

BTC 2022

- April 27, 2022
- Committee of Council
- David & Dayle Laing, BikeBrampton
- Bike the Creek Planning Committee



PEEL-WIDE SIGNATURE CYCLING EVENT

- 8th annual signature bike ride
- FREE event aimed at encouraging people of all ages to discover joy of cycling
- Attracts over 1,000 cycling enthusiasts from Brampton & GTHA
- Cycling leads to strong, healthy, vibrant, sustainable communities
- Aligns with: Active Transportation Master Plan, 2040 Vision, Climate Emergency
- Zero-waste event



BRAMPTON
Flower City



MISSISSAUGA



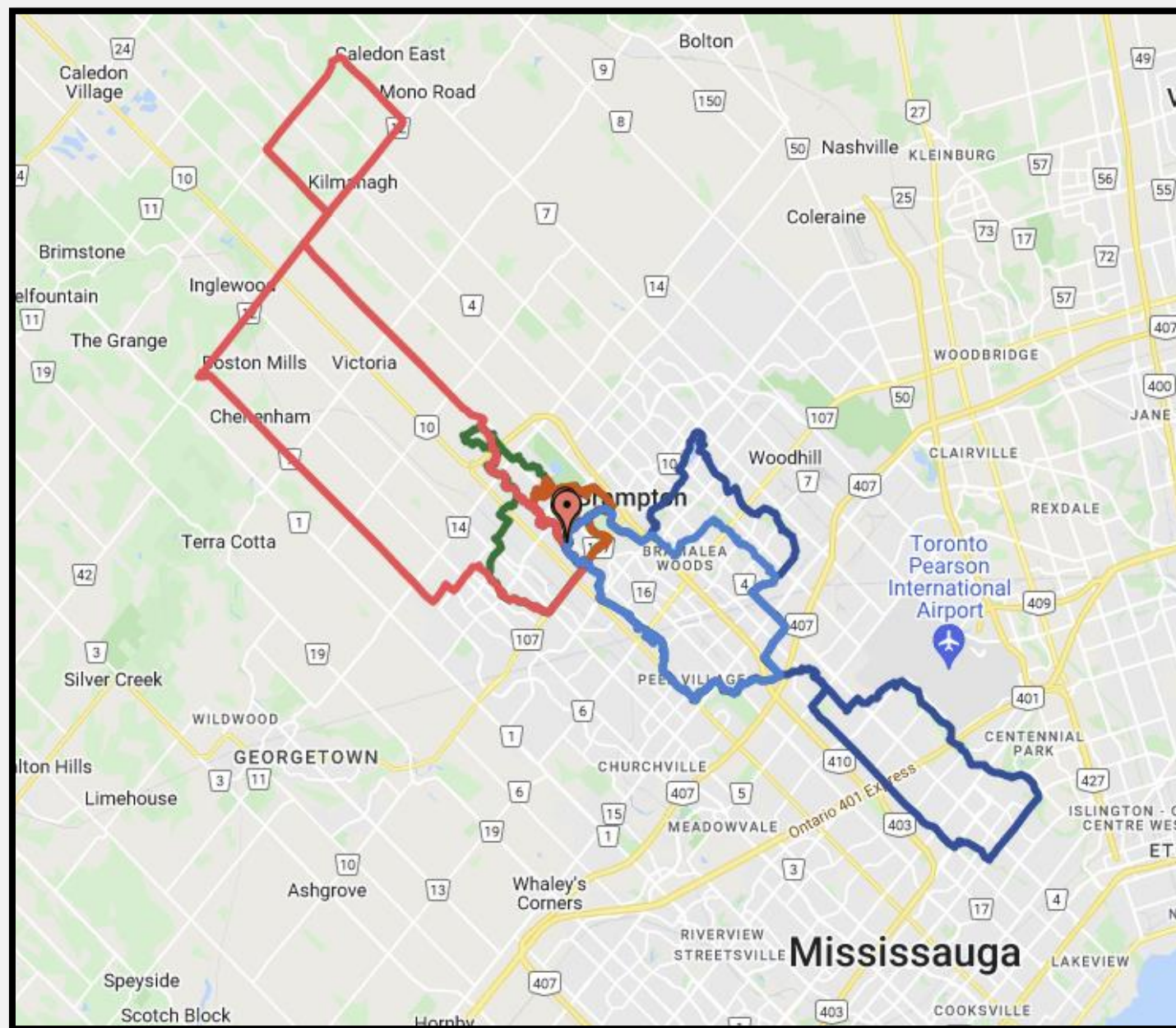
BikeBrampton.ca
Biking in Brampton
Builds our Community



**Toronto and Region
Conservation
Authority**

6 ROUTES

- Inclusivity, Diversity, Equality...
- 5 km Family Ride – Purple
- 12 km Family Ride - Orange
- 27 km Nature Ride – Green
- 30 km Brampton B-Loop Ride – Blue
- 61 km Caledon Town Ride - Red
- 65 km Bramalea Mississauga Ride – Dk Blue
- Bike Rodeo



SPONSORS & VENDORS

- Friends of Bovaird House Pavilion
- Peel Region Police – bike serial number registration
- Sierra Club, Peel Waste Pavilion
- WIKE Bicycle Company
- Décathlon Brampton
- Jamie Stuckless Consulting Inc.

