



**Community Cycling Program  
Brampton Caledon  
Year Four Final Report  
February 28, 2023**

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## CCP 2022 Program Final Report Executive Summary

Brampton and Caledon Bike Hub continued to deliver programming for Region of Peel's Community Cycling Program in partnership with BikeBrampton and PCHS in year four.

This document is a final report on the services delivered from March 1 to February 28, 2023.

### CCP Vision, Intention, Goal, Methodology

The CCP vision is to create a place where cycling is a safe, convenient, appealing, and viable option for all citizens, including children, youth, older adults, and other priority populations. The intention of the CCP is to provide support to initiatives that promote cycling as a mode of transportation within Peel Region. The goal of the CCP is to increase the number of cyclists in Peel Region, in keeping with the goals and policies of Peel's Sustainable Transportation Strategy (STS).

The methodology of the CCP is to focus on three primary objectives:

1. Building familiarity, comfort and confidence using the existing road & trails network.
2. Increasing access to a working bicycle, basic bike maintenance skills and access to the necessary tools and materials.
3. Building community around cycling, making cycling to nearby destinations a social norm.

Brampton and Caledon Bike Hubs used two approaches to achieve the above objectives.

The **Pedalwise** or bike host program is aimed primarily at the objective of building familiarity, comfort and confidence using the existing transportation network. It also helps to build community around cycling.

Achieving the second objective is being done through **BikeWrX**, a program offering tools, parts and expertise to perform, "Do-it-Yourself" bike repairs. BikeWrX also offers a bicycle lending library to provide a bicycle for people who want to ride but who don't currently own a bike.

These programs were delivered through a combination of virtual and physical deliveries. The physical delivery is further divided into indoor brick and mortar locations, some permanent, some temporary, as well as outdoor pop-up events. The latter were an innovation of necessity caused by the social distancing rules resulting from the COVID-19 pandemic.

Engagements in these programs varied considerably from a one-time interaction through social media to those attending weekly rides and or sessions. All these interactions create dialog about the benefits and necessity for active transportation, particularly cycling. They help create the normalization of cycling as a legitimate form of transportation.

Both programs along with the results achieved are discussed in more detail below.

## Year 4 Summary of Workplan and Results

We surpassed our goal to reach 3,777 people in Year Four with 4,320 program engagements in total.

1. We launched our Downtown Bike Hub, [Different Spokes](#) on August 18, 2022 with a grand opening. Attending were Brampton Mayor Patrick Brown and 6 Regional Councillors: 3 from Brampton, 2 from Caledon and 1 from Mississauga. MP Sonia Sidhu sent her congratulations.
2. We saw a great decline in motor vehicle mode share from 49% to 27% in the four years running the program.
3. Pedalwise
  - a. 118 people engaged in programming between March and August 2022. 67 participated in Pedalwise, 62 in BikeWrx, and 35 in Bike Library. 56 completed an exit and entry survey.
  - b. 8 new Mentors complete orientation and training, bringing our total Mentors to 12.
  - c. 135 bike rides were attended by 617 residents.
  - d. 2 of 5 Sub-chapters ran regularly, we had 1 additional Sub-chapter events.
  - e. 54 bikes were taken from our bike library. 7 of these bikes were earned through volunteering.
4. Access to Tools and Materials
  - a. We held a total of 129 repair focused events attended by 3,664 residents.
5. Outdoor Events
  - a. We hosted 37 outdoor events: 9 Bike Valets at the Brampton Farmers Market, 22 BikeWrx pop-ups in Brampton and 6 BikeWrx Pop-ups in Caledon.
6. Partnership Events & Activities
  - a. We met with 49 organizational partners and attended/hosted 176 meetings.
    - i. We collaborated with Girl Guides, Massey St. Public School, and the Community Recycling Centre to host a bike “Repair-a-thon”.
    - ii. We also partnered with TRCA (Toronto and Region Conservation Authority) on a Brampton pop-up as part of their Brampton SNAP (Sustainable Neighbourhood Action Project).
    - iii. We partnered with 8 80 Cities to host a pop-up on Vivian Lane in Downtown Brampton
    - iv. We partnered with the City of Brampton and Brampton Environmental Alliance to host a pop-up as part of Earth Day 2022 Environmental Festival
    - v. We coordinated group rides with Downtown BIA

## Year 4 Summary of Targets & Outcomes

Program Activities	Targets and Descriptions	Outcome: Year 4
Indoor Bike Hub at 50 Sunny Meadow	Host 11 sessions for 60 residents 30 volunteer hours	29 repair workshops 74 residents served 234 volunteer hours
Downtown Bike Hub – Opening of Different Spokes	3 weeks to construct and design the space, beginning after renovations were complete and lease was executed.	Bike Hub opened August 18 <sup>th</sup> . Delay primarily due to City permitting. Design and construction took 6 weeks from receipt of keys to opening. Grand opening, with dignitaries invited. 51 attendees including 7 politicians.
Downtown Bike Hub – Operating	497 volunteer hours 189 volunteers 692 hours open over 12 months (average 57.6 hours/month)	1,449 visits to the hub 715 repairs at the hub 376 volunteer hours 36 volunteers (80% signed up after August) 7 workshops 60 days open 290 programming hours since August
Downtown Bike Hub – Engagement	150 program sign-ups 1,900 space visits	245 members joined since August 18 <sup>th</sup>
Pedalwise – Participants	50 proteges total 100 rides/ sessions 126 volunteer hours	67 proteges between March and August 52 one-on-one Pedalwise rides. 149 participants among all rides. 1,322 volunteer hours
Mentor Recruitment	12 Mentors	6 Mentors returned in year 4 6 new <a href="#">Mentors recruited</a> and trained. 12 Mentors total as of February, 2023
Bike Library BikeWrx Volunteer Repair Sessions	Bi-weekly to weekly repair sessions 111 volunteers, total 444 volunteer hours 74 sessions	29 Repair sessions at Sunny Meadow 60 DIY Repair sessions at Different Spokes 7 workshops at Different Spokes 3 Girl Guide repair sessions for Fix-a-thon 99 total sessions 670 volunteer hours 50 volunteers
Bikes Donated & Repaired	100 bikes donated, 45 repaired	70 bikes donated to the bike hub 35 bikes stripped, 65 repaired
Library Borrowers	60 Borrowers	54 Borrowers total 35 between March-August 19 between August-February
Pedalwise Sub-chapters	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	North-East = 16 South-West = 1 North-West = 2 Orientation Rides = 40 Event Rides = 16 Downtown-Central = 7 Caledon = 1

		Total rides = 135 617 participants.	
Youth Freecycle	12 youth over 2 cohorts 300 youth volunteer hours 600 volunteer hours to deliver, assist, run program	2 cohorts: PCHS4U & Different Spokes 12 participants 314 youth volunteer hours 233 hours - volunteers, youth workers, staff	
Pop-Ups	23-26 in Brampton 6-10 in Caledon	18 Brampton pop-ups 9 Bike Valets 1,530 participants 87 volunteers 231 volunteer hours	6 Caledon pop-ups 173 participants 13 volunteers 55.9 volunteer hours
Repair-a-thon	20 bikes repaired, Have the Girl Guides spend four 2-hour sessions bike cage, stripping down parts in April. Host the event in June in collaboration with Massey St. Public School & other similar organizations.	20 bikes repaired, 55 overhead hours from collaborators, volunteers, and staff for Repair-a-Thon 81 volunteer hours from Girl Guides 3 workshops (2 to train the girls on repair, and 1 to support them while they fix bikes) 108 attendees of this repair session 45 hours overhead planning 46 hours Repair Workshop training for two 2-hour sessions 22 Girl Guides trained in basic bike repair	
Community Meetings	100 Community Meetings 44 Organizational Partners	172 Community meetings 48 Organizational partners See Table 20	
Community Presentations	5	Virtual Climate Caucus Presentation n = 22 Sandalwood Heights Secondary School n = 42 Balmoral Senior Public School n = 12 Algoma U Fall Orientation n = 15 Algoma U Spring Orientation n = 15	
Evaluation & Reporting	Release the Entry survey in May and Exit in October.	159 entry survey responses collected for year 4. 116 of those respondents engaged in at least one program category. 49 exit survey responses collected.	
Pop-Up Evaluations	Have a sign-up & short feedback system in place for pop-ups	30 responses for Different Spokes Follow-Up Survey 11 people completed the follow-up survey for pop-ups	

