The City of Hamilton's Sustainable Mobility Programs consist of: Smart Commute Hamilton for workplaces; SoBi Hamilton Bike Share; development approvals; bicycle parking audits and implementation; school travel planning; pedestrian and cycling data collection and counts; events and incentive programs, and community engagement and outreach. All areas of the program experienced success, which continues to positively influence Hamilton residents, visitors, and commuters choosing to walk, cycle, take transit, and carpool.

The purpose of this annual report is to measure results and provide a high-level review of Sustainable Mobility Programs in 2017. This report highlights the positive advancements and acts as a guiding document for 2018 to ensure continued success by using data-informed decision-making.

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

Sustainable Mobility Programs would like to acknowledge the effort put forth by City of Hamilton staff and community partners who make our programs a success each year.

The program is within the Transportation Planning and Parking Division of Planning and Economic Development and is managed by Peter Topalovic with support from an integrated team of City staff and community partners including:

- SoBi Hamilton
- Hamilton-Wentworth District School Board
- Hamilton-Wentworth Catholic District School Board
- New Hope Community Bikes
- Evergreen + 100in1Day
- Cycle Hamilton
- Bike for Mike
- Hamilton Street Railway (HSR)
- IBI Group
- Hamilton Health Sciences (HHS)
- McMaster University
- Mohawk College
- Community Car Share
- Glowriders
- Ontario By Bike
- Open Streets
- Barton Village Festival
- ... and many more!

The cornerstone of Sustainable Mobility Programs is Transportation Demand Management.

It consists of strategies, programs, and investments that create choice in our transportation system.

TDM can motivate people to:

- Shift modes - walk, cycle, take transit or carpool instead of driving.
- Make fewer trips - telework, shop online.
- Drive more efficiently - link trips on outings, and avoid peak traffic time and congested routes.

TDM fosters healthy environments through:

- Reduced traffic-related conflicts
- Increased safety
- Cleaner air quality
- Increased physical activity
- Improved mental well-being
- Increased opportunity for social interaction

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2017 in Review

This was a successful year for Sustainable Mobility Programs with the launch of the Everyone Rides Initiative (ERI), installation of the Bay Street bicycle lanes, the creation of Mobility Lab, and hosting the Bay Area Transportation Forum.

ACKNOWLEDGEMENTS

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City staff, consultants, non-profit partners, volunteers, and citizens make these programs and their success possible; all of whom should be congratulated for making Hamilton a healthier, happier, and more economically, environmentally, and socially-sustainable place to live.
This year, Hamilton has installed 93 new bicycle parking racks across the City.

93 Bicycle Parking Installs

Bike Share Equity: ERI
Everyone Rides Initiative (ERI) launches as the first ever bike share equity program in Canada.

School Travel Planning Coordinator
This contract position will work with 20 new schools and create school travel plans by the end of the 2017/18 school year.

1,900 + Interactions
Smart Commute’s workplace engagements resulted in over 1,900 direct interactions with commuters at our 24 member workplaces.

10 new schools
10 new schools started the Active and Sustainable School Transportation planning process, bringing the total involved in the program to 63 schools across the city.

1 Million Trips Chedoke Stairs
The Chedoke Stairs reached 1,002,013 total trips in 2017, with an average of 2,745 trips being made each day.

Bay Street Bicycle Lanes
Stretching 3 km from Aberdeen Ave to the Hamilton West Harbour, the newly-added Bay Street bicycle lanes create a North-South spine.

Mountain Climber
The Mountain Climber pilot program launched to enhance the safety and ease of cycling for people travelling up and down the escarpment.

SoBi Hamilton recorded over 1,800,000 kilometers travelled since its launch in 2015. Over 423,000 trips were made on the system - a 33% increase over 2016!

1,800,000 kms

BIKE TO WORK
To kick off Bike Month, over 600 cyclists celebrated Bike to Work Day at City Hall, 25% of those who participated, cycled to work for the very first time.

BIKE TO WORK

Maple Leaf Wins
Maple Leaf Foods won the Hamilton Smart Commute Employer of the Year Award for their commitment to workplace active & sustainable travel.

