The City of Hamilton’s Sustainable Mobility Programs consist of: Smart Commute Hamilton for workplaces; SoBi Hamilton Bike Share; sustainable mobility development and land use approvals; bike parking audit and implementation; school travel planning and safe routes; data collection and counts; events and incentive programs, and community engagement and outreach. They all experienced significant success in 2016 and this success continues to positively impact the amount of residents choosing to walk, cycle, take transit and carpool.

The goal of this report is to ensure that what gets measured, gets managed. This annual report provides a high-level review of sustainability mobility programs in 2016, including the data and analysis of the results. The 2016 analysis demonstrates that there is a lot to celebrate in relation to the positive results of the programs. It also acts as a blueprint to focus efforts in 2017 to ensure the results are maintained and poised for future success.

City staff, consultants, non-profit partners, volunteers and citizens make these programs and their success possible. They should all be congratulated for making Hamilton a healthier, happier and more economically, environmentally and socially sustainable place to live.

Peter Topalovic
PROJECT MANAGER
SUSTAINABLE MOBILITY PROGRAMS

2016 IN REVIEW
2016 was a successful year for Sustainable Mobility Programs with a renewal of the Smart Commute Program, strong Bike Share ridership growth and an emphasis on growing the cycling program.

The City of Hamilton’s Sustainable Mobility Programs consist of: Smart Commute Hamilton for workplaces; SoBi Hamilton Bike Share; sustainable mobility development and land use approvals; bike parking audit and implementation; school travel planning and safe routes; data collection and counts; events and incentive programs, and community engagement and outreach. They all experienced significant success in 2016 and this success continues to positively impact the amount of residents choosing to walk, cycle, take transit and carpool.

The goal of this report is to ensure that what gets measured, gets managed. This annual report provides a high-level review of sustainability mobility programs in 2016, including the data and analysis of the results. The 2016 analysis demonstrates that there is a lot to celebrate in relation to the positive results of the programs. It also acts as a blueprint to focus efforts in 2017 to ensure the results are maintained and poised for future success.

City staff, consultants, non-profit partners, volunteers and citizens make these programs and their success possible. They should all be congratulated for making Hamilton a healthier, happier and more economically, environmentally and socially sustainable place to live.

Peter Topalovic
PROJECT MANAGER
SUSTAINABLE MOBILITY PROGRAMS
2016 HIGHLIGHTS

3 WORKSHOPS
The Active & Sustainable School Travel (ASST) hub hosted 3 workshops including School Travel Planning Facilitator Training, Healthy Cities: School & Municipal Design, and Regional ASST Planning Forum.

BIKE TO WORK
Over 500 cyclists celebrated Bike to Work Day at City Hall. Over 25% of cyclists were first time riders - a reflection of Hamilton's growing cycling culture.

Advisory Group Launched
The Smart Commute Advisory Group launched in November. This group will provide strategic advice to guide the organization.

1,900 Interactions
Smart Commute's 78 workplace engagements resulted in over 1,900 direct engagements with commuters at our 22 member workplaces.

HHS WINS BIG
Hamilton Health Sciences won the Smart Commute Regional Employer of the Year Award out of 300+ workplaces in the GTHA. This is the second win for a Hamilton employer.

700 peak riders in a single day
The trips were recorded on Cannon Street during the busiest summer day, an increase of 20% from 2015. Winter peak ridership was up 167% over the same period last year to 200 cyclists.

23 new schools
23 new schools started the Active and Sustainable School Transportation planning process, bringing the total involved in the program to 56 schools across the city.

5 Custom Projects
Five Smart Commute custom projects were delivered, adding to three existing programs involving Maple Leaf, Mohawk College and the City of Hamilton.

2,000+ bikes
The Bike Valet program, operated by Open Streets Hamilton, parked over 2,000 bikes at various events and festivals across the city.

