

MOVING TOGETHER

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HAMILTON TRANSPORTATION DEMAND MANAGEMENT

Annual Report 2015

Appendix A
Report PW10062d



Hamilton



EXECUTIVE SUMMARY

MOVING TOGETHER

HAMILTON
TRANSPORTATION
DEMAND MANAGEMENT
ANNUAL REPORT 2015

This report covers all Sustainable Mobility Programs occurring in the City, also commonly referred to as Transportation Demand Management (TDM). The programs focus on maximizing the efficiency of our transportation system in order to support our changing demographics and growing economy. They are found in every corner of Hamilton, and are active in our schools, workplaces and communities.

This year was an exciting time for TDM across Hamilton with a number of high-profile accomplishments including the launch of Hamilton Bike Share, Pan Am Games travel-time preparedness, and the implementation of Smart Commute's new project-focused Enhanced Services Program. These were supported by a broader set of TDM programs and policies focused on areas such as monitoring, end-of-trip facilities, new development, communications, and marketing.

The full suite of TDM, Bike Share, Bike Parking, policy work and Smart Commute workplace program are poised for growth and the need for additional resources is ever present. A review of the entire program will be a part of the Transportation Master Plan update and recommendations for program resources will be included.

This success of these programs is a result of a collaborative effort of Public Works, Public Health and the Planning and Economic Development departments; as well as community partners and not-for-profit organizations that help us implement our programs.

TRANSPORTATION DEMAND MANAGEMENT (TDM) CONSISTS OF STRATEGIES, PROGRAMS, AND INVESTMENTS THAT CREATE CHOICE IN OUR TRANSPORTATION SYSTEM

Commonly referred to as Sustainable Mobility, it uses policies, programs, services and products to influence whether, why, when, where and how people travel.

TDM can motivate people to:

- **shift modes** – walk, cycle, take transit or rideshare instead of driving.
- **make fewer trips** – telework, shop online or use the telephone.
- **drive more efficiently** – shop locally, do several things on each trip, and avoid peak traffic periods and congested routes.



SUSTAINABLE MOBILITY PROGRAMS CAN BE ORGANIZED INTO THREE CATEGORIES



◀◀◀ TDM HAS A ROLE IN WORKPLACES

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➤➤➤ TDM HAS A PLACE IN OUR COMMUNITIES
PAGE 19




◀◀◀ TDM IS IMPORTANT IN OUR SCHOOLS


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Photo: IBI Group


2015 ACHIEVEMENTS


 Launch of Smart Commute Hamilton's Enhanced Services program


 Launch of SoBi Hamilton, the City's bikeshare program, with 750 bikes and 115 stations


 Completion of the North End Individualized Marketing campaign

 The first-ever regional Bike to School Day campaign

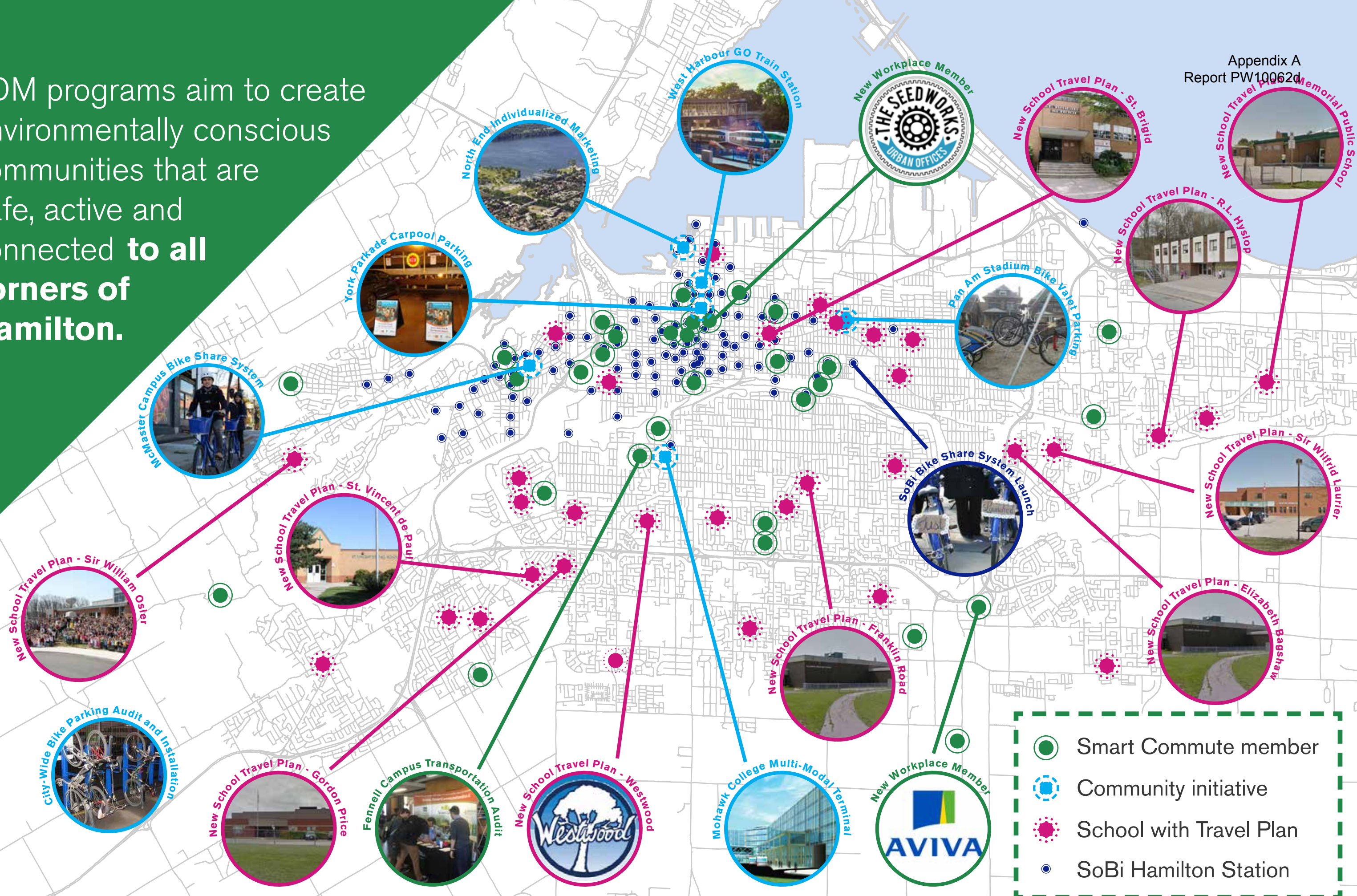
 Launch of the new online Smart Commute multi-modal tool, including carpool matching service

