# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ACKNOWLEDGEMENTS</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>2019 IN REVIEW</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>2019 HIGHLIGHTS</td>
<td>6</td>
</tr>
<tr>
<td>4.</td>
<td>TDM REACHES ALL CORNERS OF HAMILTON</td>
<td>8</td>
</tr>
<tr>
<td>5.</td>
<td>SECTION 1: WORKPLACE TDM</td>
<td>11</td>
</tr>
<tr>
<td>6.</td>
<td>2019 By the Numbers</td>
<td>13</td>
</tr>
<tr>
<td>7.</td>
<td>2019 Outcomes</td>
<td>14</td>
</tr>
<tr>
<td>8.</td>
<td>Looking to the Past to Move Us Towards the Future</td>
<td>15</td>
</tr>
<tr>
<td>9.</td>
<td>Special Events</td>
<td>16</td>
</tr>
<tr>
<td>10.</td>
<td>Awards &amp; Designations</td>
<td>17</td>
</tr>
<tr>
<td>11.</td>
<td>Workplace Designations</td>
<td>17</td>
</tr>
<tr>
<td>12.</td>
<td>Smart Commute Tool</td>
<td>18</td>
</tr>
<tr>
<td>13.</td>
<td>Custom Projects</td>
<td>20</td>
</tr>
<tr>
<td>14.</td>
<td>2019 Smart Commute Goals</td>
<td>23</td>
</tr>
<tr>
<td>15.</td>
<td>SECTION 2: COMMUNITY TDM</td>
<td>25</td>
</tr>
<tr>
<td>16.</td>
<td>Securing Your Bicycle</td>
<td>26</td>
</tr>
<tr>
<td>17.</td>
<td>Innovative Engagement</td>
<td>27</td>
</tr>
<tr>
<td>18.</td>
<td>Infrastructure &amp; Shared Mobility</td>
<td>29</td>
</tr>
<tr>
<td>19.</td>
<td>Community Initiatives</td>
<td>30</td>
</tr>
<tr>
<td>20.</td>
<td>Community in Motion Awards</td>
<td>33</td>
</tr>
<tr>
<td>21.</td>
<td>Bike to Work Day</td>
<td>34</td>
</tr>
<tr>
<td>22.</td>
<td>Hamilton Bike Share</td>
<td>35</td>
</tr>
<tr>
<td>23.</td>
<td>TDM &amp; Development</td>
<td>36</td>
</tr>
<tr>
<td>24.</td>
<td>Active Travel Benchmarking</td>
<td>39</td>
</tr>
<tr>
<td>25.</td>
<td>SECTION 3: SCHOOL TDM</td>
<td>41</td>
</tr>
<tr>
<td>26.</td>
<td>Active and Sustainable School Travel Certification</td>
<td>42</td>
</tr>
<tr>
<td>27.</td>
<td>Special Events &amp; Initiatives</td>
<td>44</td>
</tr>
<tr>
<td>28.</td>
<td>LOOKING FORWARD 2019</td>
<td>46</td>
</tr>
</tbody>
</table>
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 led by Peter Topalovic and Rachel Johnson with support from an integrated team of City staff and community partners including:

- Hamilton Bike Share
- Hamilton-Wentworth District School Board
- Hamilton-Wentworth Catholic District School Board
- New Hope Community Bikes
- 100in1Day Hamilton
- Cycle Hamilton
- Bike for Mike
- CityLAB
- Hamilton Street Railway (HSR)
- Hamilton Chamber of Commerce
- IBI Group
- Hamilton Health Sciences
- McMaster University
- Mohawk College
- VRTUCAR/Communauto
- Glowiders
- Ontario By Bike
- Open Streets
- Barton Village Festival
- ... and many more!

The purpose of this annual report is to measure results and provide a high-level review of Sustainable Mobility Programs in 2019. This report highlights the positive advancements and acts as a guiding document for 2020 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.

The cornerstone of Sustainable Mobility Programs is Transportation Demand Management (TDM).

