

Brampton Bike Hub: Pedalwise & BikeWrX Project for Eco-Action



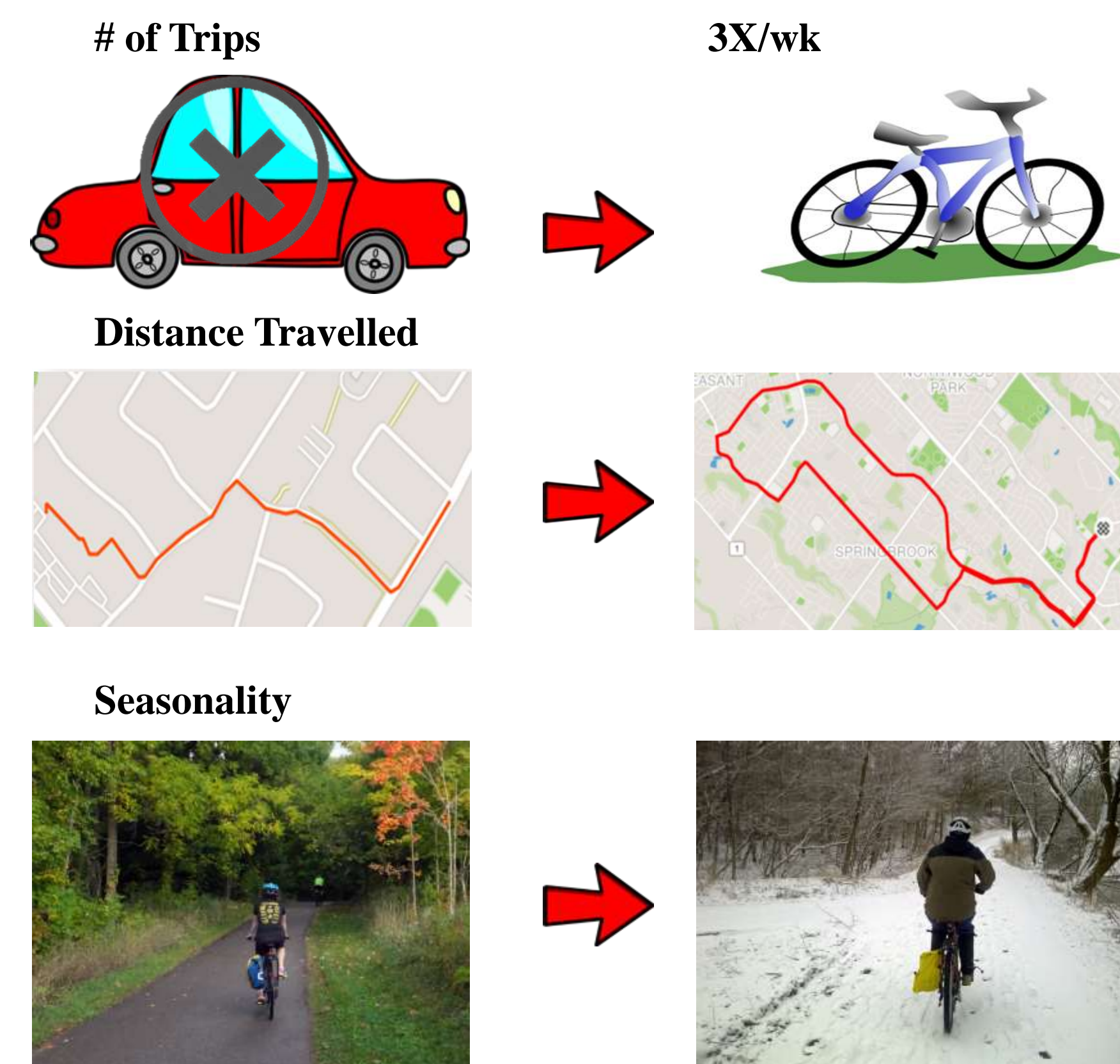
BikeBrampton.ca
Biking in Brampton
Builds our Community

If You Build it, They will Come: Increasing Cycling, Reducing Emissions

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Project Goals



Project Launch



Figure 1. Brampton Bike Hub magnetic sign for PCHS metal door, to let everyone know we are open!



Figure 2. Congratulatory Plaque



Figure 3. Brampton Bike Hub Launch, at PCHS (Punjabi Community Health Services), December 6, 2017

Pedalwise

Protégés fill out an Entry Survey identifying their opinions & goals. They are paired with Mentors for FREE customized learning & encouragement to use a bicycle for short trips instead of the car.



