

HALIFAX

Bicycle Education & Promotion Activities: Revamping Bike Week



Active Transportation Advisory Committee
Thursday February 20th 2020

Bicycle Education and Promotion

- For the past 20 years or so, Bike Week has provided the opportunity for HRM to work with community groups, sponsors and others to support and host events that advocate for and celebrate Halifax's vibrant cycling community.
- Bike Week events typically attract over **5000 participants per year** in 30+ events that take place across the Municipality.
- Although Bike Week continues to grow and attract new people, there are still ways we as the organizer can better support our partners and a sustained bicycle promotion effort.



What's Changing?

This year, instead of hosting “Bike Week” over 10 days, we are proposing a shift toward HRM supporting community events all year round. With this model, we would commit to:

1. Continuing the **community-events grant program**.
2. Continuing to support **signature events** like the Mayors Bike Ride, Sunday Cycle, Switch and others with more flexibility for when they take place.
3. Continuing HRM **communications and promotion support** to let the public know when and where events take place.



Why the Change?

We wanted to pilot this new approach for three reasons:

- Cycling is a 4-season form of transportation.
- Ensuring each event is as accessible to as many people as possible.
- Having adequate staff capacity to best meet the need of our organizers.



Get There By Bike

- This year, we are also launching a bicycling promotion campaign in the spring with the theme of “**Get There by Bike**”.
- We would like to use this theme as part of our support for signature events and community events over the year.
- This will have the benefit of tying community events into the broader campaign and **amplifying promotion of community events**, through the resources being used to push the promotion of cycling more broadly.



ATAC's Involvement

We want to know:

- a) What does the Committee think about the proposed changes?
- b) How does ATAC want to be involved, going forward?