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

2019 was a successful year for Sustainable Mobility Programs with the finalization of consultation and design for two key cycling projects to be built in 2020: Hunter Street Bike Lanes and the Claremont Multi-use path. These projects provide key active transportation links, connect people to their place of work, complement transit, and provide more connections between transit, bike share and cycling corridors. Additionally, an important multi-use path connecting schools was completed on Governor’s Road in Dundas with extensive community consultation; and the Cannon Street cycle track moved beyond the pilot phase with new asphalt and the testing of permanent concrete barrier curbs.

Beyond infrastructure improvements, community-based social marketing, equity and TDM programs made great strides. The Everyone Rides Initiative launched an adaptive bike share pilot, testing trikes as part of the public bike share fleet; a new ride matching system was developed for the Smart Commute workplace program, to be launched in 2020; and important work on Active and Sustainable school travel programs continued, attracting many new school partners who are beginning to see increases in the walking and cycling to school.

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.
<table>
<thead>
<tr>
<th>Highlight</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainable Mode Split at Workplace Partners</strong></td>
<td>59%</td>
</tr>
<tr>
<td><strong>MOBILITY LAB</strong></td>
<td>Successful King William Street Opening Pilot</td>
</tr>
<tr>
<td><strong>INSTALLED 14 KM</strong></td>
<td>of New and Enhanced Bicycle Infrastructure</td>
</tr>
<tr>
<td><strong>Interactions with Commuters</strong></td>
<td>2000+</td>
</tr>
<tr>
<td><strong>Governors Road</strong></td>
<td>Bicycle Path installed</td>
</tr>
<tr>
<td><strong>1.7 MILLION</strong></td>
<td>Hamilton Bike Share Trips Since Launch</td>
</tr>
<tr>
<td><strong>30</strong></td>
<td>New School Travel Plans</td>
</tr>
<tr>
<td><strong>100% INCREASE</strong></td>
<td>In Cycling Trips Since 2011 (TTS 2016)</td>
</tr>
<tr>
<td><strong>9 SCHOOLS</strong></td>
<td>Successful Parent Engagement Strategy Pilot</td>
</tr>
<tr>
<td><strong>1000+</strong></td>
<td>Registered for Bike to Work Day/Bike Month</td>
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<tr>
<td><strong>250+</strong></td>
<td>Subsidized Bike Share Memberships Distributed</td>
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<td>1.7 million</td>
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<td>250+</td>
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<tr>
<td><strong>Smart Commute Awards</strong></td>
<td>Awarded to Indwell and Hamilton-Wentworth Catholic District School Board</td>
</tr>
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<td><strong>New School Travel Plans</strong></td>
<td>30</td>
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<td><strong>In Cycling Trips Since 2011 (TTS 2016)</strong></td>
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<td>1000+</td>
</tr>
</tbody>
</table>
TDM REACHES ALL CORNERS OF HAMILTON

INTRODUCTION

Hamilton Health Sciences

Canada Bread

Bennetto Elementary

Governors Road

McMaster University

St. Marguerite d’Youville

Bike Day Pavement Markings

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.

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.

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.

49 Employer sites

41 Events and Outreach

107 School Travel Plans

28 Employer partners
Based on the Fall 2019 Smart Commute Annual Travel Survey. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

**Sustainable Mode Split at Member Sites**

We engaged with over 3,000 commuters to encourage them to choose a sustainable mode of travel.

**Indwell and HWCDSB was selected as the Employers of the Year.**

Indwell and HWCDSB was selected as the top workplaces for sustainable travel in Hamilton for 2019. Both organizations demonstrated a commitment to sustainable travel.

**Direct engagements with commuters**

We engaged with over 3,000 commuters to encourage them to choose a sustainable mode of travel.

**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 1,000 users are now registered on the Tool.

**Programs for Hamilton’s workplaces and institutions. Key highlights of success in this section include:**

- **#1**
  - Indwell and the Hamilton-Wentworth Catholic District School Board (HWCDSB) was selected as the Employers of the Year.

