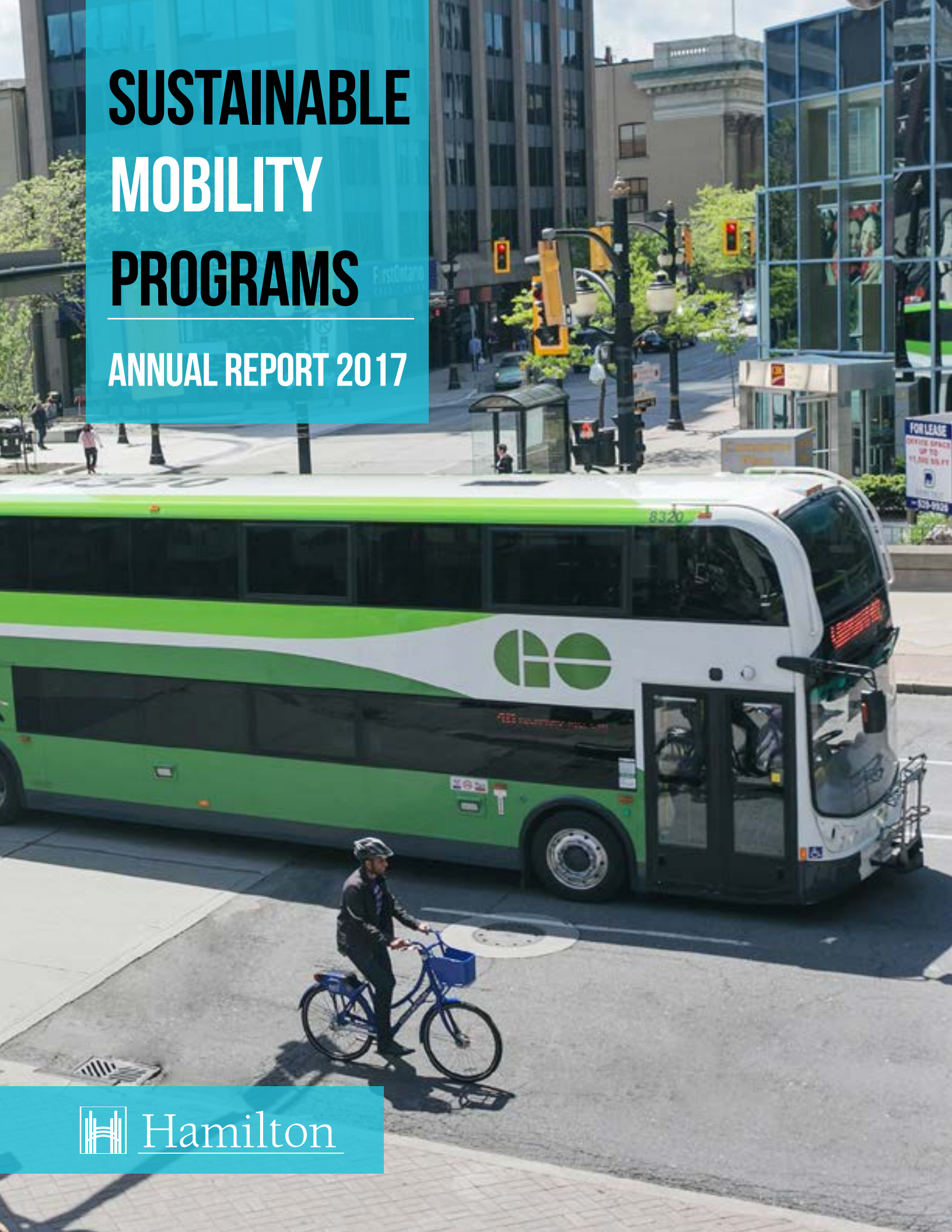
SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2017



Hamilton

ACKNOWLEDGEMENTS

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**

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.

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.

2017 HIGHLIGHTS

93 Bicycle Parking Installs

This year, Hamilton has installed 93 new bicycle parking racks across the City.

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.

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.

