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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 2018. This report highlights the positive advancements and acts as a guiding document for 2019 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.
2018 HIGHLIGHTS

#1
Regional Employer of the Year

1.3 MILLION
SoBi Hamilton Trips Since Launch

HUNTER ST BIKE LANES
Innovative Engagement Strategy Launched

30
New School Travel Plans

59%
Sustainable Mode Split at Workplace Partners

100% INCREASE
In Cycling Trips Since 2011 (TTS 2016)

MOBILITY LAB
Transportation Collective Launched

$100,000
Ontario Active School Travel Grant

INSTALLED 28 KM
of Bicycle Infrastructure

1000+
Registered for Bike to Work Day/Bike Month

2000+
Interactions with Commuters

250+
Subsidized Bike Share Memberships Distributed

INTRODUCTION
TDM REACHES ALL CORNERS OF HAMILTON

COMMUNITY INITIATIVES
Engaging residents
Community-based initiatives and infrastructure increase the livability of the people who live, work, or visit an area. They help achieve transportation 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.
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:

- 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.

- 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.

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

- 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.

- #1
  
  - A detailed review of the 2018 outcomes can be found on Page 12.
What is Smart Commute?

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 GTHA network of 13 local transportation management associations led by Metrolinx.

To date, more than 300 employers and 730,000 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 2041 Regional Transportation Plan.

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.

- 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

2018 by the Numbers

27 workplaces with 48 sites across the city

120,000+ commuters

2,000+ direct interactions with commuters

41 outreach booths, road shows, workshops, and special events

2,100+ followers

4,100+ newsletter subscribers

59% average sustainable mode share at member workplaces

City of Hamilton awarded Regional Employer of the Year

CITY OF HAMILTON & McMaster SMART COMMUTE COMMITTEE LAUNCHED

From over 300 employers in the Greater Toronto and Hamilton Area

Custom projects started with workplace members

Section 1 - Workplace TDM
## 2018 OUTCOMES

<table>
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<tr>
<th>Goal</th>
<th>Action</th>
<th>Status</th>
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<tbody>
<tr>
<td>Relaunch/Launch Bike and Carpool Parking Programs at Enhanced Member Sites to encourage cycling and carpooling.</td>
<td>Identify worksites to install carpool and/or secure bike parking.</td>
<td>St. Peter's Hospital (Potential bike cage); Hamilton General Hospital (2 bike lockers)</td>
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<td></td>
<td>Launch and/or re-vamp carpool parking programs at enhanced member sites.</td>
<td>Mohawk College support is ongoing; carpool parking launch at the City of Hamilton in progress; and Alelecta Utilities vanpool/carpool program support is ongoing.</td>
</tr>
<tr>
<td>Roll out the Commuter Rewards Program to the rest of the Smart Commute Hamilton network.</td>
<td>Investigate logistics and distribution methods to expand the Commuter Rewards program to the rest of the Smart Commute network.</td>
<td>Completed study and identified program structure. Study to be updated in 2019.</td>
</tr>
<tr>
<td></td>
<td>Roll out the program to the enhanced member worksites by Spring 2018 and the rest of the Smart Commute employers by Summer 2018.</td>
<td>In progress, and will roll out upon completion of the Smart Commute Tool upgrade (delayed until 2019).</td>
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<tr>
<td>Co-Host an LRT Ready Seminar with the Hamilton Chamber of Commerce and Hamilton LRT.</td>
<td>Work with the Hamilton Chamber of Commerce to organize and run an LRT Ready seminar and workshop.</td>
<td>LRT Ready session took place on November 27th, 2018.</td>
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<td></td>
<td>Support the Rapid Ready plan and Sustainable Mobility’s Construction Mitigation services.</td>
<td>Working with Metrolinx, Hamilton LRT Office, and Transportation Planning and Parking department to launch Construction Mitigation services in 2019.</td>
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<tr>
<td>Develop and implement five Custom Projects that meets the individual needs of employer partners.</td>
<td>Hunter Street Bike Lane Engagement</td>
<td>Complete.</td>
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<td></td>
<td>Bike Day Feasibility Study</td>
<td>Complete.</td>
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<td></td>
<td>Mohawk TDM Audit</td>
<td>Complete.</td>
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<td></td>
<td>Sustainable Mobility Programs Community Partner Reception</td>
<td>Complete.</td>
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<td>LRT Ready</td>
<td>Complete.</td>
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<tr>
<td>Retain high-level of engagement with existing partners and recruit new employers.</td>
<td>Work with Metrolinx to identify best practices for employer engagement.</td>
<td>In progress.</td>
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<td></td>
<td>Expand and promote the Smart Commute Resource Hub to champions.</td>
<td>Complete.</td>
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<td></td>
<td>Establish a Smart Commute Committee at all enhanced member employers.</td>
<td>Complete.</td>
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<tr>
<td></td>
<td>Recruit a full-time champion at McMaster University and more enhanced members.</td>
<td>Complete.</td>
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## 2018 SUCCESSES

In 2018, Smart Commute continued to engage with its 27 workplaces to help 102,000 staff and students explore their travel options. Workplaces experienced a 4% drop in SOV travel in 2018 resulting in a 59% sustainable mode share.

