


AT Community Based Social Marketing

EcoAction in the Brampton Bike Hub

Brampton Ontario

- 9th largest city in Canada
- Ethnically diverse
- Fast growing
- AND...



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- A photograph of a multi-lane road during the day. A long line of cars is stopped in traffic, filling most of the road lanes. The cars are mostly SUVs and sedans. To the right of the road is a sidewalk and a metal guardrail. In the background, there are trees and a clear sky. The image is used to illustrate a car-centric environment.
- Very car centric
 - Bicycle mode share < .25%
 - Goal is 1.8% by 2041



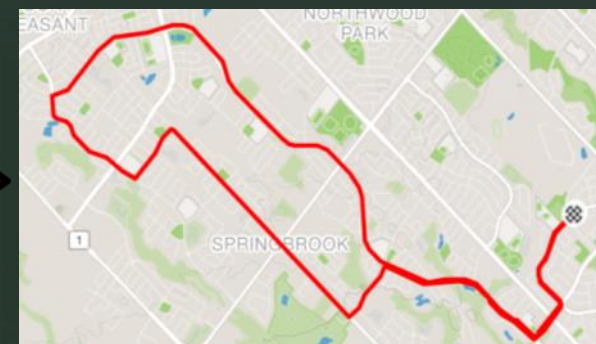
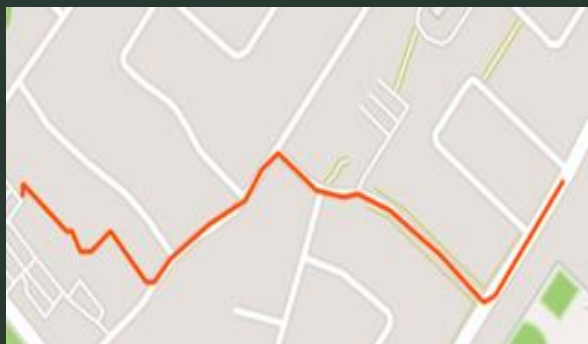
Brampton Bike Hub



