



# Brampton and Caledon Bike Hub

CCP Year Three Final Report

# Final Report

Year 3 of Region of Peel's Community Cycling Program with Brampton Bike Hub and Caledon Bike Hub.

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## Year 3 Program Overview

The Community Cycling Program of the Region of Peel is intended to:

- Build familiarity, comfort and confidence using the existing road & trails network
- Increase access to a working bicycle by fostering basic bike maintenance skills and access to the necessary tools and materials
- build community around cycling and making cycling to nearby destinations a social norm

In 2018, Punjabi Community Health Services (PCHS) and the Brampton Bike Hub and Caledon Bike Hub partnered to implement the Region of Peel's contract for the Community Cycling Program. This report outlines the deliverables in its third year of Program Delivery beginning May 1<sup>st</sup>, 2021.

### BikeWrx

#### Pop-Ups

Our goal was to provide 100 hours of service to 2,000 residents between July and October. We would do so across 13 different locations, with 10 in Brampton and 3 in Caledon. In four months we hosted 46 events spanning 17 locations across Brampton and Caledon, delivering 120 hours to 2,429 residents. Services at these events included free bike bell and light installation (courtesy of the Region of Peel), ABC quick checks, basic repairs, bike and helmet fittings, route planning, trail etiquette, group rides (n = 8), obstacle courses (n = 7), and one-on-one rider education. Offering these services in 2021 allowed us to significantly enhance visibility and reach residents who were unaware of the community cycling services available within Brampton and Caledon. Over the course of the season, we installed over a thousand bells & lights and provided mechanical evaluation and tune-ups to over 1,852 bikes.

These events were promoted by door-to-door postcard delivery, paid and non-paid online advertising as well as through other event collaborators. Pre-registrations and bookings were encouraged with a one in three chance to win a bicycle accessory prize pack valued over \$130. 37% of pre-registrants (n = 657) attended their scheduled time and accounted for 14% of the total residents we serviced. Those who signed-up online first filled out a registration form, and then booked a spot to attend through Calendly's scheduling service.



Figure 1 – The Brampton Bike Hub pop-up team, Grupo Bimbo and participants posing for a photo with Councillor Williams, Mayor Brown, and their families.



Figure 2 - Owen (left) giving a pre-register contest winner a bicycle accessory prize pack. Althea (right) receiving her prize pack.



## Year 3 Summary Chart of Participants (N = 3,682)

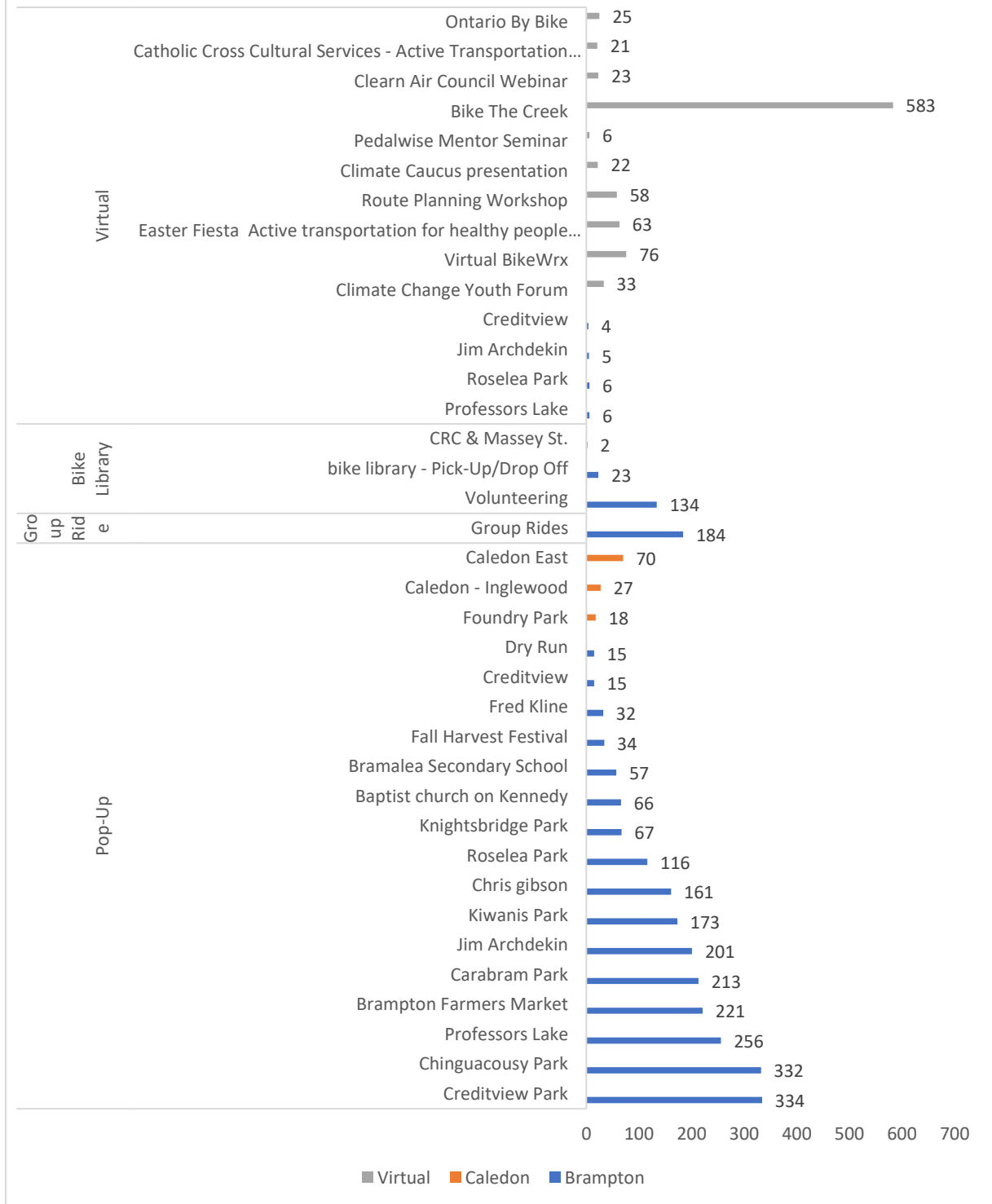


Figure 3

One challenge that we ran into while hosting trail events was that 8% of pre-registered participants were unable to locate our precise location on-time or at all. While most registrants were able to locate us using the Google Maps pin provided in their booking, people who lacked familiarity with app or the area had difficulties. In 2022, Pop-Ups will either be located on school properties or in parks beside major landmarks that would allow participants to find us easily.



Figure 4 - Avani (left) and Owen (right) hauling 60-75kg of equipment between events.

