

SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2018



Hamilton

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2018

Sustainable Mobility Programs would like to acknowledge the effort put forth by City of Hamilton staff and community partners who make our programs a success each year.

The program is within the Transportation Planning and Parking Division of Planning and Economic Development and is managed by Peter Topalovic with support from an integrated team of City staff and community partners including:

- SoBi Hamilton
- Hamilton-Wentworth District School Board
- Hamilton-Wentworth Catholic District School Board
- New Hope Community Bikes
- 100in1Day Hamilton
- Cycle Hamilton
- Bike for Mike
- CityLAB
- Hamilton Street Railway (HSR)
- Hamilton Chamber of Commerce
- IBI Group
- Hamilton Health Sciences
- McMaster University
- Mohawk College
- VRTUCAR/Communauto
- Glowriders
- Ontario By Bike
- Open Streets
- Barton Village Festival
- ... and many more!

2018 IN REVIEW

This was a successful year for Sustainable Mobility Programs with the completion of the Everyone Rides Initiative (ERI); establishing the Mobility Lab engagement and CityLAB partnership; launching Hunter Street bicycle lane engagement strategies; the installation of the Gage Street bicycle lanes; and obtaining an active school travel grant to overhaul and enhance school travel planning program.

The City of Hamilton's Sustainable Mobility Programs consist of: Smart Commute Hamilton for workplaces; SoBi Hamilton Bike Share; development approvals; bicycle parking audits and implementation; school travel planning; pedestrian and cycling data collection and counts; events and incentive programs, and community engagement and outreach. All areas of the program experienced success, which continues to positively influence Hamilton residents, visitors, and commuters choosing to walk, cycle, take transit, and carpool.

The purpose of this annual report is to measure results and provide a high-level review of Sustainable Mobility Programs in 2018. This report highlights the positive advancements and acts as a guiding document for 2019 to ensure continued success by using data-informed decision-making.

City staff, consultants, non-profit partners, volunteers, and citizens make these programs and their success possible; all of whom should be congratulated for making Hamilton a healthier, happier, and more economically, environmentally, and socially-sustainable place to live.



The cornerstone of Sustainable Mobility Programs is Transportation Demand Management (TDM).

It consists of strategies, programs, and investments that create choice in our transportation system.

TDM can motivate people to:

- shift modes – walk, cycle, take transit or carpool instead of driving
- make fewer trips – telework, shop online
- drive more efficiently – link trips on outings, and avoid peak traffic time and congested routes

TDM fosters healthy environments through:

- reduced traffic-related conflicts
- increased safety
- cleaner air quality
- increased physical activity
- improved mental well-being
- increased opportunity for social interaction

2018 HIGHLIGHTS



#1

Regional Employer of the Year



HUNTER ST BIKE LANES

Innovative Engagement Strategy Launched



59%

Sustainable Mode Split at Workplace Partners



MOBILITY LAB

Transportation Collective Launched



INSTALLED 28 KM

of Bicycle Infrastructure



2000+

Interactions with Commuters



1.3 MILLION

SoBi Hamilton Trips Since Launch



30

New School Travel Plans



100% INCREASE

In Cycling Trips Since 2011 (TTS 2016)



\$100,000

Ontario Active School Travel Grant



1000+

Registered for Bike to Work Day/Bike Month



250+

Subsidized Bike Share Memberships Distributed

TDM REACHES ALL CORNERS OF HAMILTON



WORKPLACES

Engaging workplaces

Smart Commute Hamilton is an association led by the City which works with local businesses and community organizations to provide programs and initiatives that encourage the use of active and sustainable transportation.

COMMUNITY INITIATIVES

Engaging residents

Community-based initiatives and infrastructure increase the livability of the people who live, work, or visit an area. They help achieve transportation planning objectives and help support strong, integrated communities.

SCHOOL TRAVEL PLANS

Engaging students

School travel planning 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.

