SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2018

Hamilton

ACKNOWLEDGEMENTS

2018 IN REVIEW

SECTION 1:
WORKPLACE TDM

The Smart Commute Hamilton workplace program *informs employers and commuters about their travel choices, encouraging them to try more efficient options that reduce congestion and help to improve quality of life in Hamilton and the rest of the GTHA, while lowering commuting costs.*

Programs For Hamilton's Workplaces and institutions. Key Highlights of success in this section include:

#1

The City of Hamilton was selected as the Regional Employer of the Year

The City of Hamilton was selected as the top workplace for sustainable travel in 2018 by a panel of expert judges. The City was selected from over 300 workplaces across the GTHA.

39%

Growth in the Smart Commute Tool users

These users are looking to join a carpool, track their trips, register for a carpool permit, or take part in a special event. Over 750 users are now registered on the Tool.

2,000+

Direct engagements with commuters

We engaged with over 2,000 commuters to encourage them to choose a sustainable mode of travel.

59%

Sustainable Mode Split at Member Sites

Based on the Fall 2018 Smart Commute Annual Travel Survey - an increase of 4% from 2017. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

A detailed review of the 2018 outcomes can be found on Page 12.

SPECIAL EVENTS

Carpool Week

Carpool Week 2018 had 534 trips logged on the Smart Commute Tool. Smart Commute held five outreach events helping to get more Hamilton workers to start or join a carpool group.

1,116 trips $726.52 saved 4,490 km

Bike to Work Day and Month

All of our Smart Commute workplaces took part in the annual Bike to Work Day campaign. To help them get ready, Smart Commute hosted nine cycle skills workshops at major worksites and in the community. Workshops were run by New Hope Community Bikes.

1,536 trips $3,442 saved 10,637 km

Smart Commute Month

18 workplaces participated in the Annual Travel Survey, exceeding our goal of gathering over 1,700 responses – a 21% increase over 2017. We hosted 13 outreach events throughout Smart Commute Month.

1,712 completed surveys

59% non-drive alone mode split

486 trips $1,127 saved 6,206 km

AWARDS & DESIGNATIONS

The City of Hamilton was awarded the Regional Employer of the Year Award out of 300+ Smart Commute workplaces across the Greater Toronto and Hamilton Area.

The Smart Commute Hamilton program sets a positive example for other employers throughout the GTHA and the City of Hamilton has made significant investments to support the program; fostering its success.

The panel of judges noted that the City of Hamilton has made great strides to encourage sustainable transportation options for staff by providing innovative programs and services.

Major initiatives undertaken for City staff include:

- Corporate carshare program with 125 members;
- Employee Commuter Discounted Transit Pass available to all staff;
- Secure bike parking facilities at City Hall, City Centre, Lister Block, and 330 Wentworth. Showers have been installed in three of these locations;
- Preferred carpool spaces at City-owned parking facilities;
- Piloting the Commuter Rewards Program;
- Participation in every Smart Commute campaign since the City joined the program;
- Creation of the City of Hamilton Smart Commute Committee;
- Active participation in the Smart Commute Hamilton Advisory Group;
- Hosted Bike to Work Day with 650 people attending the main event and over 1,000 people taking the Bike to Work Day pledge.

From left to right: Peter Topalovic, Gavin Hermanson, Rachel Johnson, Jason Thorne, Amy Peebles, Vikram Hardatt

Workplace Designations

The designation program provides four levels of achievement with each level reflecting a greater degree of program investment and success. See below for the number of workplaces that have achieved each designation level in 2018.

SECTION 2: COMMUNITY TDM

Community-based initiatives *increase the livability and travel options for people who live in, work in or visit the city. They help achieve transportation planning objectives, and help support strong, integrated, and complete communities.*

Programs aimed at engaging residents where they live. Highlights of success in this section include:

650+

Attendees at the 2018 Bike to Work Day celebration at City Hall

Bike to Work Day was the largest ever in Hamilton, exceeding our original target of 600 by 50 attendees. Over 15% of attendees were first time riders.

500+

Mobility Lab and CityLab Engagements

A variety of partners including the City, McMaster University, CityLAB, and 100in1Day Hamilton collaborated to test and create a pilot pedestrianization and innovative engagement project for implementation. 10 engagement events were held.

2.8 M

Bike share kilometers since launch in 2015

Hamiltonians have travelled 2.8 million kilometres on the SoBi Hamilton bike share system as of December 2018 establishing it as one of the most successful mid-sized city bike share systems in North America.