of Trips



Distance
Travelled



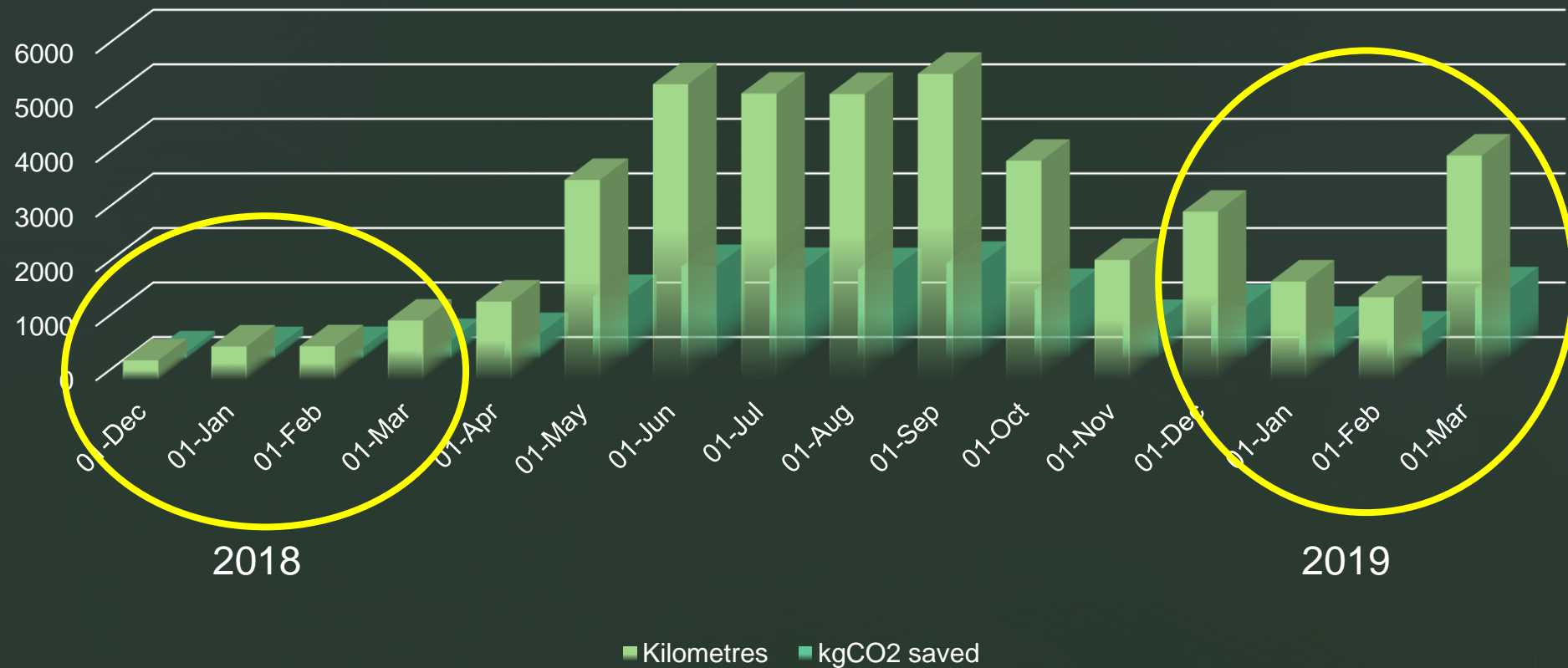
Seasonality



December 2017- March 2019 Results

- 14 Mentors
- 53 Protégés, 2 participants
- 1,200 participant activities
- 4,335 bicycle commute trips
- 46,223km travelled
- 14.5 metric tonnes CO² saved

Carbon Reduction Trips

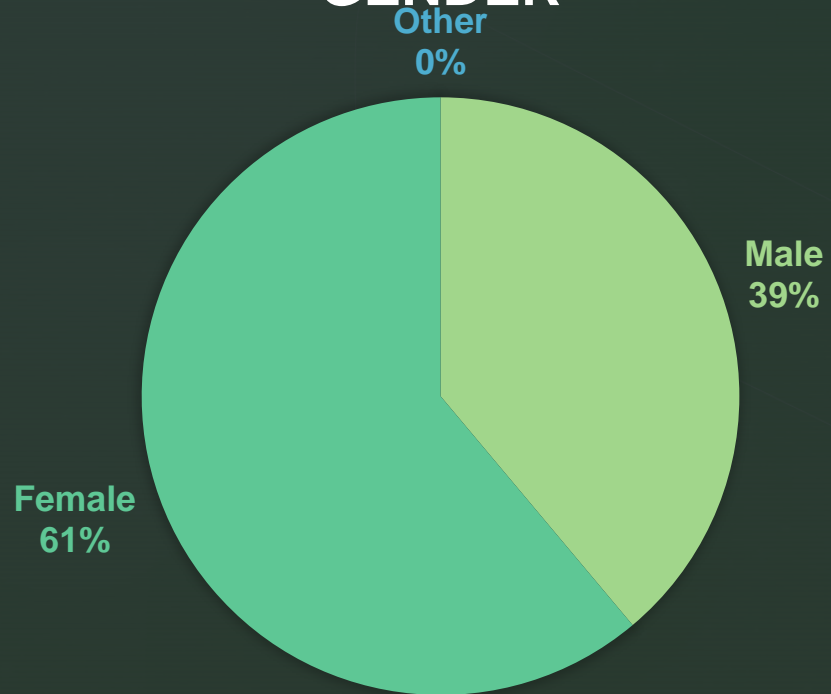


	Number of Trips	Participants	Average Trips per Participant	Average Trip Distance (KM)	Total Challenge KM Travelled	Total CO/2 Saved (Kg)
Dec17- Dec18	353%	217%	164%	242%	853%	853%
Jan18- Jan19	144%	200%	72%	202%	294%	294%
Feb18- Feb19	122%	122%	100%	202%	245%	245%
Mar18- Mar19	136%	175%	76%	289%	389%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