Custom Projects
Three Smart Commute custom projects were implemented: a Smart Commute focus group, St. Joseph’s SoBi trial, and the City of Hamilton Commuter Rewards Pilot Program.

INTRODUCTION
TDM REACHES ALL CORNERS OF HAMILTON

COMMUNITY INITIATIVES

Engaging residents
Community-based initiatives and infrastructure 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.

WORKPLACES

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.
Section 1:
Workplace TDM

Programs for Hamilton’s Workplaces and Institutions. Key highlights of success in this section include:

- **Maple Leaf Foods was selected as the Hamilton Employer of the Year**
  Maple Leaf was selected as the top workplace in 2017 by a panel of expert judges for their commitment and investment in sustainable travel.

- **Growth in the Smart Commute tool users**
  These users are looking to join a carpool, tracking their trips, register for a carpool permit, or taking part in a special event. Over 800 users are now registered on the tool.

- **Direct engagements with commuters**
  We engaged with almost 2,000 commuters to encourage them to choose a sustainable mode of travel.

- **Sustainable Mode Split at Member Sites**
  Based on the Fall 2017 Smart Commute Annual Travel Survey - an increase of almost 15% from 2016. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

* A detailed review of the 2017 outcomes can be found on Page 12.

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 the region, while lowering commuting costs.
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. 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 strategic initiatives.

Smart Commute Hamilton is part of the region-wide network of 13 local transportation management associations led by Metrolinx.

- Site assessments and surveys to understand employee commuter behaviour
- Workshops, lunch and learns, and seminars
- Walking and cycling promotion
- Incentives and promotions
- 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
- To date, more than 340 employers with 732,300 commuters have signed on to the program and are designated as Smart Commute workplaces.

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.

2017 BY THE NUMBERS

- 24 WORKPLACES WITH 35+ SITES ACROSS THE CITY
- 92,000+ COMMUTERS
- 1,900+ DIRECT INTERACTIONS WITH COMMUTERS
- 100+ COMMUTER REWARDS REDEEMED
- 68 outreach booths, road shows, workshops, and special events
- 2,000+ FOLLOWERS
- 4,300+ NEWSLETTER SUBSCRIBERS
- 55% AVERAGE SUSTAINABLE MODE SHARE AT MEMBER WORKPLACES

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**2017 OUTCOMES**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and launch the Smart Commute Portal by working with Metrolinx and workplaces to provide a self-serve option for workplaces.</td>
<td>City of Hamilton will work with Metrolinx and other Regions to ensure the Portal is delivered to meet the needs of Hamilton workplaces.</td>
<td>Portal launched in 2017 with success</td>
</tr>
<tr>
<td>Identify, develop or refine portal materials, and other information assets, to post on the Portal with workplace members.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Develop a ‘New Employee Commuter’ form that workplace members can use</td>
<td>Complete and available for employers on the Portal</td>
<td></td>
</tr>
<tr>
<td>Launch the new Smart Commute 2.0 Program once the new Smart Commute Portal is operational.</td>
<td>Pilot the self-serve small business program with three small businesses to test scalability.</td>
<td>Pilot took place with 4 businesses: IBI Group, Indwell, Momentum Fitness, &amp; CoMotion</td>
</tr>
<tr>
<td>Support workplace members who may be impacted by B-Line LRT Corridor construction</td>
<td>Submitted to the LRT office – awaiting approval to launch Construction Mitigation services</td>
<td></td>
</tr>
<tr>
<td>Use the portal as an opportunity to re-engage work places that lack regular involvement in the program.</td>
<td>Re-engaged and established 11 new workplace contacts</td>
<td></td>
</tr>
<tr>
<td>Develop and introduce the Commuter Rewards program to maintain momentum of the program.</td>
<td>Pilot the program with select workplaces in early 2017.</td>
<td>Pilot launched with the City of Hamilton</td>
</tr>
<tr>
<td>Monitor the effectiveness of maintaining involvement between major campaigns</td>
<td>Ongoing engagement required to maintain involvement between campaigns</td>
<td></td>
</tr>
<tr>
<td>Determine opportunities to expand the program Hamilton-wide over the longer term</td>
<td>Project roll-out feasibility study to be completed as a 2018 Custom Project</td>
<td></td>
</tr>
<tr>
<td>Enhance marketing efforts to increase awareness of travel options.</td>
<td>Overhaul the Smart Commute Hamilton website to make it a “one-stop-shop” for commuters.</td>
<td>Completed. Minor ongoing changes to be made as the program evolves</td>
</tr>
<tr>
<td>Grow the mailing list to 4,500 subscribers.</td>
<td>4,238 subscribers as of December 2017</td>
<td></td>
</tr>
<tr>
<td>Create new posters, brochures and postcards and make them available for the new portal</td>
<td>Carpooling, public, ERH, and Smart Commute Tool materials are complete and available on the portal</td>
<td></td>
</tr>
<tr>
<td>Develop a Commuter Plan for enhanced members that provides detailed information on getting to workplaces</td>
<td>St. Joseph’s Healthcare Hamilton, Maple Leaf Foods, and City of Hamilton Commuter Plans are complete. HHS is in progress</td>
<td></td>
</tr>
</tbody>
</table>

