



THE EVERYONE RIDES INITIATIVE



2015



2016-2018



**HAMILTON
COMMUNITY
FOUNDATION**



Hamilton

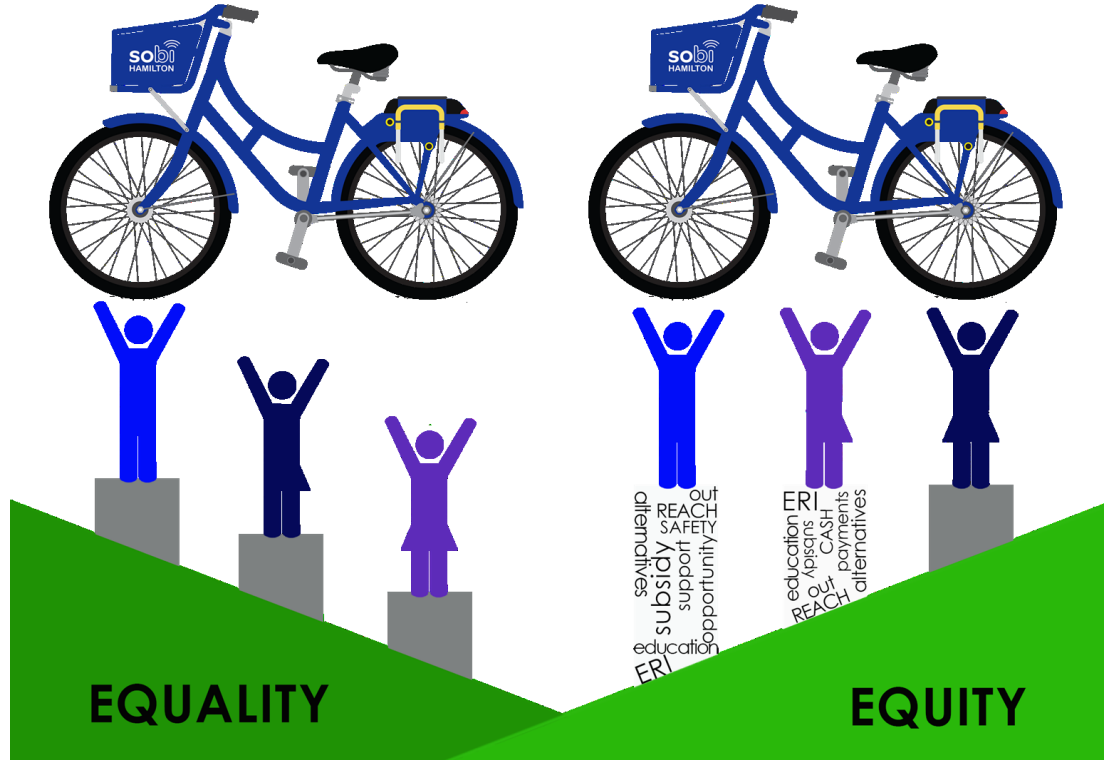
