



Safe streets
Healthy city
Vibrant voice

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December 23, 2020

Tamara Kwast
City of Mississauga

Bike Month 2021 Partnership Agreement

Dear Tamara,

Since 2013, Bike Month participation has grown to represent all six regions in the GTHA and Guelph, with the shared goals of expanding awareness and support for cycling as an integral part of the regional transportation network. Cycle Toronto would like to offer Brampton the opportunity to renew its Bike Month Regional Supporter Package in 2021. During the COVID-19 pandemic more people have (re)discovered that riding a bike can be a fun, efficient way to get around while maintaining physical distancing, and to promote physical and mental health. Bike Month continues to be an important opportunity to engage both new and experienced cyclists from Brampton.

Below you will find a revised Regional Supporter Package which reflects the growth and maturation of this program in local communities. For 2021, we are planning a virtual and contact-free program due to the continued uncertainty of the public health landscape come the spring. To help engage participants virtually we've added a few new items to the Bike Month package that will also help us track participation and the success of the overall campaign. This year, we're changing the way that we formulate our Bike Month packages to offer greater flexibility to each partner, acknowledging that different areas may have different needs. We've outlined the package offerings below.

Regional Supporter Package

Cycle Toronto requests [REDACTED] from municipalities to become a Regional Supporter of Bike Month 2020. **The Region of Peel will provide 50% of this funding, and The City of Brampton will provide the remaining [REDACTED].** The Regional Supporter Package includes all the Bike Month essentials as part of the larger community partnership.

The essential components include:

- **A seat on the Bike Month Advisory Committee (BMAC)**, which will meet virtually four times per year by video conference from February to July 2021.
- **A link on the Bike Month website landing page** that leads to Brampton's cycling events

page OR, a dedicated page on the website, e.g. BikeMonth.ca/Brampton. Links to external websites can also be added to a dedicated web page.

- **A running kilometre counter** on the Bike Month website that allows registered participants to track the number of kilometres they've ridden during Bike Month. We will also implement a counter that will track the kilograms of greenhouse gases (GHGs) saved, based on the number of kilometres ridden.
- **A generic Bike Month web graphics package** that includes a wordmark; email & website banner; Facebook, Instagram and Twitter in-stream images.
- **Social media support** where content and social media schedule should be determined by the Regional Supporter in advance of the Bike Month events and provided to Cycle Toronto.
- **Support from Cycle Toronto staff** on the development of your municipality's Bike Month campaign.
- **A Bike Month Report** that presents data from campaigns across the GTHA and Guelph and highlights accomplishments.

In addition to the all of the above, as part of your Regional Supporter Package you will be granted **eight (8) points** toward any combination of the following items to customize the best Bike Month experience for Brampton:

- **A custom Bike Month digital poster** branded with your municipality's name, logo, website link and dedicated messaging. (1 point)
- **A double-sided Bike Month digital postcard** branded with your municipality's name, logo, website link, dedicated messaging and local events determined by you. (1 point)
- **A media advisory template** which can be customized with your municipality's local priorities and messaging. (1 point)
- **A customized web graphics package** for your municipality that can include dedicated messaging. The package would include a wordmark; email & website banner; Facebook, Instagram and Twitter in-stream images. (1 point)
- **A customized digital ad template** that will be created to your specifications and dimensions (1 point)
- **A kilometre and emissions saved counter specific to your municipality** so that participants can track the number of kilometres ridden in Brampton (or starting from Brampton). (2 points)
- **100 Bike Month T-shirts** branded with your municipality's name and logo. You will have the opportunity to purchase additional T-shirts if requested as part of bulk order. (2 points)



- **A digital Bike Month Brampton Bingo Card** that would give participants a list of local activities (list provided by the municipality) they can do by bike. Once participants complete activities on their bingo cards, they can cross them off. Participants can be eligible to win prizes (provided by municipality) once they complete a full line of activities on the bingo card. (2 points)
- **Three safe cycling webinars** conducted virtually (either on Zoom or your own platform) by Cycle Toronto's cycling educators that features some municipality-specific content. See appendix A for a list of webinar offerings. (2 points)

This letter will serve as an agreement between Cycle Toronto and The City of Brampton.

We, the undersigned, consent to the terms of this agreement for Bike Month 2021 activities.



Michael Longfield
Interim Executive Director
Cycle Toronto
Date: December 23, 2020

Name:
City of Brampton
Date:



Appendix A: Webinar offerings

Workshop Title	Workshop Description
Family Biking Workshop	<p>Learn tips and tricks for biking while pregnant, biking with babies and toddlers and teaching kids to ride on their own for the first time.</p> <p>Webinar audience: Parents</p>
Safe Cycling 101 Workshop	<p>Cycle Toronto will guide you through everything you need to know about biking with confidence in Toronto. Topics include: equipment and bike fit, safe riding techniques, rules & responsibilities, interactions with others, choosing your route & more.</p> <p>School-aged children's version available upon request</p> <p>Webinar audience: Adults, school-aged children</p>
Road Rules Workshop	<p>Learn about everyday interactions with others on the road in this interactive quiz-style workshop. Topics include: laws and fines that apply to both people cycling and people driving, navigating shared space with other road users, common misconceptions about turns, parking, passing, right of way & more.</p> <p>Webinar audience: Adults (targeted towards all road users)</p>
Biking in All Weather Conditions Workshop	<p>Make all-season cycling a breeze. Cycle Toronto will guide you through topics including: choosing clothing and gear for wet and cold weather, bicycle maintenance and storage tips, winter route-planning, and safe riding techniques for weather-related hazards. (offered in early spring, fall & winter only)</p> <p>Webinar audience: Adults</p>

