

**Cycling Advisory Committee (CAC) meeting
November 2015 meeting
Chair – Bill Pol**

A request to the CAC to consider the following as a recommendation to Council to initiate a cycling award program for the City of London in 2016.

Recommendation - The City of London Cycling Advisory Committee asks Council to adopt the following policy given extensive activity underway in the community on cycling, cycling safety and infrastructure improvements that support London's new Cycling Master Plan in 2016. The original City of London Bicycle Advisory Committee made a similar recommendation on March 3, 1997 to establish a Bicycle Friendly Award in London. This was not activated.

Proposed London Bicycle Friendly Awards

1. That following policy be established for the issuance of yearly London Bicycle Friendly Awards:
 - a) Two Bicycle Friendly Awards be presented once a year, in conjunction with the advisory committee process for nominations involving the Mayor's New Year's Honour List. These will be awarded to an exemplary individual and an organization or business that has contributed to making the City of London much more bicycle friendly.
 - b) The Cycling Advisory Committee members be authorized to make nominations and select the recipients to be considered for Bicycle Friendly Awards with endorsement by Council;
 - c) The following criteria be established to qualify for the awards, that nominees meet a minimum of three of these criteria:

Individual

- i) Volunteers or participates with local cycling events, bike rides or tours
- ii) Actively cycles year round in compliance with the Ontario Highway Traffic Act and municipal by-laws
- iii) Leads by example in demonstrating safe cycling skills
- iv) Publically and proactively promotes the benefits of cycling

Organization or Business

- i) Engages their staff, members, constituents and/or clients to actively commute to work and/or ride recreationally
- ii) Invests in secure, sheltered, monitored bicycle parking
- iii) Invests in on-site shower and change facilities
- iv) Offers employee training in bike safety, repair and maintenance.
- v) Offers support for onsite or community bike events and functions

- vi) Offers a bicycle-friendly dress code and/or incentives to ride to work
 - vii) Uses bicycle friendly services (ie bike couriers, bike trailer deliveries)
- d) On the understanding that:
- i) Unsuccessful nominations may be resubmitted in future years;
 - ii) Individuals currently serving on the Cycling Advisory Committee are not eligible for consideration: and
 - iii) Businesses and organizations to be considered include but not be limited to: restaurants, grocery stores, manufacturers, offices, media, small and large retailers, bike stores, tourism operators, malls, boards and departments (ie library board, school boards, government, police) hotels and organizations (ie YMCA, health agencies).

Context - It is noted other communities have awards. For example –

- a) **The City of TORONTO** promotes Bicycle Friendly Business Awards yearly to businesses and organizations across Toronto making an effort to encourage their clients and employees to cycle. Previous award winners have proven their commitment to cycling through a variety of initiatives such as providing secure bike parking, shower and change facilities, and offering economic incentives for employees who cycle to work.

The awards recognize that the more people that ride their bikes, the more a reduction in traffic congestion and pollution, making Toronto a greener and healthier place to live, work, and play. This is just one program of the Toronto Bike Plan, a vision for the future of cycling in the city. By recognizing innovative approaches with the promotion of cycling, the City of Toronto and the Toronto Cycling Committee work with the private sector to help achieve the goals of the Toronto Cycling Network Plan.

Nominations are open to the public. Awards are judged by a panel of cycling experts. Judges consider the countless ways to encourage cycling, looking for creative approaches, including the following suggestions:

- Secure/monitored bicycle parking
- Shower and change facilities on-site
- Discounts for cyclists
- Employee training in bike safety and mechanics (such as CAN-BIKE courses)
- Participate in Bike Month events
- Support for cycling events and functions
- Employees who cycle to work
- Cyclist-friendly dress code
- Use of bicycle services (e.g. bicycle couriers, bike trailer deliveries)
- Encouragement of cycling through employee programs and events

- Existence or formation of a Bicycle User Group (BUG)

Nominations ask for detailed reasons for the nomination as one of Toronto's top 5 bike friendly businesses and any additional information demonstrating same.

- b) **The City of OTTAWA** offers the Bruce Timmermans award. Bruce was a long-time cycling educator and advocate, active member of the Ottawa Bicycle Club and founding member of Citizens for Safe Cycling. He worked tirelessly to promote cycling and safety for cyclists. His legacy lives on through the awards program created to recognize individuals and organizations committed to cycling in the community.

The City of Ottawa presents two annual awards that recognize outstanding contributions in Ottawa's cycling community -.

- a) An award for an individual honours one exemplary citizen of the City of Ottawa each year who proactively and publicly promotes the benefits and virtues of cycling as a principal mode of transportation. This may include, but is not limited to, leading by example, advocating for cycling and supportive facilities, teaching cycling skills, and encouraging others to start cycling.

Criteria includes: i) extent of cycling: commuting, utilitarian and recreation, ii) extent and nature of involvement in community voluntary activities, iii) interpersonal skills: manner in which cycling is encouraged and advocated.

- b) An award for an organization honours the exemplary contributions or investments of one business, organization, government or other entity each year that promotes the benefits and virtues of cycling as a principal mode of transportation. This may include, but is not limited to leading by example, advocating for or providing cycling and supportive facilities, and encouraging employees or clients to start cycling.

Criteria includes: i) extent of cycling of employees/members/constituents commuting, utilitarian, and recreational ii) extent and nature of involvement in community voluntary activities, iii) communications efforts: the extent and manner in which cycling is being encouraged and advocated.

Nominations are open to the public. A selection committee reviews all nominations, but reserves the right not to issue an annual award if a suitable candidate cannot be found. The committee is appointed by the City of Ottawa Roads and Cycling Advisory Committee.

Nominations ask for detailed reasons for the nomination ie efforts performed by the candidate during the last year and any additional information demonstrating same.

- c) **The City of MISSISSAUGA** presents the Phil Green Recognition Award annually through the Mississauga Cycling Advisory Committee (MCAC), or a representative thereof, to honour the work of the founding spirit behind the committee.

A person or persons who have demonstrated exemplary effort to the cause of promoting or furthering cycling or other forms of sustainable transportation in the City of Mississauga over the preceding year is nominated.

Eligibility – Mississauga resident(s) of any age are eligible for this award provided that:

1. They or any member of their immediate family are not a current member of, or have not been a member of MCAC for a minimum of 2 years.
2. They or any member of their immediate family are not employed with the City of Mississauga or the Region of Peel in any capacity related to cycling or sustainable transportation.

Nomination Process – Nominations are open to the public. Nominations are made through a written recommendation application process outlining the reasons why the nominee is worthy of the Award and submitted to the MCAC any time during the year; however a nomination deadline may be set annually for that year's selection process. The recipient is selected by the majority vote of the MCAC during the first three months of the year, for the preceding year, and the award is presented by Mississauga City Council, or a representative thereof, as soon as practical after the selection has been made.

The MSAC reviews all nominations, but reserves the right not to issue an annual award if a suitable candidate cannot be found.

- d) Nominations should include: i) a description of the contribution of the nominee ie details such as project(s) undertaken, length of time involved and community impact ii) at least two letters from individuals or organizations in support of the nomination iv) any additional supporting documentation such as newspaper clippings or website links if available.

Submitted by

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