



448 Barton St. East,  
Unit 2, Hamilton, ON  
L8L 2Y3

June 1, 2020

Re: SoBi

To Hamilton's Mayor and City Council,

We are writing today to share our unqualified support for the SoBi Bike Share Program in Hamilton. We have seen tremendous benefits to our businesses and our community from this program.

There is a great deal of evidence that bikes have numerous economic benefits to a community, in addition to making them healthier, more accessible, and more navigable. An oft-cited study out of Portland State University found that cyclists visit businesses more regularly than drivers, with those arriving by bike spending 24% more monthly than those arriving by car.<sup>1</sup> Compared to car travel and public transit, cycling provides increased visibility for Main Street businesses, and cyclists are much more likely to spontaneously stop at a business than drivers or public transit riders. Bikes are essential component of slower, safer streets, a need that we are acutely aware of due to the area's heavy industrial traffic.

We have many SoBi hubs in Barton Village, and workers and residents have consistently and vocally shown their support for the program. Many employees and volunteers from the quickly expanding Westinghouse HQ and neighbourhood hub 541 Eatery & Exchange rely on SoBi as their mode of transit to and from work. Our community users cite the health and environmental benefits of cycling, the lack of accessible parking options nearby, the prevalence of bike theft, the financial and spatial requirements of owning a bike, the ability to make one-way trips, and above all the simple and welcome convenience of a solid public cycling infrastructure that makes the city more liveable as the reasons they use SoBi.

We are grateful that the community has stepped up to ensure that this program can continue, as it has such a positive impact — not only to the many community members who depend upon it but also to the local economy.

We thank you for your time and your leadership through this unprecedented time.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rachel Braithwaite', is written over a horizontal line.

Rachel Braithwaite  
Executive Director  
Representing the Board of Management for the Barton Village BIA

## 4.4 (c)

<sup>1</sup><https://www.theglobeandmail.com/report-on-business/small-business/sb-managing/small-businesses-are-changing-their-tune-on-bike-lanes/article30365164/>

### **Additional Support:**

Travelling by company bike or personal bike saves businesses money, reduces employee absence from work, promotes healthy living among employees and increases productivity. Fortunately, more and more businesses have discovered this, and aside from the important environmental aspects involved, are now striving to get their employees to take to their bikes and are promoting the activity of cycling.

<https://www.bikecitizens.net/businesses-benefit-from-cycling/>

For Birchard, those bike lanes offer a tempting preview for potential customers. Passersby aren't speeding by at 40 miles per hour; they're traveling at a pace where they can be enticed by the sight and scent of fresh pierogies on the plates of patrons in the sidewalk café. "For me," Birchard said, "bikes mean business."

<http://momentummag.com/how-bicycles-bring-business/>