Figure 4. Very 1st time on a bike at age 47! "My brothers were taught to ride where we grew up, but I was not. I do not have a car and have been travelling everywhere by bus. A BikeBrampton member helped me buy a bike while I was volunteering at our booth at the Toronto International Bike Show." A CAN-BIKE instructor shows her cycling techniques.



Figure 5. 1st time on a bike since teenager; Protégé, age 58. "I borrowed a bike from the lending library and I am very excited to learn again. I work from home and want to be able to get rid of my car and cycle to the Library, Recreation Centre, Bank and for groceries. I've raised my family, worked 3 jobs at once and it's time for me to meet new people and become healthier."

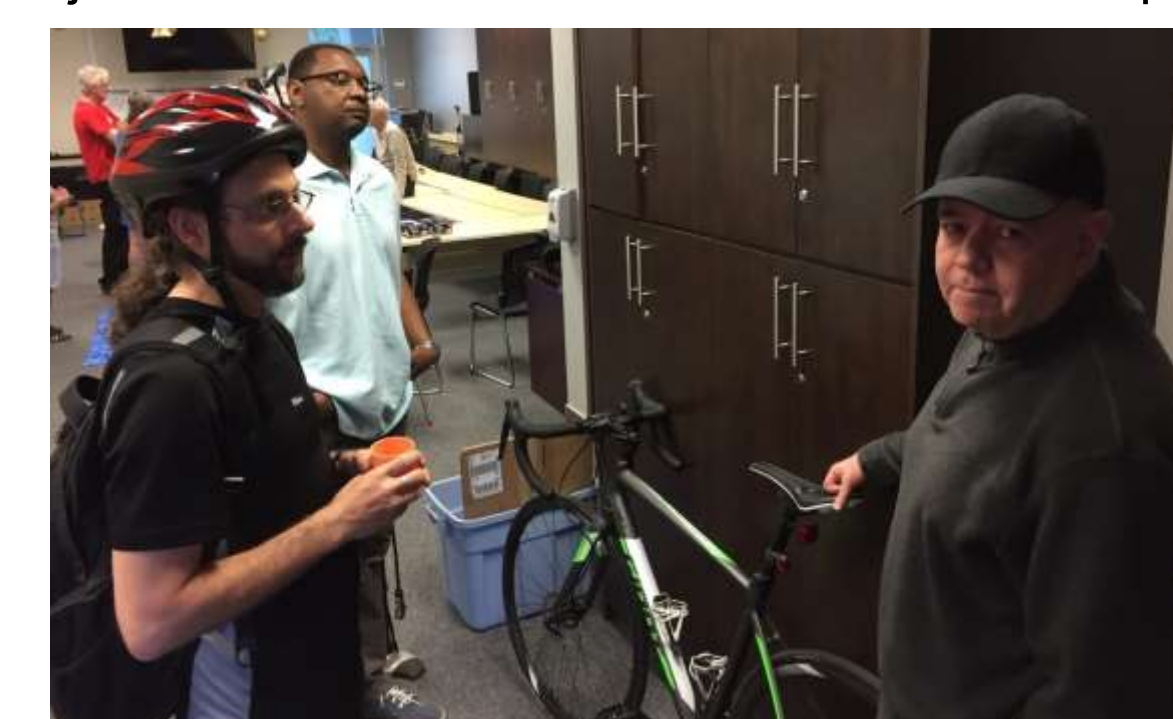


Figure 6. This young man already has cycling skills. He joined Pedalwise to acquire this Mentor as a training buddy for his upcoming cycling trip to Las Vegas. He visits BikeWrX regularly to learn how to maintain his new bike. He also commutes to work now, after regularly driving.

BikeWrX

Community-based Social Marketing changes the culture.¹ Brampton Bike Hub operates BikeWrX one evening nearly every week. Mentors and Protégés drop by with their bikes for DIY Mechanic supervised advice, basic training modules, informal questions and socializing.



Figure 8. When a Pedalwise Protégé came to be fitted for a bike she was borrowing for commuting to work, she brought her son along rather than arrange a sitter. He was clearly enthralled with fixing a flat tire on another Protégé's bike at the BikeWrX Drop-In. Our Region of Peel partner shows one can perform repairs while elegantly dressed. Cycling is for everyone!



Figure 9. 1 of our 2 BikeBrampton licensed bike mechanics demonstrates brake adjustment in 1 of the 6 stand-alone modules on the most common bike repairs. Mentors and Protégés alike pay rapt attention, so they can practice their new skills.

