SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2019

Hamilton

02

2019

TABLE OF CONTENTS

ACKNOWLEDGEMENTS 4
2019 IN REVIEW 5
2019 HIGHLIGHTS 6
TDM REACHES ALL CORNERS OF HAMILTON 8
SECTION 1: WORKPLACE TDM 11
- 2019 By the Numbers 13
- 2019 Outcomes 14
- Looking to the Past to Move Us Towards the Future 15
- Special Events 16
- Awards & Designations 17
- Workplace Designations 17
- Smart Commute Tool 18
- Custom Projects 20
- 2019 Smart Commute Goals 23

SECTION 2: COMMUNITY TDM 25
- Securing Your Bicycle 26
- Innovative Engagement 27
- Infrastructure & Shared Mobility 29
- Community Initiatives 30
- Community in Motion Awards 33
- Bike to Work Day 34
- Hamilton Bike Share 35
- TDM & Development 36
- Active Travel Benchmarking 39

SECTION 3: SCHOOL TDM 41
- Active and Sustainable School Travel Certification 42
- Special Events & Initiatives 44

LOOKING FORWARD 2019 46

ACKNOWLEDGEMENTS

2019 IN REVIEW

TDM REACHES ALL CORNERS OF HAMILTON

49 Employer sites

28 Employer partners

41 Events and Outreach

107 School Travel Plans

WORKPLACES

Engaging workplaces

Smart Commute Hamilton is an association led by the City which works with local businesses and community organizations to provide programs and initiatives that encourage the use of active and sustainable transportation.

COMMUNITY INITIATIVES

Engaging residents

Community-based initiatives and infrastructure increase the livability of the people who live, work, or visit an area. They help achieve transportation planning objectives and help support strong, integrated communities.

SCHOOL TRAVEL PLANS

Engaging students

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.

SECTION 1: WORKPLACE TDM

The Smart Commute Hamilton workplace program *informs employers and commuters about their travel choices, encouraging them to try more efficient options that reduce congestion and help to improve quality of life in Hamilton and the rest of the GTHA, while lowering commuting costs.*

Programs for Hamilton's workplaces and institutions. Key highlights of success in this section include:

#1

Indwell and the Hamilton-Wentworth Catholic District School Board (HWCDSB) was selected as the Employers of the Year.

Indwell and HWCDSB was selected as the top workplaces for sustainable travel in Hamilton for 2019. Both organizations demonstrated a commitment to sustainable travel.

200+

Growth in the Smart Commute Tool users

These users are looking to join a carpool, track their trips, register for a carpool permit, or take part in a special event. Over 1,000 users are now registered on the Tool.

3,000+

Direct engagements with commuters

We engaged with over 3,000 commuters to encourage them to choose a sustainable mode of travel.

56%

Sustainable Mode Split at Member Sites

Based on the Fall 2019 Smart Commute Annual Travel Survey. Sustainable modes include: walking, cycling, transit, carpooling, and teleworking.

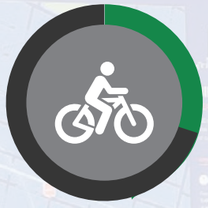
A detailed review of the 2019 outcomes can be found on Page 12.

SMART COMMUTE TOOL

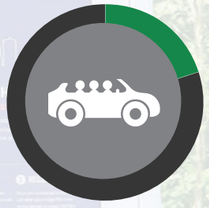
Smart Commute Hamilton provides a free, online carpool matching and trip planning Tool. The multi-faceted Tool provides advanced ridematching algorithms, trip logging functionality, incentives and rewards, and trip planning services for cycling, walking, and transit.

Throughout 2019, Smart Commute Hamilton focused on growing the user base and increasing the measured impact by encouraging trip logging. We maintained the steady growth of the number of trips logged and added 212 users.

In 2019, we started procuring a new Smart Commute Tool that would add new features and provide a better experience for our users. The new Smart Commute tool will be launched in 2020.