A tremendous amount of time and energy was devoted to making these events a success. A total of 2,089 hours went into making these events happen, with 76% of total volunteer time devoted to delivering these programs (see Appendix A for summary chart of all volunteer hours contributed to the program for Year 3). Fifty-nine of these volunteers were recruited through the Volunteer Resources Team from the Region of Peel, with 9 returning multiple times. Having Region of Peel Volunteers also provided a unique opportunity to train and educate additional residents on basic bike mechanics as well as more in-depth practical cycling education over the 2-3 hour Pop-Up sessions. The core team delivering pop-ups grew from 11 at the beginning of the summer to 29 near the end. Many of these new volunteers were high-school aged and eager to develop their mechanical and practical riding skills.

The goal for the season was also to deliver all equipment for events in Brampton by bicycle. Thank you to our part-time Summer Students Avani, Anandi, Joshua, and Owen who hauled equipment rain or shine and showed us what bicycles are truly capable of. At the start of the season, students participated in a brief 2-hour on-road training courtesy of mentors Lisa and Steve to prepare them for the long hauls ahead. Equipment for these events was graciously stored in the garages, sheds, and backyards of Dennis, Lucie, Indra, Steve, Alina, Heidi, and Yvon, as well as at the bike cage in 50 Sunny Meadow Blvd.



Figure 5

With many new volunteers living close to Professors Lake and Carabram Park, riding to and from these events provided a unique opportunity to overlap the mentorship program with some of the volunteers helping at these events. With many returning volunteers, group rides were arranged both to events as well as to the "haul houses" where equipment was being stored. Great work to Sanjana, Morgan, Avani, Anandi, Tejvinder, Vasanth, Krishna, Morgan, Kapil, Tahmoor, and Yash who accompanied us on over 20 rides throughout the season!

## Virtual Programming

While restrictions were still in effect, we hosted 4 Route Planning Workshops, 5 BikeWrX Sessions, and one Pedalwise Mentor Orientation that was attended by 140 people, not including those that attended with their partners or families. While promoting these sessions, we started paying particular attention to promoting events on social media, something that greatly enhanced outreach when it came time to deliver Pop-Ups. We presented in 4 webinars on Active Transportation that was attended by 165 people.

## Pedalwise Update

From January 2021 to February 2022, 82 residents signed up for Pedalwise.

While the number of sign-ups increased from 2020, total Pedalwise program engagement remained low in 2021. We attribute low interest from participants because of health-related concerns due to several spikes in COVID-19 variants. Fifty-four percent of the protégés signed up between March and June while COVID-19 stay-at-home orders were in effect and no mentor engagement was possible. With shortages in bicycle

availability and increased demand during the pandemic, many new registrants joined the program with the sole purpose of obtaining a bicycle. By the time the stay-at-home orders were lifted on June 11th, many of those who signed-up earlier either already found another bicycle or were no longer interested in participating in the Pedalwise program. When outdoor programming was permitted, 35 Pedalwise protégés participated in the mentorship program.



Figure 6 - The Lapido family swapping out bikes for their family to learn to ride together after taking lessons with Alina.

## Bike Library

With concerns remaining high amid the COVID-19 Pandemic, the Bike Library remained open and available for residents who needed them. Forty-six bikes were borrowed from the library this year, with some individuals taking out and returning bikes multiple times depending on the Bike Library waitlist and their changing riding behaviours. With the increased demand and limited availability of bicycles in the cage early in the season, we shortened the duration of the rental period to 2-weeks, allowing us to ensure availability for those on

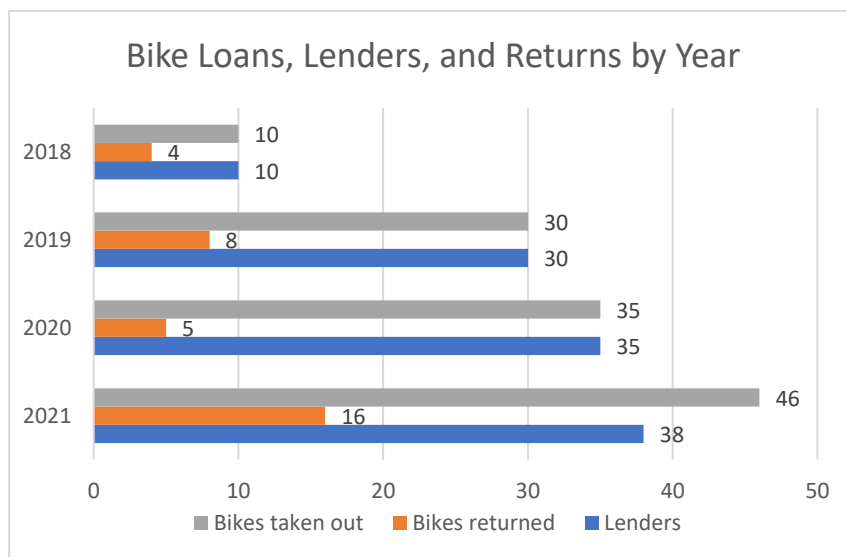


Figure 7 - All Bike Library activity from 2018 to 2021.

waitlists. We also modified the deposit structure from \$40 to a sliding scale structure up to a maximum of \$150. This gave folks the option to freely swap out bikes that no longer fit. Alternatively, we offered a modified earn-a-bike program to those willing to volunteer at pop-ups or at the bike library. Throughout the season, 9 volunteers took advantage of this offer as they long grew out of their bike or required significant repairs. Those that opted for the deposit still had the full amount returned to them once the bike was returned. Later in the season, we extended the bike loan period as our supply steadily increased. Many of those bikes will “winter over” at their temporary homes.

There was a lot of movement in the Bike Library in 2021, and not all of it intentional. In April 2021 we discovered 13 bikes and hundreds of dollars in equipment, tools, and parts stolen from the cage, resulting in some minor capital expenditure being allotted to ensure bikes that are donated to us go back into the community the way they were intended. Additional planned expenditures will be used to cover the top portion of the cage with fencing and to register all bikes that pass through the cage with Project 529. Big thanks to Tyron for already logging 39 bikes into the Bike Library.

On the positive side, a new relationship formed with the Peel Community Recycling Centre netted ( $\Sigma = 51$ ) bikes. In addition, increased exposure to local community members about our program at pop-ups ( $\Sigma = 70$ ,  $n=28$ ) resulted in the most bikes we’ve ever received as donations in a season ( $\Sigma = 121$ ). Since Pedalwise is aimed primarily at adults and families, we had excess child bikes in inventory. We gave 27 of them to Massey St. Public School for their Bike Swap Program in June. In October we donated another 97 bikes from donations and the CRC in preparation for a collaborative Fix-a-Thon event that is being planned in conjunction with their bike swap for June 2022.

#### Pedalwise Subchapters

We’ve only been able to create one Pedalwise subchapter this year against our target of 5. Subchapters require committed leaders to step forward to help organize events in their local community. COVID-19 reduced the availability and comfort level of both participants and mentors to foster these rides consistently. Ultimately, this posed challenges with mentor recruitment and training.

With COVID-19 restrictions easing and improved vaccination rates, the appetite for group events is returning. Lisa Stokes re-established the Northeast rider’s group, which meets on Sunday Mornings, weather and public health permitting. As the threat of the pandemic eases, we have outlined a marketing and recruitment strategy outlined in the work plan.