28

kilometres of cycling infrastructure installed

The bicycle network continued its growth this year with three main installations including the Gage Street bicycle lanes (Burlington St. to Lawrence Ave.), the John Street cycle track (Burlington St. to Strachan Ave.) and Maplewood-Delaware bicycle lanes (Gage Ave. to Wentworth St.)

SECURING YOUR BICYCLE

Public Bicycle Parking

Over 20 different locations across Hamilton received new bicycle parking facilities. This includes bike parking in the right-of-way, parks, and schools.

Sustainable Mobility Programs staff created a digitized map of all of the public bicycle parking available. The bicycle parking data was prepared as a geographic information system (GIS) dataset for the City's website and open data portal available for public use.

Bicycle Valet

The City of Hamilton, in partnership with Open Streets Hamilton and Downtown Business Improvement Areas (BIAs), offered bicycle valets at nine events across Hamilton in 2018.

A bicycle valet is similar to a coat check, but for bicycles; individuals check their bicycles in and receive a ticket. After the event, they bring back their ticket and receive their bicycle back. It's hastle free and secure.

INNOVATIVE ENGAGEMENT

Hunter St Bicycle Lanes

The Hunter Street bicycle lanes between Catharine St. and MacNab St. will be completed in 2019. During 2018, three outreach events took place to engage residents, Hamilton GO Centre users, and businesses about the project. An online survey was created to gather feedback and support for the project. Businesses in the project area were engaged through Smart Commute to inform them of the upcoming project and address any concerns they may have. Feedback received indicated that most residents and businesses support the project which will create a seamless connection to the Hamilton GO Centre.

Mobility Lab

Mobility Lab is a collective of more than 30 transportation advocates, builders, decision-makers, and stakeholders who are all striving to enhance mobility within Hamilton. Since 2016, 10 meetings and workshops have engaged with over 300 residents to identify a common set of principles, priorities, and pilot projects. In 2018, Mobility Lab partnered with CityLAB students to conduct a feasibility study around a street opening pilot of King William Street.

COMMUNITY INITIATIVES

100in1Day

100in1Day is an international citizen-driven city-building initiative that unites people across their city by engaging them in city-wide community-developed projects, known as urban interventions, to be implemented all on the same day – June 2, 2018. Anyone is encouraged to celebrate this festival of engagement in any capacity, anywhere in their city. Since 2015, over 550 interventions have taken place across Hamilton.

Results: Over 15 interventions took place that directly related to sustainable mobility.

PED Talk

In June as part of Bike Month, Sustainable Mobility partnered with the Hamilton Cycling Committee to bring Chris Bruntlett of Modacity from Vancouver to Hamilton. The theme of the evening was Building the Culture of Cycling in a Mid-Sized City.

Results: Over 200 people gathered at the Waterfront Trust Centre to hear from Chris and City staff on cycling culture.

Winter Bike to Work Day

2018 was the second year of Winter Bike to Work Day in Hamilton. This international event celebrates winter cycling and promotes cycling as a viable mode of transportation, even in the winter!

Results: Over 75 people came to Gore Park to celebrate winter cycling, socialize with other cyclists, and enjoy some treats in the chilly weather.

Photo: Bike for Mike

Bike for Mike

Bike for Mike is an annual ride where registrants can choose from a variety of distances to bike. In 2018 the event took place at Collective Arts Brewery and saw hundreds of cyclists of all ages come together to bike, eat, drink and support cycling in Hamilton.

Results: Sustainable Mobility Programs supports this event by orgnaizing a local cycling expo and closing the street to motor vehicles to enhance riders' safety.

Let's Ride a Bike

Let's Ride a Bike is designed for older adults and led by older adult certified CanBike instructors. Workshops are three hours long and are modeled after the CanBike Program, reintroducing cycling fundamentals, providing cycling resources, and a ride along one of Hamilton's outdoor trails.

Results: Six people were certified to facilitate the course and one workshop was completed with 5 participants.

Dundas by Bike

Residents were invited to come and learn about upcoming cycling infrastructure projects including Governors Road, Creighton Road, Hatt Street, and to learn about ongoing initiatives such as Smart Commute, SoBi, bike parking and school travel planning.

Results: Six different cycling related projects and programs were showcased at this evening public open house event.