SECTION 1: WORKPLACE TDM

The Smart Commute Hamilton workplace program informs employers and commuters about their travel choices, encouraging them to try more efficient options that reduce congestion and help to improve quality of life in Hamilton and the rest of the GTHA, while lowering commuting costs.

Programs For Hamilton's Workplaces and institutions. Key Highlights of success in this section include:

#1

The City of Hamilton was selected as the Regional Employer of the Year

The City of Hamilton was selected as the top workplace for sustainable travel in 2018 by a panel of expert judges. The City was selected from over 300 workplaces across the GTHA.

39%

Growth in the Smart Commute Tool users

These users are looking to join a carpool, track their trips, register for a carpool permit, or take part in a special event. Over 750 users are now registered on the Tool.

2,000+

Direct engagements with commuters

We engaged with over 2,000 commuters to encourage them to choose a sustainable mode of travel.

59%

Sustainable Mode Split at Member Sites

Based on the Fall 2018 Smart Commute Annual Travel Survey - an increase of 4% from 2017. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

A detailed review of the 2018 outcomes can be found on Page 12.

What is Smart Commute?

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 strategic initiatives. Smart Commute Hamilton is part of the GTHA network of 13 local transportation management associations led by Metrolinx.

To date, more than 300 employers and 730,000 commuters have signed on to the program and are designated as Smart Commute workplaces. The goal is to ease congestion, improve air quality and reduce greenhouse gas emissions while making commuting less expensive and more enjoyable, helping support the objectives of the 2041 Regional Transportation Plan.



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.