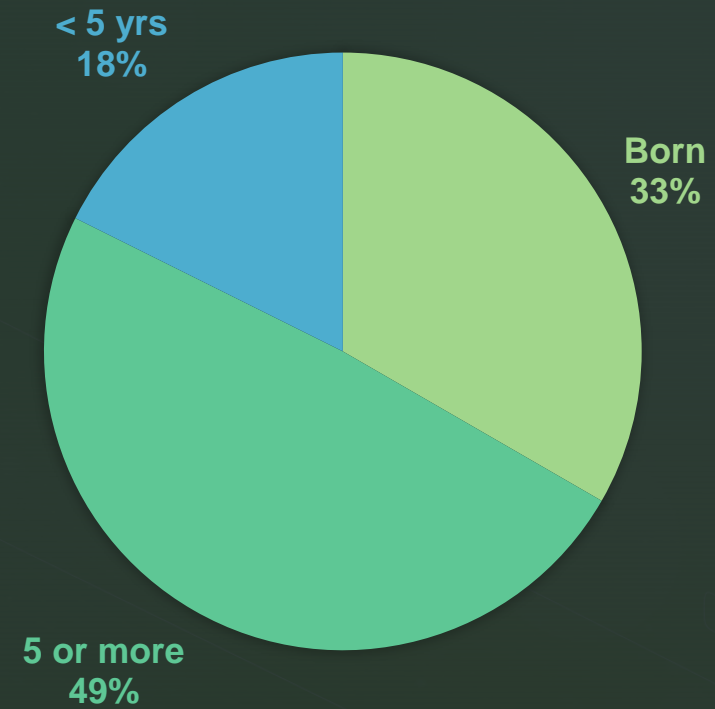
Year over Year Comparison by Month

Target Populations

GENDER



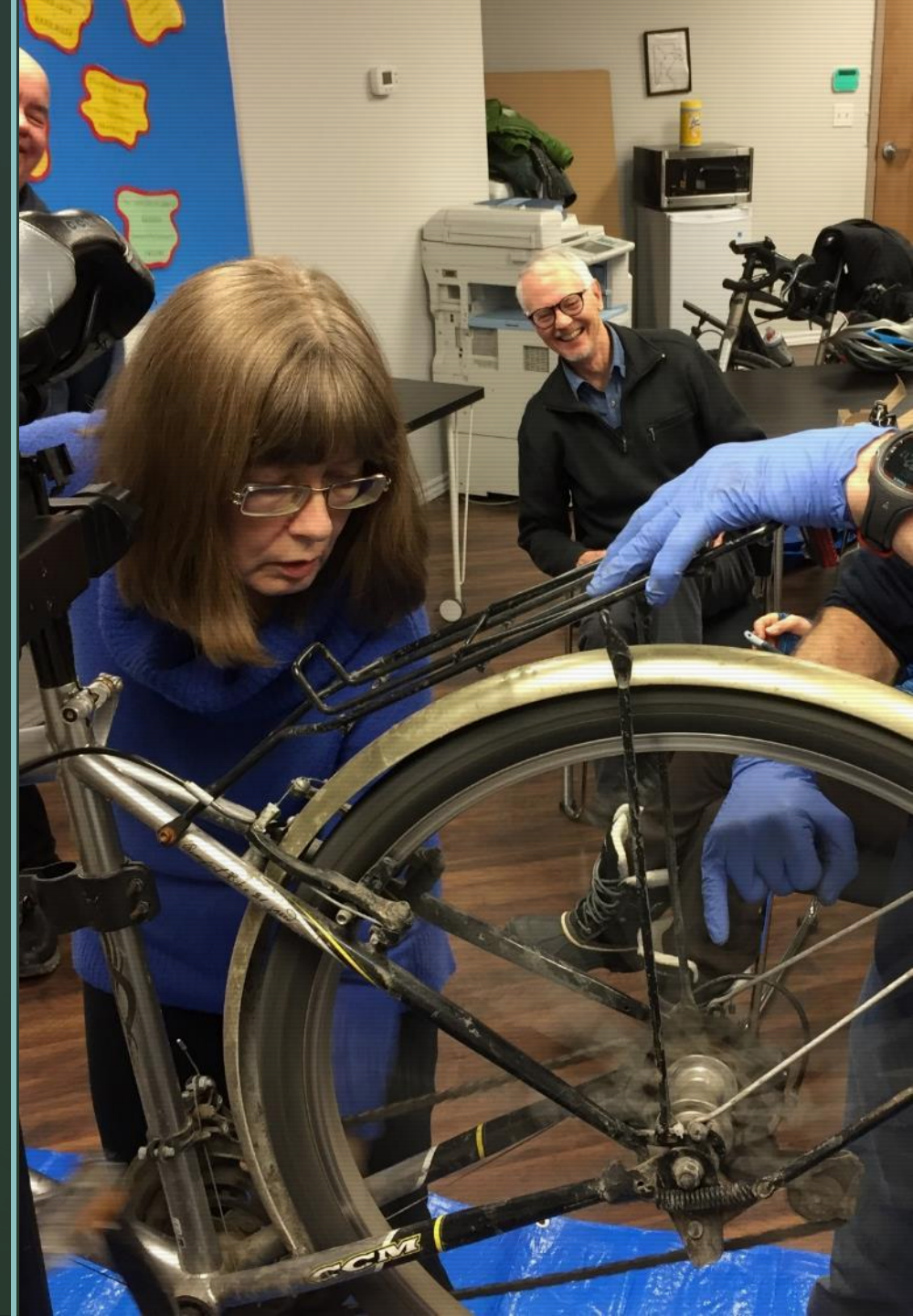
NEW CANADIANS



Eva

“I bought a city bike earlier but then this bike was just sitting in my shed for over a year and I never rode it – not even once! I think it was because biking involves some initial investment of time and effort in learning how to pick the best routes for my destination, how to ride on a road, some more thought on what to wear, how to transport stuff (baskets and panniers for groceries, etc.), and obviously tuning and maintaining the bike which I knew nothing about.

Pedalwise and BikeWrX helped me with all that!”



Rashaun





Ramanjit & Dharminder

Caitlin





Jason

Learning

Consistency
builds
patronage
and trust



Wednesday evenings 6:30-8:30pm

Removing barriers

Brampton Bike Hub Library
December 2018



Brampton Bike Hub Pedalwise Winter Cycling Seminar

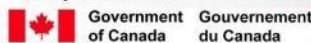


Learn #winterwarrior tricks
so you can enjoy winter cycling trips!