We did see success in inviting the public to participate in group rides in conjunction with the BikeWrX pop-ups. Fifty-five people participated in group rides including: Fred Kline Park ( $n = 7$ ), Heartbeat Baptist Church ( $n = 17$ ), Professors Lake ( $n = 6$ ), Chris Gibson Park ( $n = 14$ ;  $n = 10$ ), and Chinguacousy Park ( $n = 11$ ). When developing Pedalwise Subchapters for the next season, we will reach out to those who expressed interest or participated in group rides as well as existing Pedalwise participants. The number of those who participated in group rides is captured in total pop-up participants in Figure 3.

#### Volunteers

One of our greatest successes came from significantly expanding our volunteer base with 165 people contributing over 3,000 hours in Year 3 of the Program. Many of these volunteers were youth who saw us at pop-ups in their neighbourhoods and offered to volunteer with us on the spot. One of youth who volunteered with us for the entire season said that they will not be buying a car once for university like

they originally planned. Instead, they would use a bicycle to get around and save their money for tuition and textbooks. This is significant because we have had a difficult time in the past encouraging young people to participate and volunteer in the program as it centred around Pedalwise. Now, young people represent more than half of our consistent volunteer demographic. Their involvement is important because teenagers are already likely to rely on biking for transportation. Due to positive encouragement, we believe that their engagement will be significant in creating a cultural shift to biking, as well as maintain these habits into their adult years.

The unexpected success of our program was increased interest in youth and retirement-aged adults to volunteer at events and at our Bike Library. As the season progressed, 20 teenagers (ages 12-18) that visited pop-ups ended up volunteering with us to learn more about bikes and how to fix them, and more than half (57%) kept coming back after their 40 hours were completed. These youth gained both hands-on experience as well as mentorship from bike mechanics and retirement-aged volunteers who were excited to pass on their knowledge to younger generations. When pop-ups were located further away, we noticed that younger volunteers began to rely on parents to drop them off. To encourage youth to arrive by bicycle and ensure their safety, we began coordinating “bike pools” to and from events and granting volunteer hours for their travel time.

Throughout the season, 9 of these volunteers took bikes from our Bike Library - either because theirs was too small, broken, or they did not have one. After completing their volunteer hours, we waived the deposit and gave volunteers bikes that were refurbished from donations to the bike library. These youth volunteers gained valuable work experience, gained access to more transportation options, and enhanced their riding confidence. They also are safer on the streets where they ride, and ultimately use their bike more often for transportation than they had before.

Despite many of these youth-aged volunteers engaging in both cycling and repair programming throughout the season, many did not respond to the entry survey when they started participating for two reasons. First, we had an influx of young volunteers who decided to help until the end of the season because they enjoyed the program, especially as it allowed them to enhance their mechanical knowledge. We were incorrect in assuming that their participation would be short lived as Pop-Ups would sprawl further from their homes. This resulted in many volunteers spending over 40 hours riding and twisting wrenches with us without responding to the entry-survey. With 26 Pop-Ups planned in 2022, we will outline operational procedures that will ensure all volunteers will participate in the survey. Second, COVID-19 compressed our season from the intended 5 months to only 3, resulting in our team being fully occupied with program delivery. Lacking access to the survey hosting platform created another barrier, and it prevented us from ensuring that volunteers filled out the required paperwork/surveys. We will hire a program coordinator to oversee survey delivery and collection and designate funds to have full access to a survey platform, allowing us more capacity to do administrative overhead work.



## Volunteer Summary Chart

Row Labels	Sum of Hrs
Bike Library	281.0
Bike The Creek	147.0
CCP & ABF - 2021	105.8
Cycling & Pedalwise Mentorship	174.2
Different Spokes	241.5
Eco-School Video with TRCA	17.5
Meetings/Presentations	132.4
Pop-Up	1598.2
Pop-Up Planning '21	433.3
Pop-Up '21 Evaluation	57.5
Pop-Up Planning ' 22	37.1
Subchapter Rides	47.5
Youth Freecycle Planning	11.8
<b>Grand Total</b>	<b>3284.7</b>

*Figure 8 - Breakdown of the volunteer hours for activities and programs that took place in Year 3 of the CCP. These hours only reflect time spent delivering the project as well as time spent in meetings. We expect that total hours spent on designing and implementing the program goes well beyond the total listed above.*

## Year 3 Metrics

### Program Activities

	Target	Outcome: March 2021 to February 28 <sup>th</sup> , 2022
Pop-up	2,000 people 100 hours 36 events	2,429 residents 120 hours 46 events
Pedalwise Mentorship		82 residents signed up 35 Residents participated in one-on-one Pedalwise mentorship
Pedalwise Mentors	7+2	Yvon, Peter, Lisa, David, Sonia, Jona, Cindy, Steve, Alina. Two mentors did not feel comfortable organizing rides.
Subchapter & Group Rides	North East 9	North East 9
	North-Central 5	North-Central 0
	South-East 5	South-East 0
	South-West 5	South-West 0
	North-West 5	North-West 0
Bike Library Volunteer Repair Sessions		48 bikes repaired (28 for Massey St, 20 for Program) 10 bikes were broken down for parts, scrap metal 281 volunteer hours (fixing bikes, re-organizing the space, and logging bikes on Project 529)
Bikes Donated		121 total 51 from the Community Recycling Centre 70 from 30 members of the community
Bikes lent & returned		44 bikes lent out to 38 Protégé Bikes Returned: 15 Total bikes rented out currently: 86
Massey St Bike Swap		Total: 97 28 Bikes in June (3 adult, 25 child-youth sized bikes) 69 bikes in October (mainly adult sized bikes, in disrepair for future Fix-A-Thon event)
Community Meetings	50	150 total: Anti-Racism Workshop Series by Future Ground Network 1-4, Advance Brampton Fund, Virtual BikeWrX, Route Planning Workshop, Heart Beat Bikes, McMurchy SNAP, West Bolton SNAP, Bramalea SNAP, Public Art Bike Tour, Bike the Creek, Nurturing Neighbourhoods, CAP Webinar, Supporting a Culture of Cycling, PSARTS, AT Collaboration with DSF, Catholic Cross Cultural Services, BSN, BCN, BEA, Climate Change Youth Forum, and Kennedy Valley Trail
Community Presentations	LINC, Newcomer, etc.	Total: 163 April 4 - National Nigerian Community Easter Fiesta: 63 April 22 - Climate Change Youth Forum: 33 May 27 - Equity in Transportation: 23 June 2 - Catholic Cross-Cultural Services: 21 September 16 - Ontario By Bike: 23 February 28 – Climate Caucus Presentation- 22 (see figure 1)

