



**BikeBrampton.ca**

*Biking in Brampton  
Builds our Community*



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

Activity Report for the period April – August 2019

## **1. ACTIVITIES AND ACHIEVEMENTS**

### **BikeWrux:**

BikeBrampton continued to host weekly BikeWrux module and drop-in sessions throughout the spring and summer. In April, we opened two new BikeWrux Hubs in Caledon, one at The Exchange in Bolton and one at a temporary storefront recreation centre in the Southfields community.



*Picture 2 Caledon Community Services Executive Director Monty Laskin welcomes participants at the opening of the Caledon Bolton (Exchange) Bike Hub April 15, 2019*



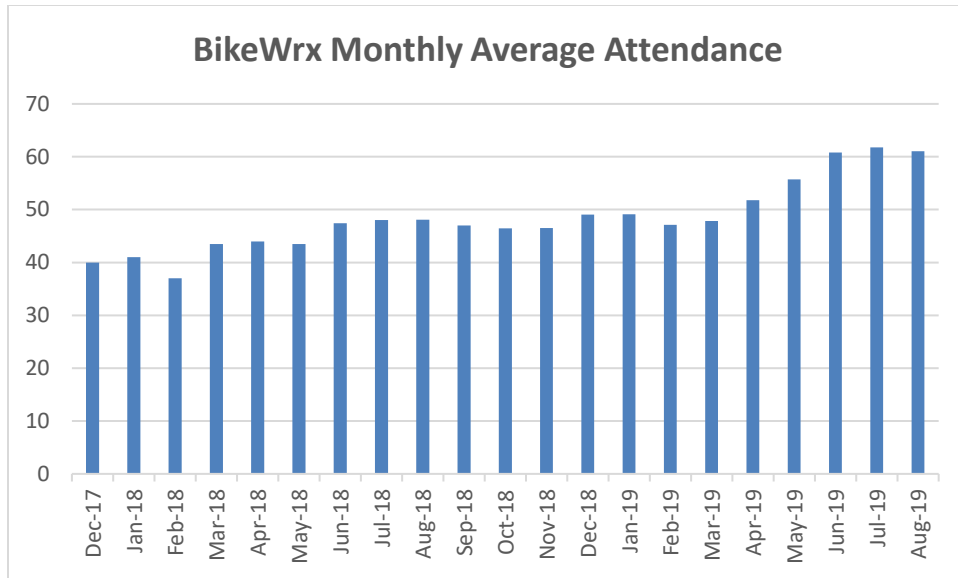
*Picture 1 Caledon (Southfields) Bike Hub Official Opening Pictured from left to right: Councillor Lynn Kiernan, Councillor Johanna Downey, BikeBrampton Chair David Laing, Councillor Christina Early, Mayor Allan Thompson, Alyson Monery Recreation Co-ordinator*

Each location required different storage solutions and the volunteer teams spent many productive hours building toolboxes and equipment sheds.

