

TOUR

De

Bramp



Community Bike Ride

Connecting the people to the city!



BRAMPTON
Flower City

Speaker: Richard M. Williams B.Sc., MPH , Tour De Bramp- Event Concept
Resident of Brampton- Heart Lake Area E: powerfulrichwill@yahoo.ca October 5th 2020

Meeting Agenda

- Introductions
- History on the Concept
- State of Affairs
- Why
- Proposed Events
- Potential Sponsors
- Event Team Structure
- Discussion & Next Steps



History of the Concept



HEALTH PEOPLE, INCLUSION, UNITY, GREEN ENVIRONMENT & SAFETY

State of Affairs

COVID-19 Impact on Cycling and Our Citizens



- **Physical Health** (*Obesity/ CVD/ Diabetes/ Asthma & COPD*)= **Health Citizens**
- **Mental Health** (*Depression/ Anxiety/ Suicide*)= **Health Citizens**
- **Crime** (*Motor Vehicle Accidents/ Gun and Domestic Violence / Drug & Alcohol Abuse*) = **Safe City**
- **Need for Mentorship** (*Passive Community Role Modeling- Youth and Young Adults*)= **Safe City**
- **Green Transportation** (*Lowering Emissions*)= **Green City**



Why?



- Cycling as a Lifelong Activity
- Active Transportation Master Plan
- Community Unity and Engagement
- Bike Month
- Promoting Bicycle Safety and Security
- Quad City Awareness- Our Unique Event

Mental and Physical Health

East West Corridor

Residents/P&R/ Police/ EMS

Brampton –Beautiful Biking in the Flower City



Proposed Event



- **Tour Event:** Tour De Bramp
- **Frequency:** Annual 1-Day Event
- **Possible Date:** Any Saturday in September 202
- **Event Time:** 11:00 AM- 5:00 PM

Event Day

1. Tour Expo: Bike Clinic/ Obstacle Courses, Partners Exhibits- Mayor Welcome **11am-1pm**
2. 10K Tour: New EW Cycling Corridor **1pm-3pm**
3. Tour Closing Celebration:
Participants and Partners Appreciation Ceremony,
Yellow Shirt Presentation, Entertainment
with DJ and Food Trucks **3pm-5pm**



Possible Key Targeted Community Partners

A Diverse and Inclusive Event For ALL Residents!



Event Team Structure

- City Support- City Event Owner
- Event Committee- Steering or Planning
- City Project /Event Planner
- Marketing Support
- Event Host



Discussion and Next Steps



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