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



2018 BY THE NUMBERS

27
WORKPLACES
WITH 48 SITES
ACROSS THE CITY

120,000+
COMMUTERS

CITY OF
HAMILTON
awarded

**REGIONAL
EMPLOYER
OF THE YEAR**

2,000+
DIRECT INTERACTIONS
WITH COMMUTERS

CITY OF HAMILTON &
MCMASTER
**SMART COMMUTE
COMMITTEE**
LAUNCHED

FROM OVER 300 EMPLOYERS
IN THE GREATER TORONTO AND
HAMILTON AREA

41
outreach booths, road
shows, workshops,
and special events



2,100+
FOLLOWERS

4,100+
NEWSLETTER
SUBSCRIBERS

5
CUSTOM
PROJECTS
STARTED WITH
WORKPLACE
MEMBERS



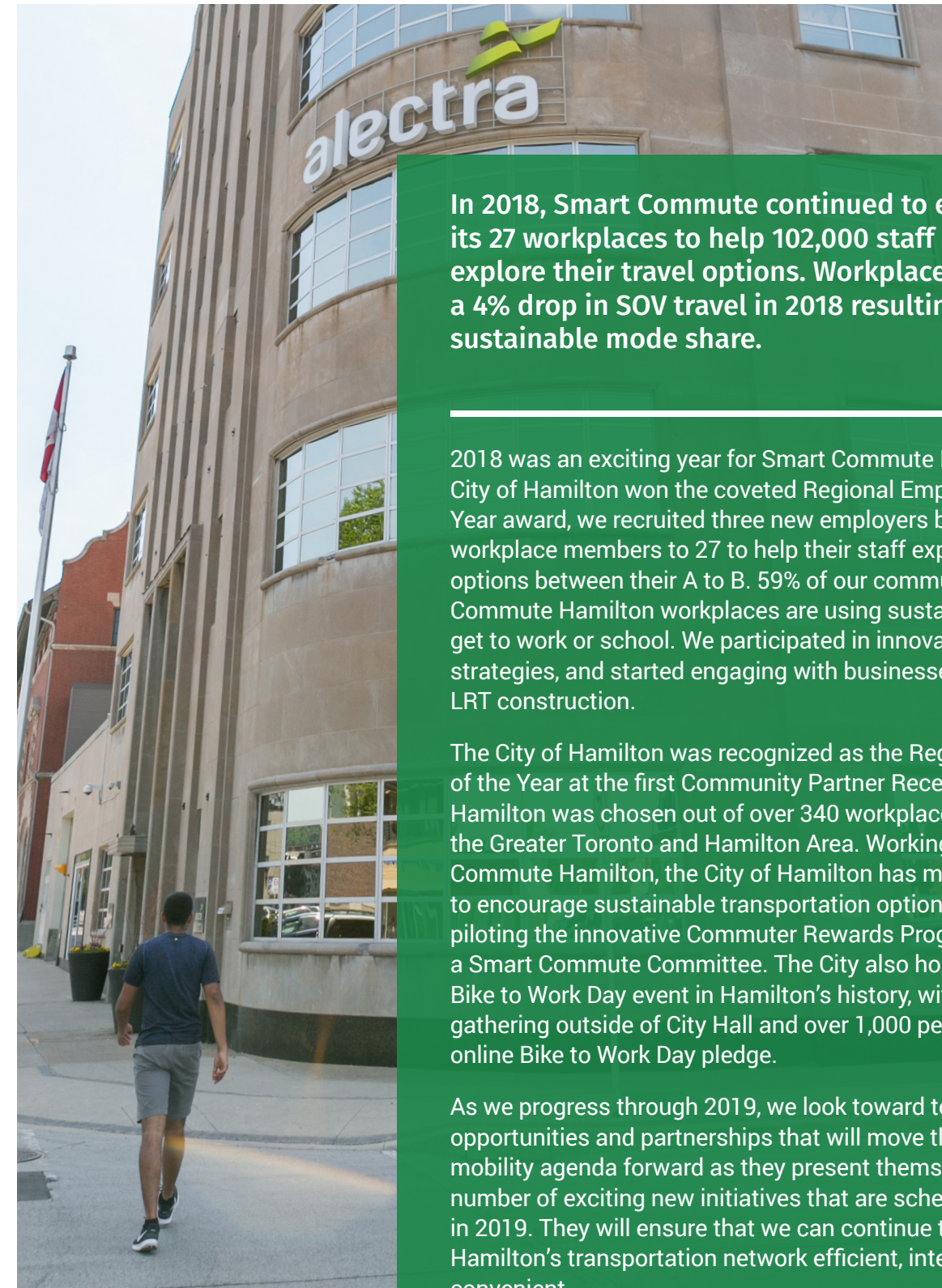
59% AVERAGE SUSTAINABLE MODE
SHARE AT MEMBER WORKPLACES
BASED ON THE FALL 2018 COMMUTER SURVEY

2018 OUTCOMES

Goal	Action	Status
Relaunch/Launch Bike and Carpool Parking Programs at Enhanced Member Sites to encourage cycling and carpooling.	Identify worksites to install carpool and/or secure bike parking.	St. Peter's Hospital (Potential bike cage); Hamilton General Hospital (2 bike lockers)
	Launch and/or re-vamp carpool parking programs at enhanced member sites.	Mohawk College support is ongoing; carpool parking launch at the City of Hamilton in progress; and Alectra Utilities vanpool/carpool program support is ongoing.
Roll out the Commuter Rewards Program to the rest of the Smart Commute Hamilton network.	Investigate logistics and distribution methods to expand the Commuter Rewards program to the rest of the Smart Commute network.	Completed study and identified program structure. Study to be updated in 2019.
	Roll out the program to the enhanced member worksites by Spring 2018 and the rest of the Smart Commute employers by Summer 2018.	In progress, and will roll out upon completion of the Smart Commute Tool upgrade (delayed until 2019).
Co-Host an LRT Ready Seminar with the Hamilton Chamber of Commerce and Hamilton LRT.	Work with the Hamilton Chamber of Commerce to organize and run an LRT Ready seminar and workshop.	LRT Ready session took place on November 27th, 2018.
	Support the Rapid Ready plan and Sustainable Mobility's Construction Mitigation services.	Working with Metrolinx, Hamilton LRT Office, and Transportation Planning and Parking department to launch Construction Mitigation services in 2019.
Develop and implement five Custom Projects that meets the individual needs of employer partners.	Hunter Street Bike Lane Engagement	Complete.
	Bike Day Feasibility Study	Complete.
	Mohawk TDM Audit	Complete.
	Sustainable Mobility Programs Community Partner Reception	Complete.
	LRT Ready	Complete.
Retain high-level of engagement with existing partners and recruit new employers.	Work with Metrolinx to identify best practices for employer engagement.	In progress.
	Expand and promote the Smart Commute Resource Hub to champions.	Complete.
	Establish a Smart Commute Committee at all enhanced member employers.	Complete.
	Recruit a full-time champion at McMaster University and more enhanced members.	Complete.