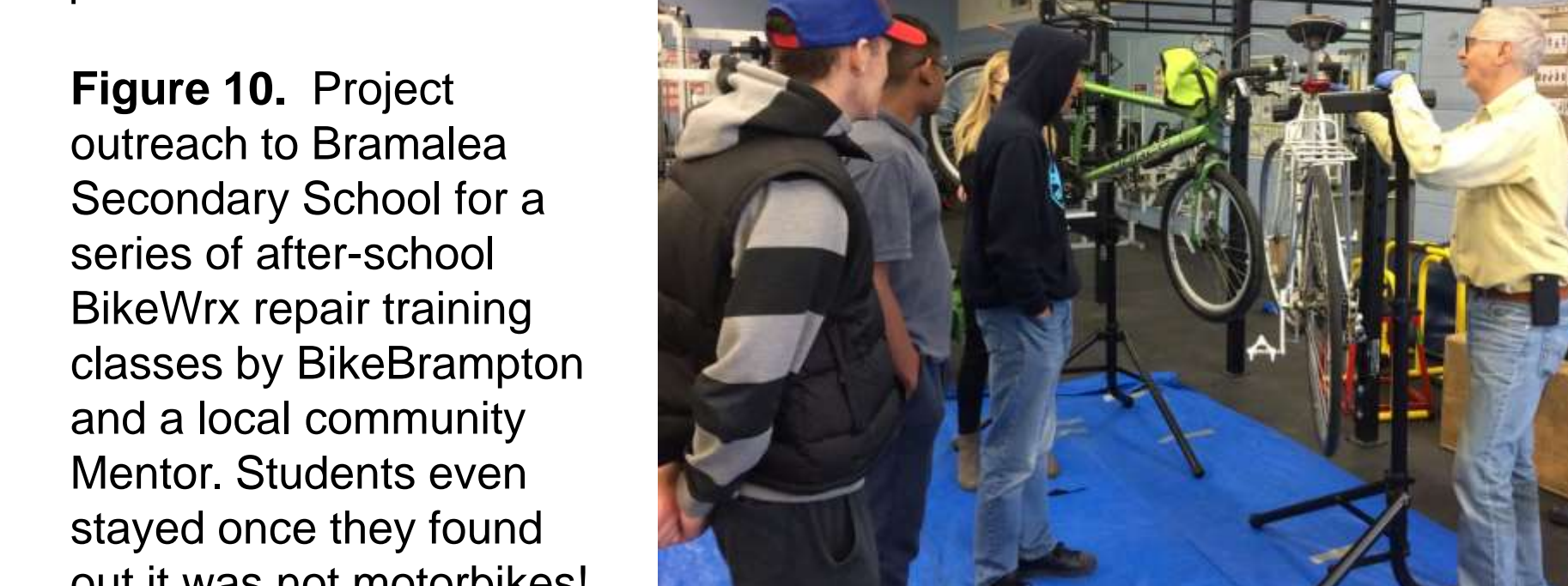


Figure 10. Project outreach to Bramalea Secondary School for a series of after-school BikeWrX repair training classes by BikeBrampton and a local community Mentor. Students even stayed once they found out it was not motorbikes!

Early Results

Figure 11. The data provides the end result of displacing carbon. The social benefit of getting to the end result are inspiring human stories!

Figure 12. Tweets of project outreach to Massey Street Public School Bike Swap. 42 bikes were donated, fixed by our BikeBrampton Mechanic, then given to these happy kids.



Social Media Statistics (Twitter):

35 Tweets 151 Likes 67 Retweets 10 Comments

Statistics:

- **1,285,797 daily trips by car** made by City of Brampton residents and car trips to Brampton. **67% by car, 5% by walking/cycling**²
- Total distance driven **8,014,319km**, based on median of 6.2km²
- Daily Brampton car trips equivalent to **2,287,210 kg of CO₂**³
- Brampton Bike Hub has been operating from a commercial unit provided by our partner, Punjabi Community Health Services.
- **BikeWrX 20 weeks** of operation
- **244 BikeWrX visits**
- **10 Mentors**, experienced riders who have undergone orientation
- **23 Protégés**, ranging from not cycled to those wanting coaching
- **9,730km cycled** so far
- **3,043kg CO₂** displaced

Figure 13. Participants sign up for Strava (or use a GPS logger) and track their cycling trips. The Bikeport by Kevin Montgomery created the EcoAction Strava Club to collect and analyze data.