Promotional & Collaborative events	Bramalea & Bolton SNAP	Bramalea SNAP - Pop-Up September 25: (incl. in pop-up #s) Bolton SNAP - Pop-Up October 16th - (incl. in pop-up #s) McMurchy SNAP – Pop-Ups @ Fred Kline Park & Chris Gibson Park (incl. in pop-up #s) Heartbeat Baptist Church 4-day Obstacle Course & Group ride: (incl in pop-up #s)
Participate in Art & Environment Promotion with COB		221 people at the Farmers Market 15 people at the BEA Ontario by Bike (already counted) *Art Crawl Cancelled by Organizers
Community events		Bike Month - 4 one-hour Virtual Route Planning Sessions: 55 Virtual BikeWrx - 5 two-hour Virtual Repair Events: 68 Virtual Bike the Creek n. = 583 (48% resided in Brampton)
Wayfinding Program	10	1 Virtual video to be delivered in up to 14 classrooms this Fall (See Videos "Kids Talking About Biking")
Strava Log		Commuter Trips: 552 Average Distance: 21km Total KM logged: 47,407.8
Calendly Sign-ups	0	231 Advance Sign-ups on Calendly
Evaluation & Reporting	Entry – May Exit – October	Entry – June   36 responses Exit – December   58 responses

### Marketing and Outreach

Outcome: March 2021 to February 28 <sup>th</sup> , 2022		Followers/ Subscribers	Posts
Facebook	Impressions: 124,971 Visits: 1,149 Engagements: 4,780	726	62
Instagram	Impressions: 1,965 Visits: 712 Engagements: 239	475	25
Twitter	Impressions: 36,034 Visits: 2,824 Mentions: 285	1,188	54
Youtube	Views: 2,485 <a href="#">Be Seen</a> , <a href="#">Be Predictable</a> , <a href="#">Be Aware</a> , <a href="#">Be Heard</a> , <a href="#">Be Comfortable</a> , <a href="#">Be Courteous</a> , <a href="#">Kids Talk about Biking</a> , <a href="#">Bike Lane Coming</a>	23	17 videos (since 2014)
Snapchat	Views: 675		3
Strava	Members: 405 Posts: 2	405	9
Bikebrampton - blog	14 posts		14

	<a href="#">Lock your bike securely</a> , <a href="#">Trail Etiquette</a> , <a href="#">Streets for People</a> , <a href="#">Buying a Used Bike</a> , <a href="#">BikeWrx Pop ups</a> , <a href="#">Bike the Creek 2021 Virtual</a> , <a href="#">BikeWrx 2021 Successes</a>		
Bikebrampton - newsletter	12 e-Newsletters – Total opened 3,237 (895 subscribers, open rate range 42%-63% (excellent), click rate range 8%-18% (excellent))	895	12
Bikebrampton - search engine	17,746 Total Referrals to website, (1,037 from Facebook, 1,865 from Wordpress, 169 from Twitter, 104 from Linktree, 56 from walkandrollpeel.ca, 34 from Reddit, 13 from Classroom google, 5 from northernontario.travel, 4 from Instagram, 2 from Brampton Cycling Club, 2 from Downtown Brampton BIA)		
Linktree - Bcbikehub	Views: 341 Clicks: 227		
Promotional materials (Handout materials)	BikeWrx Pop-Up Postcard - 14 versions (5,050 printed)		

## Acknowledgements

Many thanks to the 149 volunteers and staff that made biking in Brampton and Caledon smoother, more fun and safe through our Pop-Ups, Virtual Events and Bike Library Sessions: Alayaiah, Alex, Alina, Amanda, Amandeep, Amanjit, Amelia, Amrit, Ana, Anandi, Andrea, Aneesh, Antonio, Arnav, Ashutosh, Avani, Baldev, Braden, Brandon, Bubel,, Cadete,, Caitlin, Carey, Cindy, Clare, Colby, Daniele, Dave, David, Dayle, Deepak, Drumil, Ekta, Eshesh,, Farzana, Francesco, Geetha, George, Gerald, Gerred, Gloria, Gretchel, Gurpreet, Gurpreet, Gurpreet, Heidi, Heiu, Henrick, Humble,, Ijeoma, Indra, Ipsha, Isama, Jagnoor, Jaidyn, James, Jasmeeen, Jason, Jeena, Jeffrey, Jodhbir, Joesph, Jona, Jonathan, Joshua, Kapil, Kashish, Kathy, Kelechi, Kevin, Kevin, Krishna, Lajanthan, Lisa, Lucas, Magana, Mahmood,, Manahil, Manavjot, Manisha, Marcus, Margret, Mariam, Mario, Mark, Marla, Matthew, Megan, Mithusha, Mohamed, Morgan, Mudassara, Nag, Nazia, Nelson, Olivia, Owen, Parag, Paul, Peter, Peter, Polly, Prabhdeep, Prableen, Priya, Rachel, Rakesh, Renee, Renee, Ria, Rob, Rosibel, Rup, Ryan, Ryan, Saba, Sameer, Sana, Sanamjeet, Sandra, Sanjana, Shahid, Shahinaz, Shubhkaramjit, Shumaila, Singh, Sonia, Steve, Sunila, Tahmoor, Talitha, Tashona, Tejvinder, Tooba, Tyrell, Tyron, Uche, Valerie, Vasanth, Vicki, Vicki, Vinique, Wayne, Wubalem, Yakoob, Yash, Yasmine, Yvon, Zaki,

An extra special thank you of those who helped in all the planning that went into coordinating this season successful, many of which are Mentors in the Program helping folks feel safe on the road. Thank you to Cindy, Avani, Anandi, Lisa, George, Kevin, Jona, Peter, Gerald, Valerie, Alina, Steve, David, and Dayle for your continued support.

Thank you to Groupo Bimbo for sponsoring the Cargo Trailers from Wike (local company, Guelph, ON designed and manufactured), additional parts, tools, and components that were used in the Bike Library and Pop-Up Events. Your investment allowed members in the community who might not otherwise be able to afford new parts and components for their bikes, making them more reliable, and safe.

## Year 4 Work Plan

In 2022, our goal is for 3,777 (see Year 4 Summary of Targets for summary of target outputs) people to engage with our programming and amplify our bicycle programming and services in the following ways:

1. Open a membership-based Brampton Bike Hub Service out of Downtown Brampton
2. Relaunch the Pedalwise program
3. Launch a Freecycle program targeting youth, supported by senior volunteers
4. Re-launch indoor BikeWrx programs at various locations
5. Continue offering Pop-Up events, with a specific focus on hosting events on or near school properties
6. Collaborate with other organizations to host bike repair, obstacle course, and giveaway events

### Year 4 Summary of Targets

	<b>Timeline</b>	<b>Targets and descriptions</b>
Indoor Bike Hub at 50 Sunny Meadow	May - May	Goal is to host 11 sessions to 60 residents 30 volunteer hours
Downtown Bike Hub - opening	May - May	3 weeks to construct and design the space beginning after renovations are complete and lease is executed.
Downtown Bike Hub – Operating	May - May	497 volunteer hours 189 volunteers 692 hours open
Downtown Bike Hub – Engagement	May - May	150 members 1,900 space visits
Pedalwise – Participants	May - May	50 proteges total 100 rides/ sessions 126 volunteer hours
Mentor Recruitment	May - May	12 mentors
Bike Library Volunteer Repair Sessions	March – November	Bi-weekly to weekly repair sessions happening either at the bike cage in 50 Sunny Meadow or at the DIY community bike hub. 111 volunteers, total 444 volunteer hours 74 sessions
Bikes Donated & Repaired		100 bikes donated 45 repaired
Library Lenders		60 lenders
Pedalwise Subchapters	May - October	Recruit, Promote & Train in April/May Run rides from May-Oct. 5 groups riding bi-weekly = 60 rides total Goal for 5 riders each 300 participants overall



