



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	May 11, 2023
SUBJECT:	Bike Month and Bike Day Kick-off Information (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

This update is intended to provide general information on Bike Month activities and the kick-off event to the month on June 1, 2023, Bike Day.

Councillors are invited to join the Bike Day event on June 1, which will once again be held as a bike-thru event at the City Hall Forecourt. This year we will once again have posters announcing the [Community in Motion Award](#) winners. The new 2023 Bike Map will also be available for attendees. The following information can be shared in social media or Ward Newsletters:

Celebrate the joy of cycling at Hamilton's 15th annual Bike Day Event

Join us on Thursday June 1 as we kick-off Bike Month with a morning ride-thru at City Hall. There will be traditional Bike Day refreshments, including coffee and snacks, bike tune-ups provided by [New Hope](#), the new 2023 Hamilton Bike Map, and a limited supply of 2023 Bike Month t-shirts! Cycle Hamilton will be [hosting group rides](#) from across the City to help you get downtown.

[Register online](#) to win 1 of 3 prize packs which includes a \$100 VISA gift card. Find more ways to win and check out the other events happening during Bike Month at hamilton.ca/bikemonth.

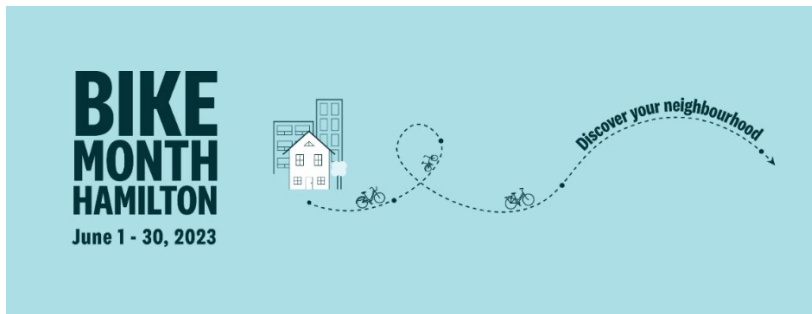
Bike Day “Ride-Thru” Event Information:

Date: Thursday June 1, 2023
Time: 7:30 a.m. to 9:30 a.m. (Registration, local expos, refreshments)
Location: City Hall Forecourt, 71 Main St. West, Hamilton (Click [here](#) for map)

Live on the mountain? Mohawk College will be hosting a satellite Bike Day event at the Fennell campus near the library ([see map](#)) on June 1 from 8 a.m. to 10 a.m. Or join one of [Cycle Hamilton’s rides](#) down to City Hall.

This event aims to bring together and grow the cycling culture in Hamilton. This event encourages those who have never cycled to work or school, try cycling as a commuting. Approximately 15% to 20% of participants in the Bike Day event are trying cycling as a commute-mode for the first time.

Bike Month Graphic for Newsletters



Bike Day Graphic for Social Media



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If you have any questions regarding this communication, please contact Peter Topalovic, Manager, Active Transportation and Mobility at (905) 546-2424 Ext. 5129 or by email at Peter.Topalovic@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

N/A