Table 1 - Summary of Program Activity Targets &amp; Outcomes

Marketing and Outreach	Descriptions	Outcome: Year 4
@BikeBrampton Instagram	Social media	Followers 606 (53 posts, 1,120 impressions)
@Different.Spokes Instagram	Social media	Followers 192 (11 posts, 150 impressions)
@BikeBrampton Twitter	Social media	Followers 1,223 (35 tweets, 6,596 views)
BikeBrampton Facebook page	Social media	Followers 794 (48 posts, 384 likes, 17,586 impressions, 17,148 reaches, 1,645 engagements)
BikeBrampton.ca	Blog posts – 12 targeted	15 posts <a href="#">Council Reaffirms 2022 Active Transportation Implementation</a> , <a href="#">Earth Day Bike Tour</a> , <a href="#">Pedalwise Mentor Call Out</a> , <a href="#">Bike the Creek 2022</a> , <a href="#">BikeWrx Pop-ups (Bike Repair)</a> , <a href="#">Cycling Chronicles Vol 12</a> , <a href="#">Cycling Chronicles Vol 13</a> , <a href="#">Different Spokes Grand Opening of Do it Yourself Bike Repair Co-operative in Downtown Brampton</a> , <a href="#">Bike the Creek 8<sup>th</sup> Annual</a> , <a href="#">BikeWrx 2022 Success</a> , <a href="#">Cycling Chronicles Vol 14</a> , <a href="#">Summarizing 5 Years of Community Cycling in Peel Region</a> , <a href="#">Caledon's Active Transportation Survey</a> , <a href="#">BikeBrampton Celebrates 10 Years</a> <a href="#">Know Your Rights in Brampton</a>
BikeBrampton.ca	e-Newsletters – 12 targeted	21 e-Newsletters – Total opened 4,627 (653 subscribers, open rate range 15-30% (excellent), click rate range 3%-10% (excellent))
City of Brampton TikTok	0	Collaborated with City of Brampton to release 2 TikTok videos instructing how use cycling and transit together <a href="#">How to load your bike on the bus</a> : 13,900 likes <a href="#">What to do if you leave an item on the bus</a> : 1,234 likes

Table 2 - Marketing Outreach Outcomes

## Community Engagement Metrics

Normalizing cycling requires people knowing other people who cycle. This is a fundamental aspect of behaviour change. This year we engaged thousands of people across a variety of services. Despite hosting fewer pop-up events than in year 3, we reached over 1,200 more people. Each of these enables a growing number of connections among residents and acts to build a community around cycling.

Events hosted in year 4 offered a variety of different services in which members of the public could engage. The types of engagements fall under the following categories:

- Outreach:
  - Educational outreach: theft prevention, benefits of cycling, program promotion, consulting on repairs, clothing or gear, discussing infrastructure, local cycling resources, educating on cycling laws and road rules, and/or winter cycling. Participants will usually leave with the ROP Family and/or Cycling Guide. These touchpoints can be brief or full workshops on the topic.
  - Route planning & maps: discuss routes, ride planning & tools to use when planning, etc. Participants will typically leave with a Brampton or Caledon cycling map.
- Mechanical Instruction
  - Workshops: these events involve a deeper dive into a category of repairing one's bike. This category is not intended to measure number of bicycles fixed. Bikes fixed during workshops will be measured in the DIY or bike library repair category depending on whether attendees work on their own, or one of our library bikes.
  - DIY repair. Participants fix their own bike with the aid of our tools and/or instruction. This category measures the number of bikes repaired. Repairs range from minor to advanced.
  - Bike Library Repairs: number of bikes fixed for the bike library.
  - Bike Scraps: number of bikes scrapped for parts/recycling by volunteers.
- Rides:
  - Measures the number of rides and total attendance at these rides. Either a Sub-chapter ride, Pedalwise ride, or Orientation ride/meet-your-mentor ride.

## Types of Events:

- Pop-ups: event focused primarily on BikeWrx DIY repair and training, route planning & maps, and educational outreach. We began bringing 4 spare wheels in our cargo bike trailers to host quick workshops on fixing tires at pop-ups.
- Outreach events: focused on topics of educational outreach as defined above.
- Fix-a-thon: focused on mechanical instruction. This included bikes repaired for Massey Street Public School and workshop attendance.
- Bike Valet: focused on educational outreach, bike valet services for Brampton Farmers Market, and on DIY repair.
- Subchapter rides: measured the total number of these rides and attendance at these rides.
- Meet-your-Mentor or Orientation rides: measured the total number of these rides and attendance at these rides.
- Pedalwise rides: measured the total number of these rides and attendance at these rides.

Event Statistics by Year	2015	2018	2019	2020	2021	2022
Volunteer Hours	1,600	1,550	1,600	711	3,285	1,787
Number of Volunteers	239	25	23	28	276	122
Organization Partners	4	4	3	21	44	48
Residents Served Directly	239	700	3381	2348	3682	4585
Events	10	46	50	46	71	266

Table 3 - Event Statistics by Year

1. Organization Partners: the number of organizations or groups that expanded the impact of CCP program by providing in-kind support including space, materials, volunteers, access to interested participants and relevant expertise.

2. Residents directly served: the number of residents who interacted with the program at events (includes virtual events)

3. Events: includes bike repair pop-ups, mechanical workshops, rides, bike valet at the Farmers Markets, as well as events and workshops on other topics including wayfinding, riding a bicycle safely, or encouraging cycling. Includes virtual events and includes school assembly presentations.

## Building Familiarity, Confidence, and Comfort with Using Existing Roads and Trails.

"I took out a bike for myself and learned how to fix my child's bike. I now ride with my son to and from his school instead of just dropping him off and go back to my house and work from home. I grew up in Brampton and didn't know that there were so many places to ride near my house..."

Brampton Bike Hub Participant 2022.

"I loved joining the group rides to and from pop-up events. I am new to Canada and was able to feel safer riding on the roads here and learn how it differs to back home."

Brampton Bike Hub Participant 2022.

"I've met a lot of cool people through the bike hub like Anandi, Avani, Kapil, and Sonia. Sonia lives close by, and we've gone on a few rides together. It's nice to know someone else in the neighbourhood who also bikes."

Brampton Bike Hub Participant 2022.

One obstacle to choosing active modes of transportation over cars is the challenge of identifying routes that are safe, enjoyable, and efficient. For new and returning participants, there was a 42% increase of cycling route confidence, defined as strongly agreeing or agreeing that they knew the bike routes in their community after participating in the program.

I know the bike routes in my community	ENTRY	EXIT
Strongly Agree	14%	31%
Agree	21%	47%
Somewhat Agree	20%	18%
Neither Agree/Disagree	4%	0%
Somewhat Disagree	16%	2%
Disagree	25%	2%
Total	100%	100%

Table 4 - Year 4 entry and exit survey data. N =56

In the beginning of year 4, 35% of participants indicated that they had a reasonable comprehension of road regulations related to cycling. Although the specifics of this understanding remain unclear due to the absence of skill-testing questions, there was a 35% rise in overall confidence, with 80% of participants agreeing or strongly agreeing that they knew the rules of the road for cycling.