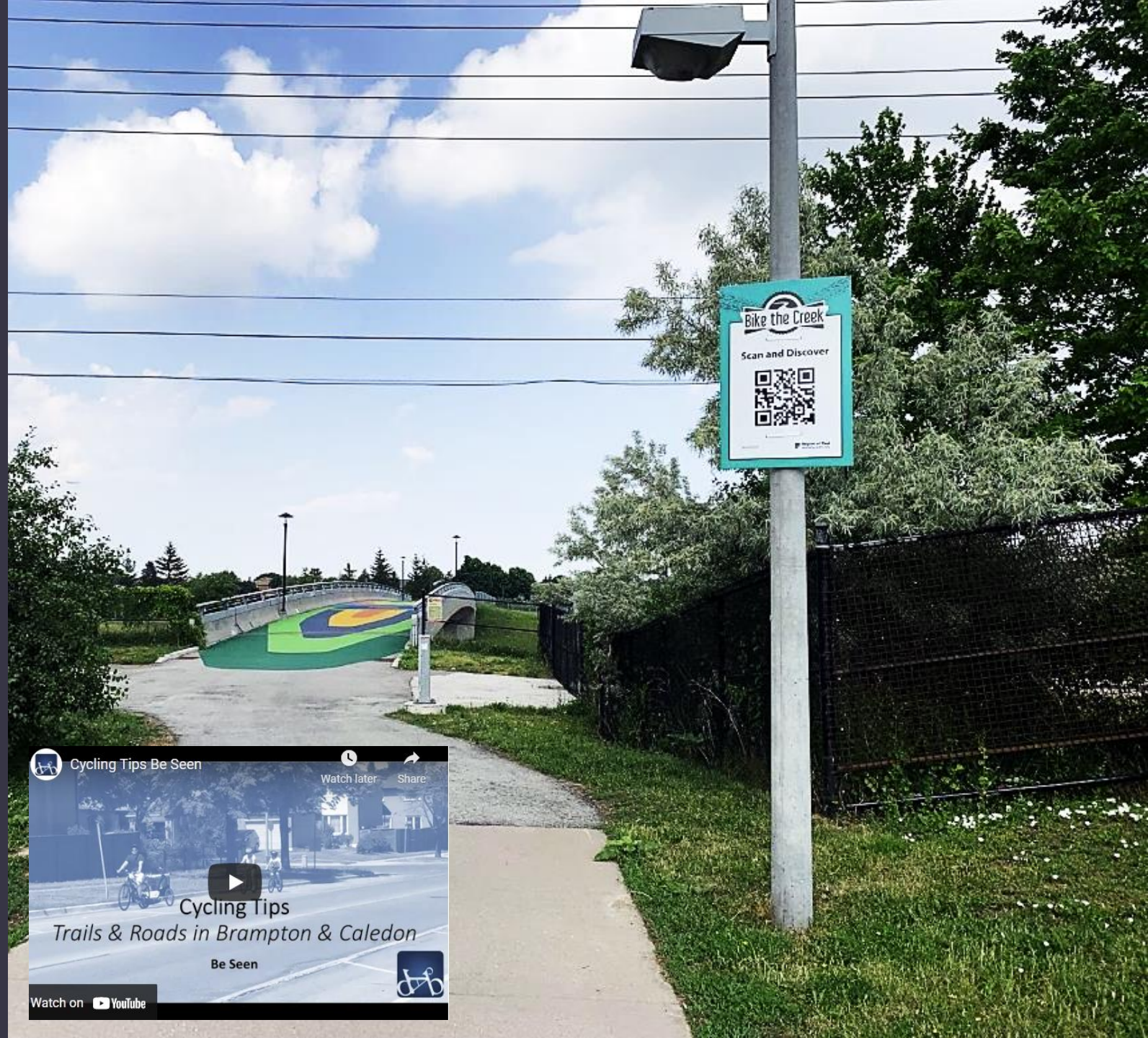


BTC DIGNITARY RIDES - YOU'RE INVITED!
14 & 20 KM



14 QR-CODE SIGNS CIVIC & SAFETY MESSAGES

- Streets for People
- East-West Cycling Corridor
- ABC Quick Check
- Be Courteous
- Be Seen
- Be Heard
- Be Predictable
- Be Aware
- Be Comfortable



A large group of cyclists is riding on a paved road. In the foreground, a person in a bright yellow-green shirt and black helmet is riding a recumbent trike. To their left, a person in a blue shirt and red shorts is riding a standard bicycle with a large orange and yellow flag attached to the back. Other cyclists in various colored shirts (blue, pink, black, yellow) are visible in the background, some riding standard bikes and others on different types of bicycles. The road is paved and has white lane markings. In the background, there are trees, a white van, and a white storage container. The sky is clear and blue.

#BIKETHECREEK22 PROMOTION

- Councillor Newsletters
- Social Media
- City Website
- Pre-event Signage

PROMOTIONAL VIDEOS



1. <https://www.youtube.com/watch?v=fbjxNtYY4jI>
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