Tour de Hospital

This community initiated event was designed to raise awareness for cycling across Hamilton and promote cycling between all hospitals. The fun cycling tour included opportunities for skill building and knowledge sharing along the way.

Results: 20 attendees joined the tour and left with a strong understanding of routes and connections they might previously not have known existed.

Sustainable Mobility Programs supports a number of local community events that encourage sustainable travel, economic development, community building and philanthropic objectives.

COMMUNITY IN MOTION AWARDS

Awards recognize members and groups of the community who have made an effort to actively support and promote the use of healthy and sustainable forms of transportation such as walking, cycling, and public transit. Winners of the 2017 Community in Motion Awards received public recognition at Bike to Work Day.

BICYCLE-FRIENDLY BUSINESS/ORGANIZATION

SONIC UNYON & 294 JAMES ST N.

PEDESTRIAN-FRIENDLY BUSINESS/ORGANIZATION

CIVICPLAN

TRANSIT-FRIENDLY BUSINESS/ORGANIZATION

INDWELL

SCHOOL OF THE YEAR

MEMORIAL STONEY CREEK

ADVOCATE OF THE YEAR

TOM FLOOD

ADVOCACY GROUP OF THE YEAR

HAMILTON WENTWORTH DISTRICT SCHOOL BOARD

VOLUNTEER OF THE YEAR

DAVE STEPHENS

COMMUNITY in MOTION

BIGGER THAN EVER: BIKE TO WORK DAY

Bike to Work Day (B2WD) is an annual event celebrated across the Greater Toronto and Hamilton Area (GTHA).

1) Build confidence for new cycling commuters with an opportunity to join group rides and get routing advice.

2) Provide a flagship, media, and networking event for cycling commuters and interested citizens.

B2WD also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA. 2018 marked the 10th annual celebration of Bike Month in Hamilton.

Over 650 people attended the event, making it the most attended B2WD in Hamilton's history. The steady increase of the number of people taking the online pledge and showing up at City Hall is a reflection of Hamilton's growing cycling community. Attendees received a limited edition B2WD t-shirt, enjoyed refreshments, received free bicycle tune-ups, visited the cycling expo, listened to live music, and watched the presentation of the Community in Motion Awards.

21%
increase in the number of B2WD registrants from previous year

75+
elementary students that cycled to the event with their school

15%
of B2WD participants cycled to work for the first time.

26
Bike Month events held across Hamilton

1,800
trips made on Hamilton Bike Share, one of the busiest days ever

HAMILTON BIKE SHARE

Hamilton's Public Bike Share System (SoBi Hamilton) was launched in 2015. Since then, the system has been widely embraced as an integral and exciting part of Hamilton's transportation system and cultural landscape. The system spans across approximately 35 square kilometers with 825 bicycles at 130 hubs. Since launching, bike share usage has seen positive growth, with 2017 being an outlier as the busiest year. It is important to continue to fill gaps in the cycling network and to enhance the bike share system to continue to see growth.

SoBi by the Numbers

20,000+
active SoBi members (gained 2400+ in 2018)

1,300,000
rides since launch (completed 347,000 rides in 2018)

$331K / 228 CARBON TONNES*
saved among riders instead of driving

Membership Survey Results*

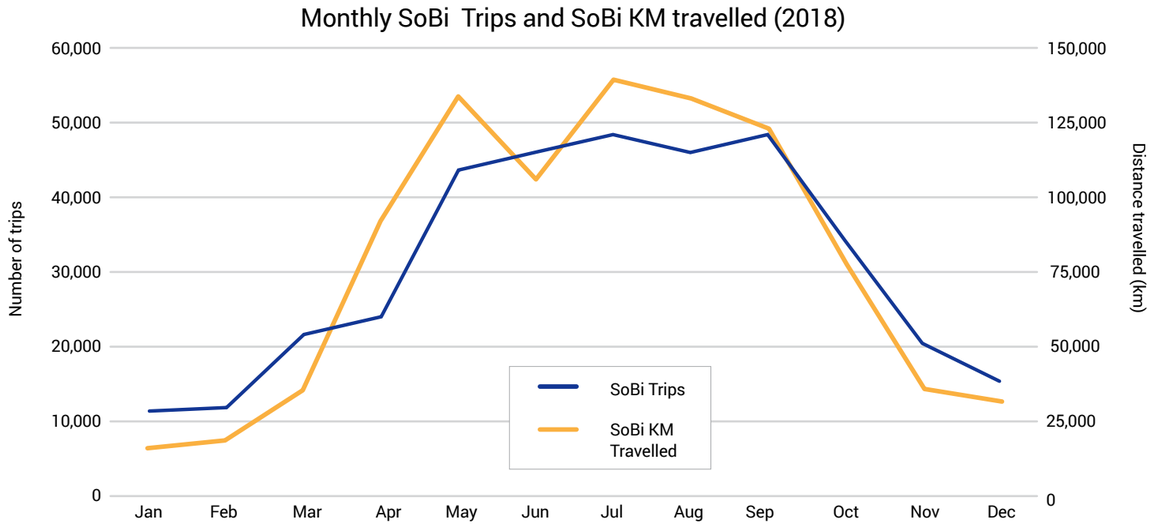
30%
indicated they rode less than once a month before SoBi