1,200,000 kms
SoBi Hamilton recorded over 1,200,000 total kilometers travelled since its launch in 2015. Over 317,000 trips were made on the system in 2016 - a 44% increase over last year!
TDM REACHES ALL CORNERS OF HAMILTON COVERING 1,117KM²

COMMUNITY INITIATIVES
Engaging residents
Community-based initiatives increase the livability of the people who live in, work in or visit an area. They help achieve transport planning objectives and help support strong, integrated communities.

SCHOOL TRAVEL PLANS
Engaging students
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.

SMART COMMUTE
Engaging workplaces
Smart Commute Hamilton is an association led by the City which works with local businesses and community organizations to provide programs and initiatives that encourage the use of active and sustainable transportation.

- 56 School Travel Plans
- 36 Work Place Employer Sites
- 42 Bike Parking Installations
- 7 Bike Valets
The Smart Commute 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 the region, while lowering commuting costs.

Hamilton Health Sciences was selected as the Regional Employer of the Year. It was selected as the top workplace for sustainable travel in 2016 by a panel of expert judges. It was selected from out of over 300 workplaces across the GTHA.

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 800 users are now registered on the Smart Commute Tool.

Total Funding from Metrolinx. The funding helps support the delivery of the core Smart Commute Hamilton program and some customized projects.

Sustainable Mode Split at Member Sites. Based on the Fall 2016 Smart Commute Commuter Survey.
The initiative takes immediate action on climate change and health in the Greater Toronto and Hamilton Area through transportation efficiency, policy development and infrastructure renewal. The organization also supports the City’s larger transportation demand management initiatives.

Smart Commute Hamilton is a transportation management association led by the City of Hamilton which works with workplaces to provide programs and initiatives that encourage the use of active and sustainable transportation modes.

The goal is to ease congestion, improve air quality and reduce greenhouse gas emissions while making commuting less expensive and more enjoyable, helping support the objectives of the regional transportation plan, The Big Move.

Smart Commute Hamilton is part of the region-wide network of 13 local transportation management associations led by Metrolinx. To date, more than 340 employers with 732,300 commuters have signed on to the program and are designated as Smart Commute workplaces.

What is Smart Commute?

Smart Commute Hamilton is a transportation management association led by the City of Hamilton which works with workplaces to provide programs and initiatives that encourage the use of active and sustainable transportation modes.

- Carpooling - exclusive ride-matching programs for employers
- Emergency Ride Home programs
- Shuttle planning and program
- Employee work arrangement solutions: telework, flex hours, and compressed work
- Site assessments and surveys to understand employee commuter behaviour
- Workshops, lunch and learns, and seminars
- Walking and cycling promotion
- Incentives and promotions

By the Numbers

- 22 Workplaces with 35+ sites across the city
- 92,000+ Commuters
- 1,900+ Direct interactions with commuters
- 4,000+ Newsletter subscribers
- +39% Increase in online Tool Users
- 78 Outreach booths, presentations, road shows, focus groups and special events
- 22 Workplace Champions Advisory Group Launched
- 2 Hamilton Workplace to receive the Honour
- 4,000+ Newsletter subscribers
- 5 Custom projects started with workplace members
- 40% Average sustainable mode share at member workplaces

2016

JAN DEC

By the Numbers

HAMILTON HEALTH SCIENCES awarded REGIONAL EMPLOYER OF THE YEAR FROM OVER 300 WORKPLACES IN THE GREATER TORONTO AND HAMILTON AREA

Only the 2nd Hamilton Workplace to receive the Honour

WORKPLACE CHAMPIONS ADVISORY GROUP LAUNCHED

CUSTOM PROJECTS STARTED WITH WORKPLACE MEMBERS

AVERAGE SUSTAINABLE MODE SHARE AT MEMBER WORKPLACES

BASED ON THE FALL 2016 COMMUTER SURVEY
Smart Commute Hamilton had many exciting changes this past year, including the finalization of a new program framework which will position us to better tailor our services to local workplaces. Leveraging this change, we’re moving towards a “made-in-Hamilton” program that is focused and reflects the local context.

