

# Bicycle Friendly Business Awards Presentation October 14, 2015







**BikeBrampton.ca**

*Biking in Brampton  
Builds our Community*

promoting safe, affordable active transportation  
& recreational cycling alternatives...

# Bicycle **Friendly** Community



Share the Road Cycling Coalition

[www.sharetheroad.ca](http://www.sharetheroad.ca)



# Program's Five "E's" ...







Engineering...





# Education...







Encouragement...





even in the winter...







Enforcement...







Evaluation & Planning...







plus, Equality...





What has  
BikeBrampton  
been doing?





# Community Engagement...





ROTARY  
CLUB



BRAMPTON  
ONTARIO

Thank you!

david@bikebrampton.ca

<http://bikebrampton.ca/events-2/>



Local Support...





# Who rides a bike regularly?







Civic Liaisons...







Downtown Doable Neighbourhood  
Wayfinding Signage







Brampton  
Bicycle Advisory  
Committee

## Brampton Kids on Bikes Project



HEART &  
STROKE  
FOUNDATION

### Review of the Literature Report

Dayle Laing, David Laing  
November 17, 2014





# Brampton Bike Clinic...



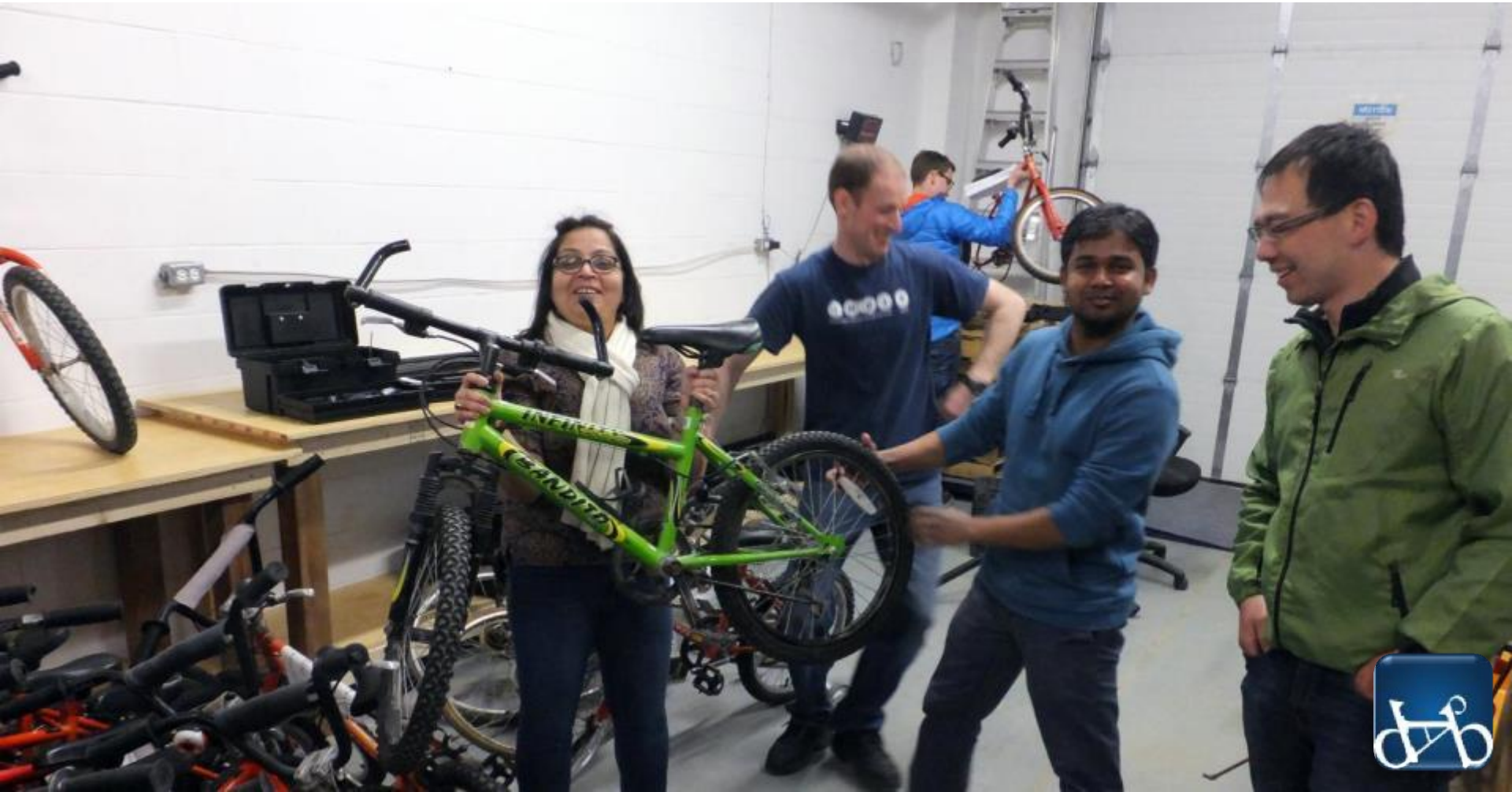


# PedalWise





# BikeWrX







# Bike the Creek

June 20, 2015

**Etobicoke Creek Trail ride through Brampton.**

**[bikebrampton.ca](http://bikebrampton.ca)**







More than fun...





A portrait of Dr. David Mowat, a middle-aged man with thinning grey hair, wearing glasses, a dark suit, a light blue shirt, and a red tie. He is looking slightly to the right. In the background, a blue crest or shield is visible on the right side.

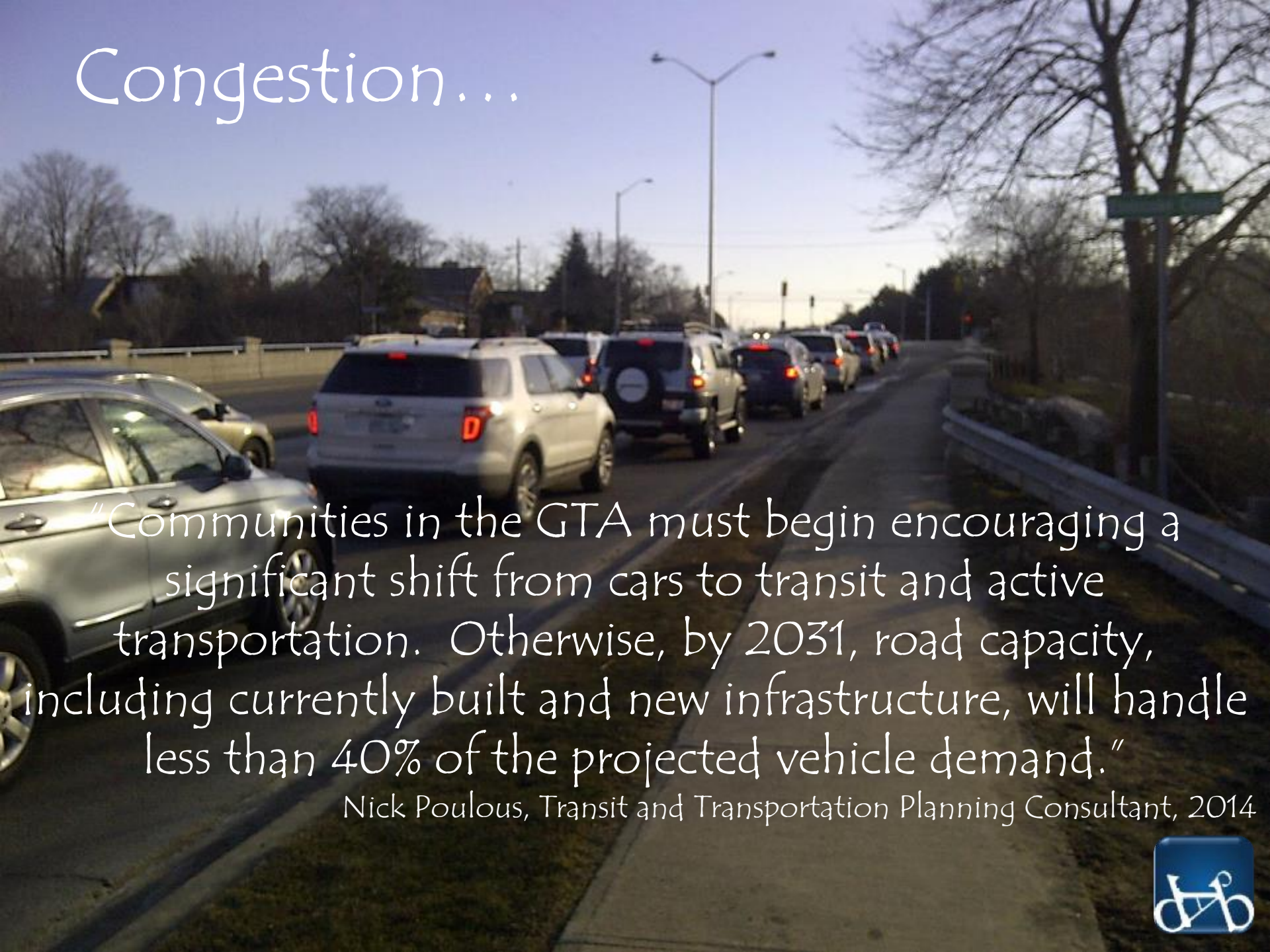
# Health...

