

Peel Community Cycling Program

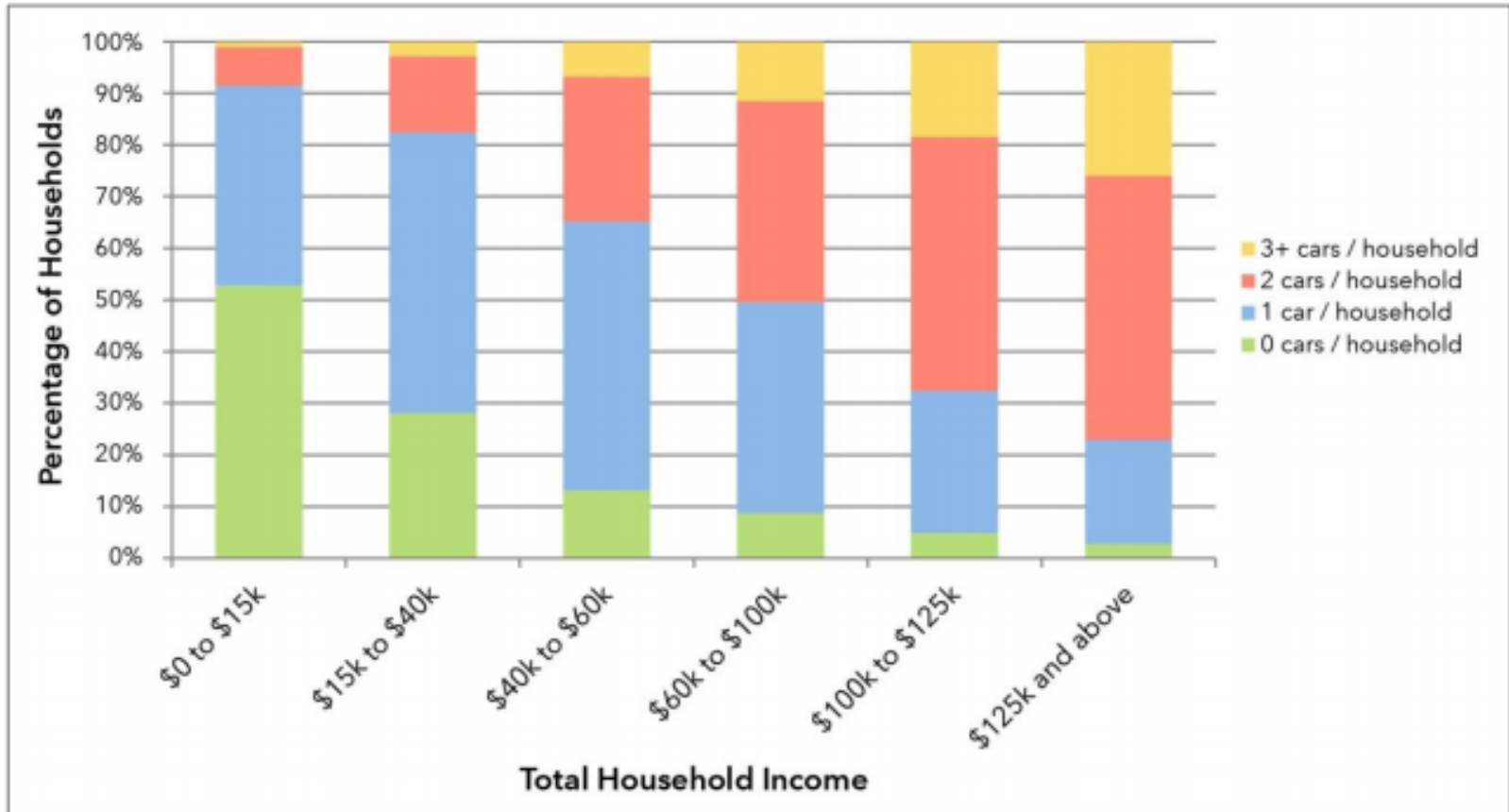
Equity in Transportation Webinar

Brandon Quigley
May 27, 2021



Why Cycling?