2018 was an exciting year for Smart Commute Hamilton. The City of Hamilton won the coveted Regional Employer of the Year award, we recruited three new employers bringing our total workplace members to 27 to help their staff explore their travel options between their A to B. 59% of our commuters at Smart Commute Hamilton workplaces are using sustainable modes to get to work or school. We participated in innovative engagement strategies, and started engaging with businesses to prepare for LRT construction.

The City of Hamilton was recognized as the Regional Employer of the Year at the first Community Partner Reception. The City of Hamilton was chosen out of over 340 workplace members across the Greater Toronto and Hamilton Area. Working with Smart Commute Hamilton, the City of Hamilton has made great strides to encourage sustainable transportation options for staff by piloting the innovative Commuter Rewards Program, and creating a Smart Commute Committee. The City also hosted the largest Bike to Work Day event in Hamilton’s history, with 650 people gathering outside of City Hall and over 1,000 people taking the online Bike to Work Day pledge.

As we progress through 2019, 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 that are scheduled to launch in 2019. They will ensure that we can continue to help make Hamilton’s transportation network efficient, integrated and convenient.
SECTION 1 - WORKPLACE TDM

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.

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.

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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.

- **Platinum**: 4
- **Gold**: 2
- **Silver**: 7
- **Bronze**: 6

**AWARDS & DESIGNATIONS**

**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.

486 trips | $1,127 saved | 6,206 km

**AWARDS & DESIGNATIONS**

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**SECTION 1 - WORKPLACE TDM**
Smart Commute Hamilton provides a free, online carpool matching and trip planning Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, incentives and rewards, and trip planning services for cycling, walking, and transit.

Throughout 2018, Smart Commute Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We maintained the steady growth of the number of trips logged and added 217 users.

**TRIP LOG GROWTH IN 2018**

- 1,459 trips
  - 2.2 tonnes* of GHG prevented
- 705 trips
  - 3.5 tonnes* of GHG prevented
- 827 trips
  - 21 tonnes* of GHG prevented
- 480 trips
  - 0.2 tonnes* of GHG prevented

*estimate based on trips logged

- 3,667 trips logged on the Tool
- 8.0 tonnes of CO2 avoided*
- +93,751 kilometers of trips logged
- +217 new users
- $10,126 saved*

*estimate based on trips logged

Smart Commute Hamilton provides a free, online carpool matching and trip planning Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, incentives and rewards, and trip planning services for cycling, walking, and transit.
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.

Custom Projects aim to generate an impact on mode shares at workplaces or have a clearly identified improvement on the traveller experience.

Hunter Street Bike Lanes Engagement
Smart Commute Hamilton played a key role in the City’s new bike lane engagement strategy to improve GO station access and recruit new businesses along the Hunter Street cycling corridor. Smart Commute Hamilton worked with City of Hamilton staff to develop the brand, engagement strategy, and engage with commuters at the Hamilton GO Centre during the morning and evening peak periods.

Results: Gathered over 200 responses and hosted two outreach events.

LRT Ready
Smart Commute Hamilton co-hosted an “LRT Ready” event with the Hamilton Chamber of Commerce to encourage businesses and residents to re-think travel options during LRT construction. Guest speakers and a hands-on workshop gave residents the opportunity to learn about and to discuss construction mitigation best practices and strategies. Smart Commute Hamilton gathered information to inform what resources should be made available to local businesses that may be impacted as part of LRT construction.

Results: Over 20 businesses engaged, over 65 people attended the event.

Bike Month Feasibility Study
As cycling culture grows in Hamilton, Bike to Work Day continues to grow and requires a new strategy in order to host an event that reaches more employees, students, community partners, and Hamiltonians. Smart Commute Hamilton and the City of Hamilton created a new framework and plan for the Bike Month kick-off event in an effort to ensure all Hamiltonians can celebrate riding their bike to any destination.

Results: new goals for the Bike Month 2019 campaign are:
1. Increase the number of participants riding bikes throughout Bike Month;
2. Normalize cycling as a viable mode of transportation for all types of trips;
3. Retain and encourage engagement through the Smart Commute tool;
4. Seamlessly integrate the Bike Month campaign into the three different components of the City of Hamilton’s Sustainable Mobility Programs portfolio (Workplace, Community, Schools); and
5. Encourage more than just people biking to work to come to the kick-off event.

Mohawk TDM Audit
For the third year in a row, Smart Commute Hamilton and Mohawk College conducted an annual Transportation Study at its Fennell Campus in order to track data related to student and traffic on the measures relating to:
• Parking accumulation and duration;
• Number of vehicles entering and leaving campus;
• Vehicle occupancy;
• Transit boardings and alightings in the immediate vicinity;
• Mode of entry to campus; and,
• An audit of condition of TDM infrastructure on campus

Results: Gathered data to support modifying transportation programs, services and planning at the College. 70% sustainable travel mode split.