In fall 2015, we launched the pilot of our Enhanced Services Program, which provided workplaces with a greater depth of service. Over the past 18 months, the feedback from the pilot has been invaluable in helping move us towards the launch of the Smart Commute 2.0 (SC 2.0) program in 2017. The SC 2.0 Program will include a self-serve small business membership option, as well as a rapid transit construction mitigation program. Information about the program is available at smartcommutehamilton.ca

We were excited to launch our new Smart Commute Advisory Group in 2016, comprised of workplace champions from member organizations. This group of workplace champions will provide strategic advice and direction to ensure that we can continue to meet the need of our members. The inaugural meeting generated feedback that has helped shape the goals and actions outlined in this plan.

As we move into 2017, we look toward to the new opportunities and partnerships that will move the sustainable mobility agenda forward as they present themselves. We have a number of exciting new initiatives outlined in this plan that are scheduled to launch this year. They will ensure that we can continue to help make Hamilton’s transportation network efficient, integrated and convenient.
SPECIAL EVENTS

Carpool Week Reaches New Heights
February 1-7, 2016

Carpool Week had over 1,100 carpool trips logged during the campaign period, one of the highest total in recent years. Smart Commute held outreach events at seven workplaces, helping to get more Hamilton workers to start or join a carpool group.

- 1,107 trips
- $3,325 saved
- 19,931 km

Bike to Work Day and Bike Month
May 30 – June 30, 2016

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

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

Smart Commute Week
September 19-25, 2016

Smart Commute Week saw a revised mandate introduced in 2016. It will now be a regular “check in” survey to understand how commuters are getting around. Smart Commute hosted outreach events at Mohawk, HHS, St. Joe’s West 5th and Charlton, City of Hamilton, and Horizon Utilities.

- 1,522 completed surveys
- 40% non-drive alone mode split

REGIONAL EMPLOYER OF THE YEAR

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

HHS is one of the founding members of Smart Commute Hamilton, cultivating its inception in 2005. The longevity of the program is largely due to the dedication of a volunteer staff committee who have been responsible for the Smart Commute program for 11 years.

The biggest challenge that HHS faced this year was relocating 350 staff to a new downtown office, conveniently across from a transit terminal. They actively worked with Smart Commute to promote sustainable travel options to staff.

HHS operates preferred carpool parking at McMaster Children’s, Hamilton General and Juravinski hospitals which attracted over 125 active carpool groups this past year.

Further to this, HHS provides free, weather protected secure bike cages for registered commuters at four of its sites.

With continuous support and awareness of the SC program, Hamilton Health Sciences was a deserving choice for this year’s Regional Employer of the Year.
One of the most impactful services provided by Smart Commute Hamilton is the free, online carpool matching Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, and trip planning services for cycling, walking and transit. Throughout 2016, Smart Commute

- **2,712 trips**  
  - 4.3 tonnes of GHG prevented
- **2,171 trips**  
  - 8.1 tonnes of GHG prevented
- **1,119 trips**  
  - 5.7 tonnes of GHG prevented
- **450 trips**  
  - 0.23 tonnes of GHG prevented

Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We more than doubled the number of trips logged and added nearly 300 more users.

**Trip Growth in 2016**

- **6,534 trips logged on the Tool in 2016**
- **18.5 tonnes of CO2 avoided**
- **+113,113 kilometers of logged trips**
- **+277 new users**
Smart Commute Hamilton now provides customized projects and service solutions to our workplace members to help solve local travel issues and encourage sustainable travel changes. All services are provided on a cost-recovery basis.

