



Bike the Creek

June 9-30, 2021

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

- 7th 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



BikeBrampton.ca
Biking in Brampton
Builds our Community



Toronto and Region
Conservation
Authority

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



BTC
DIGNITARY
RIDE



PROMOTIONAL VIDEOS



1. <https://www.youtube.com/watch?v=fbjxNtYY4jl>
2. <https://www.youtube.com/watch?v=bZfsD6z6tLc&t=80s>
3. https://www.youtube.com/watch?v=x_qQcxtZ7mA
4. https://www.youtube.com/watch?v=Pm7Vo_ZQw-c

14 QR CODE CIVIC & SAFETY MESSAGES

- [ABC Quick Check](#)
- [Be Courteous](#)
- [Be Seen](#)
- [Be Heard](#)
- [Be Predictable](#)
- [Be Aware](#)
- [Be Comfortable](#)





#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!