■ Acheived ■ Progressing

2018 SUCCESSES



In 2018, Smart Commute continued to engage with its 27 workplaces to help 102,000 staff and students explore their travel options. Workplaces experienced a 4% drop in SOV travel in 2018 resulting in a 59% sustainable mode share.

2018 was an exciting year for Smart Commute Hamilton. The City of Hamilton won the coveted Regional Employer of the Year award, we recruited three new employers bringing our total workplace members to 27 to help their staff explore their travel options between their A to B. 59% of our commuters at Smart Commute Hamilton workplaces are using sustainable modes to get to work or school. We participated in innovative engagement strategies, and started engaging with businesses to prepare for LRT construction.

The City of Hamilton was recognized as the Regional Employer of the Year at the first Community Partner Reception. The City of Hamilton was chosen out of over 340 workplace members across the Greater Toronto and Hamilton Area. Working with Smart Commute Hamilton, the City of Hamilton has made great strides to encourage sustainable transportation options for staff by piloting the innovative Commuter Rewards Program, and creating a Smart Commute Committee. The City also hosted the largest Bike to Work Day event in Hamilton's history, with 650 people gathering outside of City Hall and over 1,000 people taking the online Bike to Work Day pledge.

As we progress through 2019, we look toward to the new opportunities and partnerships that will move the sustainable mobility agenda forward as they present themselves. We have a number of exciting new initiatives that are scheduled to launch in 2019. They will ensure that we can continue to help make Hamilton's transportation network efficient, integrated and convenient.

SPECIAL EVENTS



Carpool Week

Carpool Week 2018 had 534 trips logged on the Smart Commute Tool. Smart Commute held five outreach events helping to get more Hamilton workers to start or join a carpool group.

1,116 trips \$726.52 saved 4,490 km



Bike to Work Day and Month

All of our Smart Commute workplaces took part in the annual Bike to Work Day campaign. To help them get ready, Smart Commute hosted nine cycle skills workshops at major worksites and in the community. Workshops were run by New Hope Community Bikes.

1,536 trips \$3,442 saved 10,637 km



Smart Commute Month

18 workplaces participated in the Annual Travel Survey, exceeding our goal of gathering over 1,700 responses – a 21% increase over 2017. We hosted 13 outreach events throughout Smart Commute Month.

1,712 completed surveys 59% non-drive alone mode split
486 trips \$1,127 saved 6,206 km

AWARDS & DESIGNATIONS

The City of Hamilton was awarded the **Regional Employer of the Year Award** out of **300+ Smart Commute workplaces** across the **Greater Toronto and Hamilton Area**.

The Smart Commute Hamilton program sets a positive example for other employers throughout the GTHA and the City of Hamilton has made significant investments to support the program; fostering its success.

The panel of judges noted that the City of Hamilton has made great strides to encourage sustainable transportation options for staff by providing innovative programs and services.

Major initiatives undertaken for City staff include:

- Corporate carshare program with 125 members;
- Employee Commuter Discounted Transit Pass available to all staff;
- Secure bike parking facilities at City Hall, City Centre, Lister Block, and 330 Wentworth. Showers have been installed in three of these locations;
- Preferred carpool spaces at City-owned parking facilities;
- Piloting the Commuter Rewards Program;
- Participation in every Smart Commute campaign since the City joined the program;



From left to right: Peter Topalovic, Gavin Hermanson, Rachel Johnson, Jason Thorne, Amy Peebles, Vikram Hardatt

- Creation of the City of Hamilton Smart Commute Committee;
- Active participation in the Smart Commute Hamilton Advisory Group;
- Hosted Bike to Work Day with 650 people attending the main event and over 1,000 people taking the Bike to Work Day pledge.