Youth Freecycle	May - August	12 youth over 2 cohorts 300 Volunteer hrs 600 volunteer hours to deliver, assist, and run this program	
Pop-Ups	May - Oct	23-26 in Brampton 6-10 in Caledon	12 locations (3 obstacle courses) 1,530 participants 87 volunteers 231 volunteer hours
Repair-a-thon	April – June	20 bikes repaired Have the girl guides spend four 2-hour sessions at the bike cage, stripping down parts in April Host the event in June in collaboration with Massey St. & other similar organizations.	
Community Meetings		100 Mentor Check-in meetings – 5 with 5-10 mentors/ride leaders	
Community Presentations		5	
Evaluation & Reporting	May & October	Release the Entry survey in May and Exit in October.	
Pop-Up's Evaluation	May-October	Have a sign-up & short feedback system in place for pop-ups	

#### DIY Community Bike Hub



Figure 9- Logo and branding for the "Different Spokes" Downtown Brampton Bike Hub.

In 2022, we will prioritize providing services and programs out of the new central Bike Hub in Downtown Brampton. We are thrilled to continue empowering folks to ride and fix their bikes and are excited to be part of the momentum revitalizing Downtown Brampton. Since the interim report, the space we intended to occupy became unavailable, resulting in us re-starting the search for space in Downtown and delaying executing a lease agreement by 7 months. On March 2<sup>nd</sup> we received confirmation that both PCHS and the Bike Hub will have a home to run our services out of Downtown Brampton for 2022. This space is located at the corner of Main St. East and Nelson St next to the transit terminal and will be called "Different Spokes, Brampton Bike Hub."

Our Downtown Bike Hub will be in-part, supported through funding we receive from CCP, the Advance Brampton Fund as well as a membership model. Members will either pay an annual fee of \$40, volunteering at the shop in exchange to use the space or pay a \$10/hour rate. Our goal is to be

operational between 15-25 hours weekly in the Summer, 10-15 hours in the winter, and 15-20 hours in the Spring & Fall, with one month off in December.

Beginning in May, we hope to have 1,500 people use the space in our first year of operation. Services will include:

- Full access to our 4 bike repair areas, equipped with a full set of tools, bike stands
- Mentorship from one of our staff or volunteers on how to repair bicycles
- Cargo-bike trailer rentals
- Short-term bike rentals
- Workshops and community events
- Fee-for-service repairs by mechanical professionals
- New/Used parts available.

Before we occupy the space, several restoration and construction projects will need to take place, which is estimated to take one month. We expect setting up the space and developing a greater repertoire of used parts and accessories will take between 3 weeks to one month. Capital investments will be made in the form of tools, building materials, computers, parts and accessories, and promotion. Some of the parts that will be available for the community to install on their bicycles will be thanks to our team stripping down bikes that we receive by donation for folks to use on their bicycle. We will be hiring a Project Coordinator and increase the amount of mechanic labour to maintain consistent operational hours. We will seek collaborations with local BIA, the Brampton Tourism Department, BBOT, Algoma University, and other local businesses to enhance the use of this space and bring vitality to a Downtown cycling culture.

With a permanent home for the Community Hub, we anticipate a greater flow of bikes, parts, and accessories through the space with increased foot traffic outside next to the transit terminal. We are consulting with several community cycling organizations in Ontario on how they structure fee-for service repairs and provide parts and accessories used for repairs as non-profit organizations. To ensure that we capture the impact of using the space on the objectives of the CCP, members who use the DIY Bike Hub will be required to participate in a survey when they begin using the service and 8 months after that point. We are in the process of searching for online platforms that will automate that process.

## Community Bike Hub Timeline

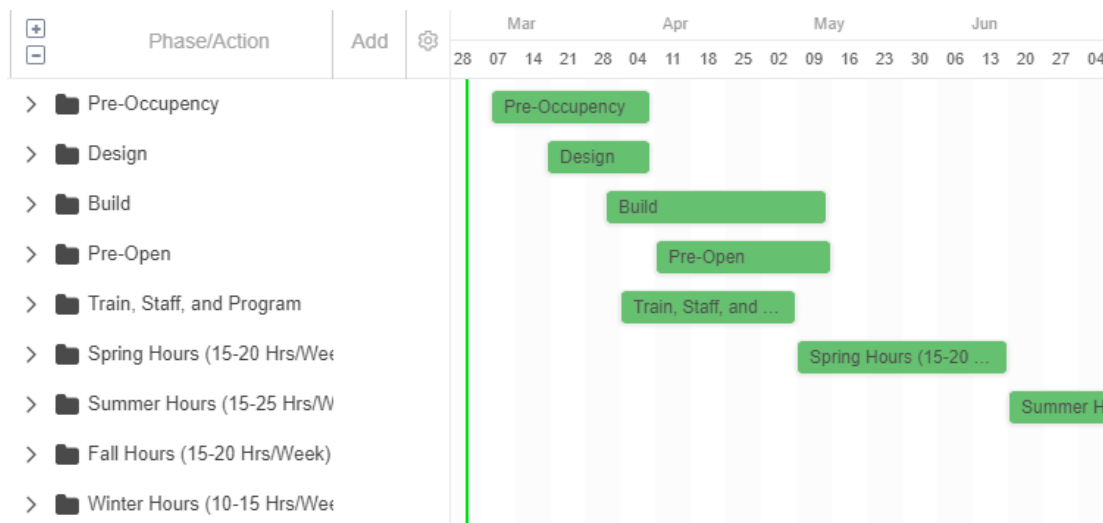


Figure 10 Timeline of opening a Downtown Community Bike Hub. Opening day is going to be in the first or second week of May assuming the timeline for the renovation of the space is completed by the first week of April.

## Pedalwise Relaunch

In April we will promote the Pedalwise program and begin recruiting mentors and ride leaders for the subchapter rides at pop-up events and virtually. There will be 5 subchapter groups in Brampton:

- North-West
- North-East – Lisa
- Central North
- South-East
- South-West

We will promote, recruit, and host orientation sessions for community cycling leaders in April-May. After we have recruited 5-10 new ride leaders and mentors, they will begin hosting weekly or bi-weekly rides beginning in June depending on their availability. We will meet monthly with leaders over zoom or in person to evaluate how rides are going and attend these rides ourselves. To make it easier for proteges to set-up intro rides with mentors, we are going to be piloting using Calendly's booking online service to book their first ride with mentors, asking mentors to provide a set aside one time every week to meet with the protégé.

