

# COMMUNITY INITIATIVES

## 100in1Day

100in1Day is an international citizen-driven city-building initiative that unites people across their city by engaging them in city-wide community-developed projects, known as urban interventions, to be implemented all on the same day – June 2, 2018. Anyone is encouraged to celebrate this festival of engagement in any capacity, anywhere in their city. Since 2015, over 550 interventions have taken place across Hamilton.

**Results:** Over 15 interventions took place that directly related to sustainable mobility.



## Bike for Mike

Bike for Mike is an annual ride where registrants can choose from a variety of distances to bike. In 2018 the event took place at Collective Arts Brewery and saw hundreds of cyclists of all ages come together to bike, eat, drink and support cycling in Hamilton.

**Results:** Sustainable Mobility Programs supports this event by organizing a local cycling expo and closing the street to motor vehicles to enhance riders' safety.

## Let's Ride a Bike

Let's Ride a Bike is designed for older adults and led by older adult certified CanBike instructors. Workshops are three hours long and are modeled after the CanBike Program, reintroducing cycling fundamentals, providing cycling resources, and a ride along one of Hamilton's outdoor trails.

**Results:** Six people were certified to facilitate the course and one workshop was completed with 5 participants.



## PED Talk

In June as part of Bike Month, Sustainable Mobility partnered with the Hamilton Cycling Committee to bring Chris Bruntlett of Modacity from Vancouver to Hamilton. The theme of the evening was Building the Culture of Cycling in a Mid-Sized City.

**Results:** Over 200 people gathered at the Waterfront Trust Centre to hear from Chris and City staff on cycling culture.



## Dundas by Bike

Residents were invited to come and learn about upcoming cycling infrastructure projects including Governors Road, Creighton Road, Hatt Street, and to learn about ongoing initiatives such as Smart Commute, SoBi, bike parking and school travel planning.

**Results:** Six different cycling related projects and programs were showcased at this evening public open house event.

## Winter Bike to Work Day

2018 was the second year of Winter Bike to Work Day in Hamilton. This international event celebrates winter cycling and promotes cycling as a viable mode of transportation, even in the winter!

**Results:** Over 75 people came to Gore Park to celebrate winter cycling, socialize with other cyclists, and enjoy some treats in the chilly weather.



## Tour de Hospital

This community initiated event was designed to raise awareness for cycling across Hamilton and promote cycling between all hospitals. The fun cycling tour included opportunities for skill building and knowledge sharing along the way.

**Results:** 20 attendees joined the tour and left with a strong understanding of routes and connections they might previously not have known existed.





# COMMUNITY IN MOTION AWARDS

Awards recognize members and groups 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. Winners of the 2017 Community in Motion Awards received public recognition at Bike to Work Day.

Sustainable Mobility Programs supports a number of local community events that encourage sustainable travel, economic development, community building and philanthropic objectives.