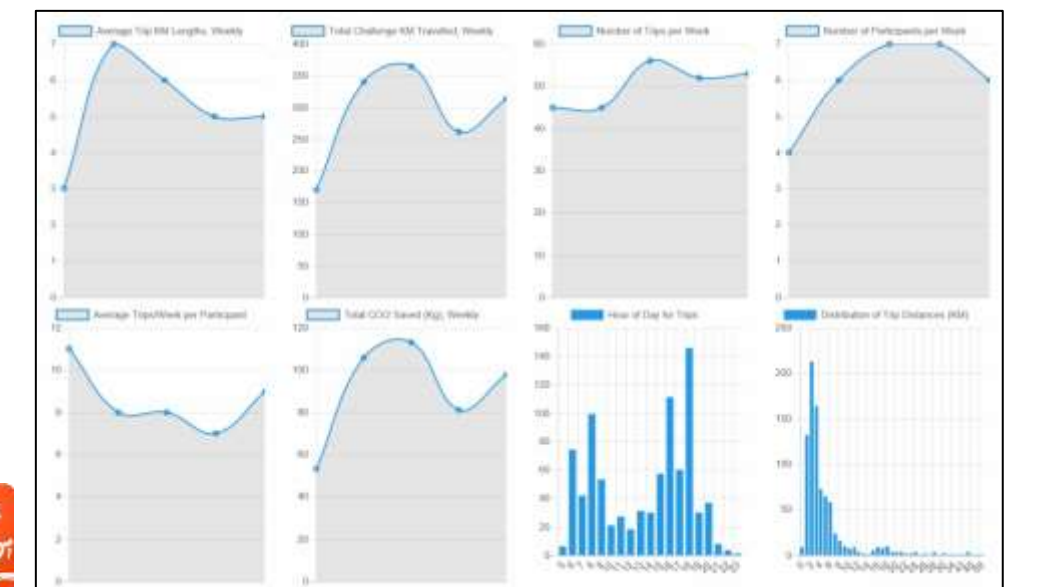


Figure 14. 29 participants gathered at Brampton City Hall on Mar 28/18 for the **Eco-Action National Webinar**. The 4 Canadian communities joined Vélo Canada Bikes to discuss environmental impact of this project.

Acknowledgements

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Environment and Climate Change Canada

Environnement et Changement climatique Canada

Region of Peel

working with you

walk+roll

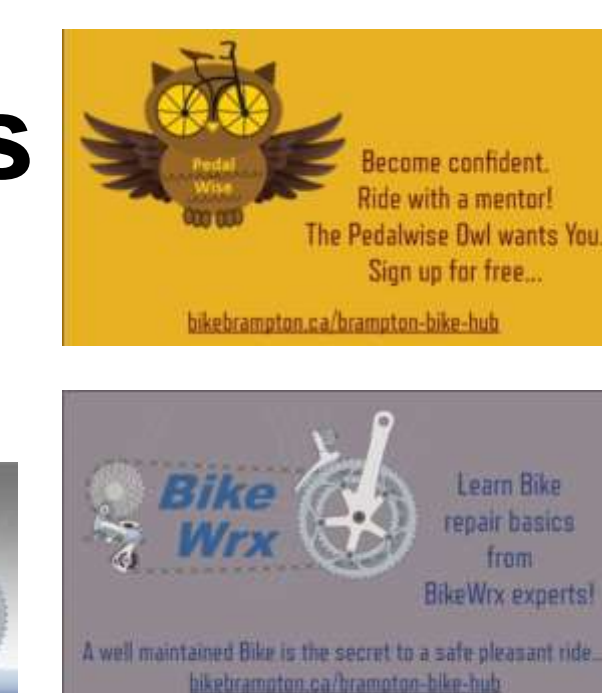
BIKEPORT

BRAMPTON Flower City



Promotional Aids

Figure 7. Social Marketing Webtile, double-sided Business Cards & Booth Display Poster



References

1. Smith Lee, N., Ledsham T., Liu G., Savan B. Toronto Centre for Active Transportation. (Feb 29, 2016, revised Aug 10, 2016). Peel Region Community Based Pilot Program for Active Transportation Final Report. <http://www.walkandrollpeel.ca/projects/pdf/peel-at-proj-report.pdf>
2. Data Management Group at the University of Toronto Transportation Research Institute. (2011) Transportation Tomorrow Survey, Travel Summaries for the GTHA, Region of Peel, City of Brampton p.66 http://dmg.utoronto.ca/pdf/tts/2011/travel_summaries_for_1he_gtha/Peel_Brampton.pdf
3. <https://calculator.carbonfootprint.com/calculator.aspx?tab=4>

Who We are

"Biking in Brampton Builds our Community"

BikeBrampton is a group of volunteers who encourage, promote and advocate for increased safe transportation and recreation cycling in Brampton. We participate in **City of Brampton's Environmental Master Plan's Grow Green Network** to encourage Active Transportation for Environmental benefits. bikebrampton.ca/brampton-bike-hub ecoaction.bikebrampton.ca @bikebrampton #bramptonbikehub #bikewrx #pedalwise prepared May 21, 2018