- **200+**
  - Growth in the Smart Commute Tool users

- **3,000+**
  - Direct engagements with commuters

- **56%**
  - Based on the Fall 2019 Smart Commute Annual Travel Survey. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

*A detailed review of the 2019 outcomes can be found on Page 12.*
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. In 2019, Metrolinx transferred ownership of the Smart Commute Hamilton program to the City of Hamilton. Smart Commute Hamilton is part of the GTHA network of 13 local transportation management associations led by local and regional municipalities.

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 Transportation Master 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.
### 2019 OUTCOMES

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan and launch the Smart Commute Hamilton LRT services to support rapid transit construction.</td>
<td>Identify construction mitigation best practices</td>
<td>Achieved</td>
</tr>
<tr>
<td>Transition to the updated Smart Commute Hamilton program for a &quot;made-in-Hamilton&quot; approach to workplace TDM.</td>
<td>Consolidate program offerings and services based on employer participation</td>
<td>Achieved</td>
</tr>
<tr>
<td>Identify TMA engagement best practices to better engage with employer partners.</td>
<td>Restructure program to support Smart Commute Hamilton LRT services</td>
<td>Achieved</td>
</tr>
<tr>
<td>Develop a travel options brochure customized to each worksite to inform commuters on their options to get around Hamilton.</td>
<td>Conduct best practices review of other TMA engagement strategies in the Smart Commute network</td>
<td>In progress.</td>
</tr>
<tr>
<td></td>
<td>Create brochure template and base map highlighting all sustainable transportation infrastructure</td>
<td>Complete.</td>
</tr>
<tr>
<td></td>
<td>Create brochures for each worksite</td>
<td>In progress.</td>
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### 2019 SUCCESSES

In 2019, Smart Commute continued to engage with its 28 workplaces to help 125,000 staff and students explore their travel options. Workplaces have a 56% sustainable mode share.

2019 was an exciting year for Smart Commute Hamilton. The City of Hamilton and the regional and local municipalities in the GTHA completed the transfer of the Smart Commute program, previously led by Metrolinx. This transition enabled our team to customize the program to our employer partners and create a "made-in-Hamilton" Smart Commute program.

Additionally, we launched our construction mitigation program, recruited the last major anchor institution in Hamilton, bringing our total workplace members to 28 to help their staff explore their travel options between their A to B. 56% of our commuters at Smart Commute Hamilton workplaces are using sustainable modes to get to work or school.

The Hamilton-Wentworth Catholic District School Board (HWCDSB) and Indwell was recognized as the Employers of the Year at the second annual Community Partner Reception. Working with Smart Commute Hamilton, the HWCDSB and Indwell have made great strides to encourage sustainable transportation options for staff by participating in campaigns, fostering a culture of sustainable transportation.

As we progress through 2020, 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 2020 including a new Smart Commute Tool. Our goals will ensure that we can continue to help make Hamilton’s transportation network efficient, integrated and convenient.
Smart Commute Hamilton updated the Smart Commute Awards to recognize our partners that demonstrate a strong commitment to sustainable travel, regardless of the organization’s size.

In previous years, the Smart Commute Awards focused on recognizing achievements that typically require significant resources. Smart Commute Hamilton recently partnered with many smaller organizations that don’t fit the same awards criteria. We revamped our Awards program to ensure all Smart Commute organizations in Hamilton had an equal opportunity to be recognized by creating the Smart Commute Hamilton Excellence Awards for Large and Small Organizations.

**Small Organization Winner: Indwell**

50% of Indwell employees walk, cycle, or take transit, many staff have moved closer to their office, they started a community bike shop, regularly integrate active transportation infrastructure into the design of their buildings, and only purchase property serviced by public transit and near key destinations.

**Large Organization Winner: Hamilton-Wentworth Catholic District School Board**

The HWCDSB introduced the Active and Sustainable School Travel Parent Engagement Strategy to schools across Hamilton, regularly participates in Smart Commute events and initiatives, installed more bike racks at their schools, and engages in a variety of programming to encourage students to walk and ride to school.

**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 2019.
Smart Commute Hamilton provides a free, online carpool matching and trip planning Tool. The multifaceted Tool provides advanced ridematching algorithms, trip logging functionality, incentives and rewards, and trip planning services for cycling, walking, and transit.