I know the rules of the road for riding my bike	ENTRY	EXIT
Strongly Agree	20%	37%
Agree	16%	43%
Somewhat Agree	29%	14%
Disagree	9%	2%
Somewhat Disagree	20%	2%
Strongly Disagree	7%	2%
Total	100%	100%

Table 5 - Year 4 entry and exit survey data. N =56

Cycling confidence on bike lanes also increased in year 4. There was a 20 percentage point increase in participants reporting that they agreed or strongly agreed that they felt confident riding on a busy road with a bike lane.

I feel confident riding on a busy road with a bike lane	ENTRY	EXIT
Strongly Agree	11%	40%
Agree	30%	20%
Somewhat Agree	9%	26%
Neither Agree/Disagree	4%	8%
Somewhat Disagree	16%	6%
Disagree	14%	0%
Strongly Disagree	16%	0%
Total	100%	100%

Table 6 - Year 4 entry and exit survey data. N =56

During the survey, we observed that many participants displayed the Dunning-Kruger cognitive bias when answering questions about their cycling skills. Specifically, when asked about their confidence in riding on busy roads with or without a bike lane, many participants who responded positively also reported riding on the sidewalk instead of the road. Moreover, when asked about the frequency of riding on these types of surfaces, many participants admitted to rarely or never riding on the road. Since 'confident' is the operative word in this question, in 2023 we will prime this question by asking whether participants have ridden on this type of surface at least 3 times.

I feel confident riding on a busy road without a bike lane	ENTRY	EXIT
Strongly Agree	11%	20%
Agree	9%	16%

Somewhat Agree	2%	25%
Neither Agree/Disagree	7%	14%
Somewhat Disagree	20%	14%
Disagree	23%	10%
Strongly Disagree	29%	2%
Total	100%	100%

Table 7 – Year 4 entry and exit survey data. N=56

Although there was only a 16 percentage-point rise in participants' confidence in riding on roads without bike lanes, we were heartened to observe that they were 40% less apprehensive about riding on such surfaces by the end of the fourth year of the program.

## Bike Library

“I'm retired and my bike was stolen this year. It's nice that I was able to rent a bike and a lock from the library. I went on a few community rides and enjoyed riding with Lisa and the crew!”

Brampton Bike Hub Participant 2022.

Riding a bicycle necessitates having a bike, and even though some individuals consider the cost of owning a functional bike to be insignificant, it can amount to a considerable capital outlay for lower and even middle-income individuals when you factor in the expense of buying a bike and maintaining it. The individuals who would derive the greatest advantages from having a bike to improve their health and mobility are typically those who are the least capable of affording one.

Our goal in year 4 was to lend out 60 bikes. We were 6 bikes short of this goal, lending a total of 54 to participants. We have 69 bikes in our inventory at present. This is approximately the same inventory as we had in 2021, and we could have had much higher bicycle inventories had we not been limited for storage space prior to the opening of Different Spokes. Therefore, we did not take full advantage of our relationship with the Peel Community Recycling Centre, beyond our Fix-a-thon with Girl Guides and Massey Street Public School. Our target was to accept 100 bike donations in year 4. We accepted 70 bikes for donation from 35 households. During the winter we expect to focus on processing bikes in our inventory so that they will be ready for Spring 2023.

This year we scrapped 35 bicycles and tuned up an additional 65 in our Bike Library. We expect to have even greater numbers with increased organizational capacity at Different Spokes in Downtown Brampton.

Bike Library by Year	2018	2019	2020	2021	2022	Total
Bikes Loaned	10	30	35	46	54	<b>175</b>
Bikes repaired or tuned up	60	20	132	1,850	1,132	<b>3,194</b>
Bikes donated into the community	30	30	37	97	49	<b>243</b>

Table 8 - “Bikes Loaned” are the total number of bikes borrowed. “Bikes repaired or tuned up” are the number of bikes that have been repaired for the Library, or bikes that have been fixed during BikeWrX. “Bikes donated into community” are used bicycles that are donated to us and are passed onto other organizations including Youth Correctional Facility, Massey St. Public School, Earnscliffe Senior Public School, and Algoma University.

In Year 4, 1,132 bikes were repaired or tuned up during BikeWrX Sessions at Different Spokes, Pop-Ups, the Fix-a-thon, or at 50 Sunny Meadow Bike Library cage. We donated a total of 49 bikes to other

community organizations. Typically, we donate these bikes in rideable condition, however Earnscliffe and the Youth Correctional Facility, requested they be donated as-is. The organizations intended to use these bikes for their students to practice repair skills. Many of the bikes donated to us are too small for our target audience. Other organizations were able to put them to more immediate use. We intend on working with these organizations to provide workshops to youth on how to fix these bikes in 2023. Donating bikes to other organizations is an important aspect of promoting sustainable transportation and fostering a sense of community within the cycling community.

## Participant Summary

Participation in the program is defined as a participant who completes their entry survey and participates in at least one program activity. In previous years, sign-ups occur in July and August. This year, due to Different Spokes opening on August 18<sup>th</sup>, September and October were the biggest sign-up months, accounting for 42.3% (n= 69) of total sign-ups. That period historically accounted for less than 20%.

The program is designed for adults. Parents have included their children when they participate in the bike library, at the bike hub, and for cycling mentorship. We have lent out child-sized bikes that have been donated. We have encouraged parents to trade up child bikes in our library as their children grow. When children are comfortable riding, the family is more likely to ride together. Children's engagement in the program is included in entry and exit survey data.

Thirty-three households (n = 88) participated in year 4. Parents/guardians with children under 13 could include their children with one sign-up. Including children, there were 46 people who signed up for the program. Of the 33 households with children who signed up for the program, only 3 households had two parents or guardians participating in the program.

Due to the nature of our registration in year 4, anyone can register to the program at anytime. We have found that participants who sign up virtually are less likely to follow-through on their first engagement in the program. With the opening of Different Spokes, we anticipate not only to renew some of the 43 participants who signed up and did not engage, but also experience higher rates of engagement among cyclists.

Engagement in Program	Returning	New in Year 4	Grand Total
Count of Pedalwise	19	48	67
Count of BikeWrx	11	51	62
Count of Bike Library	6	29	35

*Table 9 - Program engagement rate among all participants in Year 4.*

In the period of March to August 2022, 161 individuals signed up for the program, with 118 of them participating in at least one of the three program categories: BikeWrx, Bike Library, and Pedalwise. It is worth noting that participants had the option to participate in one, two, or all three of the programs. Of the remaining 43 individuals who signed up for the program but did not participate in any of the categories, only 5 were returning participants, with the rest being new. Our analysis revealed that among the 67 participants who joined the Pedalwise program, those who only participated in BikeWrx in the previous year were more likely to participate in Pedalwise this year. This may be attributed to the addition of offering more group riding opportunities in sub-chapters and orientation rides with mentors,

as suggested by Schafer and Victor (2000) that group-based programs can foster a sense of community and support among participants, which in turn can promote behaviour change.

## BikeWrX DIY Bike Repair

"I joined the program to get my volunteer hours, and I didn't know I'd learn so much about Brampton when I first started helping at the Farmers Market. When I first started, I knew nothing about fixing my bike or anyone else's. I am not always 100% confident and I still feel I need a lot more practice, but I love going to the hub to learn more."

Brampton Bike Hub Participant 2022.

"When I joined the program, I didn't even know how to ride a bike. I borrowed a bike from the library and everything changed from there. I feel like since joining the program a few years ago, my whole life changed. I am now the resident flat tire guy in my house and with my friends."

Brampton Bike Hub Participant 2022.

Access to bicycle repair and loans has been identified as a significant factor contributing to community resilience. According to a study by Dill and Car (2003), cycling has been found to provide transportation resilience during times of high gas prices and power outages, as it is an affordable and reliable mode of transportation. The COVID-19 pandemic has also highlighted the importance of bicycles in providing transportation resilience, as public transit service was limited and commuting posed significant health risks (Saunders et al., 2021).