## Freecycle

To capitalize on the interest and engagement of volunteers from 2021, we will be introducing the Youth FreeCycle program. It will be a build-a-bike/earn-a-bike program and delivered in partnership with local organizations involved with bikes and/or youth empowerment. Two cohorts of 5-7 youth from ages 14-18 will be eligible for the program, with the first cohort beginning in May and the second cohort beginning in July. These cohorts will be eligible to build-a-bike during open shop hours, or to keep a refurbished from the Bike Library and get a letter of reference from our Program Manager. To do so, they will have attended a 4-part bike repair workshop (valued at \$1,200), participated in at least 2 Pedalwise subchapter or group rides, and earned volunteer hours in any of the following ways:

- Assist in the program delivery at 50 Sunny Meadow Blvd or the Downtown Bike Shop

- Deliver and ride to BikeWrx Repair Pop-Ups around Brampton
- Work at bike repair and giveaway events hosted in collaboration with other non-profits
- Provide administrative, inventory, and marketing support

The first cohort of youth will be recruited through the PCHS Newcomer Youth Program. Youth workers will supervise and support volunteers as they obtain their volunteer hours and enhance their riding and mechanics skills. Each of the 2-hour sessions in the 4-part workshop series will be led by the Events Coordinator, a Bike Mechanics Instructor, a Volunteer Mechanic and/or a Youth Worker. Participants will go on group rides and volunteer at events. Each session will focus on different areas of bike repair, maintenance, and anatomy, and have the option in the hour after class to practice newly learned skills on a donated bike. The goal of this program is to empower youth by enhancing their transportation options, mechanical skills, sense of community, and riding confidence. Youth will have the opportunity to practice these skills in a variety of settings over their volunteer hours and have senior volunteers available to troubleshoot repairs or ask questions. By formally training younger volunteers, we will enhance our overall operational capacity, normalize cycling as a means of transportation and add value to the lives of our community.

#### Pop-Up and Semi-Permanent BikeWrx:

Between May and October, we will host approximately 25 pop-ups all around Brampton and provide over 70 hours of programming. Furthermore, we will host 6-10 events across Caledon. Beginning in April, we will host 11 monthly BikeWrx sessions out of 50 Sunny Meadow and/or at the Journey at Ardglen (pending renovations). The duration of these sessions will vary by level of interest, location and whether we are providing this service as part of a larger event. Services provided at Sunny Meadow or Ardglen will be primarily focused on BikeWrx, while Pop-Ups will include 1-on-1 rider and safety education, group rides, obstacle courses, free bike bell and lights, ABC quick checks, basic repairs, cycling route guides and neighbourhood maps, bike and helmet fittings, route planning, trail etiquette, group rides, and bike valet. We will coordinate these sessions and events in with other organizations like the Girl Guides, P.A.L. (People against Litter), and the CVC SNAP. These events will be run by the Project Coordinator and/or Program Manager, 1-2 volunteers from the Freecycle program, senior volunteers, paid summer-students, and/or a mechanic.

The venues for Pop-Ups will be at City events like the Farmers Market, and at locations like large parks, high schools, and recreation centres. Some of these events will occur in collaboration with BCAC (Brampton Cycling Advisory Committee) and overlap with the Brampton Community Rides planned to begin in June. In the spring before summer break, we will prioritize delivering our pop-up BikeWrx events at local high schools. The goal of hosting these events on school property is to encourage students who are already biking to continue doing so with a smoother working bicycle, as well as recruit youth for the second cohort taking place in mid-summer. Between June and October, we will host back-to-back events at large parks as well as at the Farmers Market. In our experience, many participants would show up the first day without a bike and return the following day for a tune-up. These events will be timed accordingly to sunset, as we found mid-summer that many residents would come out in the last hour of the session. Using a booking appointment system, the Pop-Ups will arrive in a neighbourhood and set up the Brampton Bike Hub / Caledon Bike Hub, and City of Brampton tents. The tents and tools will be centrally stored and delivered to the site by cargo bicycle. These events will be promoted primarily through social media, as it was effective and timesaving. An Event Coordinator (\$13,600.00) will be responsible for overseeing this project as well as the Pop-Up BikeWrx, obstacle course, group ride, and giveaway events.

### Bike Repair and Giveaway Events

This June, we will host a bike give away event in collaboration with the Girl Guides, Massey St. Public School, and the CRC to sustain the Bike Library program and the Massey St. Bike Swap. Bikes for the event will be stored at Massey St. Public School. We will have the Girl Guides attend repair workshops and deconstruct bicycles under the guidance of a bike mechanic at 50 Sunny Meadow.



## Appendix A

### Email Testimonials

Thanks for a lovely experience, Sonia. I got all my questions answered, and my bike now boasts some new features it never had before. I'm very impressed with the professionalism and warm welcome.

Thanks so much to you, Peter, Joshua, and the rest of the wonderful team.

This is my first time, but it exceeded my expectations.

God bless.

Aziz Youssef

Peace!

"Hi David

Thanks for the following up! Sonia came by yesterday and helped with our bikes. We really appreciated that she was able to come by and show us some stuff!

Thanks again"

Mary Jane

"My son attended your free workshop at Bramalea Secondary School on Sept 24. you really helped him and fine tune his bike along with a free bell." Arashdeep Sandhu

"Hello,

Big Thank You for promoting biking activities in Brampton and for providing valuable information on trails, tips to all cyclists.

Recently, my son & I attended an event where BikeBrampton team helped with repairs to the bike. HUGE Thank You for helping fix my son's bike - it desperately needed repairs!! The crew was very supportive & helpful, they took the time to replace the faulty components and get the bike roadworthy again!!

Applaud the exceptional service."

Sincerely,  
Ashish Kemkar

Thank you for taking the time to look over my bike. I had not rode it in a while and wanted to make sure it is still in good working order so that I can go for a bike ride with my kids. I appreciate what you are doing. Keep up the great work

Thanks again,

Wes Chan.