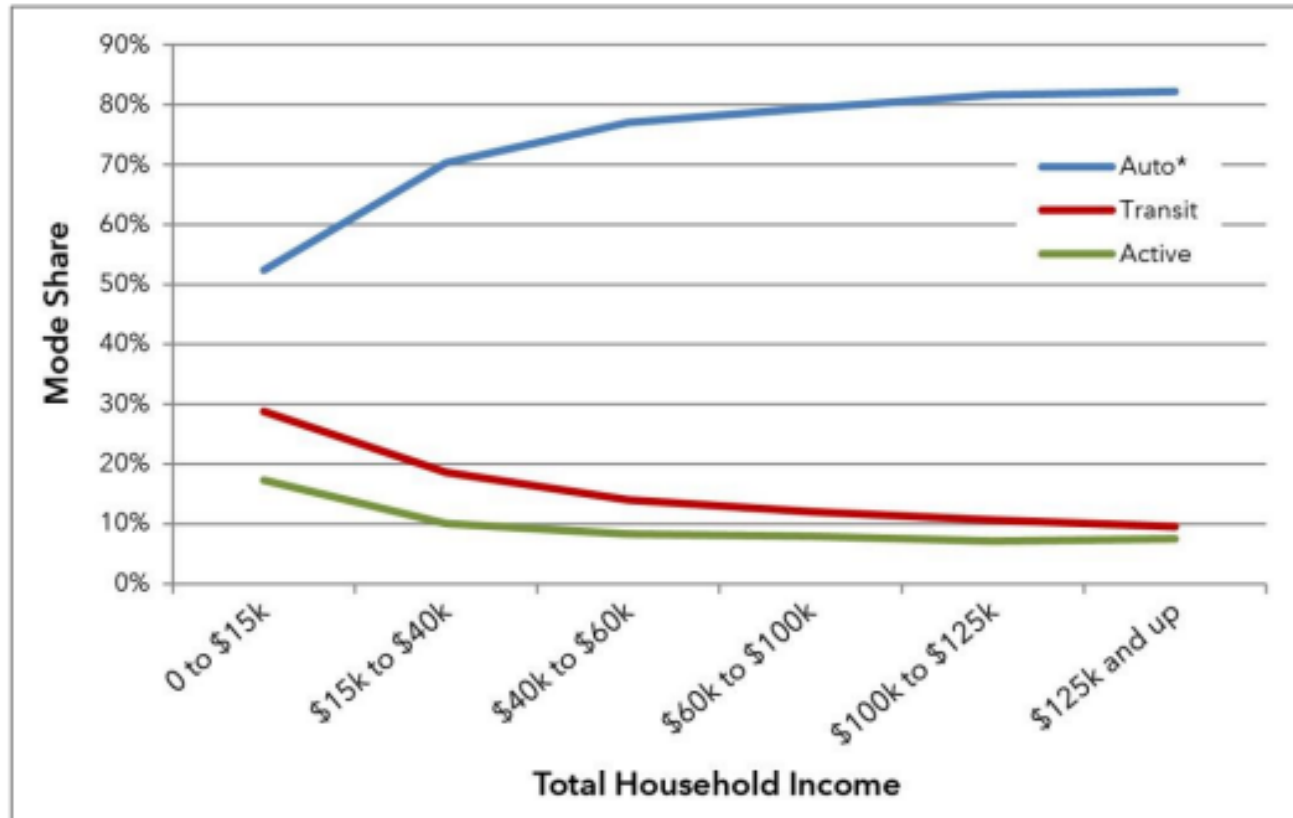
Figure 1: Average number of vehicles per household by total household income in the GTHA



Source: University of Toronto Data Management Group, 2016 Transportation Tomorrow Survey.

Why Cycling?

Figure 2: Overall mode share by total household income in the GTHA



*Includes auto driver and auto passenger.

Source: University of Toronto Data Management Group, 2016 Transportation Tomorrow Survey.

2.2 Peel's Vision for Sustainable Transportation

In 2041, sustainable modes of travel in the Region of Peel will be competitive, inviting, equitable and seamless, leading to a community that is more environmentally, socially and economically sustainable.