Furthermore, the pandemic has caused disruptions in global supply chains, leading to a shortage of bicycles, particularly entry-level ones that are more affordable. A study reported that the pandemic resulted in an increased demand for bicycles, which coupled with supply chain disruptions, led to a global shortage of bicycles (Cherry et al., 2020). This further emphasizes the value of access to bicycle repair and loans for communities, particularly those with lower income residents who may be unable to afford a new bicycle.

In Brampton, the closure of the only bicycle store in downtown Brampton during the pandemic made access to bicycles and repairs even more challenging. As a result, access to bicycle repair and loans became even more important for residents in the area. Studies have shown that access to bicycle repair and loans can increase cycling rates and promote physical activity (Pikora et al., 2003; Winters et al., 2015), which can have a positive impact on community health.

In year 4, we distributed or installed 874 bells, 896 lights, and 619 Cycling guides and maps. We trained 3,664 residents on basic bike repair across 129 events. We trained our volunteers to refurbish and fix 65 bikes and dismantle 35 for scrap. With the opening of Different Spokes, we have significantly increased our ability to instruct participants on a wider range of repairs.

## Repair Events & Attendance Yearly Comparison

Events & Attendance by Year	2018	2019	2020	2021	2022	Total
Number of Events	45	25	28	72	129	<b>299</b>
Repairs/Trainings Attendance	457	1,282	673	3,240	3,664	<b>9,316</b>

*Table 10 - Events & Attendance Yearly Comparison. These events include workshops at the Bike Library and Different Spokes, DIY hours at Different Spokes, the Girl Guides workshop, and pop-ups.*

Newcomers, including foreign students and new Canadians, often prioritize the Do-it-yourself (DIY) repair or the Bike Library before engaging in the Pedalwise program. This is because they require a functioning bicycle to commute, and repairing their own bicycle is an affordable and accessible option. The Different Spokes venue is known for its inclusive and welcoming atmosphere, making it a popular choice for individuals from diverse backgrounds. Moreover, the DIY repair program at Different Spokes is a quick and cost-effective way for participants to gain access to a working bicycle for their transportation needs.

Since its opening in August, Different Spokes has hosted 60 Do-it-yourself (DIY) repair sessions and recorded 1,449 visits to its space. Remarkably, the venue has already enabled the repair of 773 bicycles. The repairs carried out at Different Spokes have ranged from minor adjustments to complete overhauls, demonstrating the effectiveness of the DIY program in accommodating a wide range of skill levels and repair needs.

## BikeWrx Pop-Ups

“Actually, BikeBrampton was on the Caledon Trailway, and we stopped because they had bike bells which I didn't have. They were all super nice and installed the bell for me. Would like to actually learn how to do my own bike repairs, so look forward to the next event”

Caledon Pop-Up Participant 2022.

“Friendly, knowledgeable, and provided helpful information and lights. A worthwhile stop on our family bike ride!”

Caledon Pop-Up Participant 2022.

We hosted pop-ups at large parks, the Farmers Market, schools, and Recreation Centres. We partnered with Brampton Environmental Alliance (BEA), Toronto Regional Conservation Authority (TRCA), Community Recycling Centre (CRC), Bramalea Secondary School, 8 80 Cities and Brampton Tourism to host pop-ups in conjunction with their events. We are working with Earnscliffe Senior Public School, and North Peel Alternative Secondary School to host pop-ups with them for 2023 in addition to Bramalea Secondary School.

Some pop-ups presented different engagement opportunities. Participating in Earth Day celebrations allowed us to organize a group ride from different locations to the event at Norton Place Park in Bramalea. We hosted a BikeWrx pop-up for people who brought their bikes. We also used the Brampton Transit electric bus on display to demonstrate how to load and unload a bike from the bus rack.

This is an important skill that deters some from using ‘first-mile-last-mile’ cycling combined with transit. We have continued to take advantage of Different Spokes’ location beside the Brampton bus terminal, where we can take Protégés to learn loading their bike on a parked bus.

<b>BikeWrX Pop-ups</b>	<b>Total Attendance</b>
<b>50 Sunny Meadow Blvd</b>	<b>18</b>
2022-05-20	12
2022-05-26	6
<b>8 80 Cities, Vivian Lane</b>	<b>19</b>
2022-09-13	19
<b>Algoma University</b>	<b>50</b>
2022-05-05	50
<b>Bike the Creek - Jim Archdekin Recreation Centre</b>	<b>431</b>
2022-06-18	431
<b>Bramalea Secondary School</b>	<b>67</b>
2022-06-01	67
<b>Caledon East, Caledon Trailway</b>	<b>90</b>
2022-08-06	65
2022-08-11	25
<b>Carabram Park</b>	<b>161</b>
2022-07-31	25
2022-08-02	136
<b>Century Gardens Recreation Centre</b>	<b>24</b>
2022-06-21	24
<b>Chinguacousy Park</b>	<b>123</b>
2022-07-10	59
2022-07-15	64
<b>Chinguacousy Park + Bike Rodeo</b>	<b>81</b>
2022-09-17	81
<b>Creditview Sandalwood Park</b>	<b>43</b>
2022-07-05	43
<b>Fred Kline Park</b>	<b>18</b>
2022-04-23	18
<b>Inglewood, Caledon Trailway</b>	<b>49</b>
2022-08-07	38
2022-09-01	11
<b>Mount Royal Park</b>	<b>54</b>
2022-07-17	37
2022-07-18	17
<b>Norton Place Park</b>	<b>90</b>
2022-04-23	90
<b>Palgrave, Caledon Trailway</b>	<b>21</b>
2022-09-10	21
<b>Sir John A Macdonald Park</b>	<b>32</b>
2022-06-24	32
<b>Southfields Recreation Centre</b>	<b>15</b>
2022-07-09	15
<b>Grand Total</b>	<b>1,386</b>

Table 31 - Total attendance of the 24 Pop-Up events in Year 4



Figure 1 - BikeWrX Pop-up, Earth Day, Norton Place Park, Apr 23, 2022



Figure 2 - BikeWrX pop-up demo - how to load your bike on Brampton Transit bus bike rack, Apr 23, 2022.

Hosting pop-ups in conjunction with community rides did not yield an increase in participation or engagement rates. However, hosting events later in the evening did yield greater participant turn-out.

We hosted 9 pop-ups at Brampton Farmers Market with Bike Valet service. This venue had an overall higher engagement rate and the late season events were found to be an excellent promotional tool for for the new Different Spokes location, which is close to Gage Park.

The close proximity of Different Spokes to Algoma University has allowed us to forge an important partnership for introducing students to the Brampton Downtown. We acquired volunteers, lent out bikes and provided a fun social interaction for their students.



Figure 3 - BikeWrX pop-up at Algoma U, combined with welcoming buffet to the international students, May 11, 2022



Figure 4 - BikeWrX pop-up at Bramalea SS, Jun 1, 2022



Figure 5 - BikeWrX pop-up, Chinguacousy Park, Jul 15, 2022



Figure 6 - BikeWrX pop-up, Balmoral Senior PS Parent Night, Nov 2, 2022



*Figure 7 – Sub-chapter Event Ride beginning at Loafers Lake Recreation Centre, Apr 23, 2022.*

We hosted 24 pop-up events in Brampton and Caledon in Year 4.

We had originally planned on delivering 10 pop-ups in Caledon, however due to severe weather, COVID-19, and our Project Coordinator leaving his role in August, we were able to deliver 6 pop-up events. Caledon preferred us to locate pop-ups mainly along the high cycling traffic area of the Caledon Trailway, plus one at the new Southfields Recreation Centre.



*Figure 8- Caledon East BikeWrX pop-up*

## Different Spokes Downtown Bike Hub

“We fixed a major problem that could have caused an accident.”

Brampton Bike Hub Participant 2022.