 Implementation of the Transportation Demand Management Land Use and Development Guidelines

 Assistance in the reduction of travel demand during the Pan Am Games

 Signing of the Active & Sustainable School Transportation Charter by the City, HWDSB and HWCDSB

TDM programs aim to create environmentally conscious communities that are safe, active and connected **to all corners of Hamilton.**





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SMART COMMUTE HAMILTON FACTS

+2

NEW WORKPLACE MEMBERS

SEEDWORKS URBAN OFFICES
AVIVA INSURANCE

20

TOTAL WORKPLACE MEMBERS

531

SMART COMMUTE TOOL USERS

90,465

WORKPLACE MEMBER EMPLOYEES

\$100,000

TOTAL METROLINX FUNDING

Section 1

Working with Employers

SMART COMMUTE HAMILTON

Smart Commute Hamilton is a transportation management association led by the City of Hamilton which works with workplaces to provide programs and initiatives that encourage the use of active and sustainable transportation.

The initiative takes immediate action on climate change and health in the Greater Toronto and Hamilton Area through transportation efficiency, policy development and infrastructure renewal. The organization also supports the City's larger transportation demand management initiatives.

Smart Commute Hamilton is part of a region-wide network of 13 local transportation management associations led by Metrolinx. To date, more than 340 employers with 732,300 commuters have joined the program and are designated as Smart Commute workplaces.

The goal of Smart Commute is to ease congestion, improve air quality and, make commuting less expensive and more enjoyable. The program supports the objectives of Metrolinx's regional transportation plan, The Big Move, and the Hamilton Transportation Master Plan.

- ✓ Ride-matching programs for employers
- ✓ Emergency Ride Home programs
- ✓ Shuttle planning and program
- ✓ Employee work arrangement solutions: telework, compressed work and flex hours
- ✓ Workshops, lunch and learns, and seminars
- ✓ Walking and cycling promotion
- ✓ Incentives and promotions
- ✓ Site assessments and surveys to understand employee commuter behaviour



SETTING THE STAGE FOR THE NEXT YEAR: BUSINESS PLAN 2016

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The 2015 - 2016 Smart Commute Hamilton Business Plan sets a blueprint for the organization.

Four over-arching goals will help guide and expand the program, with a new focus on working with employers to deal with their travel challenges.

1 Re-engage & re-connect with all members and shape a higher quality program that meets their needs.

2 Develop and implement a new Enhanced Services Program.

3 Update Smart Commute Hamilton's materials to reflect the new brand and message.

4 Implement a new Smart Commute workplace member advisory group and make the administration of the program more efficient.

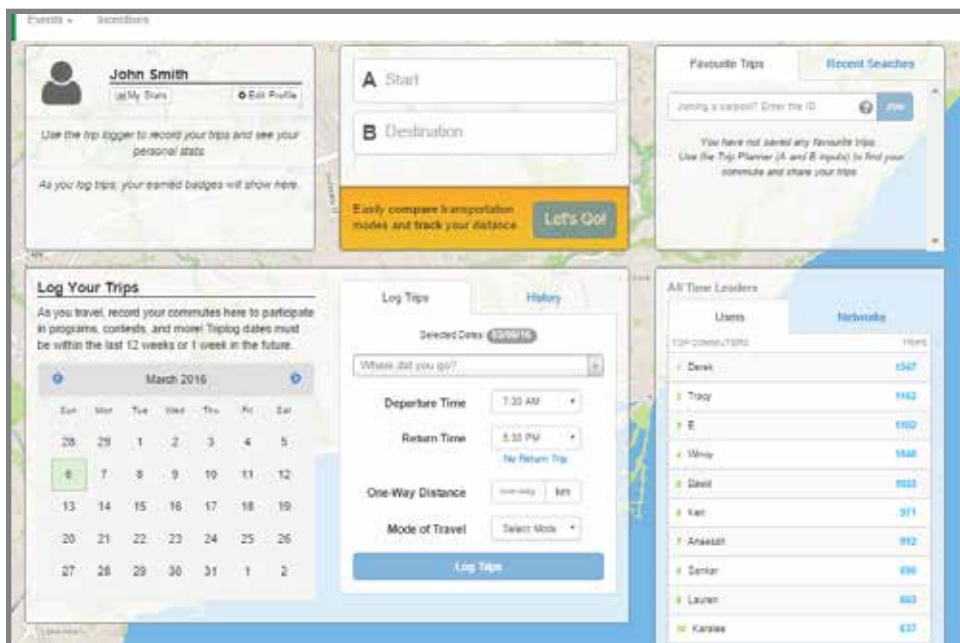
THE NEW SMART COMMUTE ONLINE TOOL

One of the most important services provided to workplaces by Smart Commute Hamilton is ridematching technology.

In 2014, Smart Commute began upgrading its ridematching service from the Carpool Zone to the new, multi-faceted Smart Commute online tool. The upgraded tool provides advanced ridematching

technology, along with advanced trip planning functionality for other modes including cycling, walking and transit.

With 2015 marking the first full-year of the new Tool, the focus was on growing the userbase and engaging members to log their trips and leverage the added value.



