT:

Jacquelyn Hayward Gulati, Manager, Cycling
Office

Andy Bate, Supervisor, Traffic Operations

Jacqueline Hunter, Traffic Operations Technicians

Paulina Mikicich, Policy Planner

Sacha Smith, Legislative Coordinator, Office of the
City Clerk

CALL TO ORDER – 7:15PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

PRESENTATIONS/DEPUTATIONS:

Dave Krentz, Principal , Drivers of Change with respect to research on green transportation.

Mr. Krentz reviewed his experience with cycling and spoke to green driving tips and transportation strategies. He noted that he has an initiative for a green passport that would include maps, coupons and green transport tips. Jeff Wachman, Chair suggested that Mr. Krentz could attend the Tour de Mississauga event with his information.

MATTERS CONSIDERED:

1. Administrative Matters:

1.1 Items to be added under “Other Business”

- a) Public Information Centre – Bristol Road
- b) Concerts on Mississauga Celebration Square

1.2 Minutes of Previous Meeting – May 10, 2011

Approved (D. Bell)

2. Subcommittee Update

2.1 Tour de Mississauga

Jeff Wachman, Chair provided a brief overview of the Tour de Mississauga Subcommittee meeting as majority of the members were in attendance at the subcommittee meeting.

2.2 Communications & Promotions

Krista Lethbridge advised that at the Communications and Promotions Subcommittee meeting, safe cycling messages, Terms of Reference and the Work Plan were reviewed. The Legislative Coordinator advised that the 6 safe cycling messages would be posted on the digital boards in front of City facilities. Ms. Lethbridge noted that the revised draft Terms of Reference would be forwarded to Jacquelyn Hayward Gulati, Manager, Cycling Office for discussion with Jeff Wachman, Chair before it is returned to the committee for approval.

Discussion ensued with respect to a letter being forwarded to the Ministry of Transportation Ontario (MTO) with respect to MTO covering the costs of cycling infrastructure on their infrastructure instead of downloading the costs to municipalities.

3. Cycling Master Plan Top Ten Priorities

Summary and Detailed Ranking of the Top Ten Priorities for the Cycling Master Plan Implementation Strategy.

Members of committee expressed agreement with the results for the top 10 priorities for the Cycling Master Plan Implementation Strategy.

Recommendation

That the top ten action plan priorities for the Cycling Master Plan Implementation Strategy as identified by the Mississauga Cycling Advisory Committee at the May 3, 2011 workshop be referred to the Cycling Office in the Transportation and Works Department for consideration for 2011 and that the committee be apprised of the progress of the Plan.

Approved (K. Lethbridge)

Recommendation MCAC-0014-2011

4. Purchase of New Cycling Jerseys

Committee to discuss the purchase of new cycling jerseys from the 2011 Cycling Advisory Committee operating budget.

Allan Harder advised that 77 jerseys would cost approximately \$64.95 a jersey. The committee reviewed the draft revised design for the new cycling jerseys. Discussion ensued with respect to the logos on the jersey sleeves and the artwork on the jersey. Jacquelyn Hayward Gulati, Manager, Cycling Office suggested that the jersey include the Region of Peel due to their significant contributions to the Tour de Mississauga. Don Stephens, Vice Chair advised that he could review the Tour de Mississauga identifier to clean up the design of it. Discussion ensued with respect to placement of the Smart Commute Mississauga logo on the new jersey design.

Jeff Wachman, Chair spoke about the possibility of sponsorships that would offset the costs for the committee to purchase the jerseys.

Recommendation:

That up to \$5000.00 be allotted in the 2011 Mississauga Cycling Advisory Committee operating budget to purchase cycling jerseys to replenish the current supply and that staff be requested to sell the new supply of cycling jerseys at a cost of \$65.00 (taxes included).

Approved (D. Morris)

Recommendation MCAC-0015-2011

5. Bike to Work Day Debrief – May 30, 2011

Jacquelyn Hayward Gulati, Manager, Cycling Office to provide a verbal debrief of the Bike to Work Day event on May 30, 2011.

Ms. Hayward Gulati spoke to the success of the Bike to Work Day event. She noted that approximately 450 people participated which included over 300 students from 9 schools. She suggested that the committee promote the Tour de Mississauga at the event next year. Councillor Chris Fonseca suggested that there be a ride organized from the east and suggested that committee members could ride in from that area of the City. Discussion ensued with respect to the committee organizing 4 rides, 1 from each direction of the City for the Bike to Work Day event next year.

6. Bread and Honey Debrief – June 4-5, 2011

Members of the committee that attended the committee booth at the Bread and Honey Festival to provide a verbal debrief of the event on June 4-5, 2011.

Donnie Morris advised that cycling maps and the committee post cards were handed out to approximately 400 people. He noted the interest that was received and that 5 pages were completed with new contacts for the committee email list. He further noted that more cycling maps were needed.

Darrin Wolter suggested that a larger banner for the committee display board is needed. Discussion ensued with respect to how to make the display board more attractive.

Jeff Wachman, Chair noted that he has arranged for “wheel men” to attend the Tour de Mississauga to start off the event. He also noted that people should have the opportunity to bring old bikes for donation at the Tour de Mississauga.

7. Tour de Halton – September 24, 2011

Information Item regarding the Tour de Halton ride on Saturday, September 24, 2011.

8. Action List – May 10, 2011

Action List of the meeting held on May 10, 2011 provided to Committee to update on the status of initiatives raised at prior meetings.

The committee reviewed the Action List. Jeff Wachman, Chair advised that his ride with City staff is scheduled for Friday, June 24, 2011, 8:00a.m. – 10:00 p.m. He noted that members of the committee are welcomed to join.

Jacquelyn Hayward Gulati, Manager, Cycling Office advised that there would be a Public Information Centre for Bristol Road and information would be forwarded to the committee via email. Discussion ensued with respect to the benefit of bicycle lanes and strategies to address street parking that may be removed to accommodate the bicycle lanes.

Date of Next Meeting – July 12, 2011

OTHER BUSINESS

Concert at the Mississauga Celebration Square

Darrin Wolter advised that he spoke with City staff with respect to organizing a concert as part of the My Mississauga concerts for the Tour de Mississauga. Discussion ensued with respect to the possibility of having a band play at the end of the Tour de Mississauga ride.

ADJOURNMENT – 9:02 PM