“The "Know Your Rights" presentation by Dave Shellnut [The Biking Lawyer] was very informative and greatly appreciated.”

Brampton Bike Hub Participant 2022.

“The personal feel that is given to people who may have little or no technical knowledge or skill in bike repairs is great. I enjoyed listening to how patient the assistance was given without belittling or demeaning the people that had a difficulty understanding concepts or had language problems”

Brampton Bike Hub Participant 2022.

After 2 years of planning and co-ordination, Different Spokes came to life on August 18<sup>th</sup> thanks to the tremendous effort from our volunteers, City of Brampton’s Integrated Downtown and Economic Development team, and our Staff. Located in Brampton’s Downtown on the corner of Main St. N. and Nelson St. W., Different Spokes is the first bricks and mortar community Bike Hub in the Region of Peel. The Bike Hub features large street level windows on the south and east side which present a warm and welcoming atmosphere. It has 4 DIY workstations, a large City of Brampton cycling map, a wide selection of bicycle repair tools plus accessories, and an inventory of used parts from recycled scrapped bikes. On hand are between 15-25 bikes of different styles and sizes available for loan.



Figure 9 - Different Spokes store front, corner of Main St N & Nelson St W.



Figure 10- Different Spokes Grand Opening ribbon cutting, Aug 18, 2022

We are very appreciative of City of Brampton making the Different Spokes space available to us at below market rent. We had anticipated taking possession of the space in late winter of 2022. This would have given us time to modify the space, move in and get operational processes in place prior to the beginning of the popular cycling season in the spring. Numerous changes in location, and delays in approving access caused us to change our plans right up to just before the opening date.

As a result, we deferred charging for membership and selling parts and accessories. This has delayed us developing a revenue stream. On the other hand, the free service has proved exceedingly popular and has allowed us to quickly build greater traction in the community and develop a presence in the Downtown area. Rather than tailing off as the weather cooled in the fall, our programs and services continue to be remarkably well used.



Figure 11 - Initial site visit on Mar 7, 2022

Different Spokes has been open for 290 hours over 60 days, approximately 3 days a week. Of the 25 volunteers who would regularly help at the space, 80% started volunteering after we opened. On average, we had two volunteer shifts each day, contributing over 376 hours. Volunteer tasks ranged from administrative, mechanical work, DIY support, to inventory management.



Figure 12 - Route planning with large scale City of Brampton AT map



Figure 13 - BikeWrX workshop at Different Spokes

Most visitors in the space seek information about cycling laws & routes, using a tire pump, inquiring about programs, signing up as a member, or repair consultations with a member or lead mechanic. The second most popular visit to Different Spokes was to participate in a DIY repair. Repairs ranged from minor to full refurbishment and were typically assisted by a Lead Mechanic, volunteer, or the Hub Manager. We experienced our highest visit and repair volume in September. Workstations were often full between 4:30 pm till 7:00 pm. While we had more visits overall in November, only 18% of them were for repair. 31% of them were either to volunteer, or for workshops, which required significantly less resources than DIY repair.

Seven workshops were held in the space attended by 58 people. The workshops covered various aspects of bicycle riding and repair, everything from winter riding tips to brakes and drivetrain adjustments. Five downtown social rides were also held, one in each of August, November, December, January and February. Rides resulted in some visits to Different Spokes for a tune-up for issues identified during the ride. In Year 4, 47 individuals took out bikes from the library. These visits entailed a fitting, brief road rules overview, and a test-ride that was sometimes accompanied by a staff or volunteer.

When workstations were full, we found that having only one Lead Mechanic was often not enough to instruct members. We plan to make up for lost training that was supposed to occur in the Spring of 2022 to expand our capacity in anticipation of a busy 2023. At present, we can support 15 hours of program delivery out of this location per week. Come Spring, we hope to expand to 20 hours and include a day on the weekend.

Activities	Events	Residents served	Hours Open	Volunteers	Volunteer Hours
Different Spokes Brampton Bike Hub	67	1,449	290	57	1,125

Table 32 - Frequency of activities taken place at Different Spokes August 2022 to February 2023.



Figure 14 - The Biking Lawyer, Dave Shellnut delivered "Know Your Rights" workshop to 21 enthusiastic participants on Feb 8, 2023.

### Year 4 BikeWrx Repair & Training Focused Events

With the delay of Different Spokes and delay in construction for room 109 at 50 Sunny Meadow, we decided to use the Sunny Meadow underground Bike Cage to run programming, workshops, DIY repair, Rides, and the Bike Library. Between March and September, we ran 42 sessions. Once Different Spokes opened, we focused on establishing that space with what little good weather remained. We were pleasantly surprised by the continued popularity of Different Spokes well into the fall and early winter.

Between February and April 2023, with interest and support from our volunteers, we hope to re-establish a presence at 50 Sunny Meadow. We are presently training two volunteers and coordinating the program content. Going forward we anticipate this space will be more focused on social cycling activities to help bolster cycling culture in the North-East and coordinate rides amongst new and returning participants.

### FreeCycle

After seeing an increase of youth volunteers in 2021 who required new or refurbished bicycles and who had an interest in learning mechanics and repairs while volunteering at pop-ups, we decided to introduce FreeCycle as an earn-a-bike program for 2022.

This program targeted youth and young adults ages 15 to 21. To complete the program, get a bike, and a letter of recommendation from the Program Manager, FreeCycle participants must have attended at least 2 repair workshops, 2 rides and showed up for volunteer hours. Successful participants could choose to either take a ready-to-go bike from the Bike Library or completely refurbish a bike. We had two Cohorts who engaged in this program: the PCHS4U youth cohort and Different Spokes cohort.

With the Different Spokes Cohort, we expanded the age range to allow Algoma students to earn a bike, after opening Different Spokes in Downtown Brampton on August 18<sup>th</sup>. Youth and young adults in this cohort must complete their volunteer hours by February 12, 2023 to successfully complete the program. Since FreeCycle participants in this cohort were not required to partake in rides to and from pop-ups or do any work on bikes other than those already in the Bike Library, they were not required to participate in workshops or training rides prior to beginning their volunteer hours. As a result, they had greater flexibility in attending workshops and social rides.

There were 12 participants in the program, two of whom were hired as summer students to help support pop-ups in 2022. Nine out of ten participants who completed the program chose to take a refurbished bike.

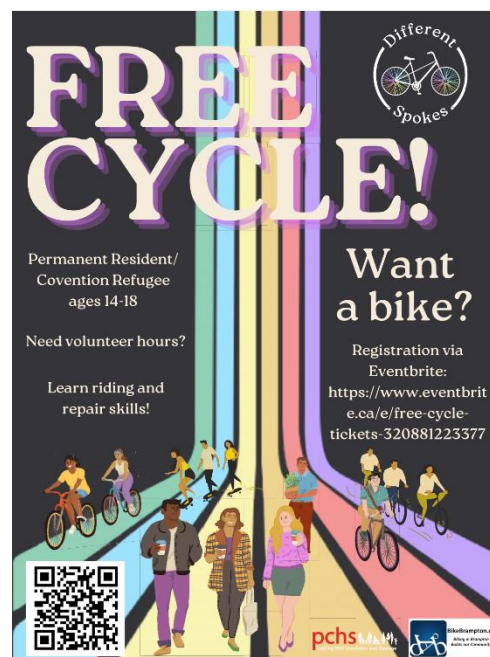


Figure 15 - Promotional poster for the FreeCycle Program designed in collaboration with PCHS4U youth.



Figure 16 - Tejvinder, Vasanth, and Jagnoor with mechanic Peter attending a FreeCycle Workshop



Figure 18 - Ali taking a bike from the Bike Library after completing his volunteer hours through the FreeCycle Program



Figure 17 - Manmeet displaying his earned FreeCycle bike, after one of our group rides.

