

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

Bike Brampton
*Riding 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

Bike Brampton

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.*

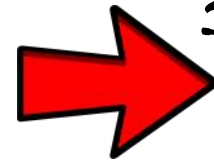
Wishing you and your team many years of success!

Yours Truly,
Sonia Sidhu
Sonia Sidhu
Member of Parliament
Brampton South



Project Goals

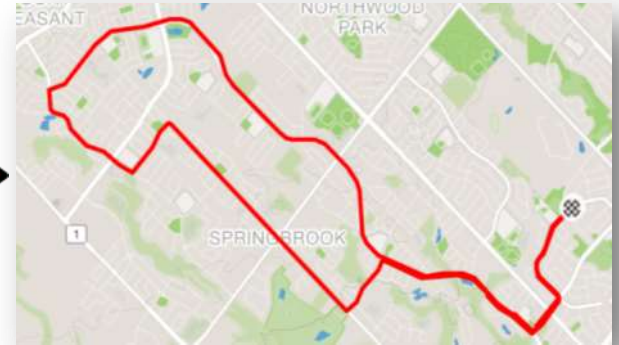
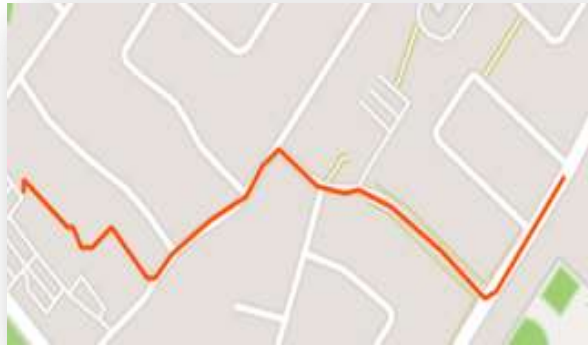
of Trips



3X/wk



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



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

bikebrampton.ca/brampton-bike-hub

Promotion items...



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



Parents welcome to bring their kids



Protégé helped with new bike purchase at Toronto International Bike Show

brampton.ca
builds our community

One Metre Safe Passing Law
Bill 31, Making Ontario's Roads Safer, 2015

PEEL
Brampton.ca
Brampton Bike Hub

PINELLI



6 Basic Bike Repair Modules taught...



Mentors & Protégés alike, learning skills...

A photograph of three cyclists standing with their bicycles in a city square at night. The scene is illuminated by vibrant, multi-colored Christmas lights strung on trees and buildings in the background. The cyclist on the left is wearing a dark jacket, a black helmet, and glasses, and is smiling. The cyclist in the middle is wearing a red shirt, a dark jacket, and a helmet. The cyclist on the right is wearing a dark jacket and glasses, also smiling. They are standing on a paved area with a black metal railing in front of them. A sign is visible in the background. The overall atmosphere is festive and celebratory.

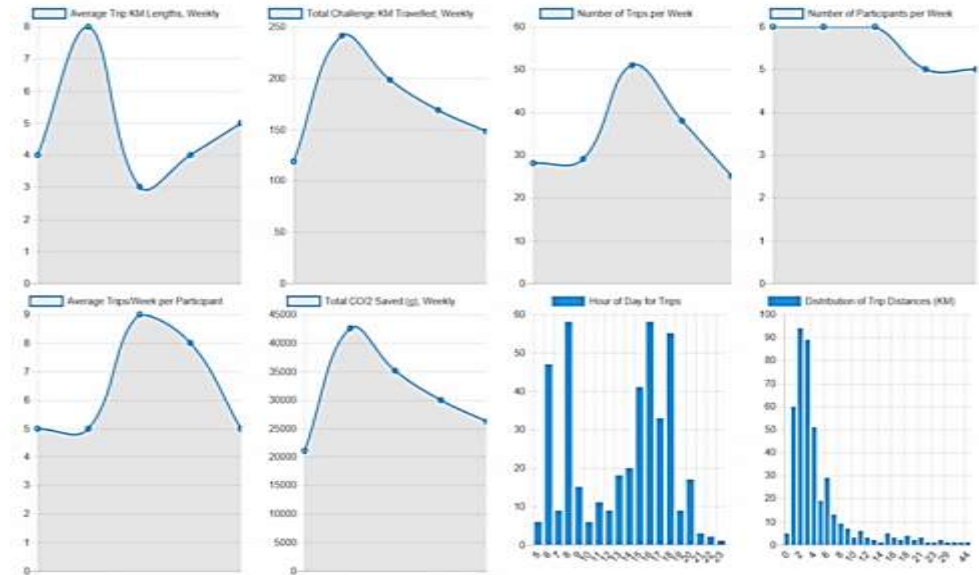
Cycling for all seasons...



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 together in a room. The woman on the left has long, wavy brown hair and is wearing a blue long-sleeved top. The woman on the right has long, straight brown hair and is wearing a red hoodie. They are both smiling. In the background, there are several bicycles parked, a table with a pink tablecloth, and a fire extinguisher. The text is overlaid on the bottom half of the image.

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