



# Smart Commute Workplace Program – Custom Project Report

*Last Updated: 2016-10*

**PART I: Please fill out the project information below**

Project or Member Company Name <b>Bike Day Feasibility Study</b>	
Project Address <input type="checkbox"/> Single Site <input checked="" type="checkbox"/> Multiple Sites	
Service Delivery Agent <b>Hamilton</b>	Service Provider <b>Hamilton</b>
Service Provider P.O.# <b>160928-0</b>	Project # <b>HAM201819-01</b>
Project Timeline <b>2018-08-07 to 2018-08-31</b>	

**PART II: Project Description**

The City of Hamilton in partnership with Smart Commute Hamilton has organized a Bike to Work Day (BTWD) celebration for the last 10 years to serve as the kick-off for Bike Month (June) across the city of Hamilton. The cycling culture in the city of Hamilton has been rapidly growing and changing with the installation of new cycling infrastructure including protected cycling facilities, SoBi Hamilton (Hamilton’s bikeshare system), and new cycling events taking place throughout the year.

As the cycling culture grows in Hamilton, the Bike to Work Day event is also growing and requires a new strategy in order to address feedback from the community, Smart Commute employers/employees, community partners, and City staff.

The goals of the Bike Month 2019 campaign are:

1. Increase the number of participants riding bikes throughout Bike Month;
2. Normalize cycling as a viable mode of transportation for all types of trips;
3. Retain and encourage engagement through the Smart Commute tool; and
4. Seamlessly integrate the Bike Month campaign into the three different components of the City of Hamilton’s Sustainable Mobility portfolio (Workplace, Community and Schools Programs).

Smart Commute Hamilton completed a feasibility study by carrying out for the following actions:

- Determining Bike Month goals and objectives for the City of Hamilton;
- Determining if the desired goals and objectives are met with the current partnership with CycleTO;
- Evaluating and testing internally if the Smart Commute Tool has the features/capability to achieve the desired outcomes and if not, what tool may be used; and
- Hosting an internal workshop to determine a strategy and the actions required to implement the new Bike Month campaign in 2019.

**PART III: Results**

Pre- and post-project mode share

	PRE	POST
Drive alone	N/A	N/A
Carpool	N/A	N/A
Transit	N/A	N/A
Cycle	N/A	N/A
Walk	N/A	N/A
Drop Off	N/A	N/A
Member Company Population Size	N/A	N/A
Response Rate	N/A	N/A

Please indicate other project results or qualitative mode share results, if any

- Goals for the new Bike Month 2019 campaign:
  1. Increase the number of participants riding bikes throughout Bike Month;
  2. Normalize cycling as a viable mode of transportation for all types of trips;
  3. Retain and encourage engagement through the Smart Commute tool; and
  4. Seamlessly integrate the Bike Month campaign into the three different components of the City of Hamilton’s Sustainable Mobility Programs portfolio (Workplace, Community, Schools).
  5. Encourage more than just people biking to work to come to the kick off event
- A Bike Month 2019 implementation plan (summary below):
  - Offering additional funds to more community partners (e.g. bike shops, Smart Commute workplaces) to host events throughout the City for those who are unable to attend the main Bike Month event at City Hall;
  - Circulate “Bike Month” materials to the general public, only “Bike to Work Day” materials to Smart Commute partners;
  - Continue to use CycleTO’s registration process
  - Leveraging existing network to engage all citizens; and
  - Taking advantage of the new Smart Commute Tool incentives functionality.
  - Re-naming “Bike to Work Day” event at City Hall to “Kick-off Bike Month 2019” with bike to work day, bike to school week, bike anywhere!

**PART IV: Project Costs**

Total Project Cost	██████████
Metrolinx Contribution to Date	██████████ Metrolinx Contribution Remaining ██████████
Comments, if any:	

**PART V: Attachments**

<input checked="" type="checkbox"/> Final High Level Budget
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*PART VI: Lessons Learned*

- BTWD engagement for post-secondary Smart Commute organizations such as McMaster and Mohawk College can improve based on lower participation in past events.
- Naming the kick-off event “bike to work day” excludes everyone else that cycle, but do not cycle to work such as students, those who don’t work, or those unable to cycle to work but choose to cycle recreationally. Bike Month should apply to all Hamiltonians.
- Not everyone can attend the main kick-off event at City Hall
  - City of Hamilton and Smart Commute Hamilton should continue to provide additional support for small Bike Month kick-off events throughout the City
  - Partner with bike shops and Smart Commute employers, to not only lead group rides, but have food and giveaways at the shop for cyclists to stop at on their way to their destination
  - Host more “bike month energizer stations” throughout the City
- Streamline communications so there is a key message and clear call to action for participants
- Bike to Work Day should be a kickoff event for Bike Month

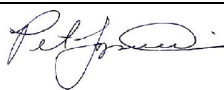
*PART VII: Awards Nomination*

**FOR COMPLETION ONLY IF PROJECT SHOULD BE CONSIDERED FOR A SMART COMMUTE AWARD:**

- Describe how this project successfully influenced employee travel choices
- What tangible outcomes resulted from this project (e.g., improved recruitment or retention of employees; financial benefits/savings; impact on work/life balance)? Supply concrete examples
- Describe any innovative methods used to engage employees in this project
- Describe any legacy effects this project will have

N/A
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*PART VIII: Signatures*

<b>As a signatory, I have reviewed this final report.</b>	Service Delivery Agent		
	Name: Peter Topalovic	Signature: 	Date: 25/02/2019
	Service Provider		
	Name:	Signature:	Date:

*PART IX: Metrolinx Review and Approval*

<b>Approved by – Senior Advisor</b>		
Name:	Signature:	Date:
<b>Approved by – Manager</b>		
Name:	Signature:	Date:
<b>Approved by – Director (where applicable)</b>		
Name:	Signature:	Date:
Comments:		