SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2016

Hamilton

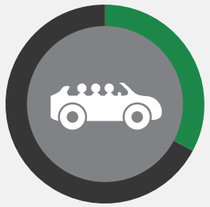
IBI

SMART COMMUTE TOOL

explore.smartcommute.ca

One of the most impactful services provided by Smart Commute Hamilton is the free, online carpool matching Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, and trip planning services for cycling, walking and transit. Throughout 2016, Smart Commute Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We more than doubled the number of trips logged and added nearly 300 more users.

2,712 trips
4.3 tonnes of GHG prevented

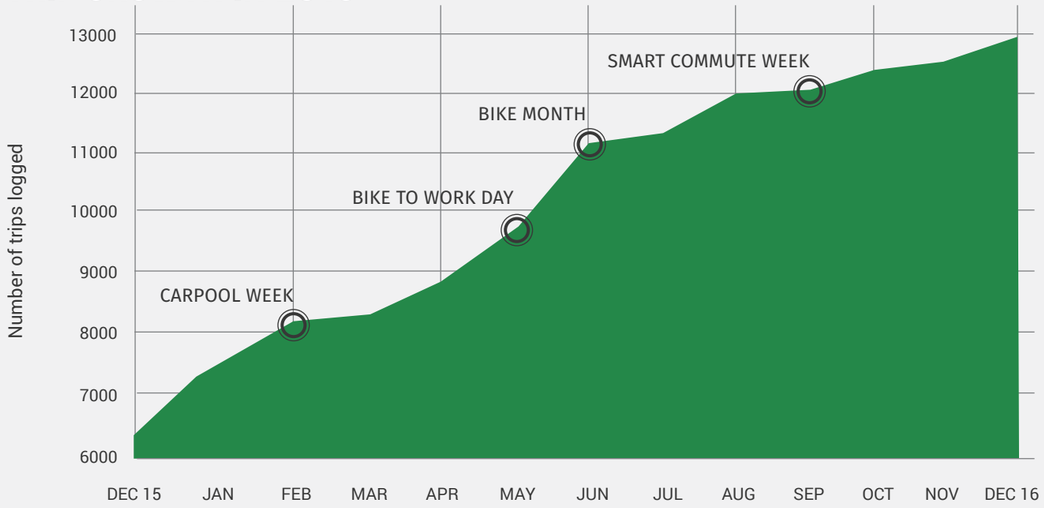


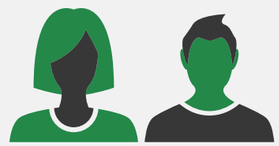
2,171 trips
8.1 tonnes of GHG prevented

1,119 trips
5.7 tonnes of GHG prevented

450 trips
0.23 tonnes of GHG prevented

TRIP GROWTH IN 2016





+277
new users

+113,113
kilometers of logged trips

6,534
trips logged on the Tool in 2016

18.5
tonnes of CO_2 avoided

Smart Commute Hamilton now provides customized projects and service solutions to our workplace members to help solve local travel issues and encourage sustainable travel changes. All services are provided on a cost-recovery basis.

Custom Projects aim to generate a measureable impact on mode shares at workplaces or have a clearly identified improvement on the traveller experience.

Chedoke Hospital Relocation Support

Smart Commute provided a "roadshow" workshop to staff relocating from Chedoke Hospital to 100 King West outlining the travel options available to them. This included discussing the frequent transit network for business hour workers, cycling and SoBi options available, carpooling services, and other Smart Commute Hamilton services available. Hospital staff also had the opportunity to receive a customized trip plan for their commute.

Mohawk Transit Screen Development Support

In partnership with the Mohawk College Sustainability Office, Smart Commute provided assistance in the development of a next bus arrival transit screen system. Support included developing interface options, identifying relevant data feeds and documents, and working with College staff to identify preferred locations for signage installation.

City of Hamilton Travel Options Roadshow

Recognizing the need for greater awareness of the travel programs available to City staff, Smart Commute developed an internal roadshow workshop, carried out at a dozen staff meetings. A follow-up survey of City staff that both attended and did not attend the workshop indicated higher awareness and usage of programs among staff who attended.

BIGGER THAN EVER: BIKE TO WORK DAY

Bike to Work Day (B2WD) is an annual event hosted by Smart Commute in the Greater Toronto and Hamilton Area (GTHA). The event is designed to provide new cycling commuters with an opportunity to build their cycling confidence with group rides and routing advice. It provides a key flagship and networking event for cycling advocates and regular commuters.

B2WD also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA. 2016 was the 8th annual celebration of Bike to Work Day in Hamilton and took place on Monday, May 30th, 2016, with the main festivities at a new location, Hamilton City Hall.

Over 500 people attended this year's event, making it the most attended B2WD in Hamilton's history. Attendees received a limited edition B2WD t-shirt, enjoyed refreshments, received free tune-ups, visited community booths, and listened to live music and speeches. Approximately 25% of registered attendees cycled to work for the first time.

Follow-up surveys later in the year indicated that many of the first time cyclists continued to bike to work, instead of driving alone.

+40%
increase in the number of B2WD registrants between 2015 and 2016

25%
of B2WD participants cycled to work for the first time.

