

Public Service Announcement

May 16, 2014

City of Edmonton

What the B*ke is Going On?

The City of Edmonton is launching a new online discussion about cycling in Edmonton, in advance of public meetings being planned for June 2014.

The discussion will take place on the City's [Engaging Edmonton](#) website, an online public discussion forum designed to increase civic engagement. It is part of **What the B*ke**, an awareness and education campaign that invites Edmontonians to share thoughts about cycling in Edmonton.



Over the course of the **What the B*ke** campaign, the Engaging Edmonton discussion forum will ask what good public engagement should look like, how cyclists and motorists can best share the road and where future cycling routes should go in Edmonton's core areas.

The **What the B*ke** campaign includes a mix of traditional advertising and social media to drive people to the Engaging Edmonton forum. The City will gather feedback from the forum on an ongoing basis to help inform decisions about cycling infrastructure over the next two years.

For more information:

Visit edmonton.ca/together

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