"We have engineered physical activity out of our daily lives. Until we engineer it back in, we will continue to have a health problem as a consequence"

Dr. David Mowat, former Peel Medical Officer of Health, 2014



# Congestion...



"Communities in the GTA must begin encouraging a significant shift from cars to transit and active transportation. Otherwise, by 2031, road capacity, including currently built and new infrastructure, will handle less than 40% of the projected vehicle demand."

Nick Poulous, Transit and Transportation Planning Consultant, 2014





# Environment...



0 → 7Km



987,000

Peel Region Active  
Transportation Plan &  
Implementation Strategy,  
Jan 2012; Peel Long Range  
Transportation Plan  
Update 2012 Final Draft





Economy...

GREEN CUP  
ROASTERY



We are currently witnessing a shift towards urban living and non-automotive modes of transportation. 'Main street' retailers stand to gain from that shift."

Daniel Arancibia, Cycling Economies Research Study, UofT, 2013







Millennial Behaviours...





# From Suburb to "Huburb"

"30% of the population doesn't have car access.  
We need to build destinations to accommodate"

Robert Voight, Manager Planning and Infrastructure, Town of Collingwood, 2014





# Bicycle Friendly Business Program

"Employers, small and large have been increasingly catching on to the bottom-line benefits of bike commuting. It's about making money pure and simple."

Elly Blue, Bikenomics, 2013





- 
- Presence
  - Punctuality
  - Perfection
  - Productivity
  - Payback (30% to 650%!)

## Business Benefits

*Journal of Preventative Medicine, Aug 2010; British Journal of Public Health, Apr 2011; American Journal of Public Health, Oct 2010; Shayler, Bikes Not Fumes, 1993; U.K. Traffic Advisory Unit; Employee Health & Fitness, Canada Life Assurance Co., 1983*





# Objectives

- Engage local business leaders in the cycling conversation
- recognize the efforts of employers who are encouraging their employees to cycle to work







- "Bicycle Friendly Business" established program
- Internationally respected & province-wide
- Logistics & Support





# Brampton Bicycle Friendly Businesses

## October 14, 2015

- Bronze Award



- Honourable Mention



"Biking in Brampton builds  
our Community"