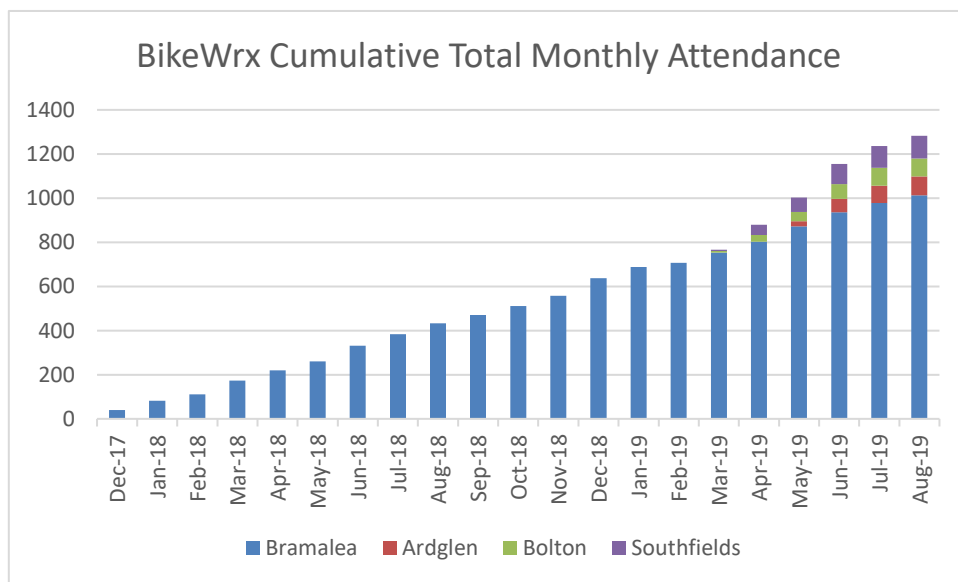


In May, we opened a second Brampton BikeWrX Hub at The Journey Neighbourhood Community Centre in the Ardglan neighbourhood near Brampton's downtown core.

While the new Hubs are still gaining traction within their respective communities, the average attendance overall has been steadily increasing and now averages 61 participants per month.



Since the beginning of the program, the BikeWrx attendance across all four Hub locations has now reached 1,281.



It is rare that the mechanics deliver a pre-set training module. The drop-in nights, however, are very popular. With the help of the mechanic and/or other Pedalwise mentors, attendees work on specific issues with their own bikes or observe work being done by others.



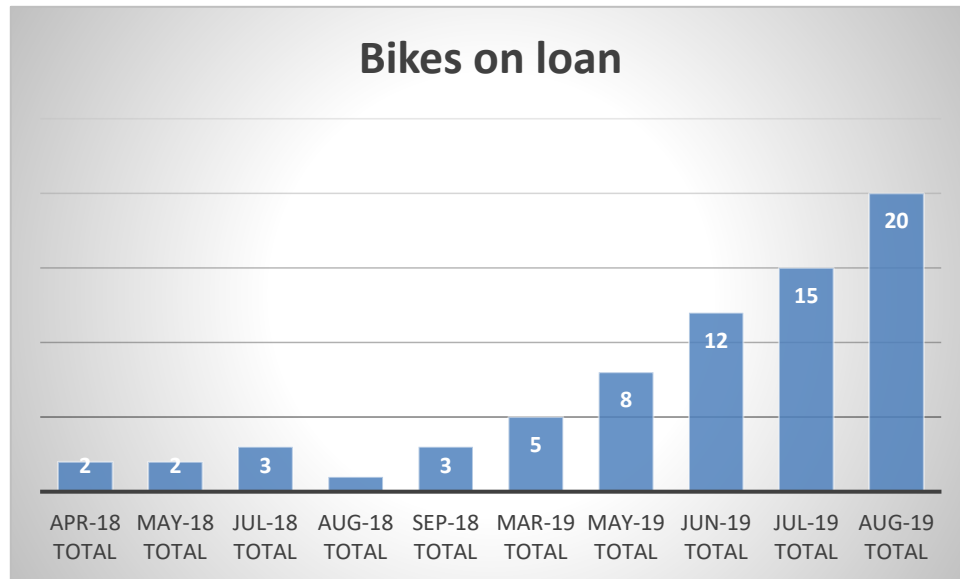


There is also a lot of social interaction amongst the participants which builds on the community-based social marketing theme.



## Bike Library

- The number of bike loans from the lending library has been increasing steadily with 15 new bike loans to individual Pedalwise participants since March 2019. We currently have 20 bikes on loan.



- The bike lending library also continued to support institutions as well as individuals. Although the Transition Aids to Youth program with Peel Memorial Wellness Centre was not renewed in 2019, we did partner with the Toronto and Region Conservation Authority to lend over 20 bikes for their “Ride in Nature” program. We teamed with Massey Street Public School to donate 10 youth bikes for their bike swap program and repair over 20 additional bikes that were donated by the Massey community. We also lent a bike to MPP Prameet Sarkaria so he could participate in the June Bike the Creek event.