**LOOKING TO THE PAST TO MOVE US TOWARDS THE FUTURE**

Smart Commute continues to engage with its 24 workplaces to help 92,000 staff and students explore their travel options.

Smart Commute Hamilton successfully achieved most of its goals and is in progress to achieve all the goals outlined in the 2017 Business Plan. By reflecting on what we achieved in 2017, we can better position ourselves for success in 2018. With a renewed partnership with many of our employers, and the help of our Smart Commute Advisory Group, we’re confident our “made-in-Hamilton” program is a solution to the transportation challenges that commuters face each day.

Working with Metrolinx, the Smart Commute Resource Hub (also known as the Smart Commute Portal) was successfully launched at all of our workplaces. We launched the Smart Commute 2.0 program that included a new Partner membership level which positioned us to better serve smaller businesses and workplaces. The Commuter Rewards program was piloted at the City of Hamilton and the program is being tweaked before it is rolled out to the rest of the Smart Commute network in 2018. We developed new marketing materials and engaged with more commuters to increase awareness of travel options.

We are excited to work on achieving our 2018 Business Plan goals (see page 21), completing new custom projects, working with existing and new employer partners, and creating new and innovative opportunities to bring sustainable travel options to more Smart Commuters across the City of Hamilton.

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Maple Leaf Foods was awarded the Smart Commute Hamilton Employer of the Year Award for their commitment to sustainable travel.

Maple Leaf Foods worked with Smart Commute to:
- Complete a plant relocation study prior to the plant build;
- Participate in a transit is closer than you think campaign;
- Achieve a silver workplace designation;
- Create a sustainable transportation display board in the main lobby; and
- Launch a transit shuttle service to connect staff to the nearest HSR bus stop.

Given the challenges of being located in a rural area, Maple Leaf Foods has worked with Smart Commute to implement innovative transportation solutions to get their employees to and from work safely and sustainably.

**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 2017.

- **Bronze**: 5 workplaces
- **Silver**: 7 workplaces
- **Gold**: 2 workplaces
- **Platinum**: 3 workplaces
SMART COMMUTE TOOL

One of the most impactful services provided by Smart Commute Hamilton is the free, online carpool matching tool. The multi-faceted tool provides advanced ride-matching algorithms, trip logging functionality, and trip planning services for cycling, walking, and transit.

Throughout 2017, Smart Commute Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We maintained the steady growth of trips logged and added over 200 more users to the tool.

+207 new users

+94,082 kilometers of logged trips

6,653 trips logged on the Tool

11.3 tonnes of CO2 avoided

TRIP LOG GROWTH IN 2017

2,167 trips 3.25 tonnes of GHG prevented
1,349 trips 3.95 tonnes of GHG prevented
2,272 trips 4.08 tonnes of GHG prevented
313 trips 0.13 tonnes of GHG prevented

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CUSTOM PROJECTS

Smart Commute Hamilton provides customized projects and service solutions to our workplace members to help solve local travel issues and encourage sustainable travel changes.

City of Hamilton - Commuter Rewards Program
The Commuter Rewards Program was created to provide an incentive for City of Hamilton staff to try a sustainable mode in the form of points, which could then be used to redeem various rewards, ranging in value. Twenty staff members participated in the pilot program, redeeming multiple prizes.