Smart Commute Online Tool Growth, 2014 - 2015

+190 new users in 2014

+341 new users in 2015

531 Total Users

5068

TRIPS LOGGED ON THE TOOL IN 2015

14.7

TONNES

OF GREENHOUSE GAS EMISSIONS AVOIDED

163,747

KILOMETERS OF LOGGED TRIPS

TRANSIT

2115 trips

10.9 tonnes of GHG prevented

42% of trips on the Tool

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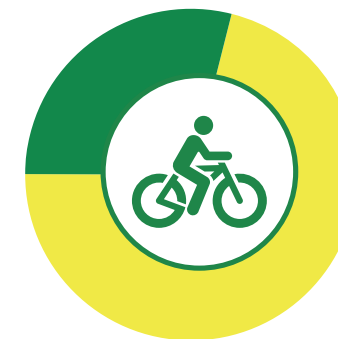


BIKE

1490 trips

1.6 tonnes of GHG prevented

29% of trips on the Tool



WALK

817 trips

0.3 tonnes of GHG prevented

16% of trips on the Tool



CARPOOL

524 trips

1.8 tonnes of GHG prevented

10% of trips on the Tool

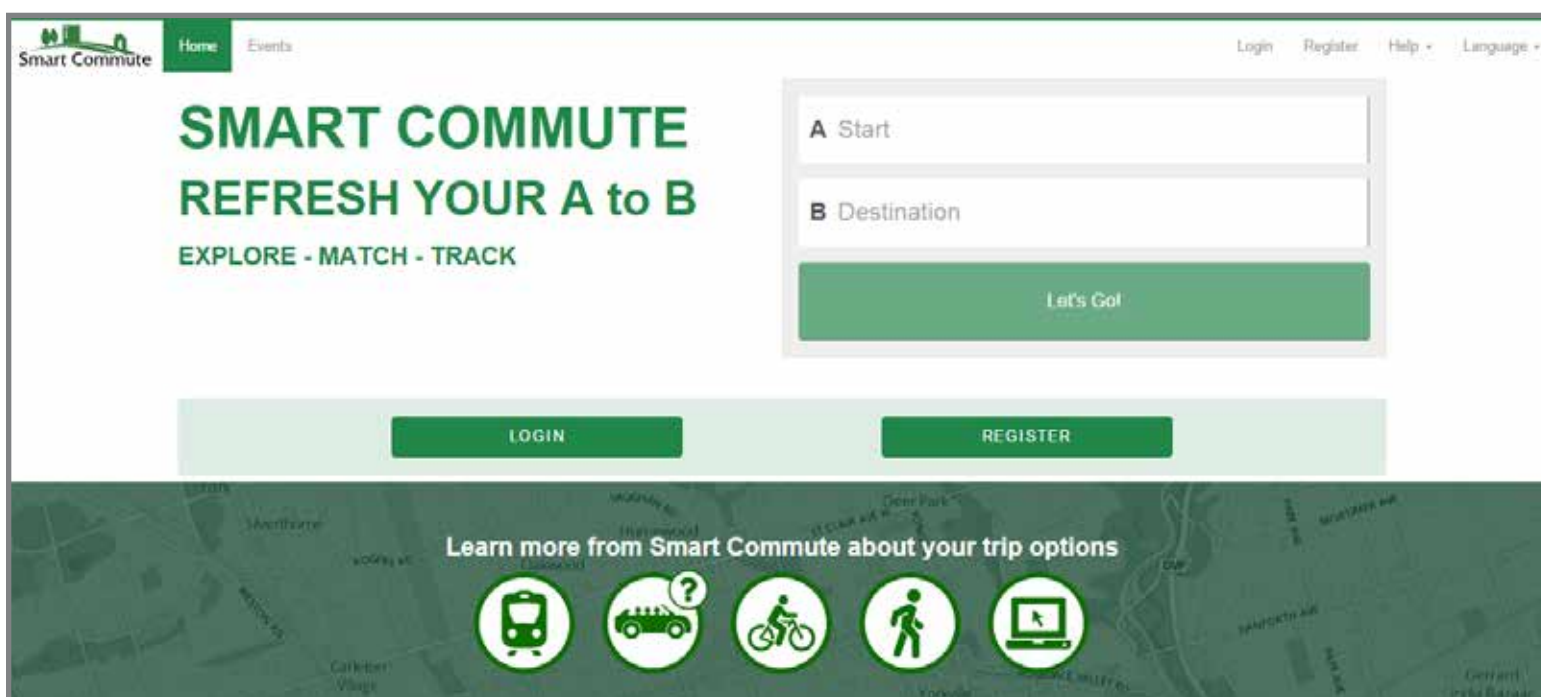


OTHER

122 trips

0.2 tonnes of GHG prevented

3% of trips on the Tool



CELEBRATING WORKPLACE SUCCESSSES

The Smart Commute Workplace program recognizes employers' efforts in providing commuter options to their employees. The Workplace Designation program rewards workplaces implementing new initiatives that help more commuters choose alternatives to driving alone.



- Aviva Insurance
- CAA South Central Ontario
- Canada Bread
- Good Shepherd
- Hamilton Chamber of Commerce
- Hamilton Conservation Authority
- Hamilton-Wentworth Catholic District School Board
- Hamilton-Wentworth District School Board
- ILR Industries
- Maple Leaf Foods
- McMaster Downtown Centre
- McMaster University
- Platform 302/Green Smoothie Bar
- Redeemer University College
- Seedworks Urban Office

SMART COMMUTE HAMILTON'S EMPLOYER OF THE YEAR AWARD WINNER

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The Regional Smart Commute Awards recognize workplaces who have put forth exceptional effort in implementing the Smart Commute program. The Awards recognize outstanding commitment, leadership, innovation and results. Winners are selected by a panel of judges.

Since joining the program in 2008, Mohawk College has enhanced its Smart Commute presence by building on previous successes and investing in new infrastructure to empower staff and students to embrace and support alternative modes of transportation.

- Four electric vehicle charging stations;
- Four self-service bike repair stations; and,
- Broke ground on the new Mohawk College Transit Terminal, in partnership with Metrolinx and the City of Hamilton.

All of these achievements are supported by the Sustainability Office.

During this time, the campus population has increased by over 40% while a recent audit revealed that between 60-70% of campus commuters are now travelling using a method other than driving alone. This shift allowed for an overall reduction in parking capacity, leading to an estimated savings of more than \$5 million, since new parking facilities did not need to be constructed.

Mohawk College has reduced the use of single-occupant vehicles through a variety of ways:

- 50 dedicated carpool parking spaces;
- Two Student CarShare vehicles on campus;



Photo: Metrolinx/Smart Commute

Leslie Woo, Chief Planning Officer at Metrolinx, awarded Mohawk College the Smart Commute Hamilton Employer of the Year award.



