

Eco Action National Webinar Cycling in 4 Canadian Communities "If You Build it, They Will Come: Increasing Cycling, Reducing Emissions"

Brampton City Hall WT-2C

Wed March 28, 2018, 7:00pm

by David Laing, Chair, BikeBrampton



BikeBrampton.ca
Biking in Brampton
Builds our Community



Eco Action Grant

This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

**Congratulations from
M.P. Sonia Sidhu**

Presented to

BikeBrampton

*Biking in Brampton
Builds our Community*

Congratulations on receiving
the EcoAction Grant.

I commend you for your initiatives
in promoting Biking in Brampton.

I would like to wish you and
your team success on your project.

Yours Truly,

Sonia Sidhu

Sonia Sidhu
Member of Parliament
Brampton South

**Congratulations from
M.P. Sonia Sidhu**

Presented to

BikeBrampton

Congratulation on your launch of
Pedalwise and BikeWrx program.

I would like to convey my respects to you
for supporting and contributing
your time to the community by
promoting health and active living
among residents of Brampton.

*No one is more cherished in this world than someone who
lightens the burden of another.*

Wishing you and your team many years of success!

Yours Truly,

Sonia Sidhu

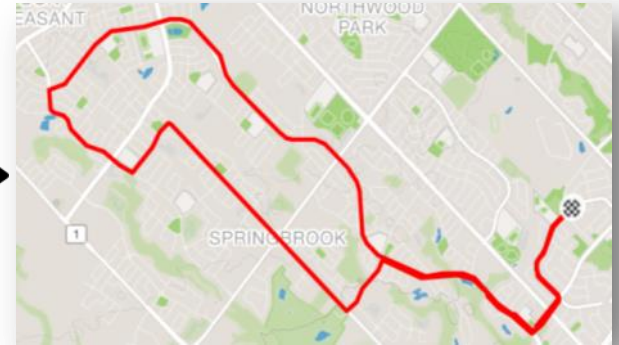
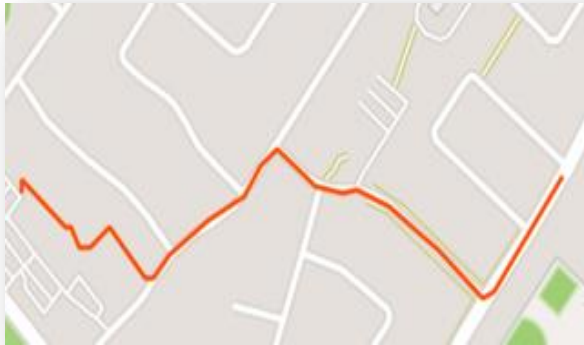
Sonia Sidhu
Member of Parliament
Brampton South

Project Goals

of Trips



Distance
Travelled



Seasonality



Brampton Bike Hub Launch

Dec 6, 2017



Brampton Bike Hub



**Bike
WrX**



Learn basic bike repair skills

Ready to ride a bike?
Borrow a bike? Join Pedalwise



BikeBrampton.ca
Biking in Brampton
Builds our Community

bikebrampton.ca/brampton-bike-hub

Brampton Bike Hub



**Bike
WrX**



Become confident.
Ride with a mentor!
The Pedalwise Owl wants You.
Sign up for free...

bikebrampton.ca/brampton-bike-hub

Promotion items...



**Bike
WrX**



Learn Bike
repair basics
from
BikeWrX experts!

A well maintained Bike is the secret to a safe pleasant ride...

bikebrampton.ca/brampton-bike-hub

Brampton Bike Hub



Bike Repair Drop-in

Removable magnetic door sign...



Community-based Social Marketing
changes the culture...



Licensed Bike Mechanic – Gerald



Licensed Bike Mechanic - Peter

A woman with brown hair in a ponytail, wearing a black t-shirt and a colorful patterned skirt, is kneeling on a blue tarp. She is wearing blue gloves and is working on a bicycle wheel. A young boy in an orange hoodie is also kneeling on the tarp, holding the other side of the wheel. They are both focused on the task. In the background, there are other people's legs and feet, suggesting a group activity. A black toolbox with various tools like a wrench, screwdriver, and pliers is open on the tarp. A black bicycle pump with a pressure gauge is also visible. The scene is set outdoors on a blue tarp.

Parents welcome to bring their kids



Protégé helped with new bike
purchase at
Toronto International Bike Show





6 Basic Bike Repair Modules taught...



Mentors & Protégés alike, learning skills...

A photograph of three people standing with their bicycles at night. The person on the left is wearing a black helmet, glasses, a dark jacket with yellow accents, and a backpack, standing next to a green bicycle with 'NORCO' and 'SERENITY' written on the frame. The person in the middle is wearing a black helmet, glasses, a red shirt, and a dark jacket. The person on the right is wearing glasses and a dark jacket, standing next to a black bicycle with a green pannier bag. They are all smiling. The background is filled with trees and structures covered in colorful Christmas lights (red, green, blue, white). A sign with the word 'NOTICE' is visible in the background. The ground is paved with cobblestones.

Cycling for all seasons...



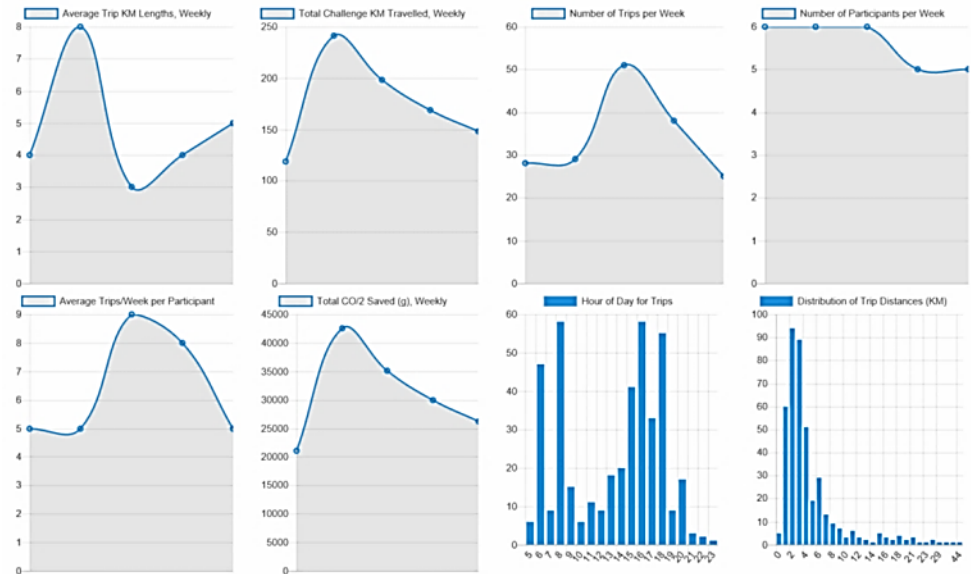
Brampton EcoAction

Brampton, Ontario, Canada
<http://ecoaction.bikebrampton.ca/>

1,945 km logged
337 kg CO² saved
so far...



The Bikeport by Kevin Montgomery
group data analyzed - first 10 weeks



A photograph of two women standing indoors. The woman on the left has dark, curly hair and is wearing a blue long-sleeved shirt with a white pattern. The woman on the right has long brown hair and is wearing a red hoodie. They are both smiling. In the background, there is a bicycle, a fire extinguisher, a table with various items, and a large blue water bottle.

Mentor & Protégé's First Ride together
It's about the human stories
as we help the environment...