Challenges to increasing participation among staff included: unfriendly user interface, privacy concerns with the app, conflicting promotional messaging with Smart Commute Month, and creating buy-in from staff. The program will be re-launched in 2018, addressing the challenges faced during the pilot.

St. Joseph's Healthcare Hamilton SoBi Hamilton Trial Program
The SoBi Hamilton Trial Program offered a free one-month bike share membership to employees working at the Charlton Campus and live within the SoBi service area. The program removed the barrier of owning, maintaining, and safely parking a bicycle. Educational safety workshops were offered to staff who signed up for the program. A total of 26 staff members signed up to participate in the program. All staff that participated in the post-program survey indicated they will continue to cycle via SoBi or their own bicycle. Overall, this program contributed to the 2.3% cycling mode share increase at St. Joe's.

Smart Commute Hamilton Focus Group
Smart Commute hosted a focus group to identify barriers to choosing sustainable modes. The group provided insight about challenges they face to choose a sustainable mode such as (but not limited to):
- Infrastructure
- Maintenance
- Incentives

Some of the ideas generated to address these challenges include:
- Trip planning workshops
- Introducing gamification
- Smart Commute Ambassadors

These ideas will be used to improve upon and create new aspects of the Smart Commute program.
Building on the success of 2017, Smart Commute Hamilton has identified six new goals for 2018.

These goals will help the program expand its current successful foundation, and focus on working with employers and community partners to improve Smart Commute Hamilton's modal split.

2018 SMART COMMUTE GOALS

01 Relaunch/Launch Parking Programs at five Enhanced Member Sites

02 Roll out Commuter Rewards Program to the Smart Commute network

03 Co-host an LRT Ready Seminar with the Hamilton Chamber of Commerce and Hamilton LRT

04 Develop a multi-modal “subway” map for the City of Hamilton

05 Develop and implement five Custom Projects at employer worksites

06 Retain high-level of engagement with existing partners and recruit new employers by achieving the 4 actions outlined in the 2018 Business Plan
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.

**SECTION 2: COMMUNITY TDM**

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

- **Attendees at the 2017 Bike to Work Day celebration at City Hall**
  Bike to Work Day was the largest ever in Hamilton, exceeding our original target of 500 by 100 attendees. This demonstrates Hamilton’s growing support for cycling and increasing cycling culture.

- **Bicycles parked at community events**
  The bicycle valet was at nine community events including Bike for Mike, Canada Day, Barton Village Festival, Ride Don’t Hide and Supercrawl.

- **Trips generated on Chedoke Stairs in 2017**
  Some people use it as a shortcut on their way to work or school, others use it for physical activity, the Chedoke stairs and the one million trips made this year, highlight the importance of investing in active infrastructure.

- **Community Workshops through ERI**
  The Everyone Rides Initiative (ERI), has delivered various workshops including learn to ride a bicycle, bike share basics and mural sessions. These have helped improve bike share equity for over 525 people.
Securing your Bicycle

88 bicycle racks at over 42 locations across Hamilton were installed in 2017 (highlighted on the map on page 6-7). This includes right-of-way, parks, and schools.

In an effort to increase public awareness of bicycle parking locations and facilities, the City is working on a bicycle parking GIS layer, which will be available via the City’s website and via open data in 2018.

Bicycle Valet

The City of Hamilton, in partnership with Open Streets Hamilton and Downtown Business Improvement Areas, offered bicycle valets at 9 events across Hamilton in 2017.

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 hassle-free and secure.

Bay Street Bicycle Lanes

As identified by the City’s Cycling Master Plan, three kilometers of newly added bicycle lanes on Bay Street provide an efficient and safe network to encourage cycling. The bicycle lanes (Aberdeen Ave to Stuart St) create a convenient connection between the Durand neighbourhood, the downtown core, the Central neighbourhood, the new West Harbour GO Station, Bayfront Park, and the North End neighbourhood.

