



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

Canada Bikes National Demonstration Project: If You Build It, They Will Come: Increasing Cycling, Decreasing Emissions

Year 2 Report

April 2018 to March 2019

BikeBrampton continued operating the Brampton Bike Hub BikeWrx bike mechanics training modules and drop-in sessions throughout the winter of 2018. Our objective was to continue building momentum for the program and demonstrate that winter cycling was an enjoyable option. We did quite well in the first 4 months of operation with 145 people participating in the Bike Hub. This positioned us well for continued growth for year 2 of the program.

In the spring and summer of 2018 starting Year 2, BikeBrampton teamed with the City's Cycling Advisory Committee to participate in 14 Community Rides at different locations and routes throughout the City. Participant totals grew substantially from last year to 280 riders.



1Brampton Community Ride Spring 2018

In the early summer, BikeBrampton received a Healthy Communities grant from Peel Region to build a 400 square foot bike storage cage for the Bike Hub. The funds were leveraged as a direct result of the Eco-Action program. A volunteer work party completed the installation. The cage work was completed in August and, during the fall, storage racks were installed along



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

three sides of the cage. This greatly increased the storage capacity and allowed us to bring in protégés for on-site bike lending selection and fitting.



2 Transporting Donated Bikes



3 Bike Cage installation Summer 2018

Bikes were received from donors all over the city, including individuals, condo property managers, the police and transit agencies. The cage now houses over 60 bikes, many of which are part of a bike lending library.

This past December we had an “official opening” of the bike cage along with a one-year anniversary celebration of the Brampton Bike Hub operation.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



4 Anniversary Party and Bike Cage Official Opening December 2018

We had a crowd of about 60, including representatives from, the Region of Peel Public Health, Peel Public Works, City of Brampton Active Transportation and both the City and Federal government politicians. More details can be found at:

<http://bikebrampton.ca/2018/12/21/brampton-bike-hub-1st-anniversary/>.

During the spring and summer, we experimented with different ways to increase program participation. We offered a series of bike mechanics workshops at a local high-school.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



5BikeWrX training Bramalea SS May/June 2018

We offered guided rides in concert with our local hospital for the Transition Aids to Youth program.



6Peel Memorial Wellness Ctr, Transition Aids to Youth Program July/August 2018

In partnership with the Reading Line, and the FOLD (Festival of Literary Diversity), we helped organize and participate in the Brampton Book Ride where riders travelled to various city locations to hear recitations and excerpts of poetry and books by local authors.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



7 Reading Line Book Ride, April 2018

And we teamed with the Council of Agencies Supporting South Asians (CASSA) to run an Active Transportation for Seniors Workshop using a Punjabi translator.



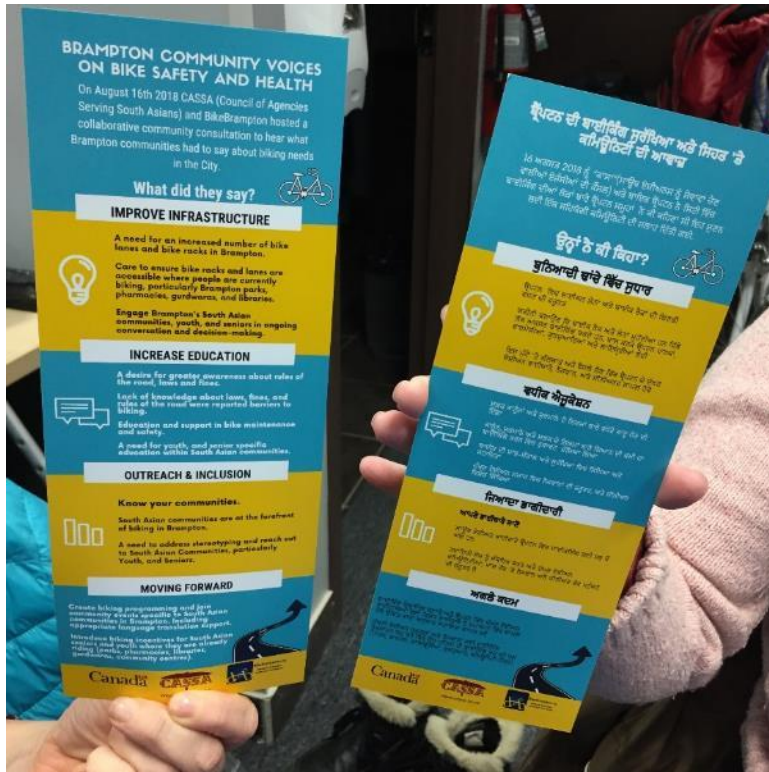
8 CASSA workshop August 2018

The result of the workshop was the production of an infographic for engaging seniors in active transportation that was in English on one side and Punjabi on the other.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