CARPOOL WEEK



Carpool Week was held in April 2015 in order to help workplaces get “Games Ready” for the Pan Am/Parapan Am Games. In Hamilton, all Smart Commute workplaces were provided with information and posters. Outreach events were focused on workplaces where carpooling is a practical option.

Highlights of the week include:

- Launching three dedicated carpool spots in the York Parkade; and,
- 45 trips logged on the Smart Commute Tool, which avoided 1,342 km of travel.

PAN AM COMMUTE TO WIN



Smart Commute Hamilton hosted a Pan Am Commuter Challenge. This was done to support the region-wide effort to reduce travel demand along roadways by 20%. This reduction was necessary to keep the region moving during the Games while the temporary HOV lanes were in place to support the quick and efficient travel of Games Family members and multi-occupant commuters.

During the challenge, 859 non-SOV trips were logged, representing 12,500 km of travel.

SMART COMMUTE WEEK



Smart Commute Week celebrates multi-modal transportation, with each day dedicated to a different mode: walking, cycling, taking transit, carpooling and teleworking. This year’s event saw extensive outreaches at a number of worksites.

The week produced some of the strongest results, including:

- A Hamilton member winning one of the \$500 VIA Rail regional prizes;
- 1,572 trips logged on the Smart Commute Tool;
- 208 new users registered; and,
- 350 one-on-one interactions through four on-site engagements.

BICYCLE FRIENDLY BUSINESS AWARDS



Hamilton had the most Bicycle Friendly Businesses in Ontario.

The Bicycle Friendly Business (BFB) Program was launched in Ontario in 2015 by Share the Road Cycling Coalition. Through the BFB program, employers across the province are recognized for their efforts to encourage a more welcoming atmosphere for bicycling employees, customers, and the community. In 2015, over 50 Ontario businesses applied for this award during this pilot phase. Ten Hamilton employers were recognized with awards. SoBi Hamilton was one of only eight organizations to receive a “Gold” in the province.

The City of Hamilton helped to promote this program to local workplaces. Through Smart Commute Hamilton, all workplaces were eligible to apply at no-cost.

Gold

SoBi Hamilton

Silver

City of Hamilton
Mohawk College
New Hope Community Bikes

Bronze

Green Smoothie Bar
Platform 302
Seedworks Urban Offices
Homegrown Hamilton
McMaster University
Downtown Bike Hounds

750

SoBi BIKES LAUNCHED

110+

NEW BIKE RACKS INSTALLED

2,400

HOUSEHOLDS ENGAGED IN THE
NORTH END INDIVIDUALIZED
MARKETING CAMPAIGN

13

TDM DEVELOPMENT APPLICATION
REPORTS REVIEWED

500+

BIKES USED THE BIKE VALET
SERVICE AT FESTIVALS AND EVENTS

Section 2

**Working in the
Community**



Hamilton Bike Share: The First Year

This year saw the City launch Hamilton's public bike share system, in partnership with Hamilton Bike Share and Social Bicycles Inc. The system includes a fleet of 750 bikes and 115 hubs, spanning over 30 square kilometers. The system was funded by Metrolinx Quick Wins.

The system officially launched in March 2015 and uptake has exceeded expectations. As of December 2015, over 9,300 individuals have used the system, of which 7,300 do so regularly. This makes it Ontario's largest and Canada's second largest program

by membership. Collectively, members have traveled over 450,000 kilometers during the first year of operation.

Primary program goals include:

- reducing single occupant vehicles;
- decreasing greenhouse gas emissions;
- improving air quality;
- increasing physical activity; and,
- connecting to public transit.

In a recent survey, SoBi riders reported that since the system launched they are driving less,

replacing motor vehicle trips with bike share trips, and often utilizing bike share to connect with transit. Over 60% of users indicated that before using bike share they cycled once a month or less, indicating that most bike share users are not regular cyclists. Bike share is achieving transportation demand management objectives of reducing single occupant vehicle trips and increasing active modes of transportation, in order to achieve Transportation Master Plan goals and metrics.




750 Bikes
115 Hubs

9,300 users
from January 17, 2015 to December 31, 2015

		
450,000 km Distance Travelled	220,000 Trips Taken	21,500 Big Macs Burned

BIKESHARE

2015 SUMMARY

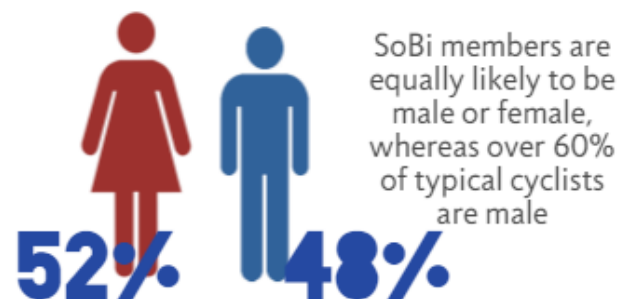
SoBi Hamilton had a successful first year of operations, especially for a medium sized city operating one of the first smart bike systems in North America

USER FEEDBACK

This is how SoBi members primarily get around when not using SoBi.



Most SoBi members were not regular cyclists and tend to cycle more after they joined.



For more information or to join:
www.sobihamilton.ca



+300%

increase in cyclists using Hunter Street since bike lanes were installed

ACTIVE TRANSPORTATION BENCHMARKING

The Active Transportation Benchmarking program collects pedestrian and cycling (active transportation) data throughout the City along sidewalks, trails, and on-road bicycle routes. Automatic counters monitor active transportation 24 hours a day at various locations for one-week durations.

Data on usage and demand is essential to:

- Build long-term support for walking and cycling;
- Improve conditions for pedestrians and cyclists; and,
- Contribute to City processes including designing lighting levels, maintenance programs, planning and design studies

+1000%

increase in cyclists using Cannon Street during the summer time

BIKE VALET 2015

The City of Hamilton, in partnership with Open Streets Hamilton and the Downtown Business Improvement Area, offered bike valets at ten events across Hamilton throughout 2015. This service provided parking for over 500 bikes during festivals and community events in the Hamilton area.

A bike valet is like a coat check for bikes - individuals check their bike in and get a stub. After the event, they bring back their stub and receive their bike back. It's hassle-free and secure.

BIKE PARKING INSTALLATIONS

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With the support of additional funding from the Ward 2 Participatory Budget, as well as funding from Urban Renewal, more bike racks were installed in 2015 on City right-of-way than in previous years. In total, over 110 racks were installed. Additional bike racks were installed at municipal centres including arenas, libraries, community centres and municipal offices.

