

Active Transportation Advisory Committee

Date:	April 23, 2025	Time:	4:00 pm
Location:	OCAB Rm 129	Meeting Chair:	Travis Allison
Attendees:	See attached sign-in sheet		

#	Agenda Item:
1	Review of Action Items from Previous Meeting: Tommy: She can update ideas with cost for each meeting. She can look into an educational video and build a campaign around it. Frank: Work with GIS to look for all active transportation related incidents. Tommy: Will work on campaign and promotional ideas. Brittany: Set up a meeting to talk about Cowapalooza before next committee meeting. -Reviewed Tommy's email for the swim lane. -Tommy summarized communications schedule, Tommy has listed the activities identified so far for this year and then the communications efforts that Communications is willing to commit to for the remainder of the year. Communication is in need of confirmation if these are the things that we are wanting as a committee. -Cowapalooza meeting discussions to be shared with the group. -The committee agrees that the Q2 communications plan is agreed upon and Q3 will be discussed. Action Item: Brittany to circulate the link of the videos that Communications put on the Oxford County website.
2	Cowapalooza Meeting overview: Jeffrey has a bike rack that will be placed along side the bus at no cost. Signage for the overhead sign still needs to be decided. The sign needs to be a short saying that is active transportation related. Jeffery spoke to Kristen about location and she suggested that we use the area by the skate park, off of Parkinson. The bus needs to be able to access the area easily. Set up option to have 3 sides of fencing, 1 side being the bus. Rebecca followed up that South Western Public Health still has helmets, no reflective banding for clothing, one blender smoothie application that we can use, but we need a bike to put it on.

Agenda Item:

The bike blender is not the most user friendly to put on the bus. Currently at the Woodstock office. Needs to be on a bike that is a good size for most people to use (this has been the biggest challenge of the bike use so far). Blender is on the back wheel. Committee needs to decide the age demographic that we are hoping to use it and get a bike accordingly.

Action Item: Rebecca will confirm if the person operating the blender bike will need some sort of food handling skills. Will safe food handlers be required?

Community sponsors to provide things needed to make the smoothies

Action Item: Frank to discuss with Pedal Power for sponsorship, will he loan us a bike to hook up the blender? Meredith mentioned he may rent one out for us.

Meredith also had a stand if needed for the bike to stay stationary. Is there any opportunity to go around with the bike to hand out smoothies?

Action Item: Frank to set up a time with Rebecca for smoothie bike application to see what would be needed to use.

Anthony will supply water and ice for smoothies.

Action Item: Tommy will design signs for committee to review.

Volunteer scheduling: outside of the committee who else could we get to volunteer. How many committee members are willing to help. The timeline for our event Saturday Aug 9th 10-6 during the kids events.

To be confirmed for volunteer needs: (bike blender 2 people, 1 person bike for cage, 1 person intake 4 minimum at a time)

Action Item: Jeffrey will ask Kristen to see what volunteers she might have and if we could use some of them for our area (ask for 6 or so).

At least one person from the Committee at the event at all times.

Could we use modified City bike racks art display in our display to show people what the bike racks look like out within the City of Woodstock. A couple samples would be used. If City has a record of where they are, would be useful to share this information at the event for people.

Action Item: Jeffrey will look into this if there is record of where bike racks are located throughout the city.

Action Item: Brittany to Schedule another Cowapalooza Meeting for mid May.

If you are available and willing to volunteer for the event, please email Brittany to pass along to Travis. A 4-hour time commitment would be ideal and please share what times you are available.

Action Item: Meredith will look into adding bike racks as a point of interest in the tourism cycling page. Include the bike rack information in the Ride with GPS tourist attractions and cycling routes.