1,089 trips
1.8 tonnes* of GHG prevented



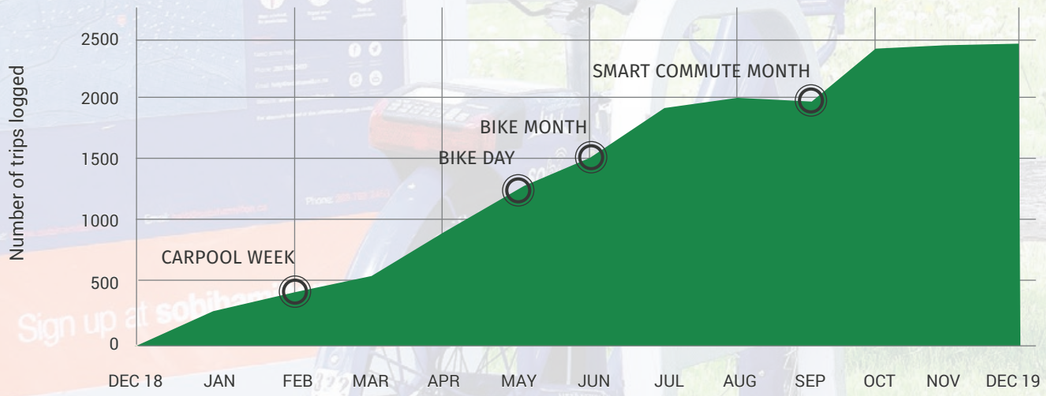
272 trips
0.9 tonnes* of GHG prevented

263 trips
0.4 tonnes* of GHG prevented

679 trips
0.3 tonnes* of GHG prevented

*estimate based on trips logged

TRIP LOG GROWTH IN 2019



+212
new users

+23,748
kilometers of trips logged

$4,627
saved*

2,471
trips logged on the Tool

3.2
tonnes of CO_2 avoided*

*estimate based on trips logged

CUSTOM PROJECTS

Smart Commute Hamilton provides customized projects and service solutions to our workplace members to help solve local travel issues and encourage sustainable travel changes.

Mohawk TDM Audit

For the fifth year in a row, Smart Commute Hamilton and Mohawk College conducted an annual Transportation Study at its Fennell Campus, and expanded the scope in 2019 to include the Stoney Creek campus. The audit was conducted to track data related to student and traffic on the measures relating to:

- Parking accumulation and duration;
- Number of vehicles entering and leaving campus;
- Vehicle occupancy;
- Transit boardings and alightings in the immediate vicinity;
- Mode of entry to campus; and,
- An audit of condition of TDM infrastructure on campus

Results: Gathered data to support modifying transportation programs, services and planning at the College. 65% sustainable travel mode split.

Community Partner Reception

Each year, the Smart Commute Awards recognizes employers and celebrates their achievements and commitment to sustainable transportation. In partnership with the City of Hamilton and IBI Group, Smart Commute Hamilton hosted the second annual Sustainable Mobility Programs Community Partner Reception, celebrating the recent new Smart Commute Hamilton Employer of the Year Awards (Large and Small Organization) and success of the program in 2019.

Results: Engaged and recognized existing partners.

CONSTRUCTION MITIGATION

Smart Commute Hamilton launched a construction mitigation program, with the goal of utilizing TDM strategies to mitigate the impacts of construction.

The construction mitigation program had five key goals:

1. Manage the relationship with residents and businesses to ensure that they are engaged effectively, have the information they require
2. Build interest in sustainable modes of transportation and provide the interventions, outreach and education to adopt new travel behaviours
3. Minimize travel delays and impacts during construction for residents
4. Provide & incentivize alternative travel options and routing during construction
5. Change behaviour over the long term; positively influencing transit ridership

In December 2019, the Government of Ontario announced the cancellation of the procurement for the Hamilton LRT project, putting the Smart Commute Hamilton construction mitigation program on hold until further notice.

Construction Mitigation Workshop

Smart Commute Hamilton and the Hamilton LRT office hosted a workshop for key stakeholders to identify construction risks and issues and determine the right solutions, resources, and risk mitigation strategies. After the workshop, a stakeholder working group was established to provide ongoing support to stakeholders, create a continuous feedback loop for the construction mitigation strategies, and adapt the "made-in-Hamilton" approach to ensure the strategies worked as intended.

Results: Over 30 people, representing over 16 small and large organizations across Hamilton attended the workshop.