Mountain Climber

The Mountain Climber pilot program improves the integration of cycling with transit in Hamilton. Cyclists “climbing” up or down the mountain can opt to, free of charge, load their bicycle on the front of an HSR bus and board at the top or bottom of James Mountain Road. Because of the success of the program, it will be expanding to Kenilworth and Beckett Drive mountain accesses.
On June 2, the Barton Village Festival closed part of Barton Street to automobile traffic. The street festival featured music, food, and engaging activities for attendees. Organizers collaborated with Open Streets Hamilton to develop a transportation focus for the event.

Bike for Mike is an annual ride that empowers a new generation of bicycle riders. Proceeds from the ride are used to purchase bicycles, helmets, bells, and locks for children. The program supports the Sustainable Transportation Expo at the ride.

Sustainable Mobility programs also support a number of local community events that encourage sustainable travel, economic development, community building and philanthropic objectives.
COMMUNITY IN MOTION AWARDS

The Community in Motion 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 2016 Community in Motion Awards received public recognition at Bike to Work Day.

BICYCLE-FRIENDLY BUSINESS/ORGANIZATION
NEW HOPE COMMUNITY BIKES
HISTORIA BUILDING RESTORATION INC
MOHAWK COLLEGE

PEDESTRIAN-FRIENDLY BUSINESS/ORGANIZATION
SCHOOL OF THE YEAR
ST. MARGUERITE D’YOUVILLE
ADVOCATE OF THE YEAR
CYCLE HAMILTON
MEDIA AWARD
RYAN MCGREAL

SECTION 2 - COMMUNITY TDM

Integrating TDM into Land Use and Development Approvals

The TDM Guidelines for Development were created as a tool for developers and City staff to include TDM initiatives into 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. Over 65 developments were reviewed in 2017.

100in1Day Transportation Interventions

This annual event held on the first Saturday of June had more than 200 residents host a record number of ‘urban interventions’ in every ward of the city. 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 transportation wayfinding at SoBi stations, group bicycle rides, cycle training, community walks, postcards for suggesting new bicycle parking locations, handing out positive tickets for using sustainable modes, a ride-in movie night, and a Pacman game in bicycle lanes.
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

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

2) Provide a key 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. 2017 marked the 9th annual celebration of Bike to Work Day in Hamilton.

Over 600 people attended the event, making it the most attended B2WD in Hamilton’s history. In the last few years, there has been an increase of approximately 100 new participants each year. This 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, and listened to live music, and watched the presentation of the Community in Motion Awards.
Growing Access to 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. In 2017, the Everyone Rides Initiative (ERI) Pilot Project officially launched. A grant from the Federation of Canadian Municipalities, the Hamilton Community Foundation and the Urban Renewal section of the City's Economic Development department made the pilot possible.

ERI aims to reduce barriers to the bike share system by providing subsidized memberships, 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
- 64 Cycle training sessions
- 14 people learned to ride a bicycle

TOTAL DISTANCE TRAVELLED SINCE OPERATIONS BEGAN

1,800,000+ kms

*This data is based on the 2017 SoBi user survey with a total of 823 respondents

SECTION 2 - COMMUNITY TDM
The Active Transportation Benchmarking program monitors pedestrian and cycling activity along sidewalks, trails, and on-road bicycle routes. There are 20 permanent counter locations across the city.

Data on usage and demand is essential to build long-term support for walking and cycling; improving conditions for pedestrians and cyclists; and contribute to City processes including designing lighting levels, maintenance programs, planning and design studies.

Note: some days were not collected due to technical difficulties
1 Installed in November, 2017
2 Installed in November, 2017
3 Installed on December, 2017
4 Maintenance of the stairs in Fall 2017 influenced counts
5 Installed in February, 2017
6 Count numbers affected by trail closure due to flooding/erosion (April-August)
7 Installed in July, 2017

Active Travel Benchmarking

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1 Installed in November, 2017
2 Installed in November, 2017
3 Installed on December, 2017
4 Maintenance of the stairs in Fall 2017 influenced counts
5 Installed in February, 2017
6 Count numbers affected by trail closure due to flooding/erosion (April-August)
7 Installed in July, 2017
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.