9 CASSA Infographic

All year long but, especially during Bike Month, we participated in numerous events to promote the Bike Hub. Events included: Bramalea Cyclefest, CeleBrampton, Massey Street Public School Bike Swap, Bike to Work Day, Brampton Community Rides, and, of course, Bike the Creek. Two of the three bicycle retailers sponsored the 2018 Bike the Creek event. More details of Bike the Creek 2018 can be found here: <http://bikebrampton.ca/2018/06/26/bike-the-creek-friendly-connections/>



10 Bramalea Cyclefest BikeBrampton outreach



11 Massey Street Public School Spring into Health



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



12 Bike the Creek

In July we launched the Eco-Action Carbon Reduction Challenge where participating protégés could win prizes for increasing their destination cycling trips by 10% or more. During the challenge, protégés logged over 480 trips, cycled almost 8,000km and displaced 2.5 tonnes of carbon. For details here <http://bikebrampton.ca/2018/11/29/carbon-reduction-challenge/>.



13 Proteges receiving their prizes

In October of 2018 the Region of Peel launched a Community Cycling Program tender. BikeBrampton, in partnership with PCHS, Caledon Community Services and the Town of Caledon, submitted a bid to continue the Brampton Bike Hub beyond the end of the Eco-Action program as well as expand into two locations in the Town of Caledon. In December we were awarded the contract.

At the beginning of March 2019, we ran a Winter Cycling Workshop with two instructors and 19 participants.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



14 Winter Workshop Flyer



Figure 1 Winter Cycling Workshop



15 Winter Pogies!

All the while, the number of protégés has been increasing. Although we've had some attrition, mostly due to people moving away, the number of active protégés stands at 37, more than double what it was at this time last year. In addition, we now have 15 bikes out on long-term loan.

2018 saw the City of Brampton launch a new cycling routes map which proved very popular. This began to legitimize cycling as a form of transportation on a city-wide level.

Many of the mentors became more skilled in engaging their protégés on “for purpose” rides. As a result, not only did the protégés start riding more to destinations, so did the mentors! A small number of new protégés have also availed themselves of riding skills lessons delivered by the Bike Hub Can-Bike instructor.

In February 2019, we launched our final carbon challenge contest. The Winter/Spring Carbon Reduction Challenge is a team event with a goal that is set each month to move us towards meeting our overall carbon reduction target for this project. The mentors and protégés expressed that they wanted a challenge that was both competitive and cooperative. This contest seems to be a winner, in that we are seeing much more cycling activity than at this time last year. If these results stay consistent, we should have no trouble in meeting the 20 tonne carbon reduction target by the end of June. At that point, the Brampton Bike Hub along with the newly formed Caledon Bike Hubs, will have transitioned to the new Community Cycling Program and the Eco-Action program will have come to a successful conclusion.

Sharing our Success Stories for the Benefit of Other Communities

In May 2018 a BikeBrampton delegation travelled to Ottawa to present our program at the National Bike Summit.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

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



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

Dayle Laing and David Laing, BikeBrampton



Pedalwise

Twenty-five fill out a survey identifying their opinions & goals. They are paired with Mentors for 10-12, one-on-one sessions & encouragement to use a bicycle for short trips instead of the car.



Figure 4. Very little on a bike at age 47? My mother was taught to ride when we grew up, but I was not. I don't have a car and have been traveling everywhere by bus in Brampton. I never thought I'd buy a bike while I was volunteering at our booth at the Toronto International Bike Show. A CAN-BIKE instructor showed me cycling techniques.

BikeWrX

Community-based Social Marketing changes the culture. Brampton Bike Hub organizes BikeWrX one evening every week. Mentors and Protectors help with their bikes. The CAN-BIKE experienced advice, bike training, trouble, informal questions and socializing.



Figure 8. When a Pedalwise Protector came to be fixed for a bike she was borrowing for commuting to work, she brought her son along rather than arrange a ride. He was clearly enthralled with riding after the on another Protectors bike at the BikeWrX Drop-In. Our Region of Peel partner shows one who performs repairs while deeply involved. Credit to the for everyone!

