

Cycling Education & Promotion

Education and Advertising are two key ways to promote a safe and well utilized cycling network. Strategies include:

- Ensure cycling issues such as routes and end-of-trip facilities are addressed in the City's new **Official Plan**. e.g. bike parking & showers
- Continue promotion of existing facilities (parking, etc.) on the **City website**.
- Design promotion programs for **all cycling abilities** from would-be cyclists to experienced – for both recreation and commuting.
- Design promotion for **all ages of cyclists** and utilize other organization's networks to promote cycling – including schools.
- Continue the free availability of the **City's bike route map** of existing cycling infrastructure, in both "print" and on the web
- Continue to incorporate **wayfinding signage** along cycling facilities
- Ensure **all City Departments** work together to encourage cycling e.g. Public Health promoting bike helmets for ALL cyclists
- Expand programs that **promote cycling as a viable commuter option** such as the Commuter Challenge, etc.
- Offer cycling education and safety **courses** for adults and youth - such as CAN-BIKE and Cyclemania.
- Pursue media coverage of cycling safety from all road-user perspectives and **special campaigns** using billboards, etc.
- Provide cycling information and accommodation for cyclists at **festivals** and other events
- Organize **special cycling events** – including races
- Initiate communication with the Ministry of Transportation to expand the cycling component in **driver education materials**.
- Promote Hamilton as a cyclist-friendly city - "**Hamilton - Bike City**".