1400+
trips made on Hamilton Bike Share, one of the busiest days ever

50+
elementary school students that biked to the event with their school

14
Bike Month events held across Hamilton

GROWING ACCESS TO BIKE SHARE

SoBi was launched on March 20, 2015, following a winter testing period. Since then, the system has been widely embraced as an integral and exciting part of Hamilton's transportation system and cultural landscape.

The new system utilizes smart-bike technology developed by Social Bicycles, and the innovative design gives users greater flexibility than traditional dock based systems. Hamilton's bike share system spans across approximately 35 square kilometers with 750 bikes at 115 hubs. The system is largely used for commuting by Hamilton residents, and is an excellent solution for first/last kilometer connectivity to transit.

Public engagement for the installation of up to 15 new stations between Sherman Avenue and Ottawa Street and 75 new bikes is currently underway. The stations will launch in May 2017.

Everyone Rides Initiative Pilot
Sobi will be launching an Everyone Rides Initiative (ERI) in 2017. The ERI aims to remove barriers to the bike share system for people with low incomes in underserved neighbourhoods. The pilot will run from 2017 to 2019 and is made possible by grants from the Federation of Canadian Municipalities, the Hamilton Community Foundation, and the Urban Renewal section of the City's Economic Development department.

Hamilton Bike Share Awards

Transportation Association of Canada's 2016 Sustainable Urban Transportation Award
This award recognizes exemplary contributions to the development and enhancement of urban transportation, as well as transferability to other communities.

Clean50 Top15 Project 2017
This award is for initiatives that are selected because they are innovative, they inform, and they inspire Canadians to do more.

SOBI BY THE NUMBERS

NUMBER OF RIDERS

2015 — 7,500 USERS

2016 — 12,000 USERS

PERCENT FEMALE CYCLISTS

CITY WIDE — 30%

SOBI — 50%

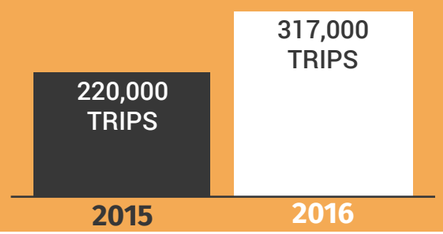
48% cycled less than once per month before SoBi

45% primarily use their car to get around

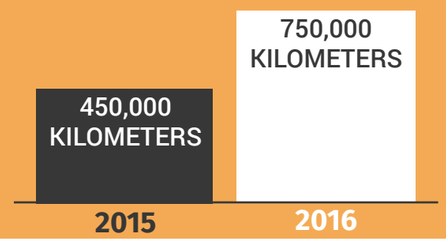
44% report driving less because of SoBi

25% report replacing automobile trips with a SoBi

TRIPS MADE



KMs TRAVELLED



TOTAL DISTANCE TRAVELLED SINCE OPERATIONS BEGAN (2015)

1,200,000+ kms

School travel planning is a community-based approach that aims to increase the number of children and adults choosing active transportation to and from school, thereby addressing environmental, health, and safety issues.

SCHOOL TDM

Programs that work to make it easier for our youngest commuters.

16,293

students and staff engaged through three annual Wear Yellow Days

Throughout the fall, winter and spring of 2016, 49 schools took part in at least one of the three Wear Yellow Days that were held.

105

participants at the Healthy Cities: School & Municipal Design Workshop

The workshop hosted by the City attracted individuals from across different sectors involved in creating healthy school environments.

13

cross-sector representatives that sit in on the Active and Sustainable School Hub meetings

This includes two school boards, Metrolinx, five NGOs, three City of Hamilton departments, Hamilton Police Services and community members.

23

schools started the Active and Sustainable School Transportation (ASST) process

Bennetto, Blessed Sacrament, CB Stirling, G.L. Armstrong, Helen Detwiler, Holbrook, James MacDonald, Lisgar, Notre Dame, Queensdale, Sacred Hearth, St. Anthony Daniel, St. Gabriel, St. Marguerite d'Youville, Templemead, Winona, St. Bernadette, St. Augustine, Dundas Central, Greenville, Lawfield, St. Joachim, and Queen Victoria

A STRATEGIC VISION FOR 2017

We have set big goals for 2017, as the Sustainable Mobility Program continues to grow. We will be testing the renewed Smart Commute program, enhancing land-use guidelines, engaging with BIAs, supporting major transportation projects and piloting our bike share equity program.

The 2017 plan is only possible because of the strong foundation established in 2016 which revamped Smart Commute workplace services, making them more results oriented; building strong Bike Share ridership; incentivizing more sustainable land-use patterns; performing better data analysis for more informed decision-making; cultivating effective school partnerships; and receiving the support of an engaged community and non-profit sector.

We look forward to achieving our targets in 2017 with our partners' support, while making our program fun and engaging.

The 2017 targets and the overall goal of Sustainable Mobility Programs are aligned with the City of Hamilton's Strategic Plan 2016 - 2025; specifically in the areas of:

- Community Engagement and Participation
- Economic Prosperity and Growth
  - Development Approvals
  - Land Use Planning
- Healthy and Safe Communities
  - Strategic Transportation Planning
- Clean and Green
- Built Environment and Infrastructure
  - Public Transportation
  - State of the Art Transportation Options
- Culture and Diversity