Early Results

Figure 11. The data provides the end result of ongoing action. The actual benefits of getting to the end result are inspiring enough.



Figure 12. Twenty of project members to Highway Street Public School Bike Shop. 12 bikes were donated, fixed by our Brampton mechanics, then given to these happy kids.

Statistics:

- 1,285,797 daily trips by car made by City of Brampton residents and our trips to Brampton, 67% by car, 8% for walking/cycling.
- Total distance driven: 8,184,317 km. Based on average 16.7 km/day.
- Daily Brampton car trips equivalent to 2,287,216 kg of CO₂.
- Brampton Bike Hub has been operating from a commercial unit provided by our partner, Peel Community Health Services.
- BikeWrX: 20 weeks of operation.
- 144 BikeWrX visits.
- 10 Mentors, experienced riders who have undergone orientation.
- 23 Protectors, ranging from not cycling to those wanting cycling.
- 8,700 km cycled to fix.
- 3,100 kg CO₂ avoided.



Figure 13. Participants sign up for a bike or use a GPS app to track their riding trips. The Brampton by Rail Partnership created the Eco-Audit Bike Hub to collect and analyze data.



Figure 14. 30 participants gathered at University City Hall on their way to the Eco-Audit National Meeting. The 4 Canadian cities joined with Canada Bikes to discuss environmental impact of the project.



Figure 1. Brampton Bike Hub project sign to PCO's main door, to let everyone know we are open.



Figure 5. 1st time on a bike since teenager, Protectors age 58. "Borrowed a bike from the working bike shop and got very excited to learn again. I never from home and want to be able to get on my car and cycle to the Library, Recreation Centre, bank and for groceries. We needed my family, worked 2 jobs at once and it's time for me to meet new people and become healthier."



Figure 9. 1 of our 2 Brampton bike mechanics demonstrate bike acquisition in 10 min. It's a game show module on the road common bike repairs. Mentors and Protectors take by right attention, so they can practice their new skills.

Who We are

"Biking in Brampton Builds our Community"

BikeBrampton is a group of volunteers who encourage, promote and advocate the increased use of bicycles and recreation riding in Brampton. We partner with City of Brampton's Environmental Matters Plan's Green Network to encourage future transportation for environmental health. BikeBrampton is a non-profit organization. For more information, please contact us at 514-888-8888 or visit our website at www.bikebrampton.ca.



Figure 7. Group of people standing together for a photo.



Figure 2. Group of people standing together for a photo.



Figure 3. Group of people standing together for a photo.

16 Project Poster

In April 2019, we made a presentation to the Ontario Bike Summit.



17 Presenting at the Ontario Bike Summit



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

BikeBrampton also participated in two Bicycle Friendly Communities Seminars, one in Caledon in 2018 and one in Mississauga in 2019.



18 Bicycle Friendly Communities Workshop Mississauga

Changing the political landscape in favour of Active Transportation

In April 2019, BikeBrampton delegated to City of Brampton Council with the support of both Council and staff, to request on-road bike lane infrastructure. The project, referred to as “the Big Ask”, will span the City east to west and north to south.

The Brampton Bike Hub was specifically mentioned in the delegation.



19 Delegation to Brampton Council for AT infrastructure "Big Ask"



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

By the Numbers

In-kind volunteer support hours.

Position	Activity	Hours
Bike Mechanics	Module Training and Drop-in Coaching	40
Bike mechanics and volunteers	Bike repair, sorting, tear down	20
Can-bike Instructor	Adult instructor training	20
Volunteers	Bike Cage and rack installation	40
Mentors	Protégé communication, attending Bike Hub events, individual and group rides	180
Data management	Web-site management, blog posting, social media content Strava extraction, data reports	250
Administration	Cost accounting, bike loan agreements, waiver forms signing and scanning, expense form submissions, contractor review	300
Project management	Level of service agreements, Partner relations Reporting	300
Promotion	Community relations and presentations	400
Total in-kind		1,550

