



October 29, 2021

Dear Hamilton Cycling Committee

Bike for Mike is a non-profit organization with the mission of making Hamilton a more cycle-friendly city by creating and empowering a new generation of riders. The initial goal of Bike for Mike was to 100% of students to bike to school. Our approach was to identify and eliminate barriers to biking. The main thing we heard from families was that they didn't have access to bikes. So over the course of 5 years, we provided over 2500 bikes to students and their parents at elementary schools in Hamilton.

After 5 years, we had learned that access to bikes was not the only barrier to biking to school. Safety and behaviour change are also important elements - not just for cyclists, but for all students using active transportation in their neighbourhood. To reach our aspiration, a more comprehensive approach was required. So, we created the Daily School Route (DSR), an active transportation system for kids with the aspiration of enabling 100% of students to walk, bike, scooter, or use any human powered form of movement to get to school.

This past August we were awarded the Hamilton Community in Motion award for pedestrian friendly organization, and this fall the HWCDSB added us to their website as their Active Transportation System ([Active Transportation \(hwcdsb.ca\)](http://www.hwcdsb.ca)). We are currently working with five pilot schools on different projects to learn how we can effect behaviour change towards more walking and wheeling. At the same time, we're scaling our main engagement platform (www.dailyschoolroute.org) to 26 new elementary schools thanks to generous funding from the Patrick J. McNally Foundation.

We have two projects that are nearly ready for implementation, and are requesting financial contribution to cover the cost of supplies.

- 1) The first project designating routes to school with wayfinding signs. School communities have indicated to us that designated routes to school will help support active school travel. Designating routes can help new walkers identify common routes, and they can increase the visibility, and thus safety, of students by having more of them travel along the same route together. Moreover, signs that indicate travel times can encourage new walkers and wheelers by showing them that it is 'not as far as they think' to walk to school. This will help support the goal of getting more students walking/wheeling to school. We have been working with each school community (students and parents) to identify the optimal sign locations. We have support from the City on this project and

have provided them with a detailed package of sign locations and rationale at our first school, which we will do for the other 5. The signage will be installed this spring.

- 2) The second is an alleyway project. A main route to school for St. Ann (Hamilton) CES in ward three is through an alleyway. The principal and school community have identified this as an opportunity for getting students involved in community projects in their neighbourhood. Our vision is to turn the alleyway into a 'student street' by making it safe and attractive for students to travel through. To this point we have cleaned up the alley with students and their families, and have engaged property owners along the alleyway for permission. The next step is to walk the alley with students and have them envision how the space could be used. Then, they implement some of their ideas. This project will also be integrated with the signage project at this school. Planning will be done in the fall while implementation will occur in early 2022.

Reporting back

Core to our approach is measuring the effectiveness of our projects. Before, during, and after implementation we will be measuring how many students are walking/wheeling to school. We will also collect qualitative data from the school and families. We would love to report this back to the Cycling Committee to show how the funds have been used.

Cost breakdown

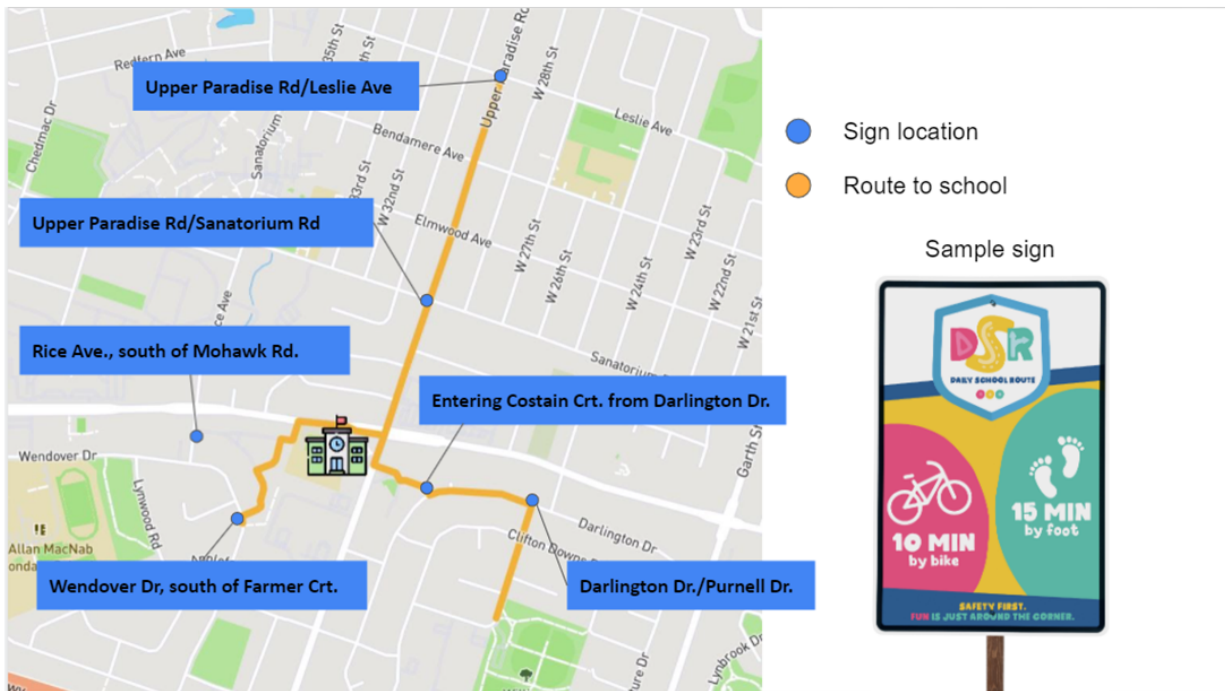
Project	Supplies	Cost
Wayfinding signs	6 signs each at 5 schools (see attached image of sample sign)	Approx \$1000
Alleyway project	<ul style="list-style-type: none">- Plywood, paint- Possibly building a planter box- Possibly ground stencils	Approx \$1000
		Total: \$2000

Thank you for reaching out to assist with this project. If you have any questions, please let us know.

Regards,

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Sample sign and locations at a pilot school. Actual signs will have school logo and City of Hamilton logo



Photo of alleyway cleanup