

PWC item #7.1

**Annual Update to Public  
Works Committee  
2011 - 2012**

**Hamilton Cycling Committee**

Sept. 17, 2012

**Highlights of Hamilton Cycling  
Committee activities:**

- Correspondence sent to raise the profile of cycling issues
- Share the Road education campaign
- Support for cycling infrastructure

## **The Share the Road public education campaign (May/June 2012) aims to...**

- Remind motorists and cyclists to share the road
- Reinforce & build on the success of the share the road car magnets started in 2009.

## **Summer 2012**

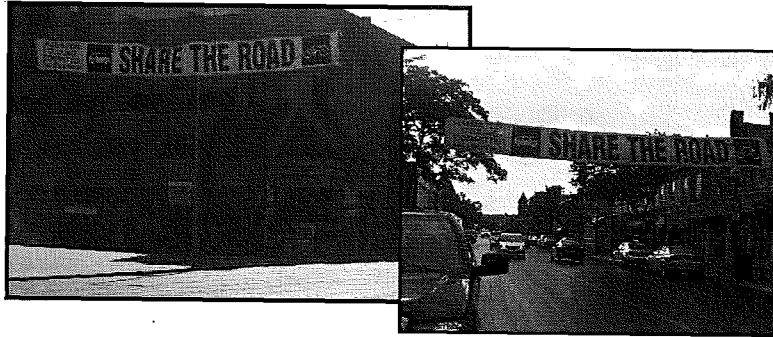
1. Car Magnets
2. Banner - City Hall & Dundas
3. [www.cyclehamilton.ca](http://www.cyclehamilton.ca)
4. HSR Bus Ads
5. Car Stickers
6. Flyers
7. Earned Media

**NEW!  
for 2012**

## Banner

City Hall  
(May & August)

Dundas King St  
(June & September)



& OpenStreets (June & September)

## HSR Bus ads

- May - June (4 weeks)
- 7 HSR buses rotated over multiple routes
- Ads can be reused year after year



"We were driving today behind a pick up truck that had one of your share the road car magnets on it (which is the best looking one we have seen) so when I got home I looked it up. We are from Brantford and I was wondering if you have any left, and if so, could we please purchase two and have them mailed to us? My husband has been run off the road a number of times, and relates to the danger of cars being unaware. We would like to do our part to raise awareness."

## Magnets, Stickers, Flyers

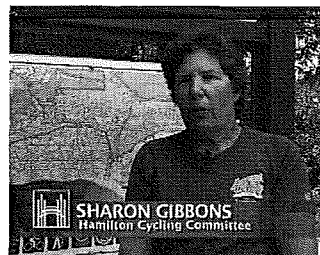
- 2000 Magnets  
(almost 10,000 in 4 years)
- 1200 Stickers
- 2,000 Flyers
- Distribution: local bicycle shops  
and local CAA/Service Ontario  
offices



"Our customers love picking these up. We were discussing how encouraged we are by the number of vehicles that sport the magnet. In fact my boys (16 and 11) almost make it a game."

## Earned Media

- Hamilton Spectator
- Hamilton Mountain News
- Ancaster News
- Cable 14 – thanks to PW  
communications staff



Our campaign is in alignment with the provincial organization "ShareTheRoad.org"

## Radio PSA Script

“During the spring and summer there are more cyclists on roads. Pass safely. Leave one meter between cars and bicycles. Share the road. [www.cyclehamilton.ca](http://www.cyclehamilton.ca).”

“I think you guys are great! The recent radio ads combined with all the bumper stickers, including mine, create an enormous amount of awareness. Keep up the great work!”

## Positive Public Response

“I was wondering if you could share with me the source for the “Share the Road” magnets you have distributed in the City? Do you know what the cost was to produce? We are interested in ordering some for Burlington.”

“The car magnet has great value because it constantly **reminds drivers** that there are bikes on the road and they must be alert and accommodating. It **shows solidarity** between the driver and rider. It keeps bike safety and the obvious need for separated lanes on the minds of drivers and riders. It **makes cyclists feel more comfortable** on the road knowing that there are at least a few out there that care about non-drivers. It **informs drivers** that you do ride at least sometimes and that biking is a viable mode of transport (the most efficient by far)”

“We’re not cyclists (yet) but my wife and I both have the magnets on our vehicles. I find it helps ME to remember to ‘share the road’ and maybe set an example to others.”

“I think it is an awesome idea to promote safety and to let other cyclists know you are a cyclist too!”

**Cycling Infrastructure** continues to be an important part of making Hamilton healthier and safer for cyclists.



The HCyC looks forward to:

- continued improvements to the Hamilton cycling network (both on-street and multi-use trails)
- increased provision of bike parking, including the two bike lockers about to be installed by the rear doors of City Hall.

We invite more Councillors to go for bike rides or walkabouts with members of the cycling committee to review upcoming cycling infrastructure projects.



Let's keep putting the pieces of the Cycling Master Plan together!