2019-2022



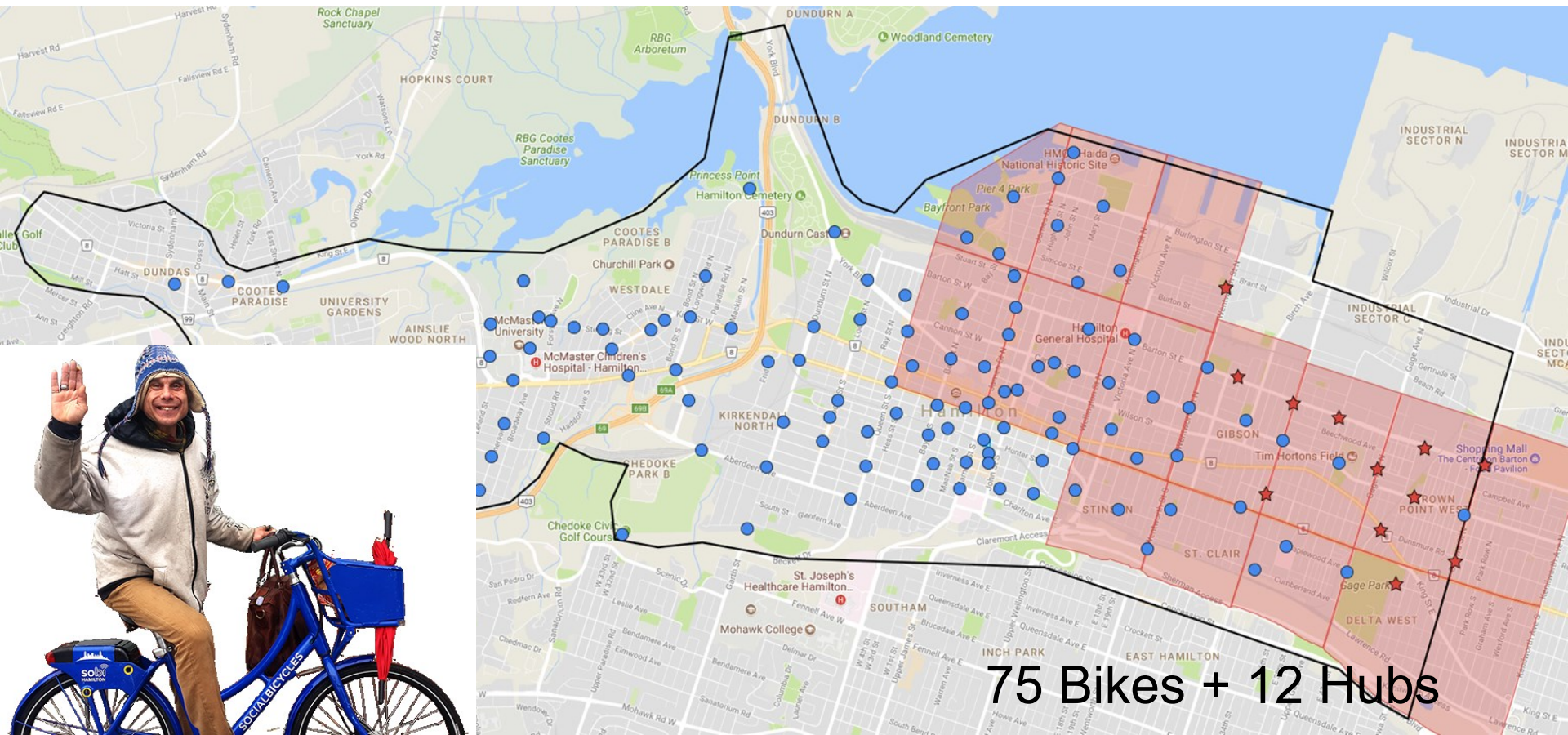
An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