Workplace Designations

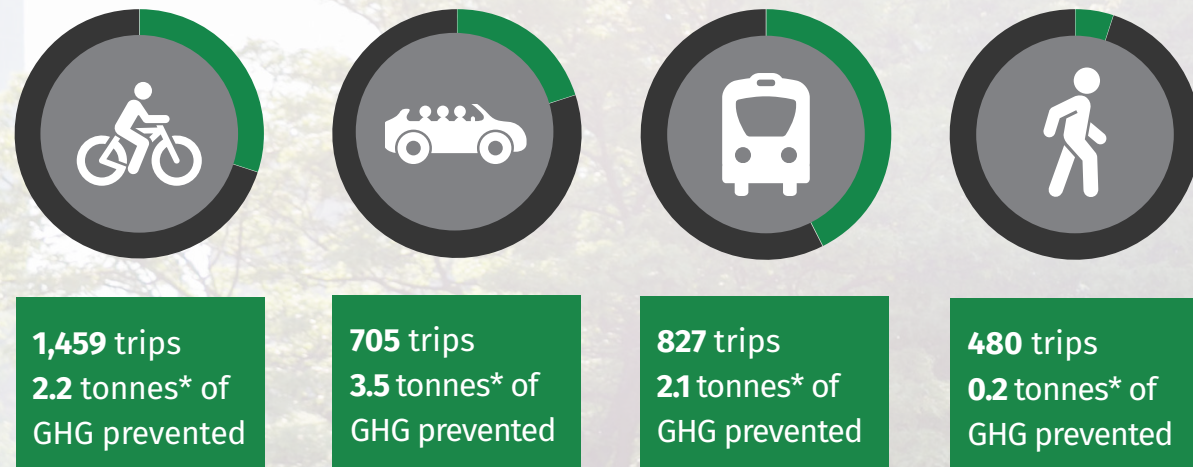
The designation program provides four levels of achievement with each level reflecting a greater degree of program investment and success. See below for the number of workplaces that have achieved each designation level in 2018.



SMART COMMUTE TOOL

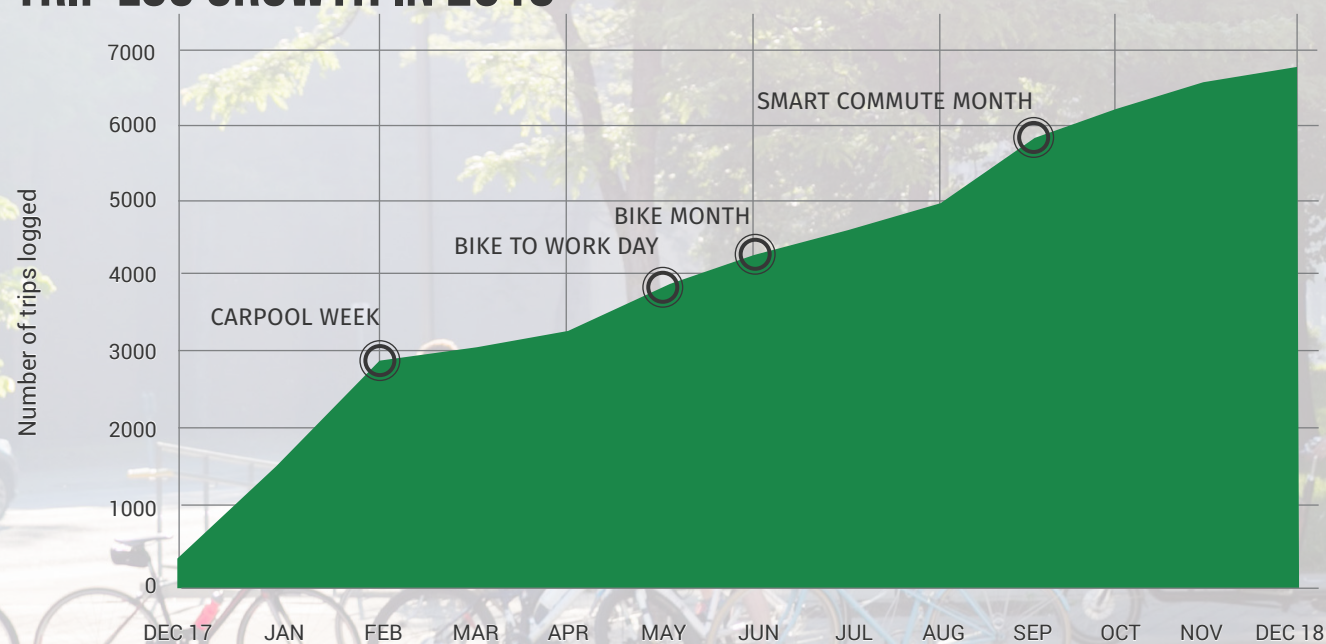
Smart Commute Hamilton provides a free, online carpool matching and trip planning Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, incentives and rewards, and trip planning services for cycling, walking, and transit.