Throughout 2019, 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 212 users.

In 2019, we started procuring a new Smart Commute Tool that would add new features and provide a better experience for our users. The new Smart Commute tool will be launched in 2020.

+212 new users
+23,748 kilometers of trips logged
$4,627 saved*
3.2 tonnes of CO₂ avoided*

1,089 trips
1.8 tonnes* of GHG prevented
272 trips
0.9 tonnes* of GHG prevented
263 trips
0.4 tonnes* of GHG prevented
679 trips
0.3 tonnes* of GHG prevented

1,089 trips
1.8 tonnes* of GHG prevented
272 trips
0.9 tonnes* of GHG prevented
263 trips
0.4 tonnes* of GHG prevented
679 trips
0.3 tonnes* of GHG prevented

2,471 trips logged on the Tool

TRIP LOG GROWTH IN 2019

*estimate based on trips logged
*estimate based on trips logged
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.

Mohawk TDM Audit

For the fifth year in a row, Smart Commute Hamilton and Mohawk College conducted an annual Transportation Study at its Fennell Campus, and expanded the scope in 2019 to include the Stoney Creek campus. The audit was conducted to track data related to student and traffic on the campus.

- 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. 65% 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 second annual Sustainable Mobility Programs Community Partner Reception, celebrating the recent new Smart Commute Hamilton Employer of the Year Awards (Large and Small Organization) and success of the program in 2019.

Results: Engaged and recognized existing partners.

CONSTRUCTION MITIGATION

Smart Commute Hamilton launched a construction mitigation program, with the goal of utilizing TDM strategies to mitigate the impacts of construction.

The construction mitigation program had five key goals:
1. Manage the relationship with residents and businesses to ensure that they are engaged effectively, have the information they require
2. Build interest in sustainable modes of transportation and provide the interventions, outreach and education to adopt new travel behaviours
3. Minimize travel delays and impacts during construction for residents
4. Provide & incentivize alternative travel options and routing during construction
5. Change behaviour over the long term; positively influencing transit ridership

In December 2019, the Government of Ontario announced the cancellation of the procurement for the Hamilton LRT project, putting the Smart Commute Hamilton construction mitigation program on hold until further notice.

Construction Mitigation Workshop

Smart Commute Hamilton and the Hamilton LRT office hosted a workshop for key stakeholders to identify construction risks and issues and determine the right solutions, resources, and risk mitigation strategies. After the workshop, a stakeholder working group was established to provide ongoing support to stakeholders, create a continuous feedback loop for the construction mitigation strategies, and adapt the “made-in-Hamilton” approach to ensure the strategies worked as intended.

Results: Over 30 people, representing over 16 small and large organizations across Hamilton attended the workshop.

Community Connector Survey

Smart Commute Hamilton worked with the Hamilton LRT office’s Community Connectors to distribute a survey to all of the local businesses along the LRT corridor. The survey gathered information on the local business interest in typical construction mitigation strategies, resources, and programs, and high-level trip origin information.

Results: 384 businesses responded to the survey and indicated that parking alternatives, discounted transit passes, and personalized trip planning was the preferred construction mitigation resources.

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Results: 384 businesses responded to the survey and indicated that parking alternatives, discounted transit passes, and personalized trip planning was the preferred construction mitigation resources.
Building on the success of 2019, Smart Commute Hamilton has identified three main goals for 2020.

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.

2020 SMART COMMUTE GOALS

- Launch the new “explore” ride matching and carpooling tool, provided by the Ride Shark platform
- Conduct a Discounted Transit Pass feasibility study
- Transition to the updated workplace TDM program
Hamiltonians have taken over 1.7 million trips on the SoBi Hamilton bike share system as of December 2019 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:

- **Attendees at the 2019 Bike Day celebration at City Hall**
  In 2019 we rebranded Bike to Work Day to Bike Day with the goal of making the day more inclusive to people biking anywhere in Hamilton. We encouraged residents to bike to work, bike to school, bike anywhere. 19% of attendees to the City Hall event were first time riders.