In 2041

1

Walking
Cycling
Transit
Carpooling
Telework
will be

COMPETITIVE

They are quick, reliable and affordable

EQUITABLE

People of all ages, abilities, incomes and cultures get around easily

INVITING

They are safe, healthy, comfortable and all-season

SEAMLESS

Networks, fares, services and information are integrated

2

Encouraging Residents to Choose

Walking and Cycling



Public Transit



Carpooling



Telework

For **50%** of peak period trips

3

...and creating a healthy, safe and connected community with benefits that include

ACCESS AND MOBILITY

People and goods can move when and where necessary while minimizing social costs

PUBLIC HEALTH AND SAFETY

Residents are healthier and face a lower risk of injury or death from road crashes

LIFESTYLE CHOICE

The Region offers distinct urban, suburban, and rural lifestyles

AFFORDABILITY

Transportation costs are reduced as more residents use active modes and transit rather than cars

COMPLETE COMMUNITIES

People of all ages are mobile and can access daily needs in their neighbourhoods

ECONOMIC SUSTAINABILITY

Peel is an attractive place to do business and a centre for many different kinds of employment

What is the Peel Community Cycling Program?

- Core of program: get more people to take more trips by bike
- Takes a community-based social marketing approach – directly engage people in the desired behaviours, and address barriers
- Started with pilot program in 2015, and associated report
- Has since expanded to include three vendors across Peel Region



2015 Pilot Program & Report

Three-pronged community based model:

- PedalWise: A **mentorship**-based cycling program
- BikeWrX: a **bicycle mechanics** garage with educational programming
- The Community Bike Centre:
An overarching community home for programming



2015 Pilot Program & Report

Key results:

- **239** community members were directly engaged in bicycling events and activities.
- Community members contributed **over 1600 hours of volunteer time.**
- Volunteers refurbished **110 bicycles** and helped build and safety check **50 new bicycles**



2015 Pilot Program & Report

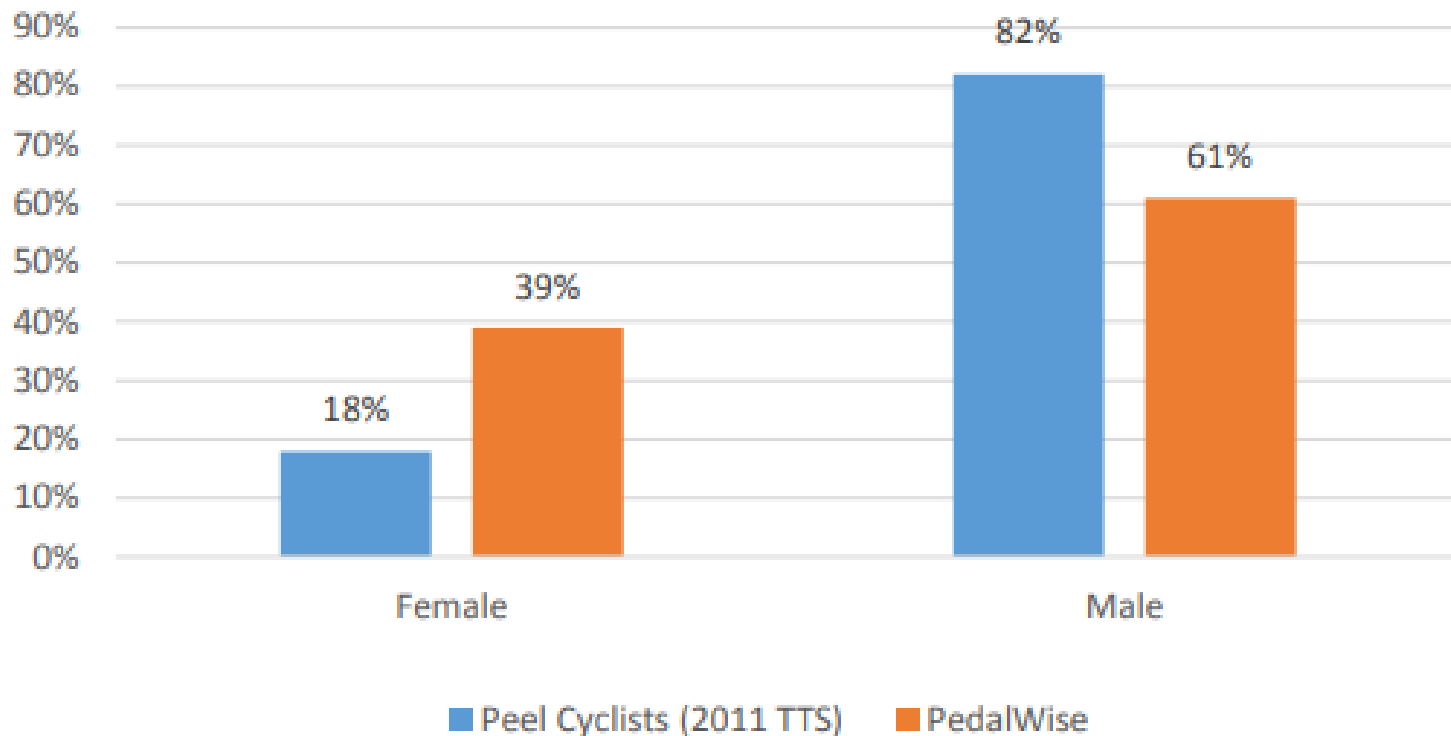
Key results:

- Cycling mode share **increased from 5% to 25%**
- Mode share of Work/School/Shopping **trips by private motor vehicle dropped from 54% to 42%** for mentorship participants
- Participants averaged **177 minutes of cycling per week** (exceeding Canada's Physical Activity Guidelines of 150 minutes per week)
- Participants' **willingness to spend** on bicycles and accessories **increased from \$139 to \$292**
- Changes in mode share, minutes of weekly activity, and willingness to spend compared favourably to the control group, indicating that the program had a strong impact

2015 Pilot Program & Report

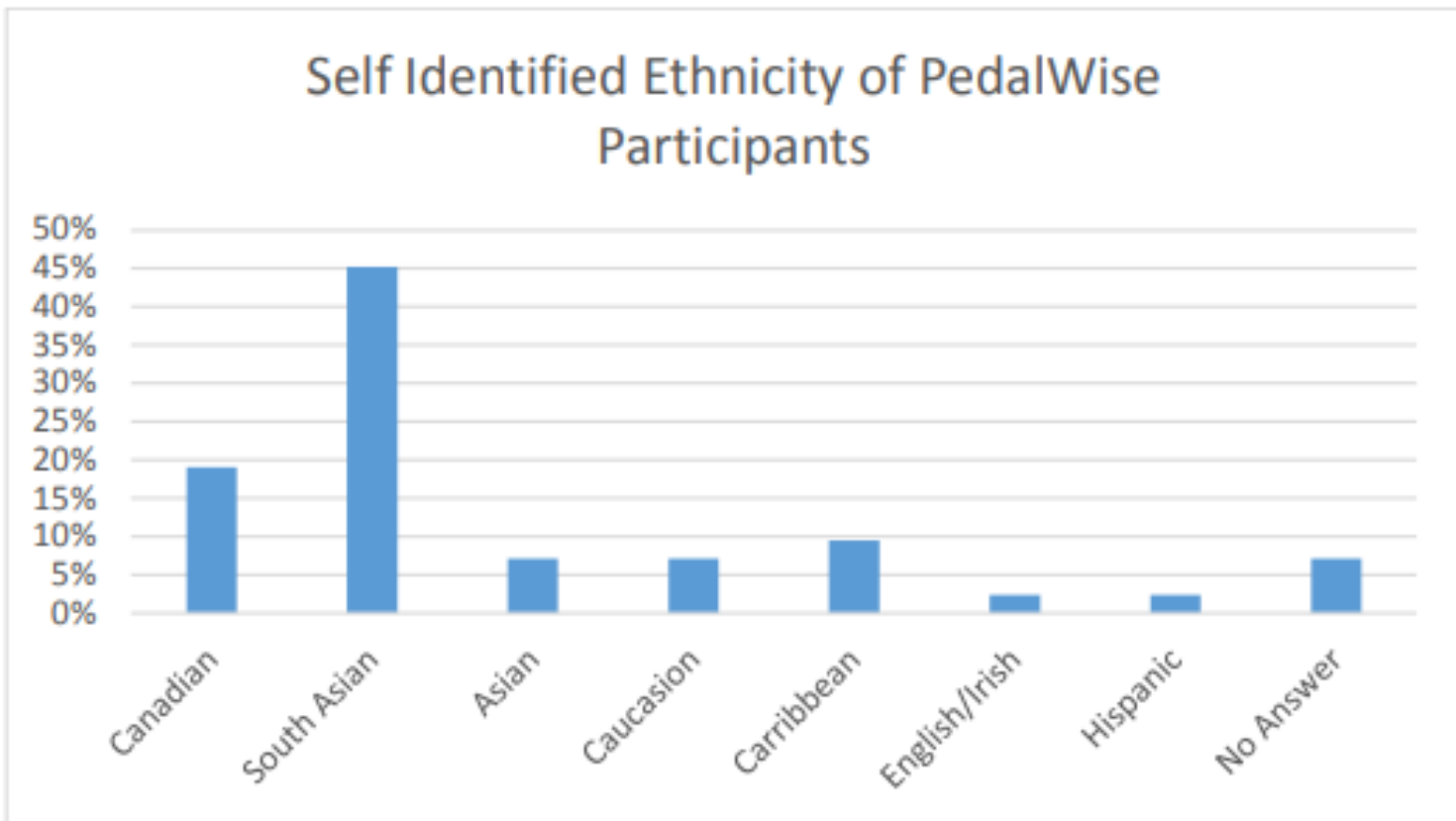
Participant demographics:

Gender Comparison: Cyclists Peel / PedalWise



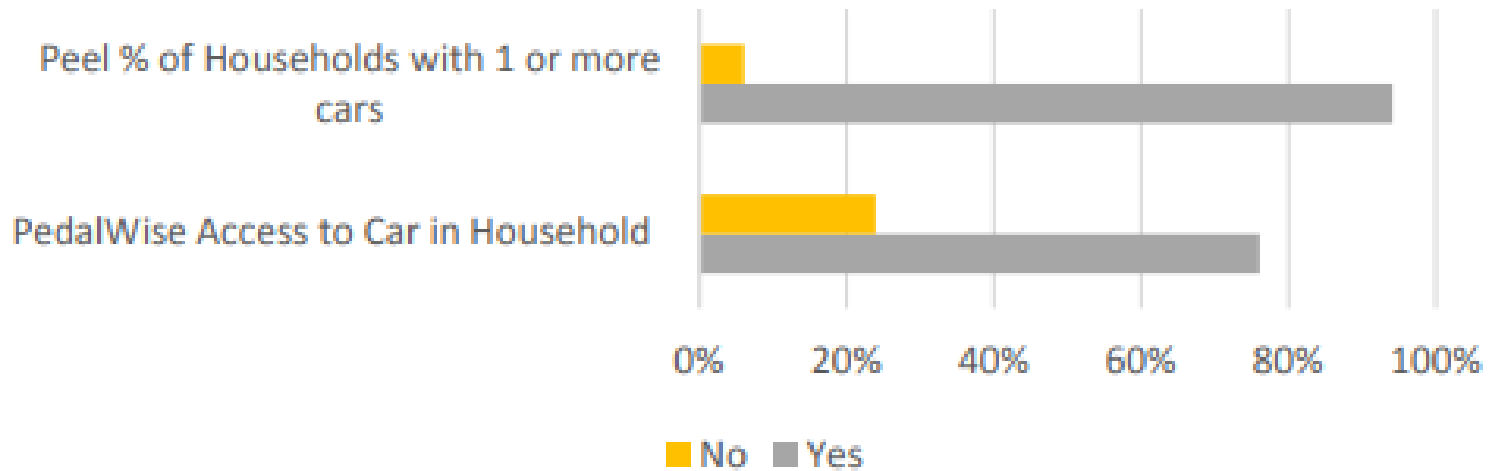
2015 Pilot Program & Report

Participant demographics:



2015 Pilot Program & Report

Access to car: Peel/PedalWise



2015 Pilot Program & Report

Return on Investment

- Calculated based on trips avoided by motor vehicles and transit, and health benefits.
- Overall return on investment calculated at 4.5

| | Pilot Year 1* | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|---|-------------------|-------------------|-------------------|---------------------|---------------------|---------------------|
| HEALTH & TRANSPORT SAVINGS (Using difference between actual program exit trips per week and projected program exit trips per week without PedalWise intervention per participant) | \$ 35,380 | \$ 187,006 | \$ 535,747 | \$ 919,868 | \$ 1,303,989 | \$ 2,981,990 |
| Community Contribution (Time and monies contributed by community) | \$ 103,609 | \$ 103,609 | \$ 103,609 | \$ 103,609 | \$ 103,609 | \$ 518,045 |
| Total Value Produced by Project | \$ 138,989 | \$ 290,615 | \$ 639,356 | \$ 1,023,477 | \$ 1,407,598 | \$ 3,500,035 |
| Programming Cost (Scenario VII) | \$ 92,500 | \$ 142,050 | \$ 128,525 | \$ 137,000 | \$ 119,000 | \$ 619,075 |
| Net Value Produced by Project | \$ 46,489 | \$ 148,565 | \$ 510,831 | \$ 886,477 | \$ 1,288,598 | \$ 2,880,960 |
| *actuals | | | | | | |

2015 Pilot Program & Report

Replication strategies

- **Branching:** involves establishing multiple similar programs directly under the control of Peel Region.
- **Affiliation:** involves partnering with either non-governmental organizations or municipalities in the Region. Funding for partners is needed.
- **Dissemination:** involves providing a kit and instructions for how to execute the program but no direct involvement or funding



CCP – from pilot to expansion

From pilot to expansion

2016 Pilot continued following similar model

2017 Contract with Sheridan College
Bike Brampton continues program with external funding

2018 Finalization of Peel Sustainable Transportation Strategy
Request for Proposal (RFP) developed, vendors selected

2019-2021 – CCP established as sustained program



Peel Sustainable Transportation Strategy

- **Action B14:** Build capacity through community- based programs
- Recommended expanded funding to engage additional organizations
- *“Behaviour change requires targeted interventions beyond the provision of information. Direct experience... can overcome barriers no amount of research data or persuasion may address.”*
- Current funding of \$200,000 per year overall towards Community Cycling Program



Sustainable Transportation Strategy



Relaunch and expansion of CCP

Development of Request for Proposal

- Originally envisioned as a grant process – evolved into RFP
- Held a workshop to explain process to community groups who were unfamiliar with RFP
- Encouraged applicants to use cycling as a way to advance other community goals, i.e. Transportation, Equity, Health, Safety, Environment
- Involved representatives from Peel Public Health and Human Services





Equity

- Decrease transportation costs
- Improve access to employment, services, and other destinations
- Ensure people of all ages, incomes, and abilities can get around



Relaunch and expansion of CCP

- **Sheridan Bike Hub**
Led by Sheridan College's Sustainability Office
- **Brampton & Caledon Bike Hub**
Partnership led by Punjabi Community Health Services (PCHS), with Bike Brampton, City of Brampton, Town of Caledon, and Caledon Community Services
- **Mississauga Cycles**
Led by CultureLink Settlement Services in partnership with Peel Multicultural Council (PMC)



Sheridan Bike Hub

- Operates out of Hazel McCallion Campus – Mississauga & Davis Campus – Brampton
- Dedicated space
- Free student bike rentals
- Many workshops and online content in 2020



2019

Bike Hub highlights



bikes repaired.



transactions from the free bike rentals.



Sheridan members visited HMC Bike Hub



opened Davis Bike Hub.

missionzero.sheridancollege.ca

Peel Sustainable Transportation Strategy

Other actions fulfilled by Community Cycling Program

- **Action B10:** Support provision of bicycle parking and end-of-trip facilities at community destinations
- **Action B11:** Promote cycling for short and medium-length trips
- **Action B12:** Promote winter cycling
- **Action B13:** Provide cycling skills training
- **Action M11:** Deliver multimodal road safety education to protect vulnerable road users
- **Action M12:** Deliver special events, information and messaging across the Region
- **Action M15:** Encourage and support walking and cycling to and from schools



Combined achievements of Peel CCP 2019-2020

- Mentorship participants: **over 240**
- Bikes repaired/ refurbished: **over 220**
- Bike loans: **over 470**
400 short-term & 70 long-term loans
- Total participants: **over 3,500**



Thanks to our partners!

Coming up:

- Brampton & Caledon Bike Hubs
- Mississauga Cycles
- Q&A / Discussion

Get in touch!

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Walkandrollpeel.ca/projects/community-active-transportation.htm