Community Connector Survey

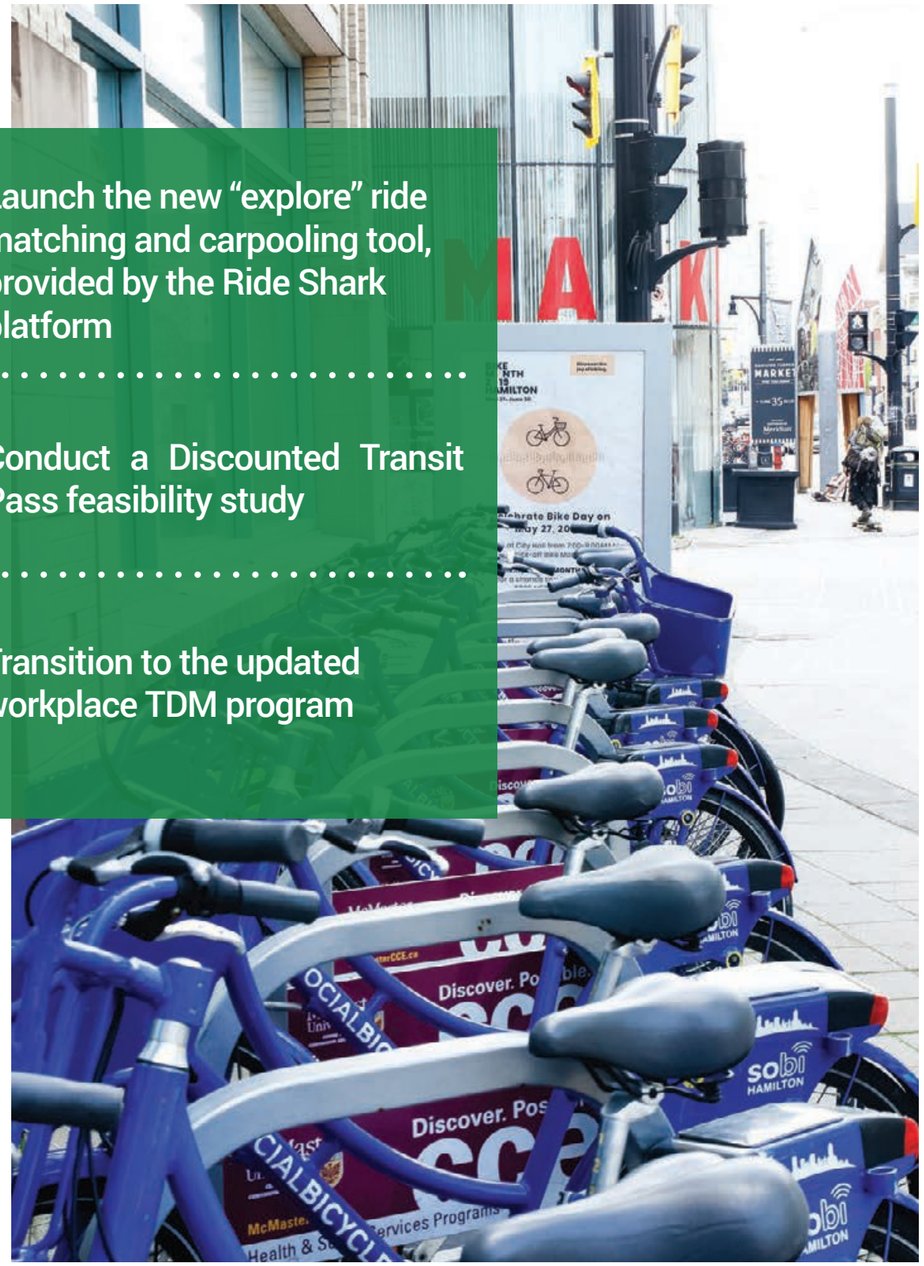
Smart Commute Hamilton worked with the Hamilton LRT office's Community Connectors to distribute a survey to all of the local businesses along the LRT corridor. The survey gathered information on the local business interest in typical construction mitigation strategies, resources, and programs, and high-level trip origin information.

Results: 384 businesses responded to the survey and indicated that parking alternatives, discounted transit passes, and personalized trip planning was the preferred construction mitigation resources.

Building on the success of 2019, Smart Commute Hamilton has identified three main goals for 2020.

These goals will help the program expand its current successful foundation, and focus on working with employers and community partners to improve Smart Commute Hamilton's modal split.

2020 SMART COMMUTE GOALS



- Launch the new “explore” ride matching and carpooling tool, provided by the Ride Shark platform
- Conduct a Discounted Transit Pass feasibility study
- Transition to the updated workplace TDM program

INTRODUCING: BIKE DAY

In 2019 Bike to Work Day rebranded to Bike Day! Bike Day is now a more inclusive event which celebrates individuals cycling on May 27, 2019.