- **Community Engagements**
  A variety of partners including the City, McMaster University, CityLAB and 100in1 Day Hamilton collaborated to test and pilot engagement strategies.

- **Bike share trips since launch in 2015**
  Hamiltonians have taken over 1.7 million trips on the SoBi Hamilton bike share system as of December 2019 establishing it as one of the most successful mid-sized city bike share systems in North America.

- **Kilometres of bicycle lanes**
  The cycling networking continues to grow! In 2019 the major infrastructure projects completed include, the resurfacing and enhancements of Cannon St cycle-track, and the implementation of the Governors Road bicycle path.
Over 25 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 maintain a digitized map of all of the public bicycle parking available. This data was prepared as a geographic information system (GIS) dataset for the City’s website and open data portal available for public use.

The Governors Road bicycle path was completed between Creighton Rd. and Moss Blvd. This path passes three schools: Dundas Valley Secondary School (DVSS), St. Bernadettes Catholic Elementary, and Sir William Osler. This new facility provides a safe path for bicycles separated from the road by a pedestrian sidewalk. A launch event was well-attended by many community members and students who will use the bike path. Councillor VanderBeek of Ward 13 officially opened the bike path. In 2020, bicycle lanes will be completed on Creighton to seamlessly connect this important school route to Downtown Dundas.

McMaster students enrolled in the semester in residence program, CityLAB, worked with City staff on a minimum grid cycling infrastructure project. The process of establishing a Minimum Grid in Hamilton prioritized incorporating All Ages and Abilities, community feedback, and stakeholder input. The project included a community engagement workshop to evaluate a subway style cycling map and gather feedback on gaps and strengths in our cycling network. The product of this project was a public report which includes an overview of minimum grid of cycling infrastructure today, implementation suggestions, applications and recommendations.
**Infrastructure & Shared Mobility**

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 Transportation Tomorrow Survey data.

**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**

- 130 SoBi stations
- 825 bike share bikes
- 33 carshare vehicles
- 14 km of cycling facilities installed in 2019

*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.*
COMMUNITY INITIATIVES

100in1 Day

100in1 Day 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 1, 2019. On 100in1 Day anyone or everyone is encouraged to celebrate this festival of engagement in any capacity, almost anywhere in their city. 2019 was 100in1 Day’s fifth year in Hamilton, since 2015 over 650 interventions have taken place across Hamilton.

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

Bike Buddies

Sustainable Mobility is supporting a new initiative, Bike Buddies. Participants in the Hamilton Bike Buddies program are matched with mentors for friendly support in getting to know Hamilton by bike. The program includes cycling workshops, monthly rides and social events.

Results: 12 bike buddy pairs are actively involved in the program

Winter Bike to Work Day

2019 was the third 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! The day of the event was chilly but people came out to celebrate, socialize and enjoy some treats.

Result: Over 75 people came to Gore Park to celebrate winter cycling

NACTO Designing Cities 2019 WalkShop

City staff lead a walking workshop for the National Association of City Transportation Officials Designing Cities conference. The “WalkShop” focused on enhancing mobility throughout Downtown Hamilton, cycling infrastructure, bike share, future rapid transit, traffic calming measures, and the Waterfront redevelopment. Guest speakers included Councillor Jason Farr, city staff, Metrolinx, and IBI Group.

Results: Over 40 participants from around the world attended.

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 five participants.

Cycling Infrastructure Engagements

Throughout 2019 the Sustainable Mobility team played a key role in supporting and hosting cycling infrastructure engagements. These public engagements showcased the redesign of Queen Street, potential redesign of York Boulevard, projects taking place in Ward 3 and the upcoming implementation of the Hunter Street bicycle lanes.

Results: Over 500 people were engaged both in person and online.

Tour de Hospital

This community initiated event was designed to raise awareness for cycling across Hamilton and promote cycling between hospitals. The fun cycling tour included opportunities for skill building and knowledge sharing along the way. Attendees left with a strong understanding of routes and connections they might previously not have known existed.