Figure 11 Members of the community who attended our pop-up events

## Social Media Shoutouts

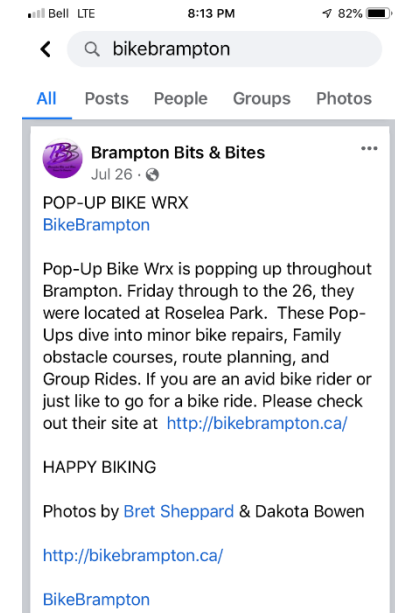
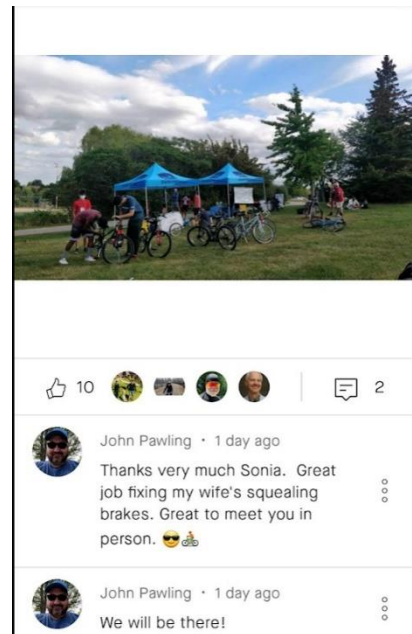
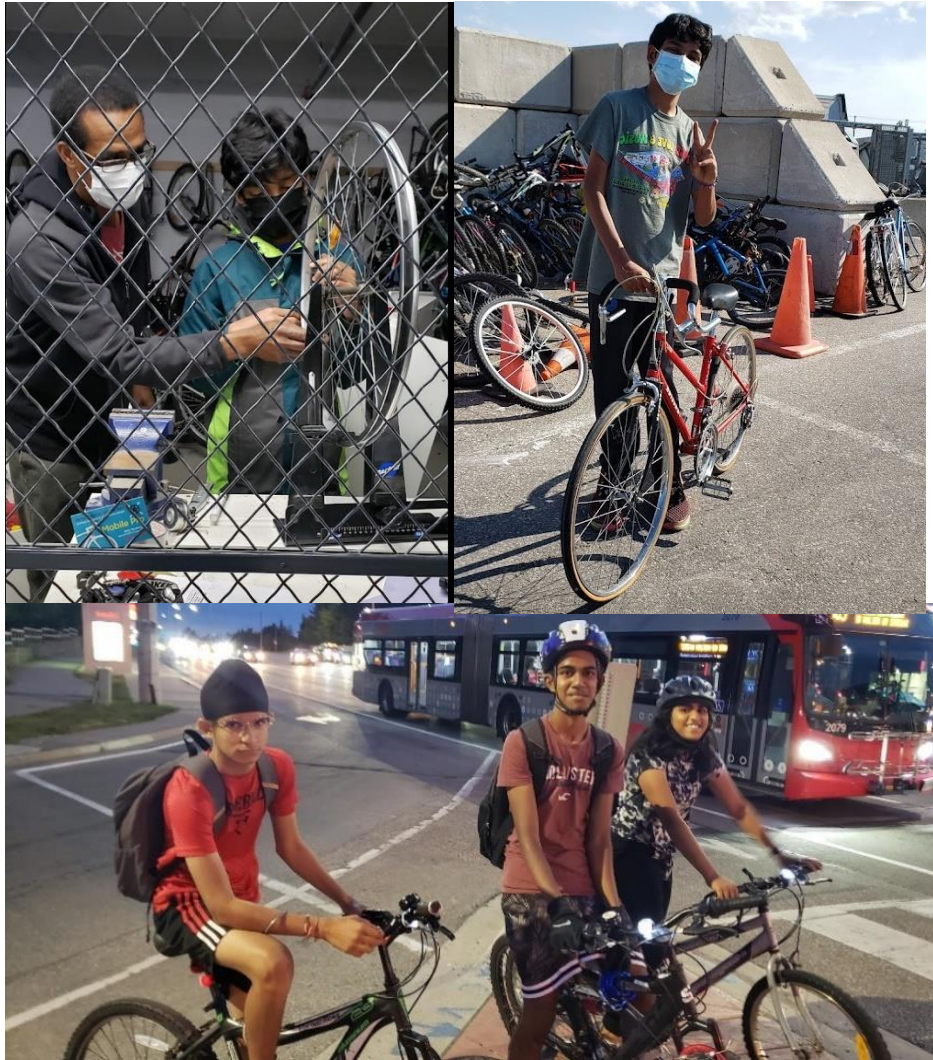


Figure 12 Members of the community who gave us a shoutout and helped us promote our events.

## Year 3 Photos



*Figure 13 (Top left) Kapil and Peter Sweeney truing a wheel. (Top right) Kapil posing next to a bike donated by the CRC for the Bike Library. (Bottom) Tejvinder, Vasanth, and Sanjana riding home from volunteering at the pop-up.*



## Appendix B

### 2021 Budget

In Year 3 of the CCP, we received additional revenues in the form of the Advance Brampton Fund's (ABF) Amplifier Grant as well as a donation of \$2,158 for parts and accessories from local company, Grupo Bimbo. The ABF grant awarded was worth \$25,000, bringing up our total allotted budget for Y3 to \$99,128.94. These funds enabled us to hire Sonia Maset as a full-time Program Manager, four part-time summer students,

		Labour	Meetings	Admin	Travel	Reporting	Event Costs	Incentives	Parts and Accessories	
<b>Total</b>	Budget	\$ 45,158	\$ 7,678	\$ 8,781	\$ 2,803	\$ -	\$ 1,050	\$ 1,500	\$ 5,000	\$ 71,970.00
	Budget + ABF	\$ 61,460	\$ 10,904	\$ 10,904	\$ 3,965	\$ -	\$ 1,983	\$ 2,974	\$ 6,939	\$ 99,128.94
	Actual Spent	\$ 69,192	\$ 2,875	\$ 12,887	\$ 2,102	\$ 1,190	\$ 1,269	\$ 2,676	\$ 6,939	\$ 99,128.94
	Variation	\$ 7,732	\$ 8,029	\$ 1,983	\$ 1,864	\$ 1,190	\$ 714	\$ 297	\$ 0	\$ -
<b>Planning</b>	Budget	\$ 3,471	\$ 2,559	\$ 376	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,406.25
	Budget + ABF	\$ 4,917	\$ 3,635	\$ 467	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,018.20
	Actual Spent	\$ 4,843	\$ 1,725	\$ 1,289	\$ -	\$ 595	\$ -	\$ -	\$ -	\$ 8,451.73
	Variation	\$ 73	\$ 1,910	\$ 822	\$ -	\$ 595	\$ -	\$ -	\$ -	\$ 566
<b>Pedalwise</b>	Budget	\$ 17,072	\$ 2,559	\$ 2,487	\$ 1,401	\$ -	\$ 780	\$ 1,500	\$ 3,500	\$ 29,299.75
	Budget + ABF	\$ 23,355	\$ 3,635	\$ 3,089	\$ 1,983	\$ -	\$ 1,487	\$ 2,974	\$ 4,857	\$ 41,378.90
	Actual Spent	\$ 20,758	\$ 287	\$ 1,933	\$ 525	\$ 297	\$ 317	\$ 1,338	\$ 1,735	\$ 27,191.07
	Variation	\$ 2,597	\$ 3,347	\$ 1,156	\$ 1,457	\$ 297	\$ 1,170	\$ 1,636	\$ 3,123	\$ 14,188
<b>BikeWrX</b>	Budget	\$ 17,073	\$ 2,559	\$ 3,567	\$ 1,401	\$ -	\$ 270	\$ -	\$ 1,500	\$ 26,370.70
	Budget + ABF	\$ 23,355	\$ 3,635	\$ 4,429	\$ 1,983	\$ -	\$ 496	\$ -	\$ 2,082	\$ 35,978.66
	Actual Spent	\$ 33,212	\$ 287	\$ 8,376	\$ 1,576	\$ 297	\$ 952	\$ 1,338	\$ 5,204	\$ 51,243.72
	Variation	\$ 9,857	\$ 3,347	\$ 3,947	\$ 406	\$ 297	\$ 456	\$ 1,338	\$ 3,123	\$ 15,265
<b>Evaluation &amp; Reporting</b>	Budget	\$ 7,542	\$ -	\$ 2,351	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,893.30
	Budget + ABF	\$ 10,448	\$ -	\$ 2,919	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,367.67
	Actual Spent	\$ 10,379	\$ 575	\$ 1,289	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,242.42
	Variation	\$ 69	\$ 575	\$ 1,631	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,125