**BICYCLE-FRIENDLY  
BUSINESS/ORGANIZATION  
SONIC UNYON &  
294 JAMES ST N.**



**PEDESTRIAN-FRIENDLY  
BUSINESS/ORGANIZATION  
CIVICPLAN**



**TRANSIT-FRIENDLY  
BUSINESS/ORGANIZATION  
INDWELL**



**SCHOOL OF THE YEAR  
MEMORIAL STONEY  
CREEK**



**ADVOCATE OF THE YEAR  
TOM FLOOD**



**ADVOCACY GROUP OF THE YEAR  
HAMILTON WENT-  
WORTH DISTRICT  
SCHOOL BOARD**



**VOLUNTEER OF THE YEAR  
DAVE STEPHENS**







## BIGGER THAN EVER: BIKE TO WORK DAY

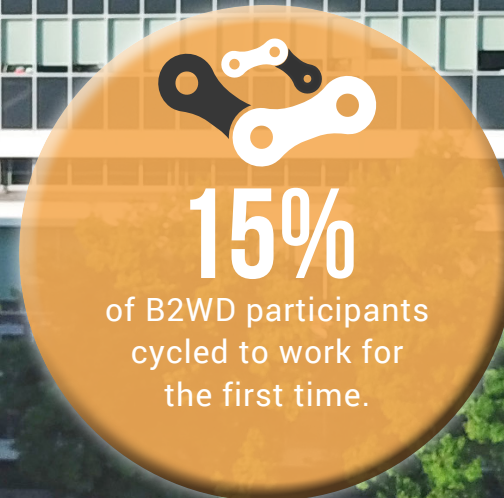
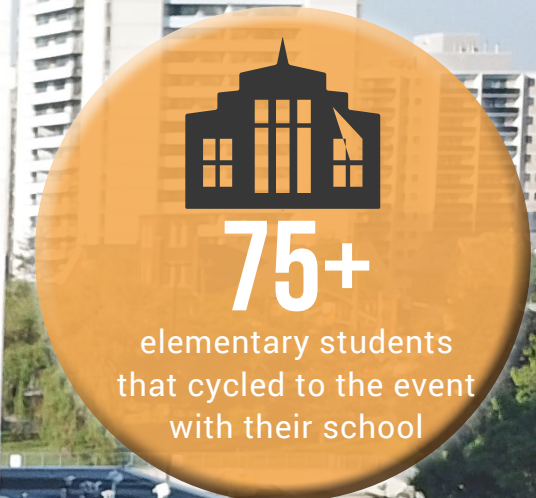
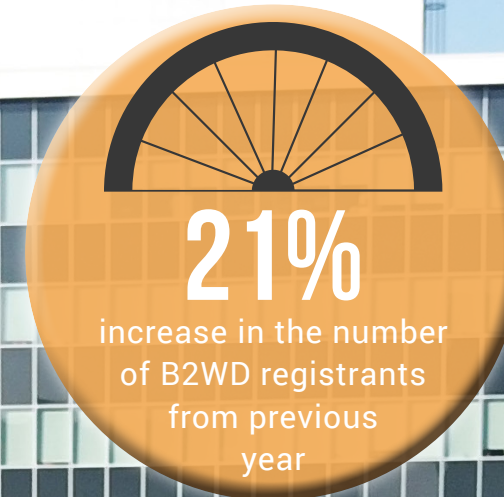
Bike to Work Day (B2WD) is an annual event celebrated across the Greater Toronto and Hamilton Area (GTHA).

1) Build confidence for new cycling commuters with an opportunity to join group rides and get routing advice.

2) Provide a flagship, media, and networking event for cycling commuters and interested citizens.

B2WD also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA. 2018 marked the 10th annual celebration of Bike Month in Hamilton.

Over 650 people attended the event, making it the most attended B2WD in Hamilton's history. The steady increase of the number of people taking the online pledge and showing up at City Hall is a reflection of Hamilton's growing cycling community. Attendees received a limited edition B2WD t-shirt, enjoyed refreshments, received free bicycle tune-ups, visited the cycling expo, listened to live music, and watched the presentation of the Community in Motion Awards.





# HAMILTON BIKE SHARE



Hamilton's Public Bike Share System (SoBi Hamilton) was launched in 2015. Since then, the system has been widely embraced as an integral and exciting part of Hamilton's transportation system and cultural landscape. The system spans across approximately 35 square kilometers with 825 bicycles at 130 hubs. Since launching, bike share usage has seen positive growth, with 2017 being an outlier as the busiest year. It is important to continue to fill gaps in the cycling network and to enhance the bike share system to continue to see growth.

