

Cycle Hamilton: Annual General Meeting & Cycle Social 2023

SUSTAIN 3S03: Implementing Sustainable Change



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Cycle Hamilton Events & Communications Team at the 2023 AGM with Liana Bontempo.
Photo Credit: Connor Wood

Overview

Cycling has numerous positive aspects, ranging from health, environment, and financial benefits.[1] Despite the advantages, the dangers surrounding cycling remain unprioritized within Hamilton.[2] 128 bike-related collisions have occurred in the city since 2022. As such, biker safety remains a top priority for the cycling community.[3]

On November 13th, Cycle Hamilton hosted their 2023 Annual General Meeting (AGM) at Collective Arts event space to celebrate sustainable transportation and the progression of biker safety. The event provided a platform for like-minded individuals to foster a sense of community and recognize the challenges and accomplishments of Hamilton's cyclists. The goal of our project was to effectively communicate and advertise the 2023 AGM for members and non-members of Cycle Hamilton and foster a space that prioritizes an enjoyable mode of transportation.

Objectives

1. Elevate awareness of Cycle Hamilton's Annual General Meeting.
2. Captivate the audience with an inspiring presentation at the AGM.
3. Share event results and recommendations with the Cycle Hamilton community.

Reporting

To accomplish our first objective, we used Instagram to create and share various content, including posts, reels, stories, and save-the-dates. Zeffy allowed us to effectively send invitations so people can sign up and RSVP, beginning two weeks before the event. Additionally, our team designed a brand kit for Cycle Hamilton, providing a contemporary and attractive logo and colour theme. With our efforts, 3376 accounts engaged with the media posts, and 97 individuals signed up for the event, allowing Cycle Hamilton to have 75 cyclists attend the event.

To achieve our second objective, we created inspiring content through visual marketing tools to engage and captivate audiences on social media. We made a PowerPoint presentation that was made to showcase annual updates, outline future goals, and share three members' personal stories that encouraged enthusiasm for biking. This presentation was utilized throughout the event for increased engagement. Cycle Hamilton effectively addressed all attendees and shared essential elements of the organization. Moreover, we created speaking notes for the MC and Co-Chair's speaker notes were written, providing individuals with a sense of the organization and overall community.

To fulfill our third objective, we produced a survey and compiled feedback from 12 attendees to improve future events. The Cycle Hamilton Board was recommended to discuss more the specific outcomes from their different campaigns and accomplishments rather than emphasizing what the city did, reach out to more seniors, and have more vendors show their merch as many of the attendees are avid cyclists. The corresponding results will help future sustainability students plan the AGM.

Collaborators

The 2023 Cycle Hamilton AGM would not have been possible without the following people: Community Project Champions, Liana Bontempo and Paul Brown; Associates of the Academic Sustainability Department Nathan Butterworth and Dr. Kate Whalen; the Cycle Hamilton Events Team, and the Cycle Hamilton Board. We would like to thank everyone involved with planning as well as those who attended our Annual General Meeting.

References

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