



GCAT Presentation to Barrie Active Transportation & Sustainability Committee

Tuesday, November 2, 2021



Agenda

- GCAT: Our Mission and Approach
- Bike the Night
- Other Events
- Successes and Lessons Learned

Our Mission



**Collaborate
Educate
Advocate
Engage**

Our Approach

- Advocacy
- Resources
- Projects
- Community Events



Advocacy

Engaging City of Guelph Transportation
Master Plan and Trails Master Plan



Advocating for priority infrastructure
projects



Resources

Resources

Here are some resources that can help you learn more about active transportation in Guelph and around our area.

- [City of Guelph – Cycling and Walking](#)
- [Street Films](#)
- [Complete Streets](#)
- [Active & Safe Routes to School](#)
- [Walk 21](#)
- [Guelph's Transportation Master Plan](#)

Do you have other resources that would be helpful to share with our members? [Get in touch](#) to let us know!



Projects

Bikes for Community Connections

Others...





Bike the Night

An illuminated nighttime group ride through Guelph!

- Inspired by similar events across the world
- Goals:
 - To be a fun lit-up party on wheels for riders of all ages and abilities.
 - To ride on all types of AT infrastructure in Guelph.
 - To advance our organization and advocacy for safer, more pedestrian- and cycling-friendly streets.

BIKE THE NIGHT

An illuminated nighttime group ride through Guelph!

Saturday, September 18, 7:00pm

Ride starts at sunset from Exhibition Park and ends at City Hall.



🔦 Bring your bike lit up or decorate before we ride - a limited supply of free bike lights and reflective stickers will be available.

🔦 Lights, hi-vis outfits, bright, sparkling accessories, and helmets are encouraged!

🔦 The best illuminated bike & outfit wins a prize-pack from our sponsors!

For route, registration, & info visit GCAT.ca

Fixed Gear
BREWING CO.