Throughout 2018, Smart Commute Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We maintained the steady growth of the number of trips logged and added 217 users.



*estimate based on trips logged

TRIP LOG GROWTH IN 2018



*estimate based on trips logged

CUSTOM PROJECTS

Smart Commute Hamilton provides customized projects and service solutions to our workplace members to help solve local travel issues and encourage sustainable travel changes.



Custom Projects aim to generate an impact on mode shares at workplaces or have a clearly identified improvement on the traveller experience.



Hunter Street Bike Lanes Engagement

Smart Commute Hamilton played a key role in the City's new bike lane engagement strategy to improve GO station access and recruit new businesses along the Hunter Street cycling corridor. Smart Commute Hamilton worked with City of Hamilton staff to develop the brand, engagement strategy, and engage with commuters at the Hamilton GO Centre during the morning and evening peak periods.

Results: Gathered over 200 responses and hosted two outreach events.

LRT Ready

Smart Commute Hamilton co-hosted an "LRT Ready" event with the Hamilton Chamber of Commerce to encourage businesses and residents to re-think travel options during LRT construction. Guest speakers and a hands-on workshop gave residents the opportunity to learn about and to discuss construction mitigation best practices and strategies. Smart Commute Hamilton gathered information to inform what resources should be made available to local businesses that may be impacted as part of LRT construction.

Results: Over 20 businesses engaged, over 65 people attended the event.



Bike Month Feasibility Study

As cycling culture grows in Hamilton, Bike to Work Day continues to grow and requires a new strategy in order to host an event that reaches more employees, students, community partners, and Hamiltonians. Smart Commute Hamilton and the City of Hamilton created a new framework and plan for the Bike Month kick-off event in an effort to ensure all Hamiltonians can celebrate riding their bike to any destination.

Results: new goals for the Bike Month 2019 campaign are:

1. Increase the number of participants riding bikes throughout Bike Month;
2. Normalize cycling as a viable mode of transportation for all types of trips;
3. Retain and encourage engagement through the Smart Commute tool;
4. Seamlessly integrate the Bike Month campaign into the three different components of the City of Hamilton's Sustainable Mobility Programs portfolio (Workplace, Community, Schools); and
5. Encourage more than just people biking to work to come to the kick-off event



Mohawk TDM Audit

For the third year in a row, Smart Commute Hamilton and Mohawk College conducted an annual Transportation Study at its Fennell Campus in order to track data related to student and traffic on the measures relating to:

- Parking accumulation and duration;
- Number of vehicles entering and leaving campus;
- Vehicle occupancy;
- Transit boardings and alightings in the immediate vicinity;
- Mode of entry to campus; and,
- An audit of condition of TDM infrastructure on campus

Results: Gathered data to support modifying transportation programs, services and planning at the College. 70% sustainable travel mode split.