Maple Leaf Wins

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

Mountain Climber

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

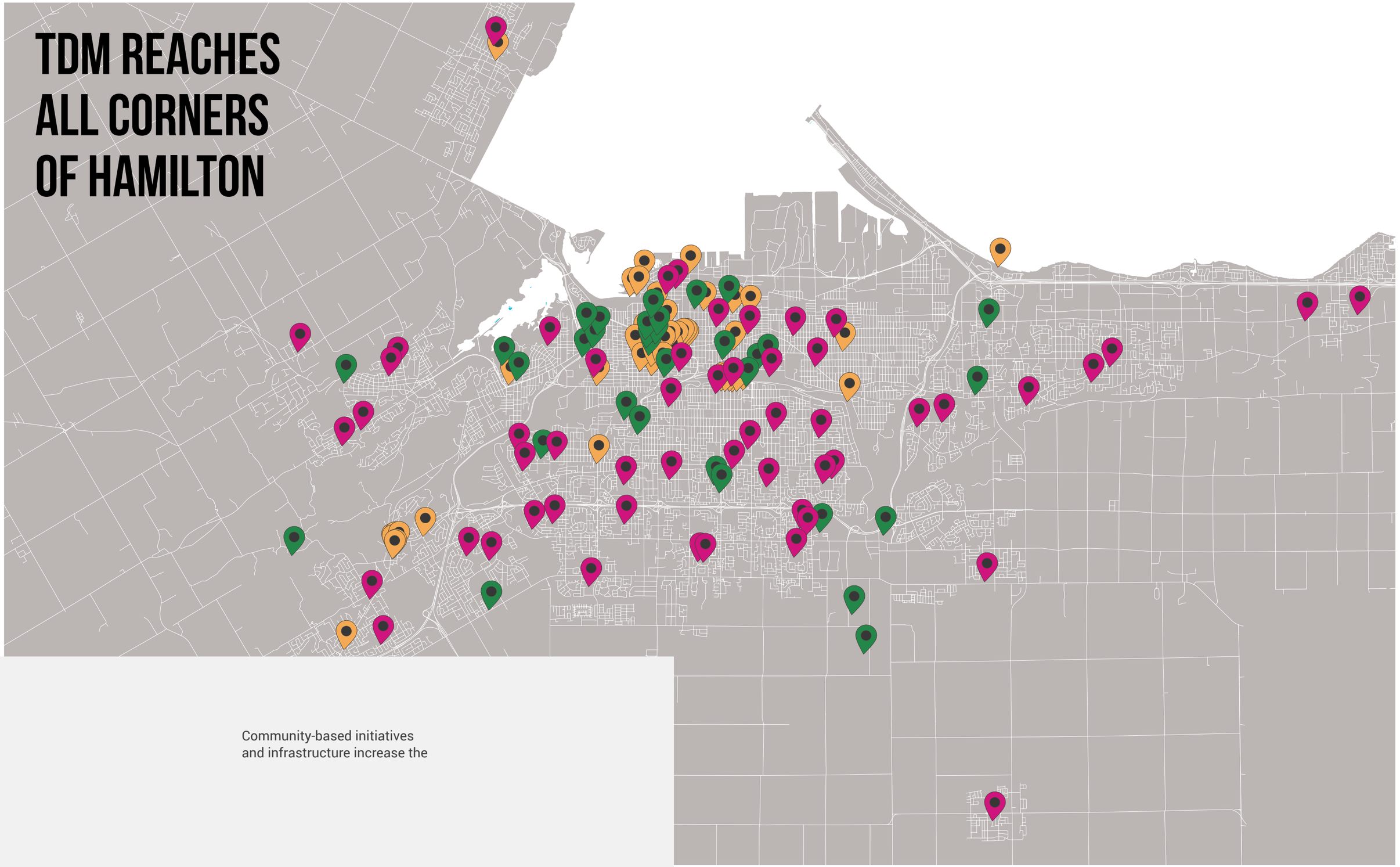
1,800,000 kms

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!

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.

TDM REACHES ALL CORNERS OF HAMILTON



Community-based initiatives and infrastructure increase the

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:

600+

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.

1500+

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.

1M+

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.

86

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

Public Bicycle Parking

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.

INNOVATIVE INFRASTRUCTURE

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.