## SoBi by the Numbers

**20,000+**  
active SoBi members (gained 2400+ in 2018)

**1,300,000**  
rides since launch (completed 347,000 rides in 2018)

**\$331K / 228 CARBON TONNES\***  
saved among riders instead of driving

\*estimate based on trips completed

## Membership Survey Results\*

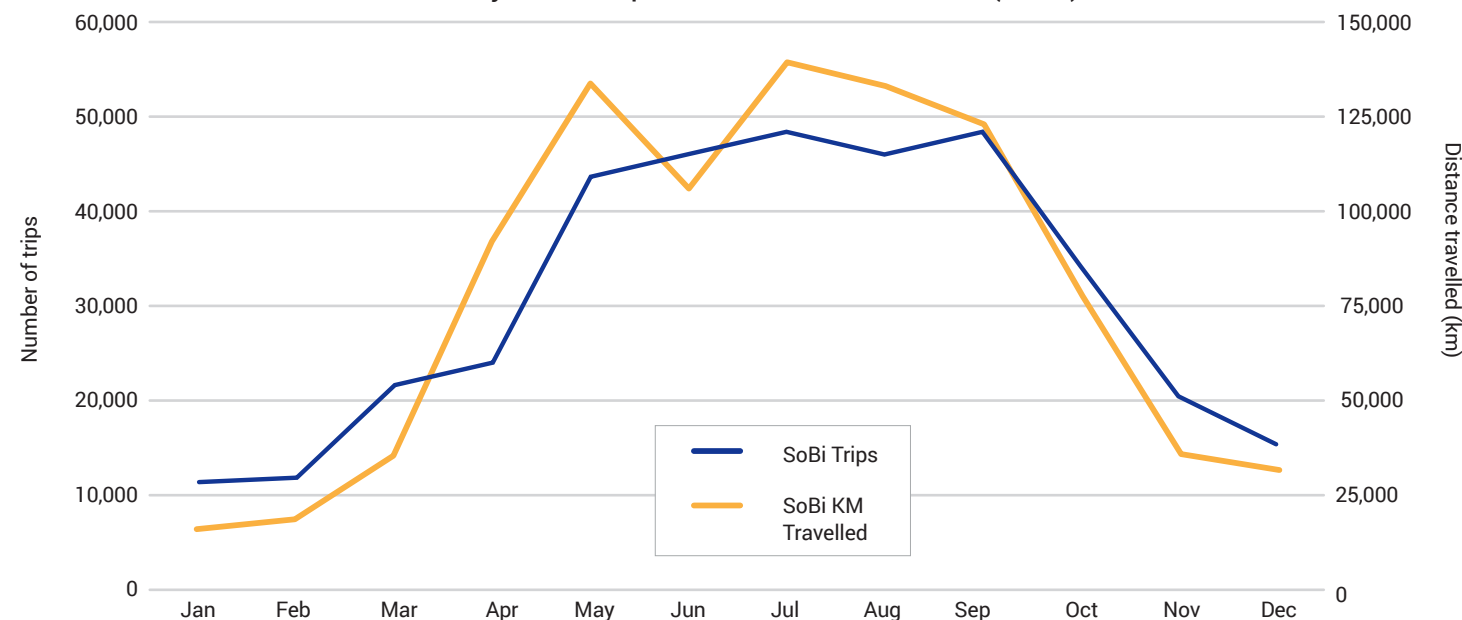
**30%**  
indicated they rode less than once a month before SoBi

**49%**  
Use their cars less because of SoBi

**20%**  
would've driven their car if SoBi did not exist

\*n=420

Monthly SoBi Trips and SoBi KM travelled (2018)



## Total KMs travelled per year (since 2015)

**2017**  **800,000 KM**

**2018**  **900,000 KM**

**TOTAL**  **2,800,000 KM**

# Everyone Rides Initiative (ERI)

ERI aims to reduce barriers to the bike share system by providing subsidized memberships, cycling education, learn to ride programs, language translation services and programming with partner organizations. Following public consultation, 13 new stations and 75 white bicycles were launched filling out the existing service area and providing more access to bike share.



**250+**  
Subsidized memberships

**70**  
Cycle training sessions

**11**  
Partner organizations

# TDM AND DEVELOPMENT

The TDM Guidelines for Development are used to promote initiatives and infrastructure such as carpool parking, interior and exterior bicycle parking and free PRESTO cards into new developments. The Guidelines provide best practices, measures and strategies that can be used to support TDM with development projects based on common land uses and categories within the Zoning By-Law.



**65**  
Developments reviewed





# ACTIVE TRAVEL BENCHMARKING

The Active Transportation Benchmarking program monitors pedestrian and cycling activity along sidewalks, trails, and on-road bicycle routes. There are 20 permanent counter locations across the city.

Data on usage and demand is essential to build long-term support for walking and cycling; improving conditions for pedestrians and cyclists; and, contribute to City processes including designing lighting levels, maintenance programs, planning and design studies





# SECTION 3: SCHOOL TDM

*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.*



Programs that encourages active and sustainable school travel (ASST). Key highlights for 2018 include:

15K

**Students and staff reached through three annual Wear Yellow Days**

Throughout the fall, winter and spring, 47 schools took part in at least one of the three Wear Yellow Days that were held, exceeding the goal of having 20 schools participate .

78

**Schools registered for Bike to School Week**

As part of Bike Month, students and staff are encouraged to bike to school for a week during June promoting active and sustainable travel as part of their daily routine.

6

**Schools participated in Fresh Air for Kids Program**

This program teaches students the importance of air quality when deciding how to travel to school through mapping of healthy routes to school using Ministry of Environment and Climate Change's air quality monitoring van.