Community Partner Reception

Each year, the Smart Commute Awards recognizes employers and celebrates their achievements and commitment to sustainable transportation. In partnership with the City of Hamilton and IBI Group, Smart Commute Hamilton hosted the Sustainable Mobility Programs Community Partner Reception, celebrating the recent Smart Commute Regional Employer of the Year Award and success of the program in 2018. This event was the Hamilton kick-off to the Virtual Smart Commute Awards that took place throughout the GTHA.

Results: Engaged existing partners and recruited new employer partner.



Building on the success of 2018, Smart Commute Hamilton has identified four new goals for 2019.

These goals will help the program expand its current successful foundation, and focus on working with employers and community partners to improve Smart Commute Hamilton's modal split.

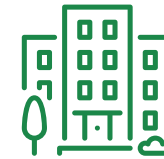


2019 SMART COMMUTE GOALS



Plan and launch the Smart Commute Hamilton LRT services

.....



Transition to the updated workplace TDM program

.....



Identify TMA engagement best practices

.....



Develop a travel options brochure customized to each worksite

SECTION 2: COMMUNITY TDM

Community-based initiatives increase the livability and travel options for people who live in, work in or visit the city. They help achieve transportation planning objectives, and help support strong, integrated, and complete communities.

Programs aimed at engaging residents where they live. Highlights of success in this section include:

650+

Attendees at the 2018 Bike to Work Day celebration at City Hall

Bike to Work Day was the largest ever in Hamilton, exceeding our original target of 600 by 50 attendees. Over 15% of attendees were first time riders.

500+

Mobility Lab and CityLab Engagements

A variety of partners including the City, McMaster University, CityLAB, and 100in1Day Hamilton collaborated to test and create a pilot pedestrianization and innovative engagement project for implementation. 10 engagement events were held.

2.8 M

Bike share kilometers since launch in 2015

Hamiltonians have travelled 2.8 million kilometres on the SoBi Hamilton bike share system as of December 2018 establishing it as one of the most successful mid-sized city bike share systems in North America.

28

kilometres of cycling infrastructure installed

The bicycle network continued its growth this year with three main installations including the Gage Street bicycle lanes (Burlington St. to Lawrence Ave.), the John Street cycle track (Burlington St. to Strachan Ave.) and Maplewood-Delaware bicycle lanes (Gage Ave. to Wentworth St.)

SECURING YOUR BICYCLE



Public Bicycle Parking

Over 20 different locations across Hamilton received new bicycle parking facilities. This includes bike parking in the right-of-way, parks, and schools.

Sustainable Mobility Programs staff created a digitized map of all of the public bicycle parking available. The bicycle parking data was prepared as a geographic information system (GIS) dataset for the City's website and open data portal available for public use.

Bicycle Valet

The City of Hamilton, in partnership with Open Streets Hamilton and Downtown Business Improvement Areas (BIAs), offered bicycle valets at nine events across Hamilton in 2018.

A bicycle valet is similar to a coat check, but for bicycles; individuals check their bicycles in and receive a ticket. After the event, they bring back their ticket and receive their bicycle back. It's hassle free and secure.



INNOVATIVE ENGAGEMENT



Hunter St Bicycle Lanes

The Hunter Street bicycle lanes between Catharine St. and MacNab St. will be completed in 2019. During 2018, three outreach events took place to engage residents, Hamilton GO Centre users, and businesses about the project. An online survey was created to gather feedback and support for the project. Businesses in the project area were engaged through Smart Commute to inform them of the upcoming project and address any concerns they may have. Feedback received indicated that most residents and businesses support the project which will create a seamless connection to the Hamilton GO Centre.

