

Community Ride Subcommittee Minutes - December 20, 2021

Agenda

- How many rides
- Day/time - stick with Sunday morning/Tuesday evening?
- Dates
- Locations - historically one/ward, two GO2Go and two Etobicoke Creek Trail
- Assign routes for review/adjustment/redo/design
- How to promote - postcards, social media, other ideas
- Pandemic precautions - before, during, after ride

Minutes

- Attending: Lisa, Barry, Steve, Dayle Absent: Alina
- BCAC voted to run community rides but there were no commitments other than from the past regular volunteers
- The limiting factor on running the rides is volunteers
- Therefore we will run 14 rides, as in the past because there is unlikely to be volunteer capacity to do more
- Sunday rides will be moved to the afternoon to coincide with Bike Hub pop-ups
- Match pop-up and snack locations
- Start ride at a pop-up
- In 2019 we added shortcuts to longer rides for participants who couldn't complete the ride in about an hour
- This created a need for additional volunteers
- This should be considered in the planning, but participants should be encouraged to try the 5k ride if they are unable to ride 15km in an hour, and offering it will be contingent on availability of volunteers
- Have three downtown rides start at Different Spokes
- Postcards should have link to updated City of Brampton cycling map
- Ride information on City website should include a list of cycling infrastructure in the area to encourage people to ride to the rides as opposed to driving
- Run 5&15k
- Call 5k: Family Ride
- Run 5k for all 14 rides (only did 10 in the past, but there was demand for the additional 4)
- Each ride needs leader, sweeper, marshall
- Radios will be available this year for volunteers
- Lisa ran Community Rides at several pop-ups in 2021
- Sonia Maset assigned volunteers to go on some of the rides so this might be a source for volunteers. These volunteers would need training.
- Sweeper should have a repair kit
- Review/rewrite pre-ride briefing
- All volunteers should stand with person briefing and be introduced

- All volunteers should be visible to participants. Subcommittee suggests City design and provide T shirts matching postcard art for volunteers to wear. This is also a small incentive for volunteers as well as ensures participants can easily spot volunteers. This is preferable to safety vests as not all volunteers wore them and they have the potential to send the message that cycling is dangerous.
- Promotion in the past included postcards, City website, spotty City social media
- Need better promotion
- Ask Corporate Communications to plan and execute social media strategy on Twitter, Facebook, and Instagram to coincide with each ride. It needs to be consistent, timely, and cross Platform. Needs to be in What's On in Brampton type of communication.
- Plan some winter rides. There will be one for grand opening of Different Spokes.'
- Keep snacks. This is an opportunity for people to meet other cyclists
- Have swag for rides that don't start at pop-ups. Rides starting at pop-up will have access to that swag

To Dos

- Dayle liaise with Sonia re pop-up dates
- Lisa write minutes
- Lisa liaise with Nelson re requests
- Everyone review routes
- Everyone review ride briefing