The event is designed to:

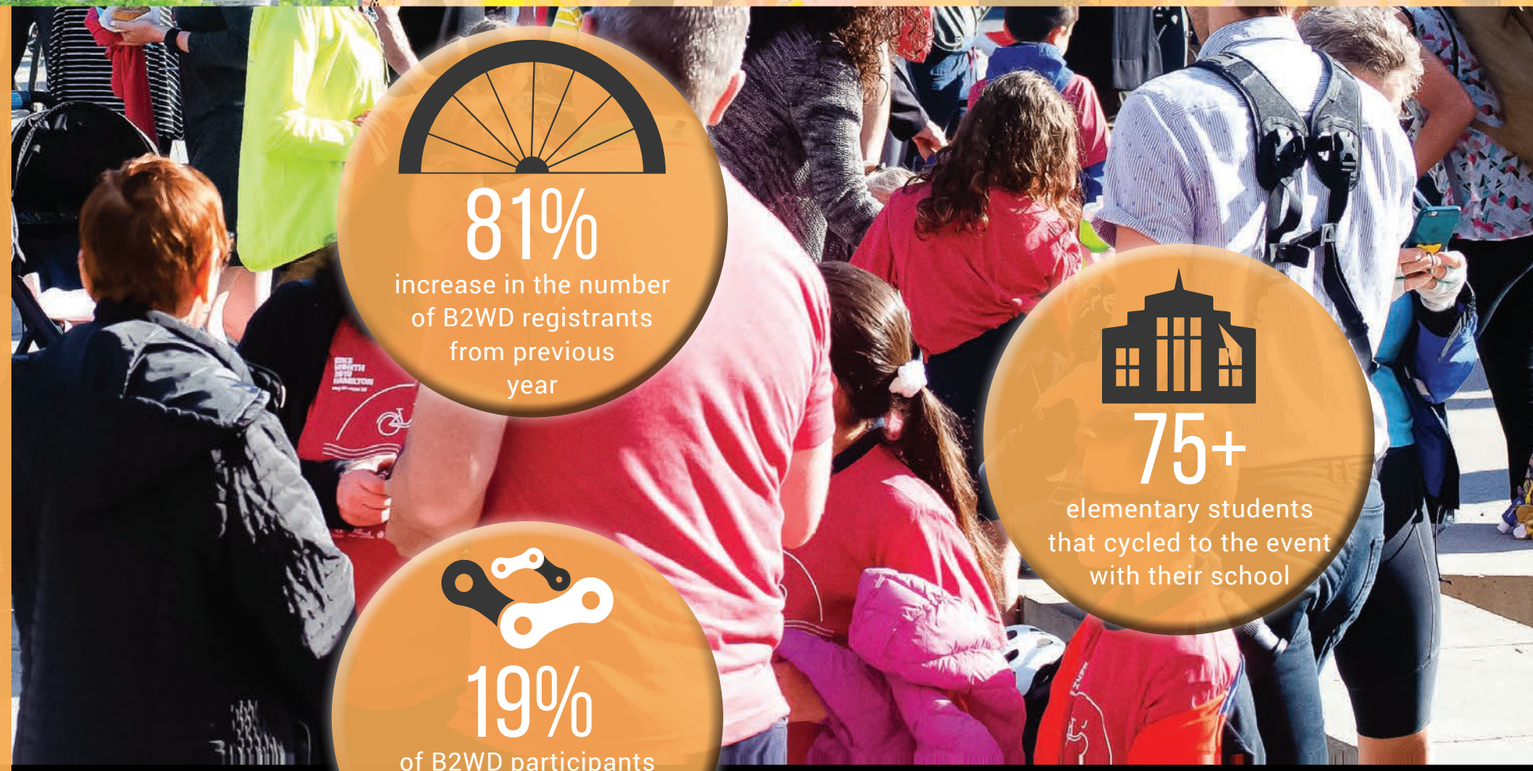
1) Build confidence for new cycling commuters with an opportunity to join group rides and get routing advice.

2) Provide a key flagship, media, and networking event for cycling commuters and interested citizens.

3) Encourage individuals to bike to work, bike to school, bike anywhere on May 27

Bike Day also kicks off Bike Month, a month-long celebration of cycling in the form of hundreds of events across the GTHA.