Another highlight of this year was the development of a solution for bike parking on surfaces that are not concrete. By using a base plate solution, racks can now reliably be installed on grass and asphalt. This solutions will now be deployed in 2016 at several locations across the City.

PUBLIC BIKE PARKING AUDIT

The City of Hamilton, Hamilton Burlington Trails Council and McMaster University students, undertook a joint-audit of all bike parking facilities within the City. The goal of the audit was to obtain up-to-date information about bike parking including the location of each rack, condition, potential need for additional capacity and more.

In total, over 600 existing racks were identified. This does not include bike racks on private property or at schools. The data that was collected as part of the audit will be maintained in a database, and the plan is to re-audit every two years to ensure the information is current.

110+
new bike racks
installed on City
right-of-way

600+
public bike racks
identified

1
innovation solution
using base plates, that
allows bike parking to
be installed on more
surfaces

SPRING 2015

MAY 3
BIKE FOR MIKE
100 BIKES
OPERATED BY OPEN STREETS

JUNE 20
BARTON VILLAGE FESTIVAL
40 BIKES
OPERATED BY OPEN STREETS

JUNE 28
OPEN STREETS HAMILTON
100 BIKES
OPERATED BY OPEN STREETS

SUMMER 2015

JULY 1
CANADA DAY FIREWORKS
100 BIKES
OPERATED BY OPEN STREETS



JULY 10 - 26
PAN AM GAMES BIKE VALET
600 BIKES
OPERATED BY OPEN STREETS

AUGUST 15
MIDSUMMER'S NIGHT
30 BIKES
OPERATED BY OPEN STREETS



AUGUST 23
MEC CENTURY RIDE
90 BIKES
OPERATED BY OPEN STREETS

AUGUST 29
GREENBELT HARVEST PICNIC
60 BIKES
OPERATED BY OPEN STREETS

FALL 2015

SEPTEMBER 11-13
SUPERCRAWL
100 BIKES
OPERATED BY THE DOWNTOWN BIA

OCTOBER 2
CYCLE HAMILTON LAUNCH
20 BIKES
OPERATED BY OPEN STREETS



NORTH END INDIVIDUALIZED MARKETING PROGRAM

Individualized Marketing (IM) is a practical approach that stresses direct contact with community members and focuses on removing barriers that prevent people from changing their travel behaviour. It encourages people to adopt a number of sustainable travel behaviours, including the use of active and sustainable transportation. It is especially effective when new transit, cycling or pedestrian routes are developed or when there are traffic operational issues such as the North End Transportation Master Plan.

During the summers of 2014 and 2015, the City of Hamilton surveyed residents living in the North End community as part of an individualized marketing (IM) program.

In 2014, a pre-program survey was conducted. All residents were invited to provide information about all of the trips they took in the 24-hour period leading up to the survey, including the distance traveled and transportation mode. Data collected was used to develop a baseline of travel behaviour and segment the households into categories for IM. A trip planning package was issued to each household that participated in the survey, containing individualized material based on survey responses.

In 2015, a follow-up survey was sent to all participants in the first phase. This survey was identical to the first survey to allow a comparison of travel behaviours before and after implementation of the IM program. A total of 460 households responded to the survey in 2014 (19% response rate), and 160 responded in 2015 (35% response rate).

2,400

North End
Households Engaged

112

Travel Packages
Delivered

48%

of trips made with
sustainable modes

WEST HARBOUR STATION

The West Harbour GO Station opened on July 9, 2015 in Hamilton's North End. The station provides a second connection along the A-Line corridor to GO Transit's Lakeshore West rail line.

The station adds two outbound AM rush hour trains and two inbound PM rush hour trains to Hamilton. During the Pan Am Games, additional train service was provided for spectators travelling to the CIBC Hamilton Pan

Am Soccer Stadium. Shuttle buses provided easy last mile connections to the stadium for visitors.

The West Harbour Station is part of the Regional Express Rail plan and will eventually see 30-minute, two-way rush hour service. This will be complemented by 15-minute, two-way rush hour service and 60-minute all-day, two-way train service from Hamilton GO Centre.

Photo: IBI Group

SUPPORTING THE PAN AM GAMES

The Greater Golden Horseshoe played host to the 2015 Pan Am/Parapan Am Games during July and August. This was the largest multi-sport event ever hosted in Canada, surpassing the Vancouver and Montreal games. They were also the largest multi-sport event hosted in Ontario since Hamilton hosted the 1930 British Empire Games.

Hamilton hosted the premier event of the Games, football, at the new CIBC Pan Am Football Stadium, better known as Tim Hortons Field. An extensive transportation plan was developed in co-operation with the Ministry of Transportation Ontario, Metrolinx, TORONTO 2015 organizing committee, and other transportation and security partners.

TDM played an important role in making sure that Games Family, spectators, residents and businesses were all prepared for the Games by:

- **Offering the Smart Commute Games Services** to workplaces not enrolled in the program to help them get 'Games Ready';
- **Implementing a Bike Valet** for spectators at Prince of Wales Elementary School, to encourage cycling to the venue. The program was operated in partnership with Open Streets Hamilton with support from the City of Hamilton; and,
- **Supporting messaging and awareness** of temporary traffic measure that were implemented in Hamilton and across the Region such as road closures, parking restrictions and the Games Route Network, including the temporary HOV lanes.



Offering a
special Smart
Commute
Games Service

Pan Am
Spectator
Bike Valet

Supporting
messaging &
awareness.



26
carshare
vehicles

2
carshare operators
*Community CarShare
ZipCar*

500+
Community
Carshare
members

COMMUNITY IN MOTION AWARDS

The Community in Motion Awards recognize members of the community who have made an effort to actively support and promote the use of healthy and sustainable forms of transportation such as walking, cycling, and public transit. This award is intended to give thanks to those individuals and organizations that have embraced the City's vision.

Winners of the 2014 Community in Motion Awards received public recognition at Bike to Work Day on May 25, 2015.