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	Does Meredith want to input some tourism things within the Cowapalooza event? Tourism does not usually attend events, but since Meredith will attend this they will provide the committee with some promotional material Could we highlight businesses that have bike racks to positively reinforce active transportation (could be for the event or a long-term goal) Meredith confirms the tourism website will include things such as this and businesses can go into the site and add what they provide.
3	SWPH Cycling Videos Videos have already been added to website. Will send the link and ask that the committee provide feedback and appropriateness. They are not SWPH videos, they are an initiative of the safe cycling committee (Coordinated by Megan from SWPH with Oxford County Cycling Committee) Action Item: Rebecca will reach out to Tommy to have the information corrected on the website. Direct link to those videos provided here : https://www.oxfordcounty.ca/your-government/boards-and-committees/active-transportation-advisory-committee/
4	How do we decide how our budget is spent We have a generous budget from council to use for this year, how can it be spent and what is the protocol for using it? It is up to the committee but can be used for things that advance our objective. Budget can be used to send people to training (community committee members not staff), swag for events etc. We need to use it and use it effectively to be able to show Council that it is necessary and useful. 10,000 dollars that needs to be spent by the end of the Calendar year. Council will review what has been spent in October during review and should have a plan for the remainder of the amount for the end of the year. As a committee keep an eye out for areas we can be represented or learning as an area to spend this money. Action Item: Brittany to create a list of all these types of training or idea. (Add Bike Summit) Action item: Frank to seek senior management that community committee members can be sent on behalf of the of the County. Travis and Anthony are interested (will clarify) in attending the Bike Summit. Are there any other committee members interested in attending? Two people would probably be the max as it would be approx. 2,000/ person. Helmets as an idea for spending the budget. Is it a liability? Could do a draw at Cowapalooza.

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	Rebecca shared that helmets were given at safety events but the helmet needs to fit and provide the right level of protection. The helmets were fitted at the events before they were given. Could \$1000 dollars be used on helmets to provide a good amount and variety to have an inventory in hopes to fit people that are “winning” the helmets, and still have some for the next event. Provide a helmet voucher to purchase at Pedal Power and is supporting of a local business. Meredith shares how some residents are biking to work, but not always by choice. How can we ensure that they are having a safer commute to work. Front and rear lights would be another useful way to spend the money the committee has allotted. Target it to those who need it, employment centre or human services. Action item: Meredith to provide a list of who would be good connections for this and send to Travis. Think of how to incorporate other Area municipalities not all within the City of Woodstock. Buying a tent and brand it potentially to be able to easily use at other/future events. 10x10 are larger and require 2 people. Meredith has a smaller one with an option to have a back panel, sweatband, flag. Banners blow over during outdoor events, back panels are a better option. Action Item: Meredith to share information about the small tents and the options.
5	Strongtowns.org has their "Crash Analysis Studio" https://us02web.zoom.us/webinar/register/WN_p1Mbj2w9SDWCYoeVpJxfAg?apcid=00670ea60b5602535e289e02#/registration Travis shared the organization from the States that advocates for small towns and city's to be healthier, more “liveable”. Sent a free Zoom link regarding Crash Analysis from an accident in Ottawa. The organization bring in medical personnel, police officers, community members, to show how an accident could have been avoided. Good Newsletter to be on for committee type items.
6	Education 5 minutes Travis wants to incorporate this into future meetings as interesting Active Transportation ideas and solutions. Committee to share interesting ideas and resources to use in the future. Action Items: Travis to share some pictures to provide in the minutes.
7	Open Forum/Roundtable

#	Agenda Item:
	Trail festival is coming up, at the beginning of June, on Southside of Piddock, on the Oxford County Trails Website. https://www.facebook.com/photo/?fbid=1133790532125524&set=gm.693684659765584 June is bike month. Tommy has it on the list for Socials. How can we do something for this in 2026 and not lose sight of this that is not just Woodstock centered. Any simple good ideas for us to accomplish for Bike month this year? Hand out a small prize when someone is out on their bike, scooter, walking etc during the month of June. Good opportunity for community partnership. OPP has conjunction with Circle K- will reach out and see what they do for when they see children on bikes during the month of June. Positive tickets? Frosty? <u>Action Item:</u> John to follow up on what Circle K does during Bike Month after speaking with Anthony.
8	Next Meeting – September 10, 2025 @ 4:00PM