For the PCHS4U youth cohort, we partnered with youth workers from PCHS who provided administrative support, supervisory support, marketing, as well as job-readiness training for the 3 participants. Youth in this cohort were aged 14-18 and had Permanent Resident or Convention Refugee status. This cohort ran from May 9<sup>th</sup> until July 15<sup>th</sup>.

They were required to participate in workshops and training rides before they could start earning their volunteer hours at pop-ups. This is due to the delay of Different Spokes being open and Pop-Ups being the only volunteering option for youth. Of the 10 youth who signed up for this cohort, only 3 were eligible and able to engage in the program. Unfortunately, only one of the participants from this cohort successfully completed the program. The others did not show up for their required volunteer sessions or arrived late. In 2023 we will work with PCHS4U youth to offer this program again, adjusting the program: pre-screening participants' availability to attend the required training and orientation days and having both parents and children attend an orientation focusing on job readiness.



Figure 19 - Volunteer David and two FreeCycle volunteers during a workshop at the 50 Sunny Meadow Bike Cage, during renovations to room 109.



Figure 20 - Adam, Judy, and Daksh attending a drivetrain workshop led by bike mechanic Peter

## Fix-a-thon

We partnered with the Girl Guides, the Community Recycling Program, and Massey Street Public School to train 22 girls on bike repair. They fixed 20 bikes for Massey Street Public School's Bike Swap. During the school event on June 3<sup>rd</sup>, we had a visit from Peel Regional Police to assist in pumping tires and supporting the girls with their mechanical training.



Figure 21 - Steve leading half the Girl Guides on a flat tire workshop for the Fix-a-thon at Massey St. Public School



*Figure 22 - Girl Guides with their repaired bikes donated to Massey Street Public School, Jun 3<sup>rd</sup>*

## Year 4 Survey Responses

In 2022, we introduced Different Spokes to the Downtown Brampton community, providing access to workstations and bikes from the library. To use this service, we required participants to complete the program entry survey on-site. Prior to this, participants would self-report data for both entry and exit surveys. While administering surveys several times a day on-site, we began noticing that many participants were challenged to accurately report on their mode share, or displayed the cognitive bias known as the Dunning-Kruger Effect.

Dunning-Kruger effect is a cognitive bias in which individuals with lower ability or knowledge overestimate their abilities or knowledge in a particular domain (Dunning et al., 2003). In the context of cycling, this effect can manifest as individuals overestimating their confidence, knowledge, and skills related to cycling safety and rules of the road. This was particularly apparent when participants reported not having a bicycle for several years or not knowing how to ride a bicycle reporting that they strongly agreed that they were confident riding on a busy road without a bike lane or were very likely to ride in all 4 seasons. International students who had been in Canada for less than a month would select that they strongly agreed that they knew the rules of the road for cycling. Participants who had never changed a tire, adjusted their seat, or inflated their tires would select that they agreed that they knew basic bike repair skills.

As a result, in 2023, we plan to take several measures to ensure that respondents provide more accurate responses. First, we will include more targeted skill-based questions in our entry and exit survey to encourage more accurate reporting. Second, we will take extra care to review entry-survey responses of participants who self-reported. Once participants complete the entry survey, we initiate the mentorship process by discussing their rights as cyclists, pointing to our favourite places to ride on cycling map, and taking them outside and demonstrating how to navigate two-lane roads legally and safely with parked cars in the right-hand lane. As participants become familiar with the space, we invite these individuals on social rides hosted monthly and introduce them to one of the mentors in the program with whom they can ride.

Prior to opening Different Spokes, we were already aware that participants experienced difficulty, since our app Zoho Interface only displays days 1-3 without scrolling for additional days. Since Different Spokes was opened, we have encountered difficulties in accurately obtaining responses to the question about mode share from participants. When administering surveys on-site, we found that participants who have highly varied transportation schedules each week tend to have difficulty recalling their exact transportation history beyond three days. This is particularly true for those who use multiple modes of

transportation, such as cycling, walking, and public transit. Furthermore, most participants tend to remember their transportation history based on the purpose of their trips or activities rather than the individual trips taken by different modes of transportation. As a result, we will be devoting more resources to administer both entry and exit surveys in 2023 and develop a survey technique to address this issue.

To begin, we ask participants to recall their total transportation history for each day until day three, when they typically report that their memory is less reliable or that they forget. At this point, we will provide them with a list of typical destinations, such as work, school, gym, shopping, groceries, doctor appointments, volunteering, place of worship, visiting friends, and entertainment. We will ask them whether they visited those places and how frequently they did so in the past week. We will go through the typical list of destinations and then ask if we have missed anything.

By using this survey technique, we aim to improve the accuracy of participants' responses and gain a better understanding of their transportation behaviour over time.

## Transportation Mode Share

During the fourth year of the program, there was a notable shift in transportation patterns among new participants. Specifically, there was a decrease in the use of motor vehicles from 49% to 27%, and an increase in cycling mode share from 8% to 41% (Table 11). This suggests that the program has had a positive impact on promoting active transportation and reducing reliance on cars. In year 4 we observed the greatest reduction in motor vehicle mode share in all the years we have run the program. The second greatest reduction of mode share was 70% to 49% in 2018.

This increase in mode share from year 3 to year 4 of the program was substantial, and we attribute this to several factors.

In year 3, collection of participant responses extended into December 2021. According to existing literature, participation in cycling programs tends to decline during the winter months in North America (Winters et al., 2010; Garrard et al., 2012). Despite this, we observed a 35% mode share for cycling among our participants during colder conditions, and an overall decline of 7% in motor vehicle mode share for year 3. Additionally, in year 4 we implemented a more rigorous process for collecting entry and exit surveys, ensuring that all participants completed them promptly. In line with this, our program runs year-round and offers winter-specific programming to encourage continued participation (Xing et al., 2019).

In year 4 our program was different in several ways. We took a more active role in coordinating and supporting riders by introducing orientation rides and group rides. This allowed new participants in year 4 to receive cycling mentorship and establish a community around the activity, leading to increased participation and engagement. Finally, the easing of the global pandemic allowed mentors and proteges to ride together more frequently, further enhancing the sense of community and support within the program. Overall, these factors likely contributed to the significant increase in cycling mode share observed during the fourth year of the program.

New Participants in 2022		2015	2018	2019	2020 (COVID)	2021	2022
Bicycle	Entry	5%	0%	0%	n/a	37%	8%
	Exit	25%	36%	39%	n/a	35%	41%
Walk	Entry	21%	11%	20%	n/a	20%	29%
	Exit	15%	13%	11%	n/a	26%	20%
Transit	Entry	20%	8%	6%	n/a	0%	13%
	Exit	18%	2%	6%	n/a	3%	9%
Motor Vehicle	Entry	54%	70%	58%	n/a	43%	49%
	Exit	42%	49%	42%	n/a	36%	27%
Other	Entry	0%	11%	16%	n/a	0%	0%
	Exit	0%	0%	2%	n/a	0%	0%
E-Scooter	Entry	0%	0%	0%	n/a	0%	0%
	Exit	0%	0%	0%	n/a	0%	0%

Table 33 - Mode share for new participants in the program for 2022. N = 45.

In our program, returning participants had a higher entry cycling mode share response rate of 39% (**Error! Reference source not found.**) compared to new participants who reported a 8% mode share for cycling (**Error! Reference source not found.**). Notably, we observed the highest exit cycling mode share of 48% from returning participants. We believe that extended exposure to our year-round program is essential for creating long-lasting changes in individual's transportation habits. Among the returning participants who responded to the survey, 7 out of 11 were under 18 years old, with an average age 12.8. Research has shown that targeting this age group is particularly effective in promoting the adoption of sustainable transportation behaviours (Haugen & Dagman, 2014; Schafer & Victor, 2000). Additionally, previous studies have found that individuals who adopt active transportation behaviours at a younger age are more likely to continue these behaviours into adulthood (Fyhri et al., 2012; Sallis et al., 2000), suggesting that targeting younger individuals may have long-term benefits in terms of promoting sustainable transportation habits.