The six award winners were:

- **Bicycle-friendly Business/Organization:** Bike Valet (Open Streets Hamilton)
- **Pedestrian-friendly Business/Organization:** Supercrawl
- **Transit-friendly Business/Organization:** Community Access to Transportation (Michelle Martin)
- **School of the Year:** St. Marguerite d'Youville
- **Advocate of the Year:** Jordan Fysh
- **Media Award:** Jason Nason

CITY OF HAMILTON CORPORATE CARSHARE PILOT UPDATE

The City of Hamilton's corporate carshare pilot ran from September 2013 to January 2016. Throughout the duration of the pilot, over 12,000 km were traveled over 357 separate work-related trips. A detailed analysis of the pilot concluded that the corporate carshare program is a viable alternative to fleet vehicle ownership, particularly for departments that do not require a vehicle on a regular basis (more than three times per week).

Summary of carshare usage costs versus fleet vehicle usage costs

YEAR	DISTANCE TRAVELLED	CARSHARE COST	FLEET VEHICLE COST
2013	1,560 km	\$1,195	\$5,950
2014	5,504 km	\$4,475	\$6,630
2015	5,582 km	\$4,995	\$6,920



14 Smart Commute workplaces
that took part in Bike Month

12 Bike Month events
held in every corner of Hamilton

50 elementary students
who cycled to Gore Park

400 cyclists
at Gore Park

BIKE TO WORK DAY AND BIKE MONTH

Bike to Work Day (B2WD) is an annual event hosted by Smart Commute in the Greater Toronto and Hamilton Area (GTHA). The event, which takes place on the last Monday in May, is designed to provide new cycling commuters with an opportunity to build their cycling confidence with group rides and routing advice. It provides a key flagship and networking event for cycling advocates and regular commuters. B2WD also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA.

Smart Commute Hamilton and SoBi Hamilton organized the main B2WD event on Monday,

May 25th, 2015. The main event took place at Gore Park in downtown Hamilton from 7am-9am. Approximately 400 people attended the event which is the best attendance of any other B2WD in Hamilton to date. Participants received a free t-shirt and refreshments, and listened to live music and speeches from presenting guests. The 2014 Community in Motion Awards were presented as part of the event.

Across the city, over 600 experienced and new cycle commuters and students rode to work or school together and explored Hamilton's cycling routes.

600+ participants
during Bike Month

The Hamilton Helmet Initiative (HHI) is a vibrant community group committed to reducing brain injuries by increasing helmet use and skill development throughout our community. The members of the partnership share a common goal of reducing brain injuries by increasing helmet use.

3,000+
RESIDENTS RECEIVED HELMET
FIT EDUCATION

406
FREE HELMETS DISTRIBUTED

18,000
HELMET FIT CARDS DISTRIBUTED

70+
SoBi STATIONS FITTED WITH
HELMET AND BIKE SAFETY DECALS

GETTING TO GOLD: HAMILTON'S TRANSPORTATION SUMMIT

The City of Hamilton's sixth Transportation Summit took place on March 23, 2015. It brought together municipal staff, community groups, engaged citizens, and local businesses for a day-long look at creating a gold cycling community and kicked off the public engagement stage of Hamilton's Transportation Master Plan Update. A record 172 people attended the 2015 summit, highlighting the importance of transportation to Hamilton's residents.

The purpose of the Transportation Summit series is to:

- Highlight current City transportation initiatives;
- Foster discussion;
- Encourage new ideas; and,
- Develop action strategies to move forward.

Three breakout sessions were offered in the afternoon with attendees having the opportunity to

choose two out of the three to attend. In the first concurrent session, "Getting to Gold", participants worked together to develop the action blueprint for Hamilton. In the second concurrent session participants explored various elements of the Transportation Master Plan. The third session was a SoBi cycling tour of the downtown core's cycling infrastructure.

Based on the conversation and topics explored at the Summit, a number of key actions were developed. In addition, Share the Road Cycling Coalition developed a detailed workplan outlining recommended steps Hamilton could take in the next two years. These steps will help the City achieve the five-year vision wherein Hamilton will have experienced a 200% increase in bicycle ridership from 2011 levels (from 1.3% to 4%).

KEY ACTIONS FROM THE SUMMIT

- *Undertake consistent and widespread data collection to support informed decision-making. Be sure to coordinate efforts to avoid duplication*
- *Provide cycle training for students and the broader community*
- *Provide more end-of-trip facilities*
- *Encourage employers to incentivize cycling for employees*
- *Continue to support events that celebrate cycling*



Open Streets Hamilton is an event organized by a local community-based partnership dedicated to promoting active, healthy and inclusive lifestyles by temporarily transforming streets into a shared space for everyone to experience.

The ninth Open Streets event took place on Sunday June 28th, 2015. James Street North, from York Boulevard to Strachan Street. The City of Hamilton provided funding and support for this celebration of active transportation.



Bike for Mike is an annual ride that empowers a new generation of Hamilton bike riders. 100% of the proceeds from the annual ride are used to purchase bikes, helmets, bells and locks for children and their families in Hamilton.

The City supports the Sustainable Transportation Expo held each year as part of the ride, assists with the distribution of bikes and helmets to students, and partners on Bike Month activities.

INTEGRATING TDM INTO LAND USE AND DEVELOPMENT APPROVALS 2015

In 2015, the “Transportation Demand Management Land Development Guidelines” were created as a tool for developers and City staff to include TDM initiatives into new development, redevelopment and existing buildings through the development approval process.

Beginning this year, all developments that are expected to generate more than 20 peak-hour trips are required to submit a TDM report outlining all TDM initiatives that will be incorporated. The level of detail required depends on estimated trip

generation rates. The guidelines provide best practices, measures and strategies that can be used to support TDM within development projects based on common land uses and categories within the Zoning By-Law.

This Guidelines are the first step of a larger study that intends to work towards implementing long-term policy approaches to include TDM into the development review and approvals process. Long-term policy approaches include official plan policies, secondary plans, and transportation master plans.

TRANSPORTATION DEMAND MANAGEMENT FRAMEWORK & COMMUNICATIONS PLAN UPDATE

The TDM Framework and Communications Plan provides a strategic review of all TDM plans, policies, initiatives and communications. Appendix A
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In 2015, staff continued to implement the plan. Actions that worked towards the plan included:

- Including considerations for TDM in the Transportation Master Plan review process;
- Development of the new Travel Wise TDM website on Hamilton.ca; and,
- Development of school siting and design guidelines (TDM Land Development Guidelines).