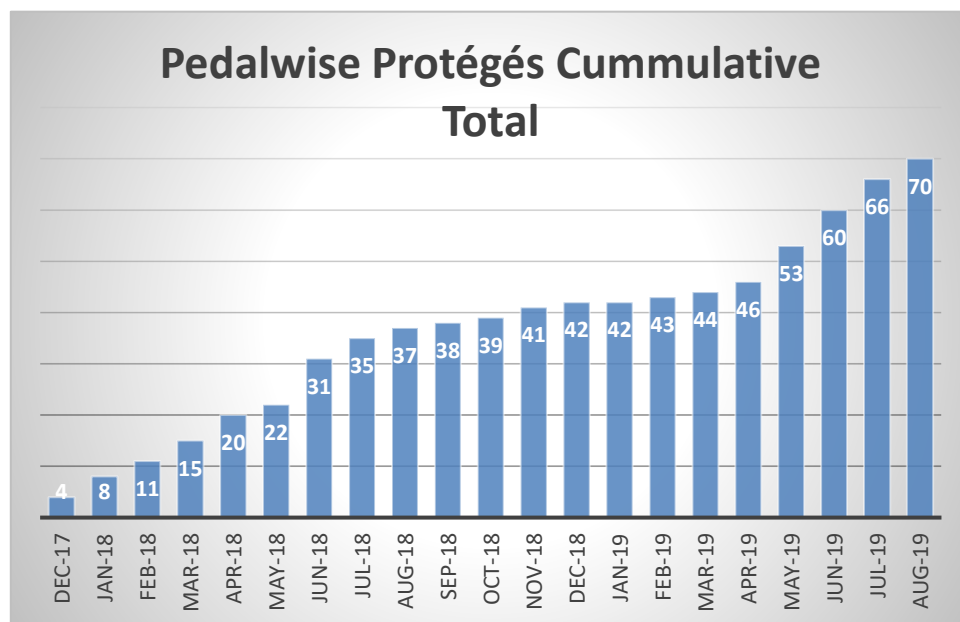
- Some of the new protégés are new immigrants and need a bike to get to school.





## Pedalwise

We gained 36 new Pedalwise protégés since our last report, an 82% increase! Seventy eligible protégés have joined Pedalwise since the start of the project. Seven have since moved out of the area, two have resigned from the program and three protégés have since gained enough experience and skill that they have taken on the Pedalwise mentor role.



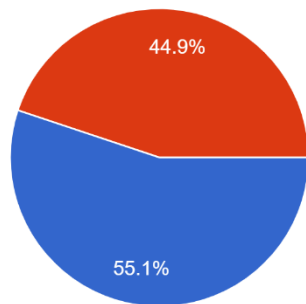
Many of the new protégés have borrowed bikes and are new to cycling or have not ridden in many years. They are taking instruction from our CAN-BIKE instructors and building the skills to ride with confidence.