49%
Use their cars less because of SoBi

20%
would've driven their car if SoBi did not exist

*estimate based on trips completed

*n=420



Total KMs travelled per year (since 2015)

2017 800,000 KM

2018 900,000 KM

TOTAL 2,800,000 KM

Everyone Rides Initiative (ERI)

ERI aims to reduce barriers to the bike share system by providing subsidized memebrships, cycling education, learn to ride programs, language translation services and programming with partner organizations. Following public consultation, 13 new stations and 75 white bicycles were launched filling out the existing service area and providing more access to bike share.

250+
Subsidized memberships

70
Cycle training sessions

11
Partner organizations

TDM AND DEVELOPMENT

The TDM Guidelines for Development are used to promote initiatives and infrastructure such as carpool parking, interior and exterior bicycle parking and free PRESTO cards into new developments. The Guidelines provide best practices, measures and strategies that can be used to support TDM with development projects based on common land uses and categories within the Zoning By-Law.

65
Developments reviewed

SECTION 3: SCHOOL TDM

School travel planning *is a community-based approach that aims to increase the number of children and adults choosing active transportation to and from school, thereby addressing environmental, health, and safety issues.*

Programs that encourages active and sustainable school travel (ASST). Key highlights for 2018 include:

15K

Students and staff reached through three annual Wear Yellow Days

Throughout the fall, winter and spring, 47 schools took part in at least one of the three Wear Yellow Days that were held, exceeding the goal of having 20 schools particpate .

78

Schools registered for Bike to School Week

As part of Bike Month, students and staff are encouraged to bike to school for a week during June promoting active and sustainable travel as part of their daily routine.

6

Schools participated in Fresh Air for Kids Program

This program teaches students the importance of air quality when deciding how to travel to school through mapping of healthy routes to school using Ministry of Environment and Climate Change's air quality monitoring van.

17

Schools reached Level 1 ASST certification, including:

St. Luke, St. Teresa of Avila, St Clare of Assisi, St. Eugene, St. James the Apostle, Richard Beasley, Gatestone, Cathy Weaver, St. John Paul II, Eastdale, Glen Echo, Highview, Memorial Hamilton, Mountain View, Parkdale, Pauline Johnson, Rosedale

SPECIAL EVENTS & INITIATIVES

Bike to School Week

Bike to School Week (B2SW) took place from May 28 to June 1. Using the Bike Month website, 78 schools across Hamilton registered to be a part of the campaign. Participating schools received resources, promotional material and bicycle pumps.

Five schools participated in the bicycle parade leading to the Bike to Work Day celebration at City Hall.

Wear Yellow and Walk to School

On Wear Yellow Day (WYD), staff, students, and parents are encouraged to wear yellow, the colour of school transit, and celebrate walking, cycling, or taking the bus to school. It is used to promote awareness about changes being made at schools through their work on implementing their school travel plan. WYD enables the school community to take a leadership role in creating a culture where active and sustainable school travel is the norm.

Since 2010, schools have collectively participated in 400 WYD events.

Ontario Active School Travel Grant

In 2018, the Hamilton ASST Hub continued to address the 5-priority actions identified through community consultation & research. Funding through the Ontario Active School Travel grant ($100,000) and the Healthy Kids Community Challenge grant ($20,000) increased capacity to address these priorities.

The funds have gone towards a full-time School Travel Planner, the development and implementation of a parent engagement strategy, the development of a Toolkit for dispersal, and several other awareness and program initiatives.

78
schools participated in Bike to School Week

10,000
students walked on International Walk to School Day

3
annual WYD events held

28,000+
staff & students reached through special events

47
schools participated in Wear Yellow Day