New & Returning Participants		Year 4
Bicycle	Entry	16%
	Exit	43%
Walk	Entry	29%
	Exit	19%
Transit	Entry	10%
	Exit	10%
Motor Vehicle	Entry	44%
	Exit	28%
Other	Entry	0%
	Exit	0%
E-Scooter	Entry	0%
	Exit	0%

Table 34 – New & Returning Participants N= 56 participants. 45 new participants and 11 returning participants.

It is noteworthy that among returning participants, there was no significant change in their motor vehicle mode share which remained around 30%. As noted by Sallis and colleagues (2000), transportation choices for younger individuals are often constrained by factors such as parental influence, availability of alternative modes of transportation, and lack of driver's license. The mode share that participants do often have control over is their public transportation and walking. Part of our program this year was to encourage the use of 'first-mile last-mile' multi-modal transportation. Since Different Spokes is located at the transportation terminal in Downtown Brampton, we spend additional time showing participants how to load bikes on and off busses. We worked with the City of Brampton to publish two TikTok videos on how to load a bike on and off a bus, and what accessories need to be removed from bicycles before they are loaded. We noted a decrease in walking mode share for returning participants from 29% to 11%. This is offset by an increase of cycling mode share from 39% to 48% and may indicate an increased preference for cycling.

Returning Participants		Year 4
<b>Bicycle</b>	Entry	39%
	Exit	48%
<b>Walk</b>	Entry	29%
	Exit	11%
<b>Transit</b>	Entry	2%
	Exit	10%
<b>Motor Vehicle</b>	Entry	30%
	Exit	31%
<b>Other</b>	Entry	0%
	Exit	0%
<b>E-Scooter</b>	Entry	0%
	Exit	0%

Table 35 - Returning participant mode share for 2022 N=11

## Pedalwise

Providing on-site bike cycling skills training is the most effective way to encourage a culture of cycling, build community, and boost the confidence of riders in the program. This year, we introduced Orientation Rides as part of each subchapter. During these rides, multiple mentors who live in the area guided a group of protégés on a short ride based on their skills and comfort level. The mentors also went over the basics of the program, assessed skills of the cyclists, and educated the protégés on basic road rules during the first hour of the session. Most of these rides took place at 50 Sunny Meadow Blvd, where participants came to pick up their bikes. The sessions concluded with mentors and participants exchanging contact information to ride further.

In addition, we organized event rides to transport pop-up equipment to and from a temporary location and the storage facility. These rides also served as an opportunity for Pedalwise participants and residents who were served during the pop-up to join us for a ride. We observed that many protégés found synergy among their preferred mentors during these rides, as well as among one another.

In Year 4 we found that participants were more willing to engage in the program with COVID-19 restrictions easing. We have been running monthly rides through the North-West Social ride and Central

Downtown Sub-chapters. Instead of expanding all at once, we will be focusing on nurturing each individual Sub-chapter and the mentors who will be running them.

Ride Type	Ride Attendance	No. of Events
Orientation Ride	188	40
Sub-chapter ride	280	43
Pedalwise	149	52
<b>Grand Total</b>	<b>617</b>	<b>135</b>

Table 36 – Ride Type attendance record of ridership in year 4.



Figure 23 - Protege Ishani riding with Mentors David & Dayle to learn how to progress beyond trails to riding on the road.



Figure 24 - Pedalwise group ride to learn on-street cycling skills in downtown Brampton.



Figure 25 - Pedalwise Brampton NE social ride to say good-bye to one of our Protégé-turned-Mentors who moved out of the area, Mar 6, 2022

## Sub-chapters

Our goal in Year 4 was to establish 5 Sub-chapter riding groups that would ride bi-weekly. Within each Sub-chapter we hoped to cultivate a culture of cycling within each neighbourhood. This goal proved challenging for several reasons. First, we were not able to recruit mentors in each part of the city. We feel that our efforts were spread too thin by trying to establish all of the subchapters at once. Coordinating rides, especially with folks you may not have met in-person before, is a challenge with both protégés and mentors. While we successfully completed Sub-chapter rides in each area, we were not able to achieve Sub-chapter self-sufficiency in each area.

To pivot we started running Meet your Mentor rides. This ride, also referred to as an Orientation ride had our coordinator or program manager, mentors, and multiple new protégés meet at one time and place. During this session they would go over the ABC quick check, some basic 'CAN-BIKE' lite training, road rules, and skill assessments in 1 hour. After mentors and staff assessed the skill of protégés and got to break the ice, they went for a 30-45 minute low-intensity ride based on the comfort of the protégés. During the ride, protégés could mingle with each other as well as with mentors. We found that coordinating these types of rides allowed synergy to happen among participants and increased the likelihood of future program engagement.



*Figure 26 – Sub-chapter Ride at Cassie Campbell Recreation Centre*

During the summer BikeWrx pop-up events that we organized, we unintentionally established a Sub-group that revolved around an activity rather than a particular location. Some of the volunteers from the FreeCycle team would ask their friends to join them for rides to and from events, and some of the residents who we served during the clinics also expressed their interest in riding with us to our storage location. As a result, we started arranging rides for those who showed interest in participating in this activity after attending our previous events. These rides are referred to as the Event Rides Sub-chapter.

## Mentor Recruitment

6 Mentors returned in 2022. We sent out a [call out for Pedalwise Mentors](#) on April 20<sup>th</sup>. A promotional tile was created for a blog and social media. The description, position summary, duties and responsibilities were created. Information sessions were organized for April 27<sup>th</sup> and May 2<sup>nd</sup>. We were able to recruit 8 additional mentors in 2022. Of these mentors, two left the program because they moved to different provinces. We currently have 12 mentors in total who have received 'CAN-BIKE' light training, attended our orientation, and rode with a protégé. Of the new mentors we are pleased that both protégés and mentors' relationships have been established.



Figure 27 - Mentor recruitment promotional tile

There is no doubt that the lingering pandemic has hampered our ability to acquire and keep Mentors. Several of our experienced Mentors have health concerns for family members or themselves. Even outdoor activities affect their risk assessment since social distancing is not always possible.



Figure 28 - Mentors repair flat tire on Pedalwise group ride. One of our former Protégés was visiting from out of town.

## Budget

Revenue	Budget	Actual	Difference
CCP funds	71,970.00	71,970.00	-
ABF funds	25,000.00	25,000.00	-
Bike Shop Revenues	16,363.18	-	-16,363.18
Other Revenue	5,000.00	-	-5,000.00
	<b>\$118,333.18</b>	<b>\$96,970.00</b>	<b>-\$21,363.18</b>

Expenses	Budget	Actual	Difference
Program Expenses	17,290.00	8,768.16	8,521.84
Travel	2,366.00	3,159.22	-793.22
Insurance & Administrative	11,833.00	9,697.00	2,136.00
Office Supplies	1,500.00	91.93	1,408.07
Labour	85,844.00	78,209.34	7,634.66
<b>Expense Total</b>	<b>\$118,833.00</b>	<b>\$99,925.65</b>	<b>\$18,907.35</b>
<b>Revenue - Expenses</b>			<b>\$ 975.65</b>

Table 37 - Total revenue and expenses for Year 4

Imagine the convenience of walking into a DIY bike hub that is fully equipped to handle all your needs. From membership to bike sales, part sales, and other retail revenues, we have got you covered. That was our goal for 2022, and we were on track to open our doors in January. The opening, however, was delayed due to the space we intended to occupy becoming unavailable last January, putting this project back 8 months. With a timeline of opening the hub up in the air, we had to pivot our resources to delivering pop-ups in addition to rallying our team to build the bike hub itself. While we were able to create the physical space that meets the biking needs of the local community, we did not have the resources to fully establish a POS (point of sale) and inventory management system. Instead, we decided to make the most of the warm weather by opening our doors and continuing to provide our services for free.