FOUR ACTIONS TO MAKE HAMILTON BIKE SHARE MORE EQUITABLE

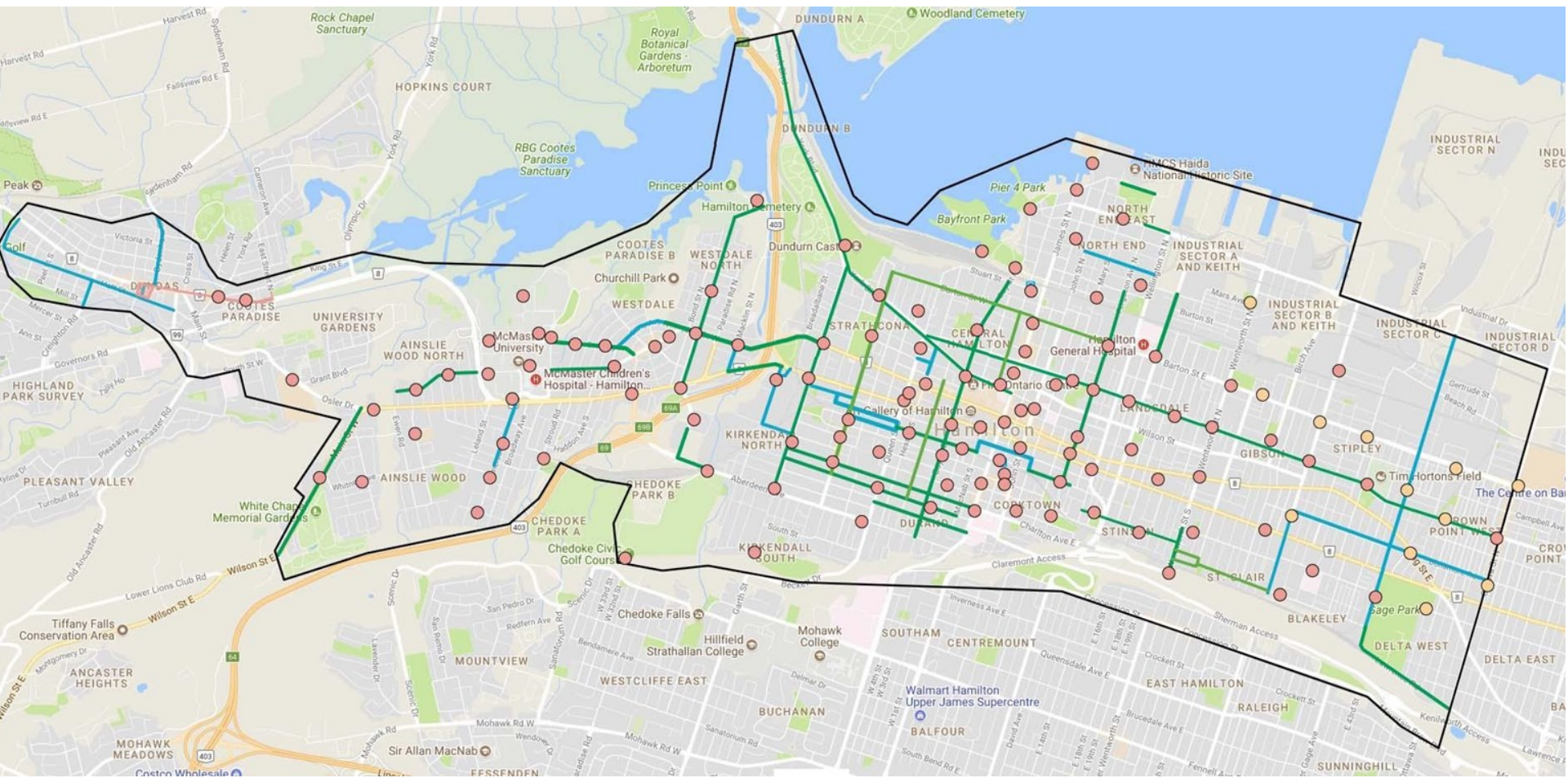
- 1 BIKE ACCESS
- 2 SUBSIDIZATION
- 3 EDUCATION
- 4 OUTREACH



Increasing access to bikes.



Bike Routes & Bike Hubs!

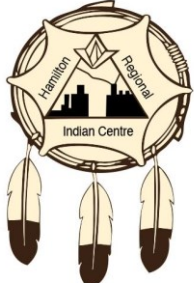




New Community Program + Sidewalk Mural Project

Providing translation services to new Canadians who speak Arabic. Sidewalk murals created by L'Arche Hamilton in partnership with Lester and Norman Coloma and the Everyone Rides Initiative.