- The community has contributed more than 30 bikes to the bike library.
- The Region of Peel has donated more than 30 bikes to the bike library
- Peel Public Health has committed more than \$3,000 in funding in support of the the BikeWrx storage facilities. These funds were leveraged directly by the Eco-Action grant.
- PCHS is donating space each week in which the Bike Hub programs are being run including space in the underground parking garage.
- PCHS is also providing funds management services and insurance for a nominal fee.
- Webhosting, data collection and technical services have been provided to the project for only a nominal charge by the BikePort by Kevin Montgomery
- Gerald Pyjor, Steve Laidlaw, Peter Bolton and others, have put in significant volunteer hours building cages, racks, cabinets and a storage shed as well as sorting and repairing bikes for the library and dismantling unrepairable bikes for parts and metal recycling.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

- Photography has been provided by Dayle Laing and Bruce Marshall free of charge
- Web-site management has been provided by Dayle Laing free of charge.
- Program management and promotion services have been provided by David Laing free of charge

Participant numbers for year 2 compared to year 1:

Activity	Year 1 April 2017 – March 2018	Year 2 April 2018 – March 2019
Bike Wrx Drop-ins and Modules participants	145	457
Pedalwise New Protégés	17	44
Bikes on Loan	0	15
Celebration events and workshop participants	29	123

Protégé and Mentor “for purpose” cycling trips as recorded in Strava

Month	Number of Trips	Participants	Average Trips per Participant	Average Trip Distance (KM)	Total Challenge KM Travelled	Total CO ₂ Saved (Kg)
Dec-17	66	6	11	5.5	362	113.2
Jan-18	151	6	25	4.1	615.4	192.5
Feb-18	121	9	13	5.1	620.7	194.2
Mar-18	197	8	25	5.5	1091.2	341.3
Apr-18	254	12	21	5.7	1439.3	450.2
May-18	448	14	32	8.2	3668.9	1147.6
Jun-18	484	17	28	11.2	5424.6	1696.8
Jul-18	471	18	26	11.2	5253.6	1643.3
Aug-18	398	17	23	13.2	5243	1640
Sep-18	340	18	19	16.5	5614.9	1756.4
Oct-18	315	12	26	12.8	4020.6	1257.7
Nov-18	226	14	23	14.2	3202.3	1001.7
Dec-18	239	14	17	14	3338.3	1044.2
Jan-19	218	13	17	8.5	1860	581.8
Feb-19	154	12	13	11.6	1787.6	559.2
Mar-19	287	16	18	17.3	4975.3	1556.3
Apr-19						
May-19						
Jun-19						
Totals	4369	206	330		48,517.7	15,176.4

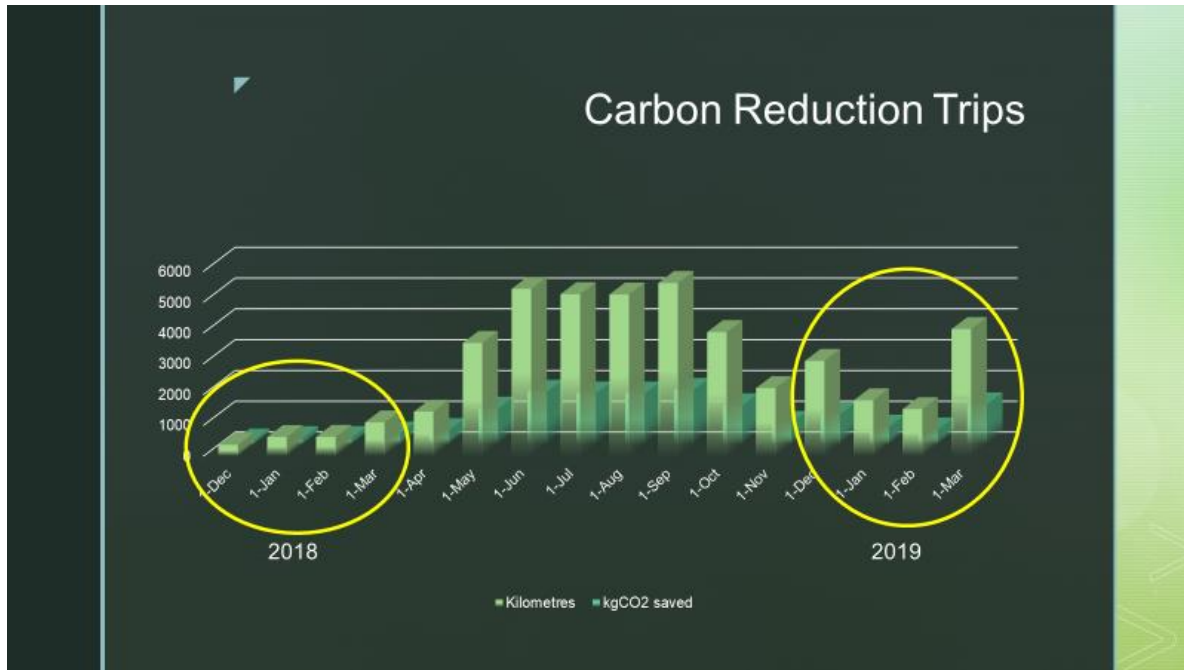
Our target by the end of June is to hit 64,000km and 20 tonnes of carbon reductions. Given our year over year performance to date, this target seems achievable.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*