Over 700 people attended the event, making it the most attended Bike Day/Bike to Work Day in Hamilton's history. The steady increase of the number of people taking the online pledge and showing up at City Hall is a reflection of Hamilton's growing cycling community. Attendees received a limited edition t-shirt, enjoyed refreshments, visited the cycling expo, listened to live music, and watched the presentation of the Community in Motion Awards.



81%
increase in the number of B2WD registrants from previous year

75+
elementary students that cycled to the event with their school

19%
of B2WD participants cycled to work for the first time.

10+
Bike Month events held across Hamilton

1,792
trips made on Hamilton Bike Share

HAMILTON BIKE SHARE

Hamilton's Public Bike Share System (SoBi Hamilton) was launched in 2015. Since then, the system has been widely embraced as an integral and exciting part of Hamilton's transportation system and cultural landscape. The system spans across approximately 35 square kilometers with 825 bicycles at 130 hubs. Since launching, bike share usage has seen positive growth. It is important to continue to fill gaps in the cycling network and to enhance the bike share system to continue to see growth.

Bike Share by the Numbers

25,920
active bike share members (gained 6960 in 2019)

1,700,000
rides since launch

$270,000
saved among riders instead of driving in 2019

Membership Survey Results*

30%
indicated they rode less than once a month before SoBi

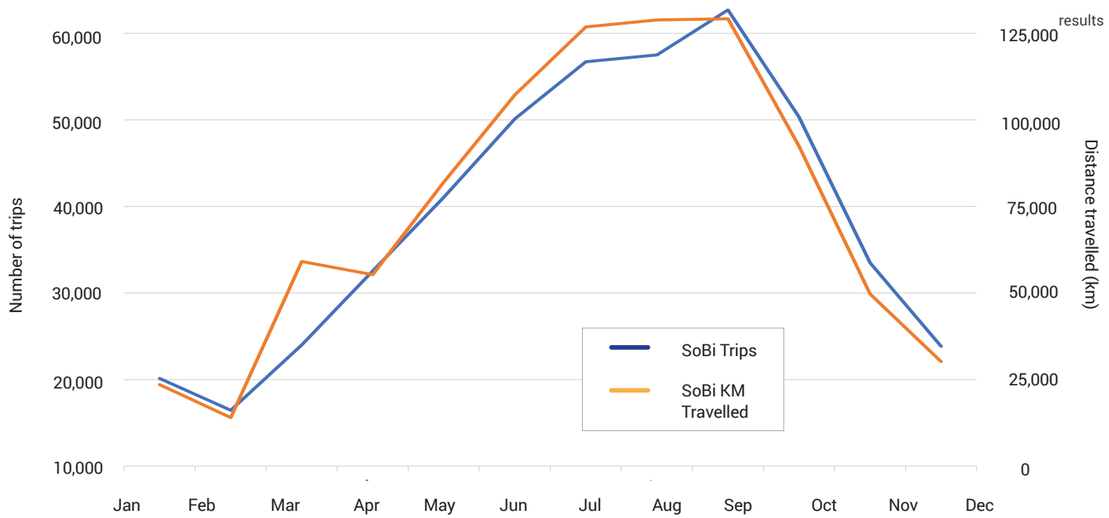
49%
Use their cars less because of SoBi

20%
would've driven their car if SoBi did not exist

*estimate based on trips completed

*n=420
2018
results

Monthly SoBi Trips and SoBi KM travelled (2019)



Total KMs travelled per year (since 2015)

2018	900,000 KM
2019	748,893 KM
TOTAL	3,594,929 KM

Everyone Rides Initiative (ERI)

ERI aims to reduce barriers to the bike share system by providing subsidized memebrships, cycling education, learn to ride programs, language translation services and programming with partner organizations. Following public consultation, 13 new stations and 75 white bicycles were launched filling out the existing service area and providing more access to bike share.

250+
Subsidized memberships

70
Cycle training sessions

11
Partner organizations

TDM AND DEVELOPMENT

The TDM Guidelines for Development are used to promote initiatives and infrastructure such as carpool parking, interior and exterior bicycle parking and free PRESTO cards into new developments. The Guidelines provide best practices, measures and strategies that can be used to support TDM with development projects based on common land uses and categories within the Zoning By-Law.

