

Attachment G - 2024 Walking and Cycling Culture Update

The following are highlights of our community outreach and engagement efforts:

- *Bike the Creek* – Bike the Creek is the City's signature cycling event during Bike Month and is aimed at promoting both conservation and the City's extensive cycling network. In 2024, over 1800 people registered to participate. 2024 marked the event's 10th anniversary and celebrated the city's heritage with a new south-western route.
- *E-Scooter Pilot Program* – In the second season of the Pilot Program (May 1st, 2024 to November 30th, 2024) 67,172 riders took 150,310 e-scooter trips in Brampton. The three operators (Bird, Neuron and SCOOTY) collectively deployed 705 e-scooters per day on average. The City will resume the program in March 2025 with a continued commitment to active transportation projects that build safe, connected and sustainable communities for all.
- *Brampton Bike Hub* - Different Spokes, Brampton's do-it-yourself (DIY) bike hub, opened in August 2022 as a partnership between City of Brampton, Region of Peel and Punjabi Community Health Services (PCHS). The bike hub empowers people by providing the tools, parts and training necessary for bike repairs in a welcoming environment. The bike hub hosts weekly DIY hours, focused workshops, a bicycle library, a mentorship program and social rides. By providing the space for the hub, the City aims to make cycling accessible, affordable, and barrier-free for all. As of July 2024, Different Spokes implemented a membership fee structure to support the hub, hired a new mechanic and hosted 35 bike rides and 114 repair sessions.
- *Bike Month* - Bike Month is celebrated in June across the GTHA. To celebrate, staff created a variety of events and a city-wide advertising campaign. To kick off Bike Month, Bike Festival was held in Chinguacousy Park with 12 participating exhibitors. Transportation Planning also partnered with the Healthy Workplace team to create a Healthy Workplace Festival (in lieu of a traditional Bike to Work Day) with 14 booths, sponsored catering and a staff bike ride. Finally, staff trialed outreach to Brampton businesses, resulting in a partnership with William Osler Health System to increase bicycle commuting rates in the city. All three initiatives will continue in 2025.
- *Bicycle Friendly Business Program* – As part of ongoing outreach and engagement with Brampton businesses, the Tourism & Special Events Office continues to work with partners to develop and promote cycling tourism opportunities within the City of Brampton. The Bicycle Friendly Business incentive program was launched in 2022 to help Brampton businesses be prepared to welcome cycling visitors.