In 2016, staff will look to formally updating the TDM Framework and Communications Plan.

13

TDM development reports reviewed in 2015

Planning and Design

Walking and Cycling

Transit

Parking

Carshare/Bikeshare

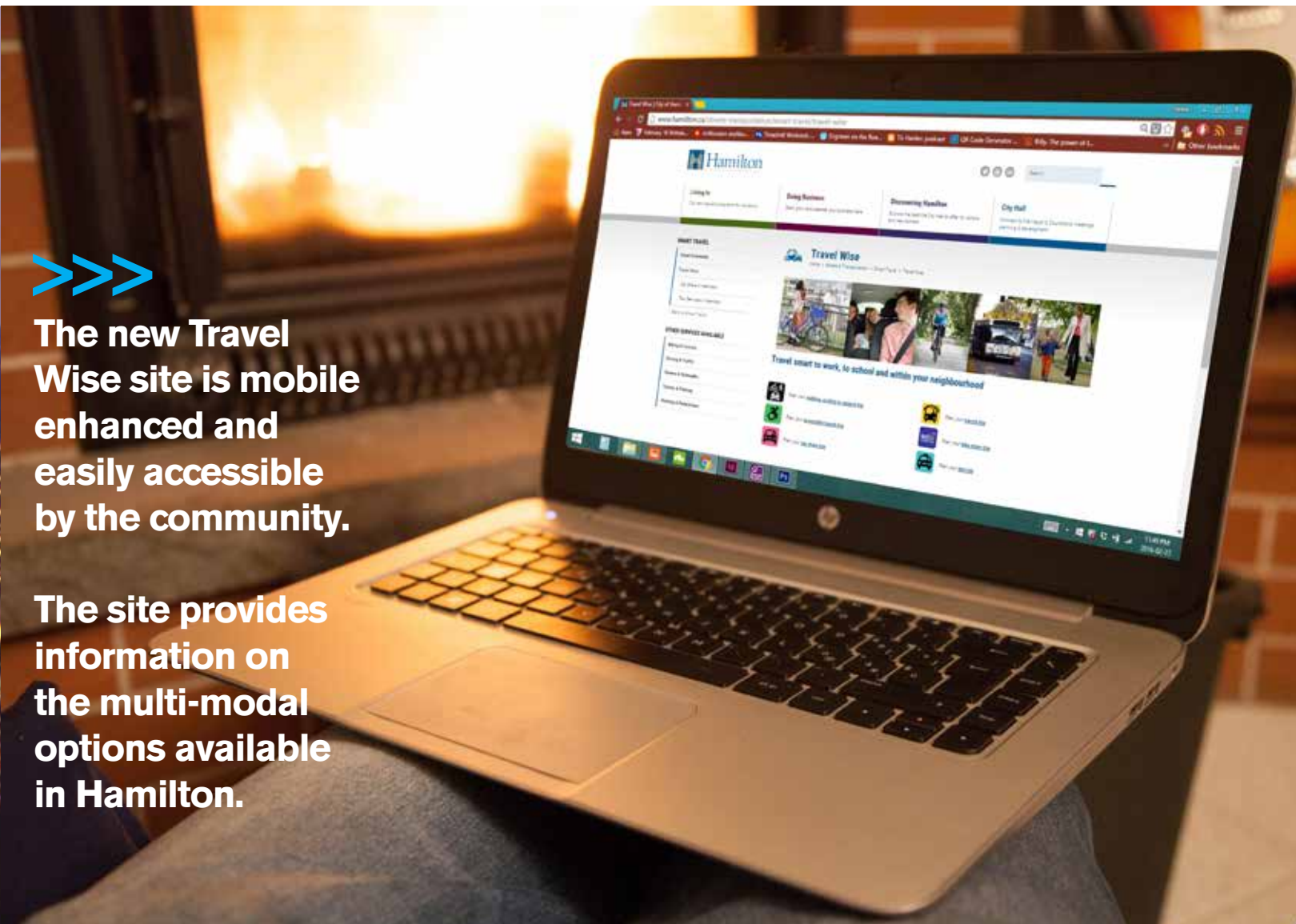
Wayfinding/Travel Planning

Education & Promotion



The new Travel Wise site is mobile enhanced and easily accessible by the community.

The site provides information on the multi-modal options available in Hamilton.





SCHOOL TRAVEL PLANNING FACTS

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10

NEW SCHOOLS STARTING THE PROCESS

- | | |
|-----------------------|---------------------|
| Elizabeth Bagshaw | Sir Wilfrid Laurier |
| Franklin Road | St. Brigid |
| Gordon Price | St. Vincent de Paul |
| Memorial-Stoney Creek | Sir William Osler |
| R.L. Hyslop | Westwood |

5

SCHOOL DEVELOPMENT APPLICATIONS REVIEWED BY PUBLIC HEALTH

33

SCHOOLS WITH TRAVEL PLANS

- | | |
|-----------------------|---------------------------|
| Ancaster Meadow | St. Ann-Hamilton |
| Bellmoore | St. Brigid |
| Cootes Paradise | St. Francis-Xavier |
| Earl Kitchener | St. John |
| Elizabeth Bagshaw | St. Kateri Tekawitha |
| Franklin Road | St. Lawrence |
| Gordon Price | St. Margaret Mary |
| Holy Name of Jesus | St. Marguerite d'Youville |
| Memorial-Stoney Creek | St. Mark |
| Mountview | St. Martin of Tours |
| Our Lady of Lodes | St. Michael |
| R.L. Hyslop | St. Patrick |
| Regina Mundi | St. Teresa of Avila |
| Rosseau | St. Therese of Lisieux |
| Sir Wilfrid Laurier | St. Vincent de Paul |
| Sir William Osler | Westwood |
| St. Ann's-Ancaster | |

Section 3

Working with Schools

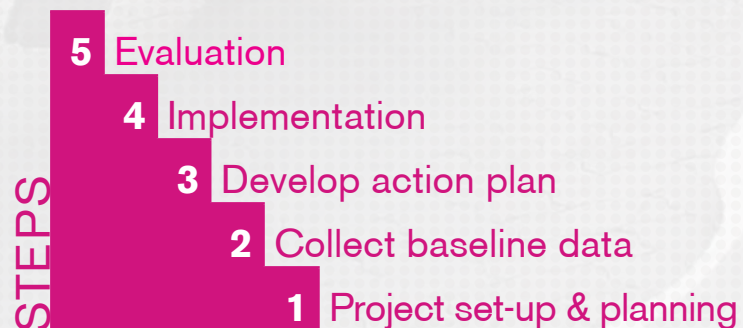
SCHOOL TRAVEL PLANNING

Active and Sustainable School Transportation Certification (ASST)

School travel planning (STP) is a community-based approach that aims to increase the number of children and adults choosing active transportation to and from school, thereby addressing environmental, health, and safety issues. The ASST certification initiative, developed by Public Works and Public Health staff, uses the STP model from Green Communities Canada to help schools earn recognition for ASST efforts.