COMMUNITY INITIATIVES

Bay Street Bicycle Lane Inauguration

The bicycle lanes were officially opened with a celebration in October 2017. They generated excitement for many residents and provide a great cycling connection for employees working downtown. The launch party for the Bay Street bicycle lanes was highly successful, and included a cycling mini-fair, a formal ribbon cutting ceremony, and a group ride down the new lanes to the Waterfront Trail.

Running from Aberdeen Avenue to Stuart Street, the new bicycle lanes provide an efficient North-South connection between various neighbourhoods, the downtown core, the new West Harbour GO Station, Bayfront Park, the Waterfront Trail, and the Cannon Street Cycle Track. The Ministry of Transportation Ontario provided funding support for the construction of the lanes.
Ride Bay Street today!

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

Barton Village Open Streets Festival

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

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.

BIA Bicycle-Friendly Certification

Ontario by Bike's Business Friendly BIA program works towards recognizing BIA's efforts in hosting a supportive and welcoming atmosphere for bicycling employees and customers. The Barton Village BIA was the first certified bicycle-friendly BIA in Hamilton.

Carshare in Hamilton

Community Carshare & Zipcar provide an affordable & sustainable alternative to car ownership by providing on-demand access to a fleet of vehicles for personal or business trips.

30% of Hamilton users have sold their personal vehicle as a result of joining Community CarShare

1000 hours of trips generated through the 40 active City of Hamilton Corporate Memberships

Hamilton Glowriders

Hamilton Glowriders are a group of cyclists who organize evening bike rides around the city. Cyclists are decked out with glowsticks and bright lights. Their goal is to promote safe cycling, and to spread good cycling vibes. Sustainable Mobility supports these rides through online marketing.

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.

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.

BICYCLE-FRIENDLY BUSINESS/ORGANIZATION

NEW HOPE COMMUNITY BIKES

PEDESTRIAN-FRIENDLY BUSINESS/ORGANIZATION

HISTORIA BUILDING RESTORATION INC

TRANSIT-FRIENDLY BUSINESS/ORGANIZATION

MOHAWK COLLEGE

SCHOOL OF THE YEAR

ST. MARGUERITE D'YOUVILLE

ADVOCATE OF THE YEAR

CYCLE HAMILTON

MEDIA AWARD

RYAN MCGREAL

Winners of the 2016 Community in Motion Awards received public recognition at Bike to Work Day.

BIGGER THAN EVER: BIKE TO WORK DAY

Bike to Work Day (B2WD) is an annual event hosted by Smart Commute in the Greater Toronto and Hamilton Area (GTHA). The event is designed to

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.

+20%
increase in the number of B2WD registrants between 2016 and 2017

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

25%
of B2WD participants cycled to work for the first time.

26
Bike Month events held across Hamilton

1600+
trips made on Hamilton Bike Share, one of the busiest days ever

541 Barton St. E & Westinghouse Ave

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

SOBI BY THE NUMBERS

NUMBER OF RIDERS

2017 — 5,000 NEW USERS

Total — 17,000 USERS

PERCENT FEMALE CYCLISTS

CITY WIDE — 30%

SOBI — 50%

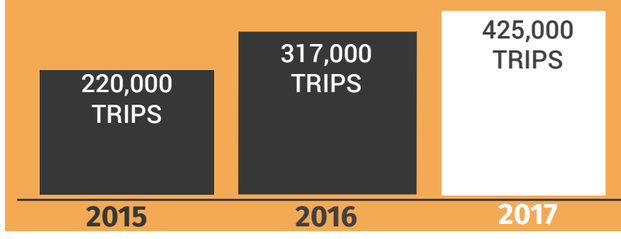
48% cycled less than once per month before SoBi*

43% primarily use their car to get around*

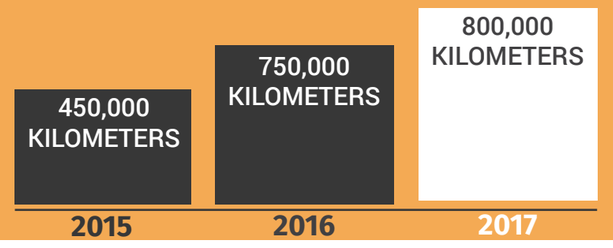
44% report driving less because of SoBi*

17% report replacing automobile trips with a SoBi trips*

TRIPS MADE



KMs TRAVELLED



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