

BIKE\$

More bikes.

Better places to ride them.

A meeting of North American bicycle industry leaders for the development of an action plan to support Canada's drive to be an international leader in bicycling of all types. Hosted by Vélo Canada Bikes - EPIC CLub

Meeting Agenda

Lord Elgin Hotel, Ottawa, Ontario

8:00 - Participant Arrival

8:30 - Call to Order and Territorial Acknowledgement Anders Swanson, Chair, Vélo Canada Bikes (Winnipeg, MB)

8:35 - Introductory Remarks Judi Varga-Toth, ED Vélo Canada Bikes (Ottawa, ON)

8:40 - Why are we here? Attendee introductions

8:50 - Keynote: Industry role in building a National Cycling Strategy for Canada

Tim Blumenthal, People For Bikes, (Boulder, USA)

9:30 - Our Moment in Time and the European Example Q & A

Anders Swanson w/ Johan Diepens, Mobycon (Delft, NL)

10:00- BREAK

10:30 - 12:00 Interactive Workshop - Engaging more women, new immigrants and the aging population in cycling

Workshop lead: Tania Lo, Co-Founder/Publisher of Momentum Magazine, Social Impact Entrepreneur, Co-Founder/Managing Director of Tandem Innovation Group. (Vancouver, BC) Mainstreaming cycling with a specific focus on diversity, inclusion and the growth potential of the cycling industry.

12:00 - 12:30 LUNCH

12:30 - 13:30 Our Successes, Our Vision and Our Action Plan

Kate Walker, Vélo Canada Bikes (Ottawa, ON)

13:30 - 14:30 Facilitated discussion - How can Vélo Canada Bikes Help Industry and Vice Versa

Facilitators: Yvonne Bambrick, Executive Director, Forest Hill Village Business Improvement Area,

Urban Cycling Consultant, VCB board member; Michael Cranwell, General Manager, Gears Bike Shop, VCB board member (Toronto, ON)

14:30 - 14:45 BREAK

14:45 - 15:45 - All Workshops/Discussion Report Back, Idea Parsing, Next Steps

Led by Tania Lo & Yvonne Bambrick

15:45 - Remarks from Hon. Minister Maryam Monsef

MP, Peterborough-Kawartha, Minister of Status of Women

16:05 - Meeting Evaluation

16:10 - Adjourn

MINGLE & MOVE TO NEXT VENUE

Reception

17:00-19:00 *Canada's Bicycle Industry: Supporting Safe, Healthy and Green Mobility for All*
Gather with invited MPs and Senators at Room 430 in the Wellington Building (180 Wellington Street, across from Centre Block)