Kilometres travelled by protégés and mentors from December 2017 to end of March 2019 with year over year months highlighted.



Year over year comparison by month for the first three months showing percentage changes.

	Number of Trips	Participants	Average Trips per Participant	Average Trip Distance (KM)	Total Challenge KM Travelled	Total CO/2 Saved (Kg)
Dec17-Dec18	353%	217%	164%	242%	853%	853%
Jan18-Jan19	144%	200%	72%	202%	294%	294%
Feb18-Feb19	122%	122%	100%	202%	245%	245%
Mar18-Mar19	136%	175%	76%	289%	389%	389%

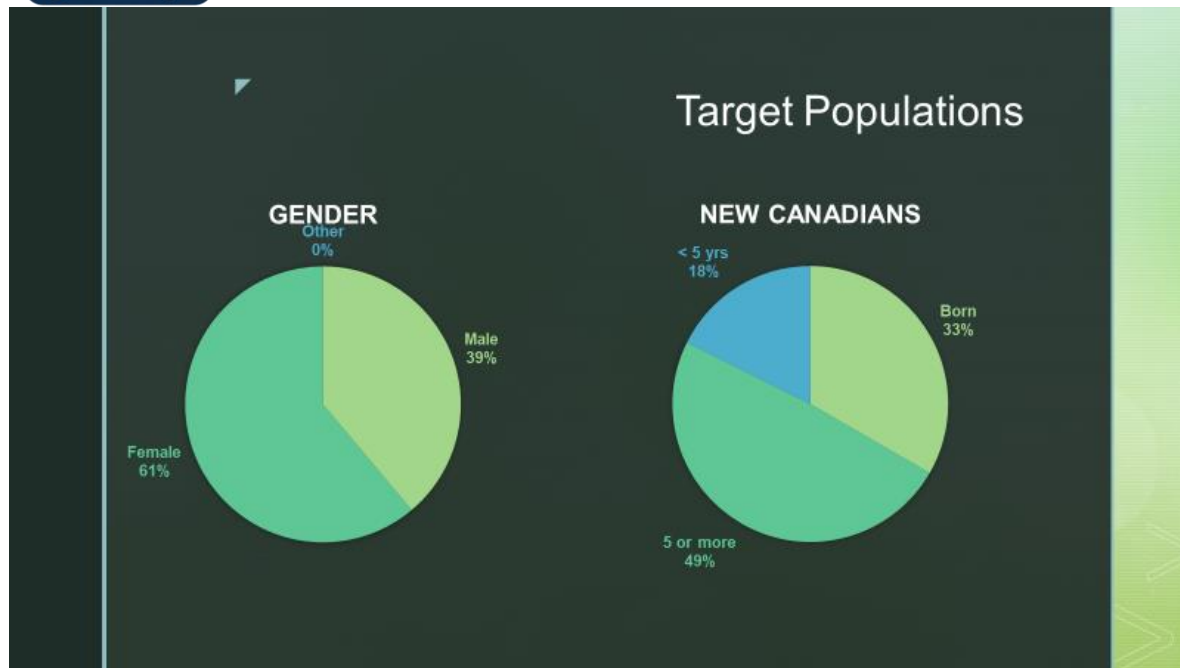
Year over Year Comparison by Month

Protégé percentages by gender and new Canadians. The high ratio of women and those new to Canada is exactly what we were targeting for the program.



BikeBrampton.ca

*Biking in Brampton
Builds our Community*



Conclusion

By the end of June, the Brampton Bike Hub will have achieved all of the program objectives for job creation, participants, people reached, number of volunteer and in-kind support and, carbon reductions.