Figure 14

and one general contractor, who would design and set-up our community bike hub. These additional positions account for the variation from our projected budget earlier this year. As a result of the additional overhead labour, we were able to coordinate over 3,000 hours of volunteer hours to assist in program delivery as well as planning and evaluation (see Appendix A for a full breakdown of volunteer hours). Amid COVID-19 concerns, more of our programming this season was directed at BikeWrX (52%) programming under outdoor Pop-Ups, than the Pedalwise mentorship program (27%). While we spent significantly less than we anticipated on meetings, we estimate that approximately 650 volunteer hours were graciously contributed to overhead planning and evaluation for the program this year. With the increased programming we carried out, we spent more on administration in the form of additional office supplies, scheduling software, personal protective equipment, and name tags for new volunteers. We underestimated how much less we would need to travel by car with the addition of cargo trailers for pop-up

programming, as well as an increase in virtual programming compared to what we had expected. We also ended up spending less on promotion for events this season, after we found that printing and handing out postcards via door-to-door in the targeted neighbourhood yielded as many sign-ups as promoting events through social media, which costed less and required significantly less time. This year for Pedalwise, we did not hand out honoraria. Instead, once the community bike hub is established, we will host a thank-you celebration for all of those who helped make this year of programming a success.



## 2022 Budget

<b>Year 4 Budget</b>	
<b>Total Revenue</b>	<b>\$ 118,333.18</b>
CCP Funds	\$ 71,970
ABF Funds	\$ 25,000
<b>Bike Shop Revenues</b>	<b>\$ 16,363</b>
Annual Membership (est. 150 members \$40/ea)	\$ 6,000
Bike sales (20% mechanic labour)	\$ 2,400
Fee for Service (5% mechanic labour)	\$ 600
Part sales (5% of mechanic labour +parts x15%)	\$ 4,843
Rentals	\$ 75
Donations	\$ 1
Retail (+15% of Retail)	\$ 2,444
Other- COB	\$ 4,000
Grupo Bimbo '21	\$ 1,000
<b>Total Expenses</b>	<b>\$ 118,333.18</b>
<b>Personnel</b>	<b>\$ 85,844</b>
Program Manager	\$ 57,500
Summer Student	\$ 2,500
Project Coordinator	\$ 12,094
General Contractor	\$ -
Mechanics	\$ 12,000
Web Services	\$ 750
CAN bike Instruction	\$ 1,000
<b>Travel</b>	<b>\$ 2,366</b>
<b>Program Expenses</b>	<b>\$ 16,279</b>
Fixtures	\$ 2,000
food & beverage	\$ 593
Health & Safety	\$ 150
Parts/Accessories	\$ 3,690
Outdoor Signage	\$ 4,000
Advertising	\$ 350
Printing	\$ 350
Security	\$ -
Storage	\$ -
Tools	\$ 1,000
Retail	\$ 2,125
Survey & POS Software	\$ 1,718
Scheduling/Meeting Software	\$ 303
<b>Office Expense</b>	<b>\$ 13,844</b>
Office Supplies	\$ 1,500
Survey Software	\$ 511
Insurance & Finance	\$ 11,833

Figure 15 budget breakdown

In 2021 Grupo Bimbo gifted us \$1,000 in Sport Chek gift cards which allowed additional purchases of parts and accessories for participants, and as survey-completion incentives. We are seeking a subsidy or grant for an overhead sign outside the new downtown Community Bike Hub. In 2021, we were awarded the ABF grant of \$25,000 for our programming in addition to revenue received by the Region of Peel for the Community Cycling Program.

Since our presence and operations are part of Brampton's goal to revitalize Downtown Brampton, our program goal in 2022 is to ensure we remain operational on a regular and consistent basis. The City of Brampton is allowing us to occupy this space at a nominal rate in hopes we can attract and sustain more foot traffic in the Downtown. To maintain consistent operating hours out of this space, we will hire a part-time project coordinator to assist with overall program delivery between May and October. Since our 2022 revenues will not support additional labour expenditures required to remain open, we must generate revenue from either grants or by independently generating revenue from operations out of the space. Potential streams of revenue will be memberships, bike sales, temporary bike and cargo trailer rentals, retail, and fee-for service bike repair.

We are still in the process of reviewing these sustainability options to best support Active Transportation for residents while ensuring PCHS will retain its not-for-profit status. One route would be opening a separate banking account as a social enterprise for all operations related to labour expenses out of this space. We are consulting with other community cycling organizations to identify different structures to operate consistently and empower folks to ride their bike.

	%	Total	Planning	BikeWrX	Pedalwise	Evaluation & Reporting
Program Delivery (Contractor Fee's)	63%	\$ 74,223	\$ 7,422	\$ 29,689	\$ 29,689	\$ 7,422
Accounting & Insurance	10%	\$ 11,833	\$ -	\$ 5,917	\$ 5,917	\$ -
Program Expenses	9%	\$ 10,986	\$ 3,296	\$ 2,746	\$ 2,746	\$ 2,197
Report Production	8%	\$ 9,297	\$ 4,649	\$ -	\$ -	\$ 4,649
Promotion	4%	\$ 4,700	\$ 2,820	\$ 940	\$ 940	\$ -
Travel	2%	\$ 2,366	\$ 946	\$ 710	\$ 710	\$ -
Meetings	2%	\$ 2,324	\$ 1,162	\$ 232	\$ 465	\$ 232
Office Expenses	2%	\$ 2,011	\$ 503	\$ 503	\$ 503	\$ 503
Incentives.	1%	\$ 593	\$ -	\$ 297	\$ 297	\$ -
<b>Total</b>	<b>100%</b>	<b>\$ 118,333</b>	<b>\$ 21,061</b>	<b>\$ 34,888</b>	<b>\$ 35,125</b>	<b>\$ 15,190</b>
<b>%</b>			<b>18%</b>	<b>29%</b>	<b>30%</b>	<b>13%</b>

Figure 16 Year 4 budget broken down by CCP deliverables.