**Chedoke Hospital Relocation Support**
Smart Commute provided a "roadshow" workshop to staff relocating from Chedoke Hospital to 100 King West outlining the travel options available to them. This included discussing the frequent transit network for business hour workers, cycling and SoBi options available, carpooling services, and other Smart Commute Hamilton services available. Hospital staff also had the opportunity to receive a customized trip plan for their commute.

**Mohawk Transit Screen Development Support**
In partnership with the Mohawk College Sustainability Office, Smart Commute provided assistance in the development of a next bus arrival transit screen system. Support included developing interface options, identifying relevant data feeds and documents, and working with College staff to identify preferred locations for signage installation.

**City of Hamilton Travel Options Roadshow**
Recognizing the need for greater awareness of the travel programs available to City staff, Smart Commute developed an internal roadshow workshop, carried out at a dozen staff meetings. A follow-up survey of City staff that both attended and did not attend the workshop indicated higher awareness and usage of programs among staff who attended.

---

Custom Projects aim to generate a measureable impact on mode shares at workplaces or have a clearly identified improvement on the traveller experience.
Community-based initiatives increase the livability of the people who live in, work in or visit an area. They help achieve transport planning objectives and help support strong, integrated communities.

COMMUNITY TDM

Programs aimed at engaging residents where they live

- Attendees at the Bike to Work Day celebration at City Hall
  Bike to Work Day 2016 was the largest ever in Hamilton. More cyclists than ever before came out to celebrate Hamilton’s growing cycling culture.

- Bikes parked at Bike Valet events
  The Bike Valet was at a number of community events including Bike for Mike, Canada Day, Barton Village Festival, Ride Don’t Hide and Supercrawl.

- Increase in peak winter cycling along Cannon Street since 2015
  The peak daily ridership in 2016 reached 200 trips.

- Peak summer daily cycling trips
  This is a 20% increase since 2015.

- Anniversary of Open Street Hamilton
  The anniversary event attracted thousands of Hamilton residents to James Street North for one of the biggest events ever.
TDM FOR A HEALTHY COMMUNITY

The built environment, including how the transportation system is developed, maintained, and modified can influence health and quality of life.

The health and well-being of citizens of all ages, abilities, and incomes is improved when communities are healthy, compact, complete and connected by supporting walking, cycling, and public transit.

Making it easier to choose active and sustainable transportation provides health benefits through reduced traffic related deaths and injuries, improved air quality, increased physical activity, improved mental well-being, and increased opportunities for social interaction.

Furthermore, promoting and improving the convenience of walking, cycling, and public transport increases the likelihood of the uptake and maintenance of active travel.

COMMUNITY IN MOTION AWARDS

The Community in Motion Awards recognize members 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.

BICYCLE-FRIENDLY BUSINESS/ORGANIZATION
SoBi HAMILTON & NEW HOPE BIKES

PEDESTRIAN-FRIENDLY BUSINESS/ORGANIZATION
JANE’S WALK

TRANSIT-FRIENDLY BUSINESS/ORGANIZATION
SUPERCRAWL

SCHOOL OF THE YEAR
ST. MARGUERITE D’YOUVILLE

ACTIVE AND SAFE ROUTES TO SCHOOL STEERING COMMITTEE

These awards give thanks to those individuals and organizations that have embraced the City’s vision. Winners of the 2015 Community in Motion Awards received public recognition at Bike to Work Day on May 30, 2016.

ADVOCATE OF THE YEAR
MOLLY HAYES

MEDIA AWARD
Open Streets Hamilton is an event organized by a local community-based partnership dedicated to promoting active, healthy and inclusive lifestyles. The 2016 event, that temporarily transformed the street into a shared space for everyone to experience, was its 10th anniversary.

The 2016 Open Streets event took place on Sunday June 19th. James Street North, from York Boulevard to Strachan Street, was closed to motor vehicle traffic from 11am to 6pm. Despite the inclement weather conditions, there was strong event attendance.

The City of Hamilton provided funding and support for this celebration of active transportation.