Wed March 6, 2019 6:30-8:30pm bikebrampton.ca/brampton-bike-hub

50 Sunny Meadow Blvd

Enter Unit #108 from parking lot



BikeBrampton.ca
Biking in Brampton
Builds our Community

Cycling Nutrition Seminars



"Basic Nutrition to Support your Cycling Habit"

Dr. Jason Clifford, ND

"Advanced Nutrition for Strength, Intensity, Endurance"

Raven Naturopathic

May 1, 2018 6:30-8:30pm

50 Sunny Meadow Blvd, enter Unit 108 from parking lot

bikebrampton.ca/brampton-bike-hub



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Biking in Brampton
Builds our Community



Brampton Bike Hub Seminar Series

Shameless Promotion



United Achievers Seniors Group Bike Hub Presentation, March 2019



Inclusive, Social, Fun

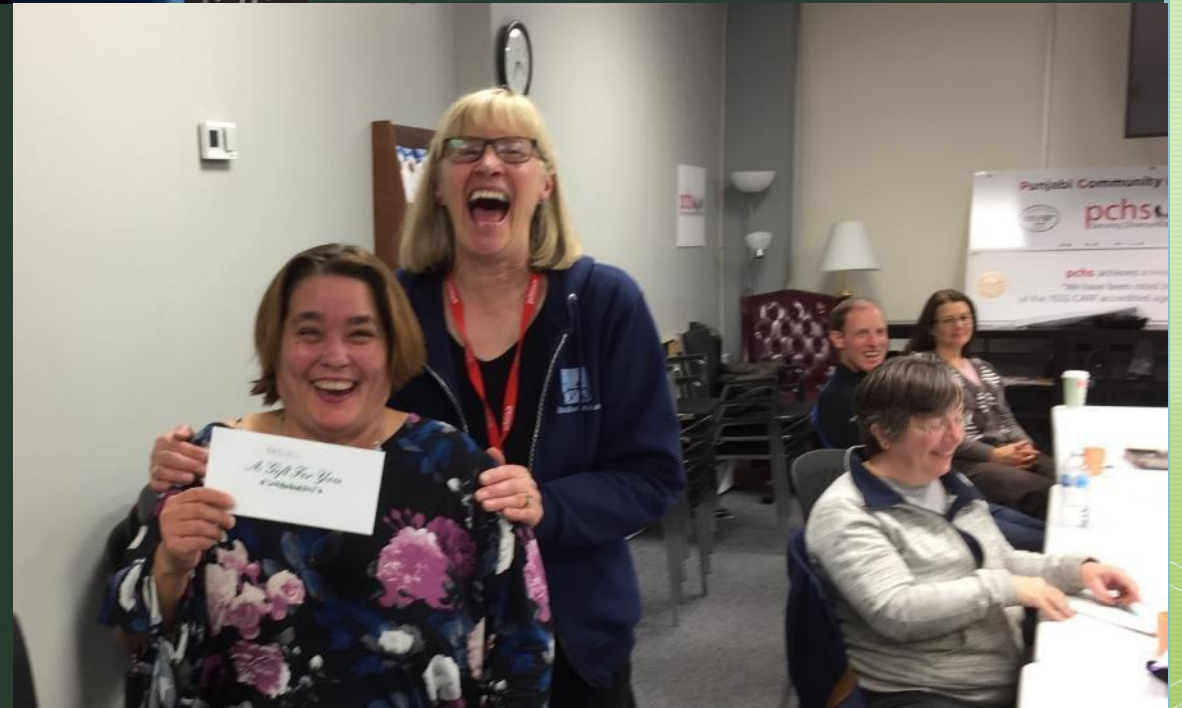






Prizes

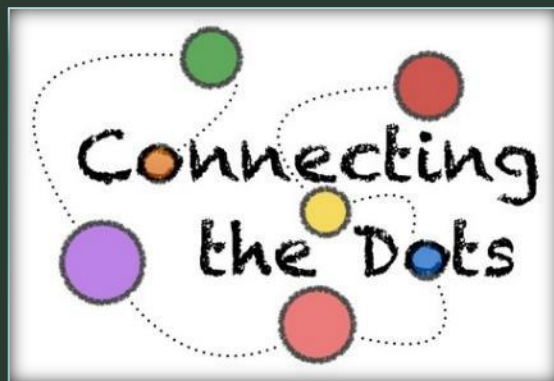
Incentives





FreakingNews.com

Our future without AT



- Health
- Happiness
- Sustainability



"The test we must set for ourselves is not to march alone but to march in such a way that others will wish to join us."
Hubert H. Humphrey Jr.