In 2015, ten schools started the five-step STP process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. Of the schools involved, ten have completed the first three steps of the STP process and are eligible for Level 1 ASST certificates. These certified schools will be eligible for Level 2 certification as early as June 2016 if they complete steps 4 and 5 of the STP process.

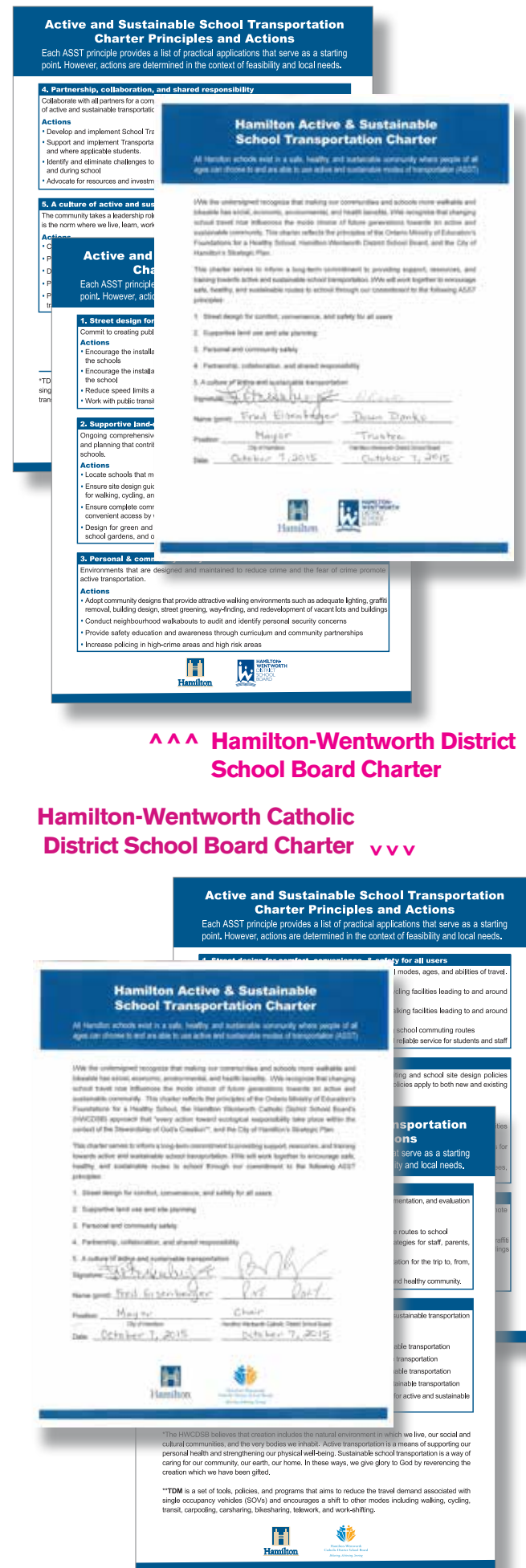
At the end of 2015, approximately 37 of the identified action items have been addressed. Goals for 2016 include ongoing support for current STP schools, completing action items identified in 2015, and engaging new schools that expressed interest in ASST Certification in 2015.



STEPS



10
new schools
starting the STP
process



^^^ Hamilton-Wentworth District School Board Charter

Hamilton-Wentworth Catholic District School Board Charter vvv

ACTIVE AND SUSTAINABLE SCHOOL TRANSPORTATION CHARTER

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The Active and Sustainable School Transportation Charter (ASSTC) serves to inform a long-term commitment to providing support, resources, and training towards active and sustainable school travel.

The ASSTC was endorsed by the City, Hamilton-Wentworth District School Board and Hamilton-Wentworth Catholic District School Board. The formal signing took place on Wednesday October 7, 2015 at City Hall.

By signing the ASSTC, the City of Hamilton, HWDSB, & HCDSB agreed to work together to encourage safe, healthy, and sustainable routes to and from school through a commitment to five principles:

1. Street design for comfort, convenience, and safety for all users;
2. Supportive land use and site planning;
3. Personal and community safety;
4. Partnership, collaboration, and shared responsibility; and,
5. A culture of active & sustainable transportation.

THE FIRST BIKE TO SCHOOL WEEK

The first Bike to School Week (B2SW) took place from May 25-29, 2015. This regional campaign, led by Metrolinx, matched the commuter "Bike Month" campaign branding. There was a web page on the Bike Month site that allowed schools to sign up to participate. Participating schools received resources, promotional material and prizes.



850+ students took part in Bike to School Week from **10 Hamilton schools**

50+ students cycled to the Gore Park celebration on Bike to Work/School Day

WEAR YELLOW AND WALK TO SCHOOL

Wear Yellow Day (WYD) is an event that happens three times each year (Fall, Winter and Spring). On WYD, staff, students and parents are encouraged to wear yellow, the colour of school transit, and walk, cycle, or take the bus to school. It was initiated in 2010 to complement the "Stepping It Up" project led by Metrolinx.

17,000
STUDENTS AND STAFF
REACHED THROUGH THREE
ANNUAL EVENTS

44
SCHOOLS THAT PARTICIPATED

SCHOOL BIKE RACK GRANT PROGRAM

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Over six elementary schools expressed interest in the bike rack funding program, which provides local schools with a one-time grant of \$600 to install bike parking for students and staff. There is early interest from schools for 2016 installations.



For more information on this report, please contact:

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