

Meeting Minutes

ATAC Meeting

Date: September 10, 2025

Meeting Time: 4:00PM

Attendees
Meredith Maywood, OC Frank Gross, OC Shawn Vanacker, OC Brittany Pottruff, OC Philip Allen, Community Member Nicole Langios, Community Member Travis Allison, Community Member Robert Northcott, SWPH Rebecca Wallace, SWPH

Discussion Item	Champion
1. Review Action Items from Previous Meeting: No outstanding Action Items from the last meeting.	
- Potential ATAC Projects for remainder of 2025/2026 With one year left of the Council term Travis asked committee members to share thoughts and ideas for what the committee could plan and accomplish for the remainder of the term. Promotion of our committee is the key for this group. - Look into ways the committee can obtain more information from other Area Municipalities (accident/ collision data etc.) to be able to provide practical information to share with the County/Council - More community outreach to make the committee known - Cycling and Trails Masterplan information to be shared and promoted more regularly (see links at the bottom of the minutes) - ATAC to host an event on a County trail. Perhaps join the trails festival that focuses on a different location every year. - With the bike lane being paved soon from Ingersoll to Thamesford on 119, consider hosting a ride to promote the new cycling lanes. (2026 completing Ingersoll to Beachville and 2027 Beachville to Woodstock) - If not currently being done, reach out to other AM's to make sure transitional points between locations are linking up to make cycling more accessible all-around Oxford County. - Look into organizing a bus to leave Woodstock to attend the bike show in Toronto and give away some free passes. (VIA and Go Train as an option as well) - Future e-scooter tours within Woodstock/ Oxford County.	

- Meredith shared the [new Tourism website](#) and mentioned installation of signage in communities saying how far of a walk may increase pedestrian traffic
- Funding opportunities mention by Robert:
 - [Ministry of Transportation e-scooter pilot program](#)
 - [Public Health Ontario: An updated look at e-scooter rideshare programs](#)
 - [Public Health Ontario: E-Scooter Injuries](#)
 - [Government of Ontario: Ontario Transit Investment Fund \(Currently open\)](#)
- Relevant funding sources that are currently closed but worth monitoring for future opportunities:
 - o [Government of Canada: Rural Transit Solutions Fund](#)
 - o [Government of Canada: Active Transportation Fund](#)
- Look into other bike/ active transportation committees that are within OC (Oxford County) and communicate our thoughts and ideas to network.
- Host and plan an “Active Transportation Summit Day”
- Map of businesses where bikes can be locked up. This is a possible future addition that can be added through ‘GPS my ride.’ We currently have budget to utilize to complete this.
- Promote businesses getting certified bike friendly through Ontario By Bike. Oxford County pays into ‘OntarioBy Bike’ so that OC businesses can be added and is also included in the County website.
- Host a ‘Bike In’ where everyone meets at one location to discuss the ride and how it went to provide feedback and allows for exchange between communities. Possible to have some activities as well to make it more an event.
- Partner with Ingersoll Safe Cycling Committee for a bike bus day. A public event to promote and encourage other communities to do the same. Reach out to Trevor Baer in Plattsville as well.
- Host or attend other bike safety events in Oxford County
- Put up signs for how long it takes to walk to different attractions within the city.
- **Action Item:** Reach out to Ingersoll Safe Bike Committee to inquire about sending representation. Robert currently sits on this committee and will pass along Travis’s information.
- Plan a ‘Walk-in’ during the winter/ Christmas season.

Robert

Below are ideas the committee roughly agreed upon to look into and will discuss further at a subcommittee meeting:

- Host a networking/ active transportation ½ day event. Have a speaker and host a lunch. Make it non-committal but to discuss/brainstorm winter activities. Need to look into when other committees meet to see what timing would be best to host.
- Incorporating other small communities in a “Bike Bus’ event.
- Plan a winter activity/ winter promotion day. Look into what groups could be involved. Meredith suggested promoting walking to events on family day.

All/ Travis

Action item: Reach out to make some connections with other groups within the county that have similar committees. Members to provide Travis with any committees they are currently aware of. - ATAC in the Christmas Parade / Christmas Walk-In event	
2. Education 5 Minutes: Bike Summit Review Travis speaks to the bike summit he attended in the Spring. There were a lot of interesting sessions he attended. City of Edmonton has moved to reduce the speed limit to 40 and included posted signs of how long it used to take and what it takes now and speaks to the safety benefits within the communities. Toronto bike lane staff spoke to the issues they are dealing with within the city. Interesting communication pieces were shared. The biggest complaint with the bike lanes is that it causes delays, but it is construction that is the biggest problem. City of Leamington spoke to the work they have done on the trails. Building separate bike trails into towns it was also beneficial for the local farms. Active Transportation is a health, economic, financial issue. Travis suggests someone else goes next year. E-scooter tour that showcased downtown Windsor. Action Item: Look into where the 2026 Ontario Bike Summit is being hosted to send 1 or 2 committee members next year.	Brittany
4. Education Opportunities for Committee Members: Tabled until the next meeting.	
5. Cowapalooza Debrief Looking to partnering with more organizations for future events. The smoothie bike allowed for a lot of exposure for our committee. Following years should we extend the hours provided for concert goers and the evening events taking place. There were 4 bikes that utilized the bike valet for our first event. Look into how to package up the information from the survey to present. Brittany shared the survey responses. Look into another location next year/ future years. T-shirts for the rest of the committee members. Action Item: If you do not currently have an ATAC shirt. Please send Brittany your size. (Unisex T-shirt) Sails for future events purchased. Helmet winners: Katie Martin & Shawn Aspden Action Item: Confirm the cost of the Cowapalooza event	All Frank
6. Protected Bikes Lanes: email sent June 13, 2025 Action Item: Could a committee member send this to Brittany to recirculate. I cannot find it in my sent folder.	All
7. Remaining Budget for 2025 Approx \$5000 of the \$10,000 available. *How to best utilize the remaining budget* Budget proposal for 2026: \$10,250.00 Encouraged to be used in 2025 but can be invoiced in 2026	

8. Open Forum/ Roundtable	
9. Next Meeting: November 12, 2025 Subcommittee: Winter promotion meeting to be sent Trails Master Plan and Cycling Master Plan links	