speed river
BICYCLE

BROTHERS
BICYCLE

BackPeddling
Tap & Ride

GCAT
Guelph Coalition for
Active Transportation

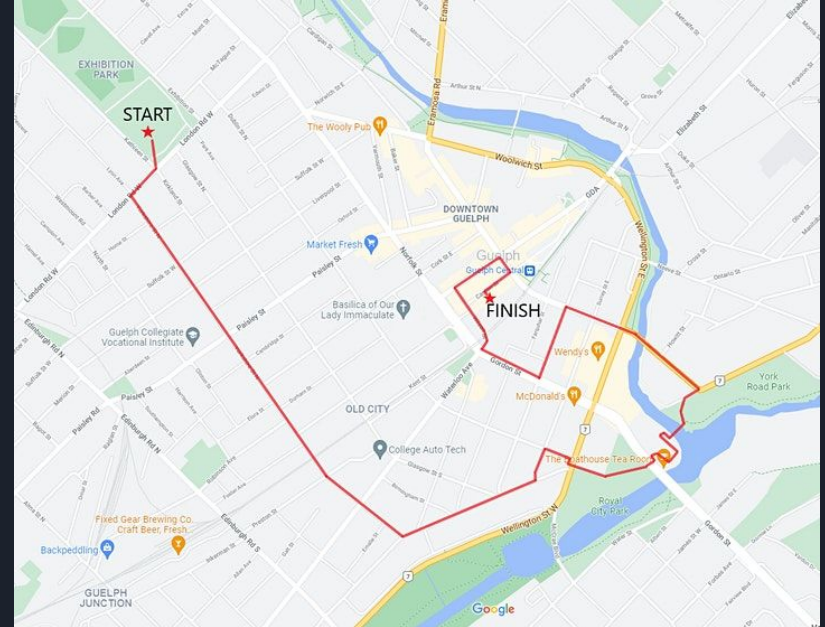




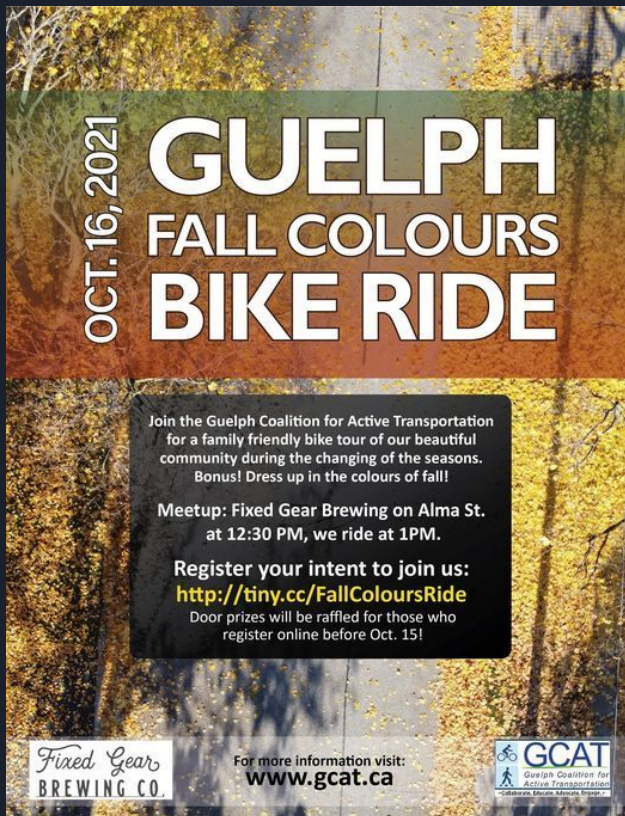
Bike the Night

How we did it:

- Came up with vision and goals for the event
- Developed a budget
- Set a date and timeline for the event
- Mapped out, tested and finalized a route
- Organized the pre-ride event including music, vendors and activities
- Secured sponsorships and partnerships to help draw in people
- Developed a promotion plan
- Organized volunteers and marshals



Other Events

A poster for the Guelph Fall Colours Bike Ride. The background is a photograph of a path covered in fallen yellow leaves, with trees in the background. The text is overlaid on this image.

OCT. 16, 2021

GUELPH FALL COLOURS BIKE RIDE


Join the Guelph Coalition for Active Transportation for a family friendly bike tour of our beautiful community during the changing of the seasons.
Bonus! Dress up in the colours of fall!

Meetup: Fixed Gear Brewing on Alma St.
at 12:30 PM, we ride at 1PM.

Register your intent to join us:
<http://tiny.cc/FallColoursRide>
Door prizes will be raffled for those who register online before Oct. 15!

Fixed Gear
BREWING CO.

For more information visit:
www.gcat.ca

 **GCAT**
Guelph Coalition for
Active Transportation
Education, Advocacy, Support

A poster for an Active Transportation Meetup. The background is a stylized illustration of a city skyline with a blue sky, a yellow sun, and green trees. In the foreground, a person is riding a bicycle on a path. Other people are also shown riding bicycles in the background.

RIDE - SHOP - DRINK - DINE

Active Transportation Meetup

Show your support for a downtown that is inviting to active transportation users!
Let the downtown know that cyclists matter!

AUGUST 21, 2021, NOON - 2PM

A poster for the Love Your Bike Community Cycling Festival. The background is a stylized illustration of a city skyline with a blue sky and green trees. In the foreground, a red tandem bicycle is shown. The text is overlaid on this image.

LOVE YOUR BIKE

A COVID COMPLIANT Community Cycling Festival

..... Saturday June 19th - 10:30am start time

THE WOOLY PUB BACK PATIOS

176 WOOLWICH ST GUELPH

GO FOR A RIDE AND MEET US AT THE WOOLY!

BYOB (Bike that is)
10:30 Opening & Caffeine Uptake
10:45 Moment of Silence and Blessing of the Bikes
Love Your Bike Storytime
Prizes! Prizes! Prizes!



Successes and Lessons Learned

- Partners and sponsors
 - Engage organizations and community groups who share your goals and vision.
- Pre-ride meetup event
 - Have a plan for registration and collecting rider information for future programming.
 - Have some kind of giveaway.
 - Have entertainment or pre-ride social.
- Route planning & the role of marshals
 - Choose a route that is safe, interesting, fit for all levels and desired length.
 - Consider how you will navigate the route and other road users.
 - Have a plan for if the group splits up.
 - Have marshals for the ride.
- Promotion in all forms
 - Social media
 - Poster campaign
 - Local media
 - Local dignitaries
- Fun!
 - Hold a contest.
 - Play music.
 - Capture the experience through photos and videos.
 - Tie ride with other community events or projects.



Thank you!