17

**Schools reached Level 1 ASST certification, including:**

St. Luke, St. Teresa of Avila, St Clare of Assisi, St. Eugene, St. James the Apostle, Richard Beasley, Gatestone, Cathy Weaver, St. John Paul II, Eastdale, Glen Echo, Highview, Memorial Hamilton, Mountain View, Parkdale, Pauline Johnson, Rosedale



# SCHOOL TRAVEL PLANNING

## Active and Sustainable School Transportation (ASST) Certification

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 Planning & Economic Development and Public Health staff, uses the STP model from Green Communities Canada to help schools earn recognition for ASST efforts.

In 2018, 30 schools started the five-step process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. All schools engaged in 2018 have completed the first three steps of the STP process and have reached Level 1 ASST certification.

### Level 1

STEP  
01

PROJECT  
SET-UP AND  
PLANNING



STEP  
02

COLLECT  
BASELINE  
DATA



STEP  
03

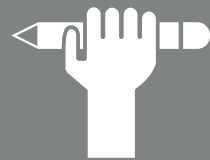
DEVELOP  
ACTION PLAN



### Level 2

STEP  
04

IMPLEMENT



STEP  
05

EVALUATE



## Parent Engagement Strategy Launch

Parents from the public and Catholic Boards were invited to develop a strategy to encourage parents and caregivers to actively get their children to school



## 13 Schools

Participated in Ride Smart cycling education and training to strengthen children's confidence and abilities in all cycling situations, including their ride to/from school.

## OAST Grant Funding: \$100K

\$100k to support a full-time school travel planning coordinator position, focusing on improving the STP process and parent engagement strategy



## 30 New School Travel Plans

30 schools started the 5 step STP process for the first time, moving towards the goal of every elementary school in Hamilton having a school travel plan



## Bike Parade

Five schools joined the bike parade leading to the Bike to Work Day celebration at City Hall.





# SPECIAL EVENTS & INITIATIVES



## Bike to School Week

Bike to School Week (B2SW) took place from May 28 to June 1. Using the Bike Month website, 78 schools across Hamilton registered to be a part of the campaign. Participating schools received resources, promotional material and bicycle pumps.

Five schools participated in the bicycle parade leading to the Bike to Work Day celebration at City Hall.

## Wear Yellow and Walk to School

On Wear Yellow Day (WYD), staff, students, and parents are encouraged to wear yellow, the colour of school transit, and celebrate walking, cycling, or taking the bus to school. It is used to promote awareness about changes being made at schools through their work on implementing their school travel plan. WYD enables the school community to take a leadership role in creating a culture where active and sustainable school travel is the norm.

Since 2010, schools have collectively participated in 400 WYD events.

## Ontario Active School Travel Grant

In 2018, the Hamilton ASST Hub continued to address the 5-priority actions identified through community consultation & research. Funding through the Ontario Active School Travel grant (\$100,000) and the Healthy Kids Community Challenge grant (\$20,000) increased capacity to address these priorities.

The funds have gone towards a full-time School Travel Planner, the development and implementation of a parent engagement strategy, the development of a Toolkit for dispersal, and several other awareness and program initiatives.



78

schools participated in Bike to School Week

10,000

students walked on International Walk to School Day

3

annual WYD events held

28,000+

staff & students reached through special events

47

schools participated in Wear Yellow Day



# A STRATEGIC VISION FOR 2019

2019 promises to bring new challenges, some of which are fueled by successes, actions and outcomes of 2018; others are inspired by community and stakeholders input, lessons learned, research, and best practices.

We look forward to building on the success of 2018 and are excited to bring new infrastructure, update programs in our portfolio and start new projects in 2019!

Our ambitious goals for 2019 cannot be accomplished alone. We are fortunate in Hamilton to have many partners who help advance our work and are working towards our goal of helping to create a more sustainable and active Hamilton.

## Workplace

1. Plan and launch the Smart Commute Hamilton LRT services
2. Transition to the updated workplace TDM program
3. Identify TMA engagement best practices
4. Develop a travel options brochure customized to each work site

## Community

1. Identify new and enhance existing bikeshare hubs
2. Launch a pedal-assisted bikeshare system
3. Develop a bike share business plan for escarpment neighbourhoods
4. Re-brand Bike to Work Day to Bike Day
5. Expand carshare locations across the city
6. Install new and upgrade existing bike repair stations

## Schools

1. Develop School Travel Plans for 22 new schools
2. Reconnect and continue the implementation process of School Travel Planning with 24 schools
3. Increase participation in Wear Yellow Day and Bike to School Week
4. Develop school site design guidelines





For more information,  
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