## Pedalwise Respondent Statistics

### What is your gender

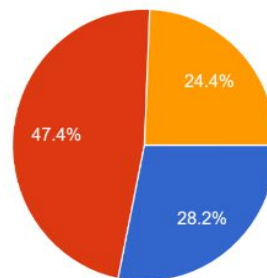
8 responses



● Female  
● Male

### How long have you lived in Canada?

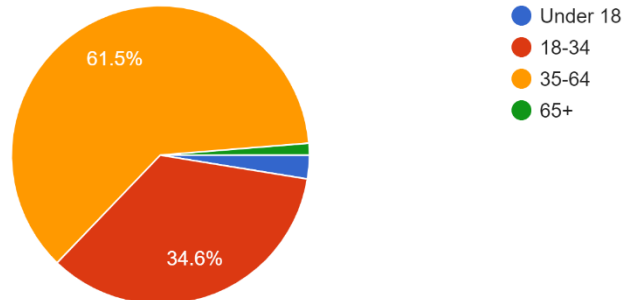
78 responses



● Less than 5 years  
● Longer than 5 years  
● I was born in Canada

## What is your age

78 responses



## Carbon Emissions Reduction

At the beginning of the EcoAction project, the Brampton team set a target to displace car trips with bicycle trips equivalent to a reduction of 20 tonnes of CO<sup>2</sup> emissions by the end of June 2019. At the beginning of this year, we had achieved only 13 tonnes over 13 months. With only 5 months to go, the target appeared to be unattainable. Then we launched the [Winter/Spring Carbon Reduction Challenge](#) in February as a team competition with both mentors and protégés participating. We set a target for the team to log 29,000 commute kilometres from February to June 2019, a 230% increase over the monthly average for the same period in 2018.

The challenge was a tremendous success with the team logging over 37,000 kilometres, more than enough to meet our carbon reduction goal! *See the [Strava blog post](#) for more details on the Challenge results.*

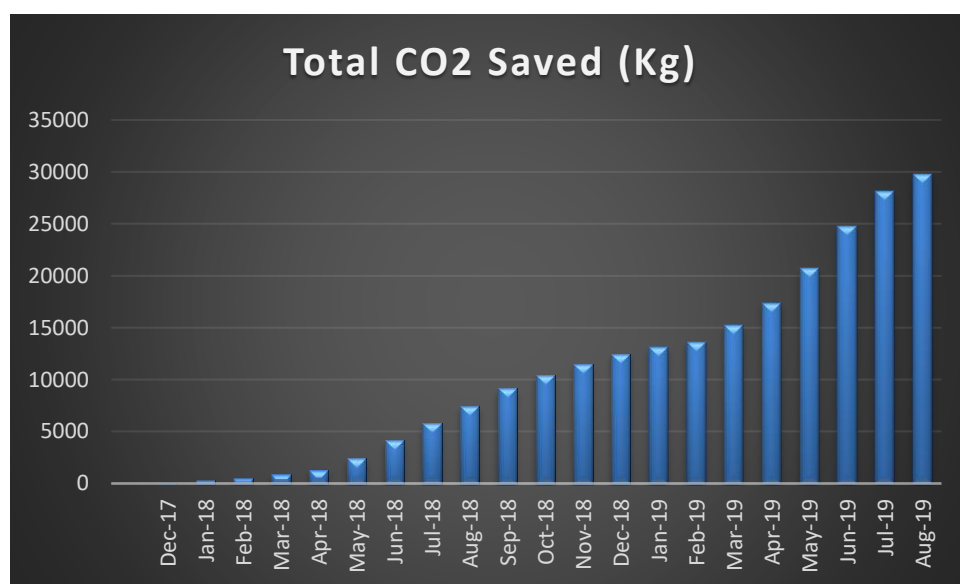
And the pace continues with more than 95,000 kilometres logged to the end of August and almost 30,000 kilograms of carbon saved.

To accomplish this goal, Pedalwise mentors planned local errand rides with their protégés, helped them with route planning and even accompanied them as they commuted to work for the first few times!





The number of participants regularly tracking their bicycle kilometres increased from 15 to 25 and the average commute trip distance per participant increased by 60% to just over 18km.