Bike for Mike

Bike for Mike is an annual ride that empowers a new generation of Hamilton bike riders. 100% of proceeds from the annual ride are used to purchase bikes, helmets, bells, and locks for children and their families in Hamilton.

The City supports the Sustainable Transportation Expo held each year as part of the annual ‘Movie in the Park’ celebration.

The celebration included a number of cycling activities including cycle training, bike repairs, information and trip planning, a group ride and an obstacles course for children.

The event provided a great opportunity to educate cyclists on how to use the lane and collect feedback on the project.

Hamilton Glowriders

The Hamilton Glowriders is a friendly group of cyclists who organized 5 evening bike rides in 2016 all while decked out in glowsticks and lights. Their goal is to promote safe and legal cycling and to spread good cycling vibes across the city.
**Integrating TDM into Land Use and Development Approvals Process**

The Transportation Demand Management Land Development Guidelines were created as a tool for developers and City staff to include TDM initiatives into new development, redevelopment and existing buildings through the development approval process. Since 2015, developments that are expected to generate more than 20 peak hour trips are required to submit a TDM report outlining all TDM initiatives that will be incorporated. The guidelines provide best practices, measures and strategies that can be used to support TDM within development projects based on common land uses and categories within the Zoning By-Law. In 2016 over 45 developments were reviewed.

**100 in 1 Day Transportation Interventions**

On Saturday, June 4th, 2016, more than 215 residents hosted a record number of 170 ‘urban interventions’ in every ward of the city as part of ‘100 in 1 Day’. The event is organized by Evergreen and supported by a number of community groups and organizations. A number of transportation-focused interventions were held by residents including temporary active traveller wayfinding at SoBi stations, group bike rides, cycle training, community walks and other activities.

**Bicycle Friendly Business Improvement Area (BIA) Certification**

Transportation Management is very excited for our new program, Bicycle Friendly BIA Certification Program. In 2016 we began discussing this prospect with a number of BIAs. This program is inspired by Share the Road’s Bike Friendly Business program, and Ontario by Bike’s Business Friendly BIA program. The program will work towards recognizing BIA’s efforts in hosting a supportive and welcoming atmosphere for cycling employees, customers and communities. In 2017 this program will be launched and designations will be given out to participating BIAs.

**Corporate CarShare Program**

The City of Hamilton’s corporate carshare program provides registered staff with access to Community CarShare’s fleet of 24 vehicles for business trips. Throughout 2016, vehicles were used to travel over 7,100 km for over 960 hours of work-related trips. A carshare option is an economically prudent means for helping staff travel for work when a fleet vehicle is not justified. It also supports sustainable commuting to work by ensuring staff can still access a vehicle as needed.
**BIGGER THAN EVER: BIKE TO WORK DAY**

Bike to Work Day (B2WD) is an annual event hosted by Smart Commute in the Greater Toronto and Hamilton Area (GTHA). The event is designed to provide new cycling commuters with an opportunity to build their cycling confidence with group rides and routing advice. It provides a key flagship and networking event for cycling advocates and regular commuters.

B2WD also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA. 2016 was the 8th annual celebration of Bike to Work Day in Hamilton and took place on Monday, May 30th, 2016, with the main festivities at a new location, Hamilton City Hall.

Over 500 people attended this year’s event, making it the most attended B2WD in Hamilton’s history. Attendees received a limited edition B2WD t-shirt, enjoyed refreshments, received free tune-ups, visited community booths, and listened to live music and speeches. Approximately 25% of registered attendees cycled to work for the first time.

Follow-up surveys later in the year indicated that many of the first time cyclists continued to bike to work, instead of driving alone.
GROWING ACCESS TO BIKE SHARE

SoBi was launched on March 20, 2015, following a winter testing period. Since then, the system has been widely embraced as an integral and exciting part of Hamilton’s transportation system and cultural landscape.