SECTION 3: SCHOOL TDM

Programs that encourage active and sustainable school travel (ASST). Key highlights include:

- **Students and staff participated**
  Throughout the fall, winter and spring, 50 schools took part in at least one of the three Wear Yellow Days (1 per season), exceeding the goal of having 20 schools participate.

- **Wear Yellow Day Block Parties held**
  Through transportation-related games and activities, and a temporary street closure, students from Cootes Paradise and St. Marguerite d’Youville were encouraged to incorporate active & sustainable school travel into their every day routine.

- **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.

- **Schools reached Level 1 ASST certification, including:**
  Dr. Davey, Guy Brown, Viscount Montgomery, Hess St, Yorkview, St. Claire, Rosedale, Adelaide Hoodless, Huntington Park, and Our Lady of Peace.
School Travel Planning

Active and Sustainable School Transportation (ASST) 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 Planning & Economic Development and Public Health staff, uses the STP model from Green Communities Canada to help schools earn recognition for ASST efforts.

In 2017, 12 schools started the five-step process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. Of the schools involved, 10 have completed the first three steps of the STP process and are eligible for Level 1 ASST certificates.

STP Coordinator Contract

This contract position was filled in 2017 to expand the capacity of our project team.

6 School Developments

Reviewed to provide comments on how to improve active and safe travel to school using site design principles.

11 Schools

Participated in Ride Smart cycling education and training to strengthen children’s confidence and abilities in all cycling situations, including their ride to/from school.

9 Bicycle Racks

Installed at schools in Wards 6, 7, and 8 through funding from Healthy Kids Community Challenge from the Ontario Ministry.

11 Cycling Skill Workshops Held

To provide safe and proper training and education to students and schools, as part of the Healthy Kids Community Challenge.

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SECTION 3 - SCHOOL TDM
Bike to School Week

Bike to School Week (B2SW) took place from May 29 to June 2. Using the Bike Month website, 44 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.

Expanding School Travel Planning Capacity

The Hamilton ASST Hub, in consultation with the community, updated the action plan and implementation strategy during the 2016 ASST Sustainability Workshop. Resourcing a Coordinator position was identified as a priority to build capacity for STP in Hamilton.

Co-funded by the City of Hamilton Planning and Economic Development Department, Public Health Services, and Hamilton-Wentworth District School Board, the STP Coordinator started in November 2017. The mandate for this position is to develop 20 new STPs during the pilot phase of this project.

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.

WYD was initiated in 2010 to complement the “Stepping It Up” project. Since then, Hamilton schools have collectively participated in 400 WYD events!
2018 promises to bring new challenges, some of which are fuelled by successes, actions and outcomes of 2017; others are inspired by community and stakeholders input, lessons learned, research, and best practices. We look forward to the building on the success of 2017 and meeting the new challenges of 2018!
A Strategic Vision
For 2018

We look forward to achieving our targets for 2018 with our partners’ support, while making our program fun and engaging, with a good return on investment.

As the Sustainable Mobility Program in Hamilton continues to grow so do our goals. Every year we are innovating, troubleshooting, and advancing our programs. In 2018, we continue to focus on 3 key areas: workplaces, community, and schools.

**Workplace**

1. Roll out Commuter Rewards Program to the Smart Commute Network.
2. Supporting the LRT Ready Campaign and launching construction mitigation services.
3. Complete five custom projects while continuing to promote sustainable transportation to our Smart Commute workplaces.
4. Retain high level of engagement with employers (see 2018 Business Plan).
5. Relaunch/Launch Parking Programs at five Enhanced Member sites.

**Community**

1. Enhancing the bike share program with Ministry of Transportation funds and continue to sustain the Everyone Rides Initiative (ERI) Bike Share Equity program beyond the pilot.
2. Continue to work with community partners and residents to enhance sustainable mobility in Hamilton by installing 50-100 additional on-street bicycle parking, bicycle repair stations.
3. Revamping the transportation demand management guidelines for development.

**Schools**

1. Develop 20 new school travel plans (STP) to work towards Hamilton’s Transportation Master Plan ASST target of having all schools in Hamilton with a STP by 2021.
2. Reconnect with the 66 schools that have developed school travel plans to re-evaluate and update action items.
3. Secure funding to facilitate school travel plans at all schools.