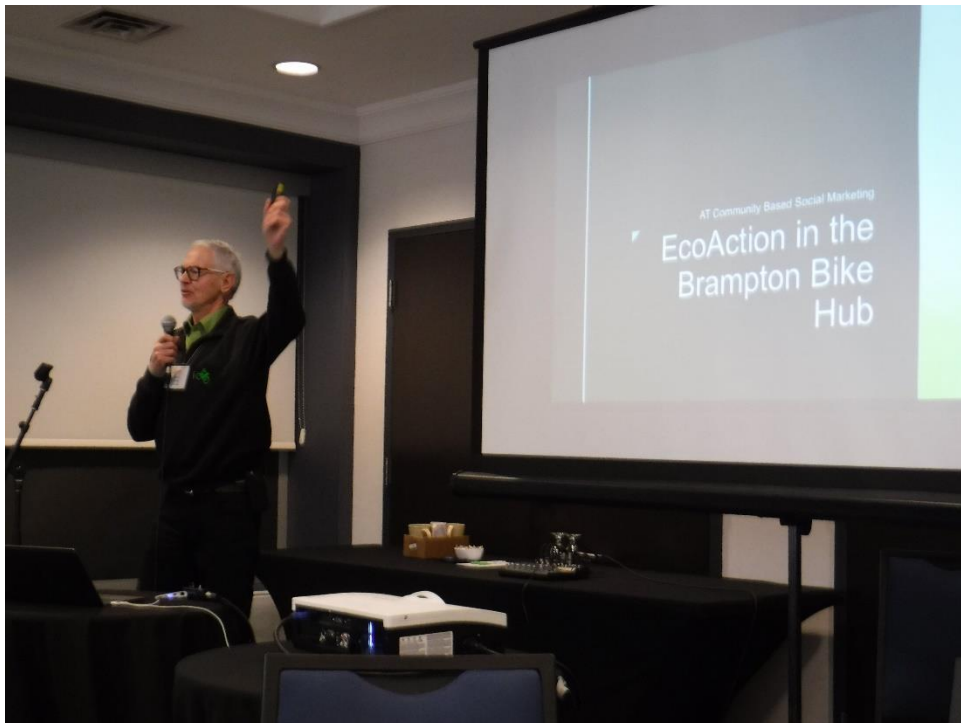


## Other Activities

- At the end of March, we ran a mentor training program for the new Caledon mentors at the Exchange location in Bolton.



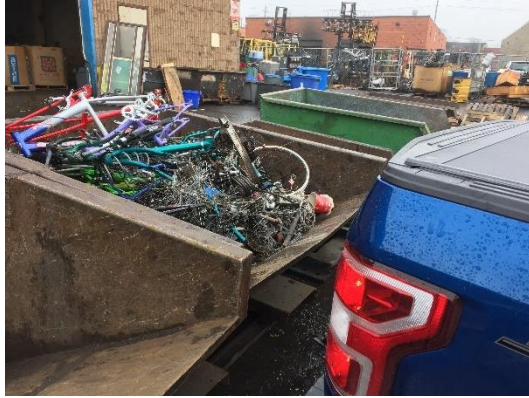
- In April, we presented the EcoAction program and the Brampton and Caledon Bike Hubs at Share the Road's Ontario Bike Summit in Toronto.



- In May we hosted a Bike Nutrition seminar to encourage cyclists of all abilities to consume healthy balanced food to make their cycling more effective and enjoyable.





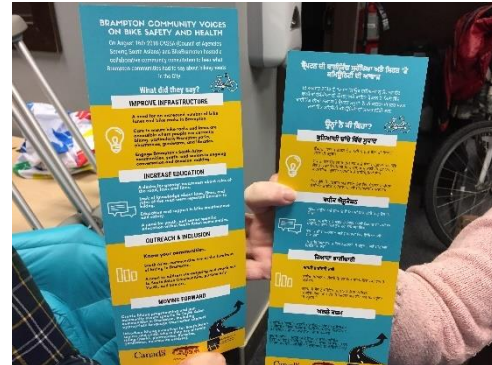
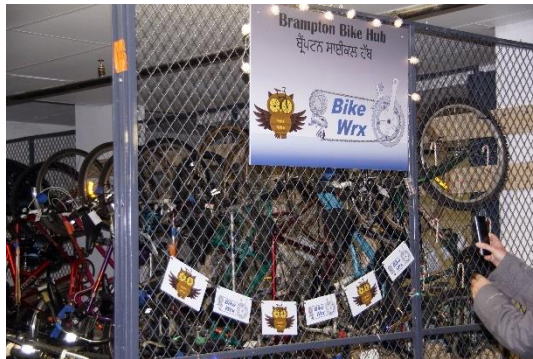


- During June is Bike Month, we participated in over 12 school events including bike rodeos and bike safety presentations and assemblies. The audience for these presentations was over 2,000 students.