Our total revenues for year 4 were \$99,925.65 and included funds from the Advance Brampton Fund Amplifier Grant, other revenue, and Region of Peels CCP. We managed to reallocate our resources effectively, enabling us to not only support operational staff with an increased workload, but also procure the necessary bicycle repair tools to outfit Different Spokes.

## In-Kind Contributions

In-kind contributions are non-monetary donations of goods, services, or time that are given to an organization or individual for a specific purpose. These contributions can take many forms, such as equipment, supplies, furniture, professional services, or volunteer time.

The overwhelming number of in-kind contributions in the form of equipment alone highlights the value our services hold in the community. These donations included essential items such as computers, tools,

office supplies, and bicycles, along with other much-needed resources like lumber, storage containers, chairs, tables, and filing cabinets. Donations in these categories allowed us to focus on delivering on financial resources to critical activities. These contributions, totaling an estimated value of \$32,469, demonstrate the significant impact that our DIY bike hub has had and continues to have on the people we serve. These contributions are largely why our program expenses and office supplies were significantly lower than what we originally expected.

## Challenges in Year 4

1. Delays in opening the Different Spokes retail bike cooperative primarily due to administrative delays.
2. The Project Coordinator hired to help support bike hub programming left his role prematurely in August. This put significant extra workload on the remaining staff and volunteers and impacted the schedule of deliverables.
3. Hiring and training a Bike Hub Manager to enhance our operational capacity to sustain between 15-30 hours a week for 2023 is imperative.
4. Training mechanics and volunteers on instructional DIY bike repair to increase operational capacity.
5. The processes and procedures for collecting data have become increasingly inefficient as our program continues to expand and serve a larger audience. The growing scale, scope, and capacity of the program have highlighted the need for more streamlined and effective data collection operations.
6. The on-going impact of COVID-19 impaired our ability to host more in-person meetings and recruit new mentors, since our capacity was reduced.

## Appendix

### Organizational Partners

We attended 176 meetings with 49 organizational partners. The goals of these meetings and partnerships included the following: Sharing resources, promoting our program and services, planning on events, consulting on cycling resources, and/or delivering programs and events. See Table 20 of the Appendix for a full breakdown of community meetings.

### Organizational Partners & Community Meetings

Organizational Partners	Meetings
City of Brampton	24
PCHS4UYOUTH	12
TRCA (Bike the Creek)	11
BikeBrampton Meetings	10
Bramalea Community Network (BCN)	10
Brampton Springdale Network (BSN)	10
Girl Guides	10
Wheels of Change	6
TRCA (Bramalea SNAP)	5
BIA Downtown Brampton	4
Fletchers Creek CVC	4
Town of Caledon	4
Anti-Black Racism Systemic Discrimination (ABR-SD)	3
Brampton Environmental Alliance (BEA)	3
Massey Street Public School	3
Pedalwise Mentor Meetings	3
Peel Community Recycling Centre	3
Resilient Caledon	3
Toronto Bike Collective	3
The Journey Thrift	4
TRCA (Eco-schools)	3
8 80 Cities	2
BIKE Peterborough	2
Bramalea Secondary School	2
Decathlon	2
Growing Health Towers	2
Peel Regional Police	2
PSARTS (Peel Safe & Active Routes to School)	2
Region of Peel Volunteer Services	2
Toronto Bike Show	2
Youth Juvenile Correctional Facility	2
Bike Kitchen	1
bikeSauce	1
Broadening Horizons	1
Catholic Cross-Cultural Services	1
Charlie's Freewheels, Toronto	1
Climate Caucus	1
Cupids Sting	1
Gateway Bike Hub	1
Highlands Bike Shop	1
Kennedy Valley Trail	1
Mayor Brown Meeting	1

McMurphy Community Network	1
Mountain Equipment Co-Op (MEC)	1
Peel Alternative School North	1
People Against Littering (PAL)	1
Recyclore Bicycle Recycling, Ottawa	1
Sheridan College	1
Sport Chek	1
49	176

Table 38 – Organizational Partners

## Promotional Material

Promotional social media tiles were developed to capture the existing and promote to a new audience to increase program participation.



Figure 29 – Instagram Promotional Tiles



Figure 30 - 2022 BikeWrx Pop-up postcard

Display posters were developed for decorating the walls of Different Spokes. The theme was to inform participants about the program and to adorn the walls for the grand opening on Aug 18<sup>th</sup>.

# Brampton & Caledon Community Cycling Program Results

YEAR	PEDALWISE PROTEGES	BIKES LENT OUT	PARTICIPANT VISITS
2019	83	33 +10 Donated for School Bike Swap	1,701 +17 Bike Month Events (12 Schools)
2020	59 New 68% Increase <b>TOTAL 146</b>	35	<b>2,429</b> (COVID restricted) <b>10 Pop-Ups</b> +3 Safety Videos
2021	82 New 32% Increase <b>TOTAL 224</b>	86 + 51 Donated for School Bike Swap	<b>2,580</b> (COVID restricted) <b>46 Pop-Ups</b> +7 Safety Videos +6 EcoSchool Seminars

**Riding & fixing a bike is a powerful tool to connect neighbours, promote independence, improve health and enhance environmental sustainability.**



Figure 11- CCP Program Results by Year

# Brampton & Caledon Bike Hub Testimonials

*"The willingness of the volunteers to help is inspiring. When I initially started the program, I was nervous to ride on public roads. I am so grateful for this amazing opportunity that empowered me to finally be able to use a bike for transportation purposes (errands, shopping, going to work when not in a hurry)." - Louis Kdouh*

*"It was great getting a bike from Pedalwise and actually getting back into cycling after not having done it for a few years. Joining the program made me realize how enjoyable bike riding is." — Dharminder Cheema*

*"Big thank you for promoting biking activities in Brampton and for providing valuable information on trails and 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 supportive & helpful. They took the time to replace the faulty components and get the bike road-worthy again! Applaud the exceptional service!" - Ashish Kamkar*

*"My son attended your free workshop at Bramalea Secondary School. You really helped him and fine tuned his bike, along with a free bell." - Arashdeep Sandhu*

*"I loved everything about it [Pedalwise]. I met so many wonderful people. I enjoyed the group rides, the camaraderie and riding the trails." — Penny Chan*

*"The kindness and encouragement of the mentors. It was really nice to have mentors that really enjoy biking. They even encouraged me to bike in the winter!" — Raman*

*"The program was quite impressive. I had the opportunity to learn more about safe bike riding practices which made me a good bike rider. Also, learning about how to use the bike gears was quite useful as a daily bike rider." — Manjinder*

*"The program encourages people to use cycles as a part of their lifestyle and not just for exercise or a sport." - Ancy Rojan Abraham*

**Riding & fixing a bike is a powerful tool to connect neighbours, promote independence, improve health and enhance environmental sustainability.**



Figure 32 - CCP Testimonial Quotes

# What is the CCP Community Cycling Program?

**AT infrastructure is part of the  
picture for improving mode share**

*"While cycling infrastructure is the focus of most municipal interventions including in suburban areas, by itself it does not always produce increased utilitarian cycling." 1*

**Consistent programming is  
needed for cultural shift**

*"The surest results are achieved through integrated packages of cycling infrastructure, policy and programming." 1*

**Riding & fixing a bike is a powerful  
tool to connect neighbours, promote  
independence, improve health and  
enhance environmental sustainability.**



Reference: 1. Ledsham, T. & Verlinden, Y. (2019). Building Bike Culture Beyond Downtown: A guide to suburban community bike hubs. The Centre for Active Transportation at Clean Air Partnership.

Figure 33 - What is the CCP?

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