The new system utilizes smart-bike technology developed by Social Bicycles, and the innovative design gives users greater flexibility than traditional dock based systems. Hamilton’s bike share system spans across approximately 35 square kilometers with 750 bikes at 115 hubs. The system is largely used for commuting by Hamilton residents, and is an excellent solution for first/last kilometer connectivity to transit.

Public engagement for the installation of up to 15 new stations between Sherman Avenue and Ottawa Street and 75 new bikes is currently underway. The stations will launch in May 2017.

Everyone Rides Initiative Pilot
SoBi will be launching an Everyone Rides Initiative (ERI) in 2017. The ERI aims to remove barriers to the bike share system for people with low incomes in underserved neighbourhoods. The pilot will run from 2017 to 2019 and is made possible by grants from the Federation of Canadian Municipalities, the Hamilton Community Foundation, and the Urban Renewal section of the City’s Economic Development department.

SOBI BY THE NUMBERS

<table>
<thead>
<tr>
<th>NUMBER OF RIDERS</th>
<th>PERCENT FEMALE CYCLISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7,500 USERS</td>
</tr>
<tr>
<td>2016</td>
<td>12,000 USERS</td>
</tr>
<tr>
<td>CITY WIDE</td>
<td>30%</td>
</tr>
<tr>
<td>SOBI</td>
<td>50%</td>
</tr>
</tbody>
</table>

- 48% cycled less than once per month before SoBi
- 45% primarily use their car to get around
- 44% report driving less because of SoBi
- 25% report replacing automobile trips with a SoBi

TRIPS MADE

- 220,000 TRIPS (2015)
- 317,000 TRIPS (2016)

KMs TRAVELLED

- 450,000 KILOMETERS (2015)
- 750,000 KILOMETERS (2016)

TOTAL DISTANCE TRAVELLED SINCE OPERATIONS BEGAN (2015)

1,200,000+ kms
The Active Transportation Benchmarking program collects pedestrian and cycling activity along sidewalks, trails, and on-road bicycle routes. Automatic counters monitor active transportation 24 hours a day at various locations for one-week durations. Counters were installed at nine permanent locations in 2016.

Data on usage and demand is essential to build long-term support for walking and cycling; improve conditions for pedestrians and cyclists; and, contribute to City processes including designing lighting levels, maintenance programs, planning and design studies.
The workshop hosted by the City attracted individuals from across different sectors involved in creating healthy school environments. This includes two school boards, Metrolinx, five NGOs, three City of Hamilton departments, Hamilton Police Services and community members.

Throughout the fall, winter and spring of 2016, 49 schools took part in at least one of the three Wear Yellow Days that were held. Students and staff engaged through three annual Wear Yellow Days.

Participants at the Healthy Cities: School & Municipal Design Workshop
The workshop hosted by the City attracted individuals from across different sectors involved in creating healthy school environments.

Cross-sector representatives that sit in on the Active and Sustainable School Hub meetings
This includes two school boards, Metrolinx, five NGOs, three City of Hamilton departments, Hamilton Police Services and community members.

Schools started the Active and Sustainable School Transportation (ASST) process
Bennetto, Blessed Sacrament, CB Stirling, G.L. Armstrong, Helen Detwiler, Holbrook, James MacDonald, Lisgar, Notre Dame, Queensdale, Sacred Hearth, St. Anthony Daniel, St. Gabriel, St. Marguerite d’Youville, Templemead, Winona, St. Bernadette, St. Augustine, Dundas Central, Greenville, Lawfield, St. Joachim, and Queen Victoria

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.

16,293
105
13
23

SCHOOL TDM

Programs that work to make it easier for our youngest commuters.
Active and Sustainable School Transportation Certification

School travel planning (STP) 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. The ASST certification initiative, developed by Public Works and Public Health staff, uses the STP model from Green Communities Canada to help schools earn recognition for ASST efforts.