- BikeBrampton members also supported the 5<sup>th</sup> annual Bramalea Cyclefest and the 6<sup>th</sup> annual Bike the Creek event. [Bike the Creek](#) had its best year ever with over 1,000 registrations and more than 900 participants.
- The newly elected Brampton Mayor and Council members are favourably disposed to active transportation. Council has approved a budget for this year that includes almost \$4M in funding for active transportation projects, many of which are already being constructed. Council engaged us to help define some of the larger projects. And the City is set to approve its first ever Active Transportation Master Plan in September.

- Town of Caledon Mayor and Council members have also been supportive of encouraging both of the Caledon Bike Hubs and active transportation generally in the community.
- Both Brampton and Caledon are diverse communities and we are translating materials where possible and appropriate.



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## 2. Project Results Summary Against Original Targets

| Performance Indicators     |                 |                       |  |
|----------------------------|-----------------|-----------------------|--|
| Indicator                  | Brampton Target | Results to 08/31/2019 | Total Forecast to project end (06/30/2019) |
| GHG Reduction              | 20 tonnes       | 29.8 tonnes           | 33 tonnes                                  |
| Participants in activities | 140             | 1,282                 | 1,500                                      |
| Jobs created               | 2               | 9                     | 9  |
| Unique people reached      | 200             | 2,200                 | 2,300                                      |

### GHG reductions

- Reporting participants in the project have logged over 6,800 cycling trips totalling 95,167 km cycled not driven from December 2017 to the end of August 2019. That translates into 29.8 metric tonnes of GHG's averted which is 50% over the target we set at the beginning of the project.
- 57% of active protégés and 92% of the mentors are now logging cycling trips. Others who have not officially signed up to the program are also logging their kilometres in support of the carbon challenge. While we continue to work to increase reporting accuracy, we know that our reported numbers are a conservative reflection of the activity that is occurring.
- As noted, the Winter/Spring Carbon Reduction Challenge was extremely successful in changing behaviour and we will look to offer more of these type of incentives in the future.

### Participation Rate

- We have already substantially overachieved this metric based on:
  - Total participants for the Pedalwise and BikeWrX programs from December 2017 to the beginning of September 2019: 1,281
  - Community Rides add another 500 participants
  - Informal rides add approximately 50
  - Other activities eg. TAY and Ride in Nature add another 50
  - It should be noted that 56% of the Pedalwise participants are female and 75% are

immigrants to Canada.

### **Reach**

- Through this program specifically, and the presentations made to the schools and community groups, we have reached over 3,000 individuals.

### **Jobs Created**

- The CCP program has allowed us to bring on more part-time staff that now include:
  - 3 bike mechanics and one mechanic apprentice
  - 2 Can-bike instructors
  - 1 Focus group facilitator
  - 1 Data and Tech support contractor
  - 1 Project Manager
  - 1 Webhost and Marketing Manager

### **FINANCES**

- In May the funds from the EcoAction grant were exhausted and the Bike Hub program officially moved to the Community Cycling Program contract with Region of Peel. This contract allows the Bike Hubs to continue operating until May 2020 with possible extension to 2022. Winning this bid was possible only because of the experience gained through delivery of the program under the EcoAction project.
- As indicated, the ECC funding leveraged an additional Healthy Communities grant from Peel Region to expand our bike storage facility. ECC funding has also leveraged considerable “in-kind” contributions from the Town of Caledon, Caledon Community Services, and The Journey at Ardglen
- The project expenditures are in line with the eligible expenditures in Section 6 of the Funding Agreement