65
Developments reviewed

SECTION 3: SCHOOL TDM

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.*

Programs that encourages active and sustainable school travel (ASST). Key highlights for 2019 include:

15K

Students and staff reached through three annual Wear Yellow Days

Throughout the fall, winter and spring, 47 schools took part in at least one of the three Wear Yellow Days that were held, exceeding the goal of having 20 schools particpate .

78

Schools registered for Bike to School Week

As part of Bike Month, students and staff are encouraged to bike to school for a week during June promoting active and sustainable travel as part of their daily routine.

6

Schools participated in Fresh Air for Kids Program

This program teaches students the importance of air quality when deciding how to travel to school through mapping of healthy routes to school using Ministry of Environment and Climate Change's air quality monitoring van.

17

Schools reached Level 1 ASST certification, including:

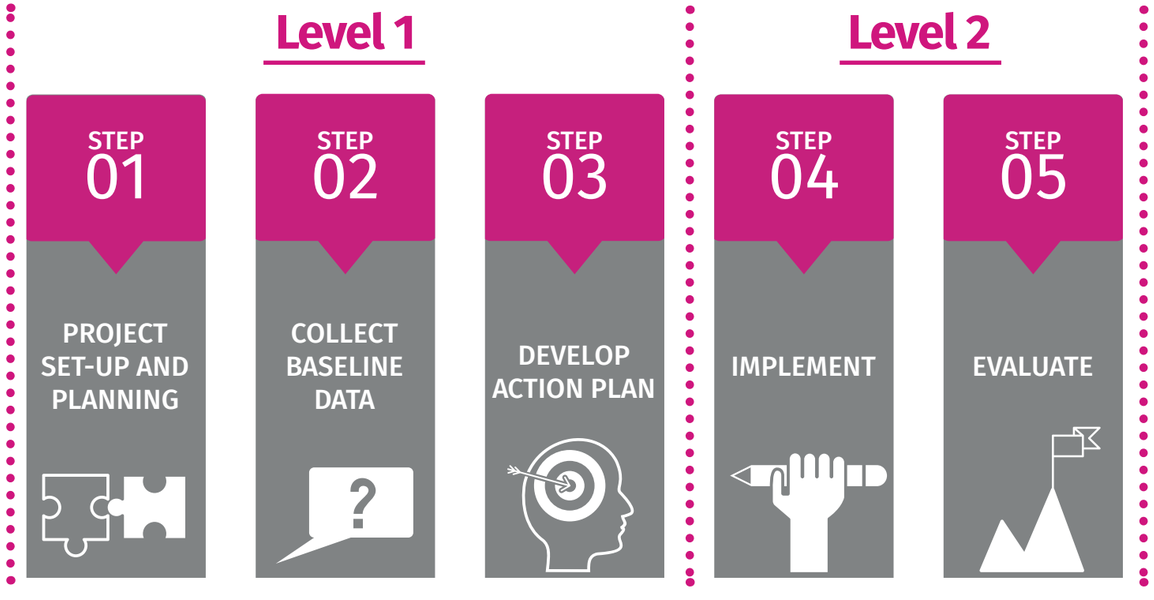
St. Luke, St. Teresa of Avila, St Clare of Assisi, St. Eugene, St. James the Apostle, Richard Beasley, Gatestone, Cathy Weaver, St. John Paul II, Eastdale, Glen Echo, Highview, Memorial Hamilton, Mountain View, Parkdale, Pauline Johnson, Rosedale

SCHOOL TRAVEL PLANNING

Active and Sustainable School Transportation (ASST) Certification

School travel planning (STP) 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. The ASST certification initiative, developed by Planning & Economic Development and Public Health staff, uses the STP model from Green Communities Canada to help schools earn recognition for ASST efforts.

In 2019, 30 schools started the five-step process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. All schools engaged in 2019 have completed the first three steps of the STP process and have reached Level 1 ASST certification.



Governors Road Bicycle Path

40 students from three schools participated in the launch of the new bike lanes adjacent to their school.

16 Schools

Participated in Ride Smart cycling education and training to strengthen children's confidence and abilities in all cycling situations, including their ride to/from school.

OAST Grant Funding Update

With the $100k grant, staff were able to reconnect with 25 schools to update their school travel plans

30 School Travel Plans

30 new schools have started the STP process, moving towards the goal of every elementary school in Hamilton having a school travel plan

Parent Engagement

Nine pilot schools identified parent champions, started student walking groups, posted ASST articles in parent newsletters, and updated their STPs