In 2016, 23 schools started the five-step STP process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. Of the schools involved, ten have completed the first three steps of the STP process and are eligible for Level 1 ASST certificates. These certified schools will be eligible for Level 2 certification as early as June 2017 if they complete steps 4 and 5 of the STP process.

Hamilton Helmet Initiative (HHI)

HHI increases access to helmets, promotes educational and skill-building programs, and awareness about helmet fit. Since 2013, over 55,000 students have been educated and over 3,100 helmets have been given out.

10 bike racks purchased as part of the Hamilton Kids Community Challenge. Eight of them have been installed to-date. Each rack has a 7 bike capacity.

11 cycling skill workshops held to provide safe and proper training and education to students and schools, as part of the Hamilton Kids Community Challenge.

11 presentations given by the ASST Hub to City of Hamilton, regional committees, provincial workshops, school board meetings and local workshops.

180 helmets distributed to children and schools to ensure safe and legal riding. These were supported by the Healthy Kids Community Challenge.

6 school developments reviewed to provide comments on how to better support active and safe travel to school.
SPECIAL EVENTS

Bike to School Week

The second annual Bike to School Week (B2SW) took place from May 30 to June 3. This regional campaign, led by Metrolinx, complemented the commuter “Bike Month” campaign branding, web page on the Bike Month site allowed schools to sign up to participate. Participating schools received resources, promotional material and prizes.

A number of schools and students attended the ‘Bike to Work Day’ celebration at City Hall on bike. They took part in an obstacle course set up by New Hope Community Bikes.

Expanding School Travel Planning Capacity

The Active & Sustainable School Transportation Hub hosted three workshops throughout 2016 to build knowledge and delivery capacity among local stakeholders. Events included:

- STP Facilitator Training workshop - 20 participants
- Healthy Cities: School & Municipal Design Workshop – 105 participants from various professions
- Regional Planning for Hamilton Active & Sustainable School Transportation Forum - 60 participants across sector disciplines and community members.

Wear Yellow and Walk to School

Wear Yellow Day (WYD) is an event that happens three times each year (Fall, Winter and Spring). On WYD, staff, students and parents are encouraged to wear yellow, the colour of school transit, and walk, cycle or take the bus to school. It was initiated in 2010 to complement the “Stepping It Up” project.

WEAR YELLOW AND WALK TO SCHOOL

49 schools took part
16,293 staff & students reached
3,500 students walked on International Walk to School Day
3 events in winter, spring, & fall
2017 will be an important year for testing new concepts across all three sustainable mobility sectors: workplace, community and school. Building on the success of 2016 will be important to achieving results in these new program directions.
A STRATEGIC VISION
FOR 2017

We have set big goals for 2017, as the Sustainable Mobility Program continues to grow. We will be testing the renewed Smart Commute program, enhancing land-use guidelines, engaging with BIAs, supporting major transportation projects and piloting our bike share equity program.

The 2017 plan is only possible because of the strong foundation established in 2016 which revamped Smart Commute workplace services, making them more results oriented; building strong Bike Share ridership; incentivizing more sustainable land-use patterns; performing better data analysis for more informed decision-making; cultivating effective school partnerships; and receiving the support of an engaged community and non-profit sector.

We look forward to achieving our targets in 2017 with our partners’ support, while making our program fun and engaging.

The 2017 targets and the overall goal of Sustainable Mobility Programs are aligned with the City of Hamilton’s Strategic Plan 2016 - 2025, specifically in the areas of:

• Community Engagement and Participation
• Economic Prosperity and Growth
  - Development Approvals
  - Land Use Planning
• Healthy and Safe Communities
  - Strategic Transportation Planning
• Clean and Green
• Built Environment and Infrastructure
  - Public Transportation
  - State of the Art Transportation Options
• Culture and Diversity

A strategic vision
For more information
Peter Topalovic
Project Manager
Sustainable Mobility Programs
City of Hamilton
tplanning@hamilton.ca