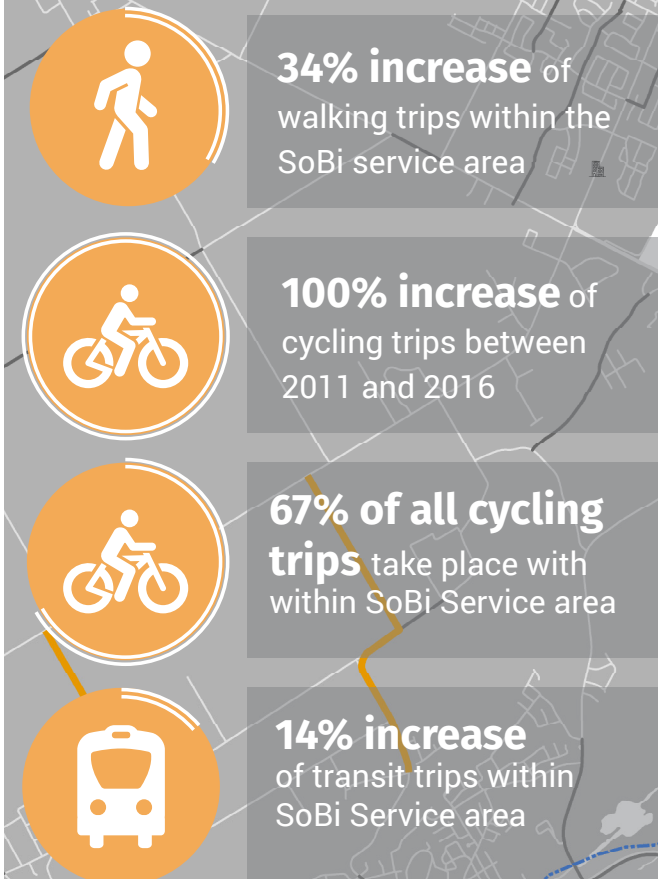
Mobility Lab

Mobility Lab is a collective of more than 30 transportation advocates, builders, decision-makers, and stakeholders who are all striving to enhance mobility within Hamilton. Since 2016, 10 meetings and workshops have engaged with over 300 residents to identify a common set of principles, priorities, and pilot projects. In 2018, Mobility Lab partnered with CityLAB students to conduct a feasibility study around a street opening pilot of King William Street.



INFRASTRUCTURE & SHARED MOBILITY

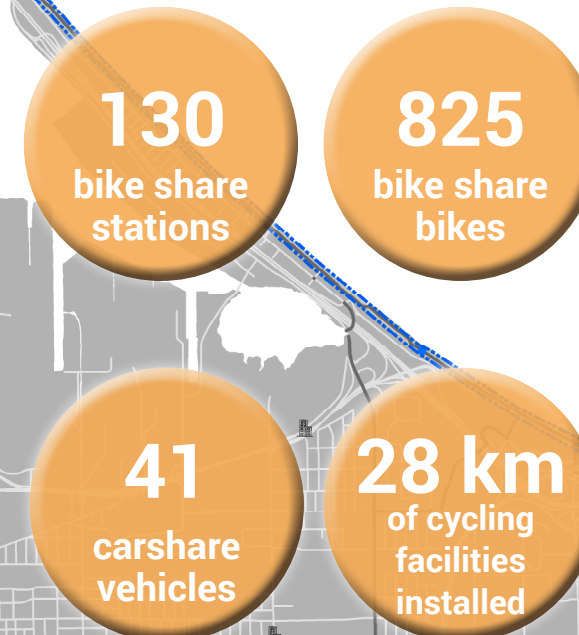
Transportation Tomorrow Survey Results (2016)*



*The Transportation Tomorrow Survey (TTS) is a cooperative effort by local and provincial government agencies to collect information about urban travel in southern Ontario. The survey has been undertaken every five years since 1986. The data collected helps local and regional governments, as well as the province and its agencies make transportation planning and investment decisions. TTS traffic zones were used to complete the analysis.

Shared Mobility Statistics

The City of Hamilton is building infrastructure that supports a multi-modal network and continues to accommodate all road users which supports the trends identified in the 2016 TTS survey data*.



LEGEND

- Reviewed Development Application
- Added carshare vehicle
- 100in1 Day Intervention
- Existing cycling infrastructure
- Installed cycling infrastructure
- SoBi bike share hub
- Mountain Climber Bus stop