Partnership Organizations



McMaster
Family Practice

McMASTER FAMILY HEALTH TEAM



St. Joseph's
Healthcare  Hamilton

Youth Wellness Centre

Wayside
House



Boys & Girls Clubs
of Hamilton

A good place to be

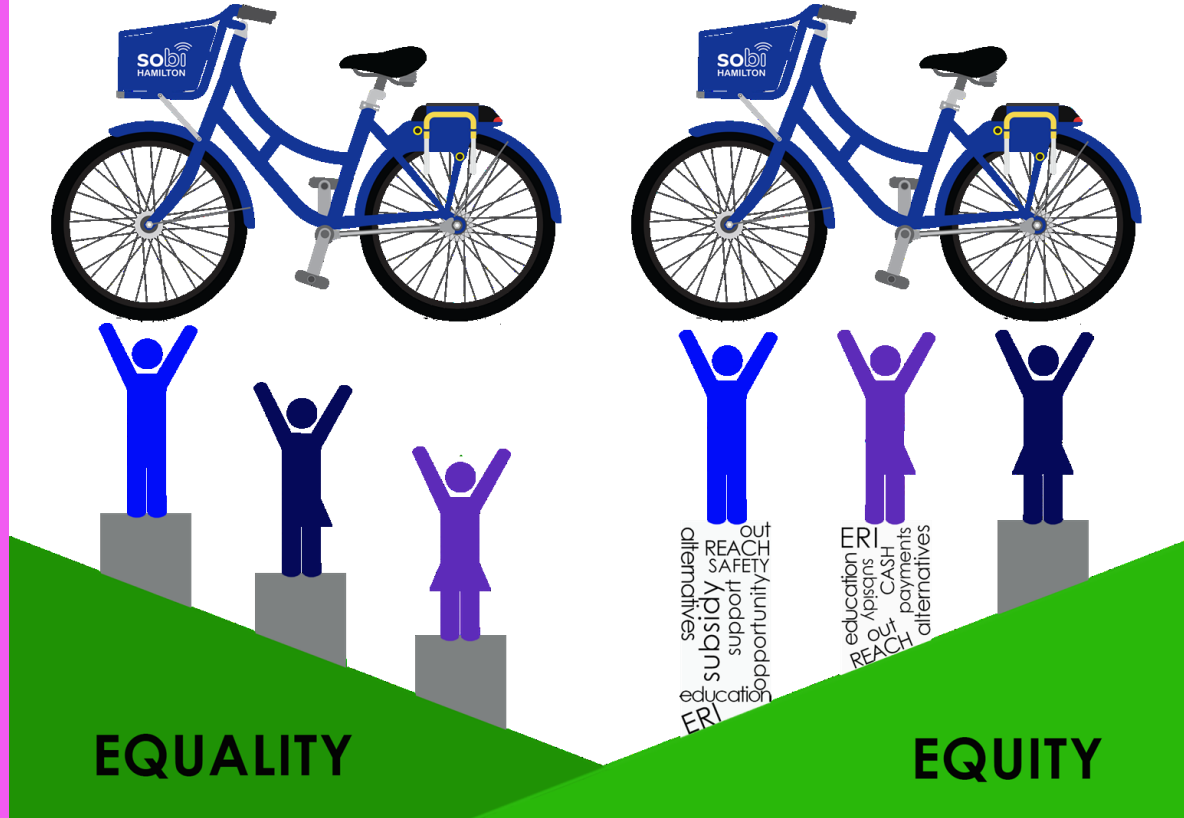
www.kboysandgirlsclub.com



HPS
Hamilton Program
For Schizophrenia



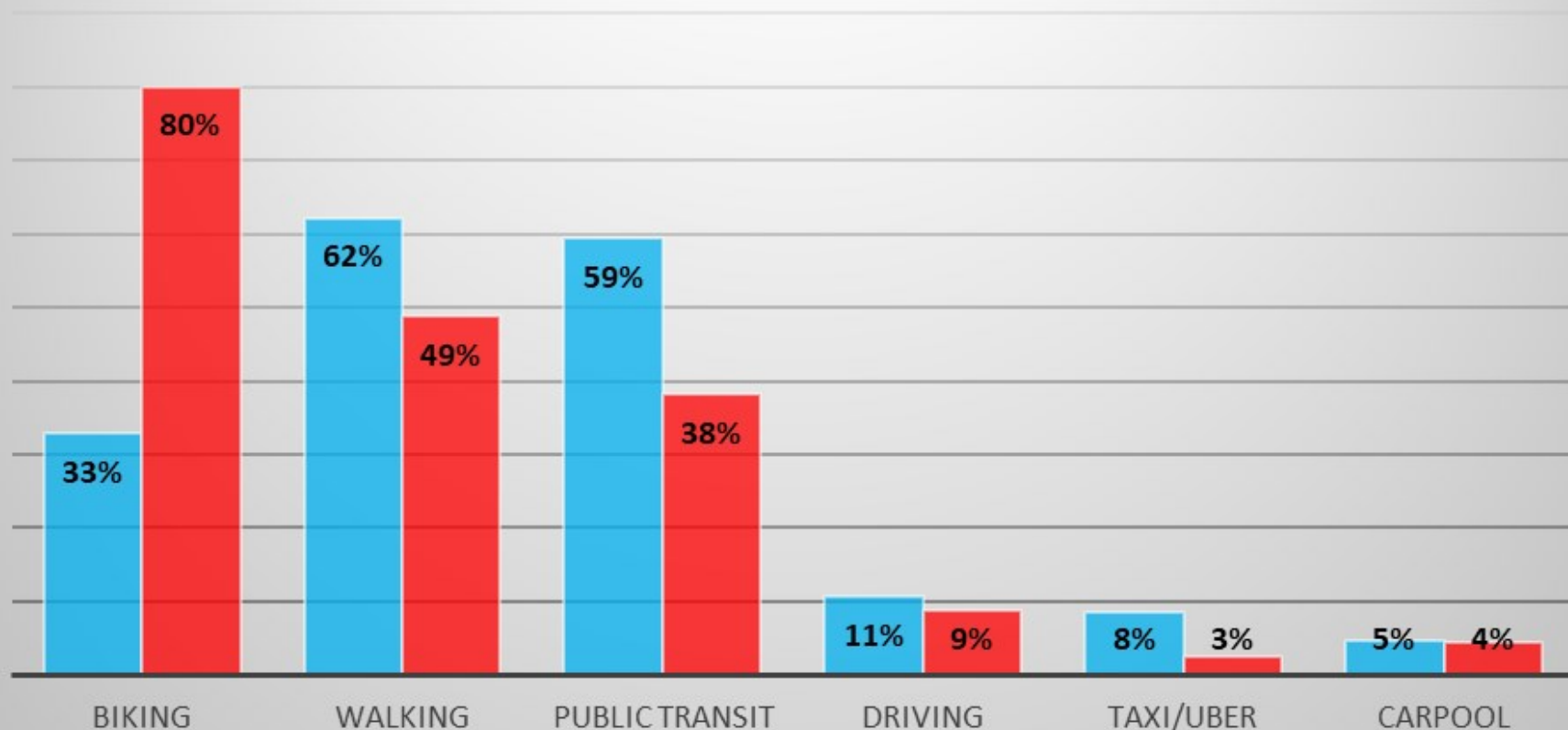
What is the
benefit to
having equity in
bike share and
in cycling?



Change in Primary Mode of Transport

■ Beginning of ERI Membership

■ Six Months After ERI Membership



“I am now employed because I have a way of getting to work, I have been losing weight and feeling healthy.”

- ERI Rider, Tandem Pass

ERI Subsidy Pass Structure





Education + Programming

Group Rides, Learn how to Ride a Bike, outreach at community events, Intro to Bike Share, Bike Share Basics and Adaptive Cycling are some of the education and programming opportunities that we provide.



Adaptive Bikes

We are building an adaptive bike program that will allow older adults and people with mobility issues or balance an opportunity to experience the joys of cycling too.

**“I am more social and I
get more exercise. I
travel and explore more
of Hamilton.”**

ERI Rider, Tandem Pass

January 2020 SoBi Numbers

Active Riders: 25 940

New Rider Sign Ups: 118

Kms Traveled: 26 487.52

Time on Bikes: 3192 hrs 45 min

**Trips: 15
041**

3 576 996 kms

\$1 289 136