Community Partner Reception
Each year, the Smart Commute Awards recognizes employers and celebrates their achievements and commitment to sustainable transportation. In partnership with the City of Hamilton and IBI Group, Smart Commute Hamilton hosted the Sustainable Mobility Programs Community Partner Reception, celebrating the recent Smart Commute Regional Employer of the Year Award and success of the program in 2018. This event was the Hamilton kick-off to the Virtual Smart Commute Awards that took place throughout the GTHA.

Results: Engaged existing partners and recruited new employer partner.
Building on the success of 2018, Smart Commute Hamilton has identified four new goals for 2019.

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.

2019 SMART COMMUTE GOALS

- Plan and launch the Smart Commute Hamilton LRT services
- Transition to the updated workplace TDM program
- Identify TMA engagement best practices
- Develop a travel options brochure customized to each worksite
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.

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.)
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.

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.

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 hassle free and secure.

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.
The City of Hamilton is building infrastructure that supports a multi-modal network and continues to accommodate all road users which supports the trends identified in the 2016 TTS survey data*

*The Transportation Tomorrow Survey (TTS) is a cooperative effort by local and provincial government agencies to collect information about urban travel in southern Ontario. The survey has been undertaken every five years since 1986. The data collected helps local and regional governments, as well as the province and its agencies make transportation planning and investment decisions. TTS traffic zones were used to complete the analysis.

### Transportation Tomorrow Survey Results (2016)*

- **34% increase** of walking trips within the SoBi service area
- **100% increase** of cycling trips between 2011 and 2016
- **67% of all cycling trips** take place within SoBi Service area
- **14% increase** of transit trips within SoBi Service area

### Shared Mobility Statistics

The City of Hamilton is building infrastructure that supports a multi-modal network and continues to accommodate all road users which supports the trends identified in the 2016 TTS survey data*.

- **130 bike share stations**
- **825 bike share bikes**
- **41 carshare vehicles**
- **28 km of cycling facilities installed**

---

*John Street Cycle Track, SoBi Hamilton, Carshare Program*
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.

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**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 organizing 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.
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.

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

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

26 Bike Month events held across Hamilton
HAMeLTON 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

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Everyone Rides Initiative (ERI)

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.

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.

Total KMs travelled per year (since 2015)

- 2017 800,000 KM
- 2018 900,000 KM
- TOTAL 2,800,000 KM
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.
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 participate.

Students and staff reached through three annual Wear Yellow Days
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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.

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:
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

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 participate.

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

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.
Parents from the public and Catholic Boards were invited to develop a strategy to encourage parents and caregivers to actively get their children to school.

**Parent Engagement Strategy Launch**
Parents from the public and Catholic Boards were invited to develop a strategy to encourage parents and caregivers to actively get their children to school.

**OAST Grant Funding: $100K**
$100k to support a full-time school travel planning coordinator position, focusing on improving the STP process and parent engagement strategy.

**30 New School Travel Plans**
30 schools started the 5 step STP process for the first time, moving towards the goal of every elementary school in Hamilton having a school travel plan.

**Bike Parade**
Five schools joined the bike parade leading to the Bike to Work Day celebration at City Hall.

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 2018, 30 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. All schools engaged in 2018 have completed the first three steps of the STP process and have reached Level 1 ASST certification.

### Level 1

- **STEP 01**: Project Set-up and Planning
- **STEP 02**: Collect Baseline Data
- **STEP 03**: Develop Action Plan
- **STEP 04**: Implement
- **STEP 05**: Evaluate

### Level 2

- **Level 1**
- **Level 2**

**SECTION 3 - SCHOOL TDM**
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.

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

2019 promises to bring new challenges, some of which are fueled by successes, actions and outcomes of 2018; others are inspired by community and stakeholders input, lessons learned, research, and best practices.

We look forward to building on the success of 2018 and are excited to bring new infrastructure, update programs in our portfolio and start new projects in 2019!

Our ambitious goals for 2019 cannot be accomplished alone. We are fortunate in Hamilton to have many partners who help advance our work and are working towards our goal of helping to create a more sustainable and active Hamilton.

A Strategic Vision for 2019

**Workplace**
1. Plan and launch the Smart Commute Hamilton LRT services
2. Transition to the updated workplace TDM program
3. Identify TMA engagement best practices
4. Develop a travel options brochure customized to each work site

**Community**
1. Identify new and enhance existing bikeshare hubs
2. Launch a pedal-assisted bikeshare system
3. Develop a bike share business plan for escarpment neighbourhoods
4. Re-brand Bike to Work Day to Bike Day
5. Expand carshare locations across the city
6. Install new and upgrade existing bike repair stations

**Schools**
1. Develop School Travel Plans for 22 new schools
2. Reconnect and continue the implementation process of School Travel Planning with 24 schools
3. Increase participation in Wear Yellow Day and Bike to School Week
4. Develop school site design guidelines
For more information, contact:

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