

Proposal: Addressing Hamilton's Cycling Gender Gap

Proposal

That Cycle Hamilton research and prepare a series of recommendations for the Hamilton Cycling Committee to address the cycling gender gap over the next five years.

Background

According to the City of Hamilton, women account for only 30% of the people who cycle in Hamilton. Research has identified a variety of reasons why cities often see a cycling gender gap, including a lack of infrastructure, personal safety concerns, trip patterns, data collection methods and the intersection of gender, race, class and other individual characteristics in cycling and transportation.

While many North American cities have similar gender gaps, it is not inevitable. Leading cycling cities like Copenhagen and Amsterdam have much more equal representation amongst people who cycle. We appreciate the Committee's desire to gain a better understanding of why this gap exists in our city and how we can address it.

Project Details

As part of this proposed project, Cycle Hamilton will prepare a report that can help guide the Hamilton Cycling Committee's work to address the gender gap in cycling in Hamilton. We will complete this work in three stages;

1. **Literature Review:** Research and summarize relevant studies and best practices from similar jurisdictions related to cycling, gender and intersectionality. This review will inform our approach to the community roundtable as well as the recommendations produced.
2. **Community Roundtable:** Bring community members together for a (virtual) discussion about the lived experiences of people cycling in Hamilton, with a special focus on the barriers related to the cycling gender gap. We will partner with leading organizations in the community to promote this discussion and thoughtfully engage roundtable participants.
3. **Recommendations Report:** Produce a series of Hamilton-specific recommendations to address the city's cycling gender gap in the next five years. The recommendations will be based on best practices derived from the literature review and lessons learned from the community roundtable.

Our Team

Cycle Hamilton is a membership organization working to make Hamilton the best place for anyone to get around by bike. We are well positioned to lead this project because of our strong community network, connection to local stakeholders and understanding of the local and global cycling context. We also have an expert team with research and policy experience to lead this project, including:

- **Jamie Stuckless:** Jamie has a decade of experience in transportation policy advocacy and most recently served as the Executive Director of the Share the Road Cycling Coalition. She has prepared influential policy briefing notes for various road safety organizations and industry publications, including OGRA's Milestones Magazine and the CITE quarterly newsletter. She also co-authored an op-Ed on the cycling gender gap in The Hamilton Spectator (2018), completed a Master's in Geography from McMaster University (2010) and is an alumnus of the Maytree Policy School (2018).
- **Elise Desjardins:** Elise holds a Master of Public Health degree and is currently a PhD candidate in Geography at McMaster University. Her Master's thesis focused on cyclists' travel patterns and perceptions of the built environment in Hamilton. In addition to her strong background in research, she has managed several successful outreach events in coordination with Cycle Hamilton and the City of Hamilton, including Bike Month and Winter Bike to Work Day activities. Elise served as the Friendly Streets Hamilton Project Manager from 2017 to 2018, and is the founder of a cycling mentorship program with chapters at McMaster and in the broader Hamilton community.
- **Our Board:** Our Board of Directors (Board) is comprised of 9 Directors: Mark Anderson, Chelsea Cox, Vikram Hardatt, Calloway Johnson, Jay Krause, Abigail Little, Lynda Lukasik, Eva Salinas, and Rachel

Weldrick. Each board member brings a unique perspective, background, and skill set - including significant expertise in non-profit leadership, strategic communications, research methodology, community engagement, and transportation planning. The Board will act in an advisory and oversight role to the research project.

Budget

Item	Description	Cost
Literature Review	15 hours @ \$45/hr.	\$675
Community Roundtable (virtual)	10 hours @ \$45/hr. and \$100 honoraria to partner organizations (3)	\$650
Recommendations Report	15 hours @ \$45/hr.	\$675
Admin		\$300
	Total	\$2,400

Timeline

Proposed start date: January 11, 2021

We anticipate that this project will be completed within four months.