We made adjustments to our original budget for the following reasons:

- Labour expense was higher than budgeted due to the program extension from April 2019 to June 2019. We were, however, able to apply this cost overrun to the start of the CCP as the two programs overlapped for over two months.
- Bicycle parts and tools expenses were lower than budgeted. We decided to defer some purchases such as bike locks. Also, some tools and parts were covered under the CCP.
- Supplies, Food and Admin was lower than planned as some of these expenses were also covered under the CCP
- Travel expenses were higher than planned due to the expanded sites as well as the requirement to pick up donated bikes. This was offset by eliminating truck rental due to an in-kind donation.
- Promotion and advertising budget was inadequate so expenses were higher than planned. However, marketing design was in-kind.
- Protégé incentive expenditures were higher than planned but achieved better results.

| Item                  | Budget     | Actuals    |
|-----------------------|------------|------------|
| GPS Trackers          | \$1,358.62 | \$1,358.62 |
| HR Fees               | \$4,000.00 | \$3,950.49 |
| Bicycle Parts & Tools | \$1,686.00 | \$1,190.95 |
| Supplies, Food, Admin | \$1,874.00 | \$1,327.62 |



|                         |             |             |
|-------------------------|-------------|-------------|
| Travel                  | \$1,940.00  | \$2,020.88  |
| Advertising & Promotion | \$500.00    | \$1,055.66  |
| Protégé Incentives      | \$2,250.00  | \$2,304.05  |
| Total                   | \$13,608.62 | \$13,208.27 |

## Estimated Value Of Cash Or In-Kind Donations

|   | Cash       | In-kind  |
|---|------------|----------|
| Donated Bicycles  |            | \$4,000  |
| Storage Units (Peel Region, Gerald Pyjor                            | \$3,978.00 | \$500    |
| Space rental (Sunny Meadow, Southfields, The Journey, The Exchange) |            | \$6,000  |
| Parts and Tools   |            | \$3,500  |
| Accessories and Incentives  |            | \$500    |
| GPS Units   |            | \$117    |
| Intellectual Property rights (Training manuals and tools            |            | \$9,000  |
| Strava tools and web-hosting  |            | \$500    |
| Volunteer labour  |            | \$20,000 |
| Travel  |            | \$500    |
| Printing and other Admin  |            | \$900    |
| Total   | \$3,978.00 | \$45,417 |

## EcoAction Counter Results

The EcoAction counter was stolen within 48 hours after being installed at the Brampton location. Unfortunately there was no data collected from the counter before it was stolen.

## Challenges and Key Learning

- Keeping the program records current and coordinating resources takes a lot more project management and administrative time than anticipated.
- Collecting trip data from both protégés and mentors is challenging. The technology works reasonably well once it is set up, but the steps involved to meet privacy and security requirements make it cumbersome for both the user and the administrator. As a result, program compliance is challenging.
- Team incentive programs and challenges work much better than individual recognition programs for encouraging both reporting and changes in transportation habits.
- It takes about a year before a Hub establishes a regular and loyal clientele. But it is worth the wait!
- Community based social marketing works but the challenge is scalability. Change typically occurs on a one-one-one basis and there are no economies as the program grows.
- Mentors need a high degree of knowledge and skill in terms of coaching and providing social support. As mentors are typically volunteers, it is difficult to provide adequate training for

them to develop this skill set.

- Most people still don't understand the connection between active transportation and its potentially positive impact on the environment. Most people join the program for other reasons.
- Providing adult education for new cyclists is particularly challenging and the CAN-BIKE instructor training does not adequately equip the instructors for this challenge.
- CAN-BIKE also does not cover the skills necessary to prepare a cyclist to operate a bicycle safely on busy roads and streets. This must be augmented by experience and collision data

BikeBrampton wishes to thank Environment and Climate Change Canada, Vélo-Canada-Bikes, PCHS, and all the partners, volunteers and participants for the success of this program delivery.