Results: Over 50 people participated

SECTION 2 - COMMUNITY TDM
Community in Motion Awards

Awards recognize members and groups of the community who have made an effort to actively support and promote the use of healthy and sustainable forms of transportation such as walking, cycling, and public transit. Winners of the 2019 Community in Motion Awards received public recognition at Bike to Work Day.

Bicycle-Friendly Business/Organization
- Overdrive Design

Pedestrian-Friendly Business/Organization
- The Purple Pony

Transit-Friendly Business/Organization
- Green Venture

Volunteer of the Year
- Elise Desjardins

Advocate of the Year
- Kate Whalen

Advocacy Group of the Year
- The Anvil

School of the Year
- St. Marguerite D’Youville Catholic Elementary School

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

In 2019 Bike to Work Day rebranded to Bike Day! Bike Day is now a more inclusive event which celebrates individuals cycling on May 27, 2019.

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.

3) Encourage individuals to bike to work, bike to school, bike anywhere on May 27

Bike Day also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA.

Over 700 people attended the event, making it the most attended Bike Day/Bike to Work Day 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 t-shirt, enjoyed refreshments, visited the cycling expo, listened to live music, and watched the presentation of the Community in Motion Awards.

81% increase in the number of B2WD registrants from previous year

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

19% of B2WD participants cycled to work for the first time.

1,792 trips made on Hamilton Bike Share

10+ Bike Month events held across Hamilton
HAMILTON BIKE SHARE

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

**Bike Share by the Numbers**

- **25,920** active bike share members (gained 6960 in 2019)
- **1,700,000** rides since launch
- **$270,000** saved among riders instead of driving in 2019

**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

**Everyday SoBi Trips and SoBi KM travelled (2019)**

- **Total KMs travelled per year (since 2015)**
  - **2018** 900,000 KM
  - **2019** 748,893 KM
  - **TOTAL** 3,594,929 KM

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.

**250+**

- Subsidized memberships

**70**

- Cycle training sessions

**11**

- Partner organizations

**TDM AND DEVELOPMENT**

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

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
40 students from three schools participated in the launch of the new bike lanes adjacent to their school.

Governors Road Bicycle Path
40 students from three schools participated in the launch of the new bike lanes adjacent to their school.

OAST Grant Funding Update
With the $100k grant, staff were able to reconnect with 25 schools to update their school travel plans.

Parent Engagement
Nine pilot schools identified parent champions, started student walking groups, posted ASST articles in parent newsletters, and updated their STPs.

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 2019, 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 2019 have completed the first three steps of the STP process and have reached Level 1 ASST certification.

30 School Travel Plans
30 new schools have started the STP process, moving towards the goal of every elementary school in Hamilton having a school travel plan.

16 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.

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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.

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.

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

Strategic Vision for 2020:

2020 promises to bring new challenges, some of which are fueled by successes, actions and outcomes of 2019; others are inspired by community and stakeholders input, lessons learned, research, and best practices. We look forward to building on the success of 2019 and are excited to bring new infrastructure, update programs in our portfolio and start new projects! Our ambitious goals for 2020 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.

Workplace

1. Launch the new “explore” ride matching and carpooling tool, provided by the Ride Shark platform
2. Conduct a Discounted Transit Pass feasibility study
3. Transition to the updated workplace TDM program

Community

1. Deploy enhanced and new bike share hubs, with public art in key locations
2. Conduct a Discounted Transit Pass feasibility study
3. Develop a bike share business plan for escarpment neighbourhoods
4. Expand the adaptive bike share program with new trikes in more locations
5. Launch a free floating, 1-way carshare program
6. Install new and upgrade existing bike repair stations
7. Install key infrastructure projects including the Hunter Street bike lanes in front of the Hamilton GO Centre and the Keddy Acess Trail up the escarpment

Schools

1. Develop School Travel Plans for the remaining Public schools
2. Develop School Travel Plans with Secondary Schools for the first time
3. Develop a strategy for reconnecting and implementing School Travel Planning with all schools engaged in School Travel Planning in Hamilton
4. Implement school site design guidelines
For more information, contact:
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