

Attachment G - 2025 Walking and Cycling Culture Update

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

- Go Green Festival – Staff supported one of the 35 booths attending the Go Green Festival, and Active Transportation was one of the 10 City teams present at the event. During the event, the City introduced our programming and consulted the public on the ATMP update. Staff present also promoted the Bike the Creek and Community Rides series.
- PSARTS Participation – Staff represented the City on the Peel Safe and Active Routes to School Committee (PSARTS) through ongoing attendance at PSARTS meetings. Additionally, along with other members, Active Transportation collaborated on creating a one-page handout on organizing and hosting a bike rodeo.
- Bike Basics Program – The Bike Basics Program offered residents ages 6-10 or 10-14 free two-hour cycling education and safety workshops. The workshops took place in four different Brampton Community Centres during July and August. The workshop covered proper bike fit, safety equipment, street signs, signalling, stopping, and riding skills for beginner and intermediate riders.
- Bike the Creek – Bike the Creek is the City's signature cycling event during Bike Month, aimed at promoting both conservation and the City's extensive cycling network. 2025's event had over 2000 registrants and drew around 1400 visitors from across the province. 2026 will be the event's 12th anniversary and will reflect the City's heritage with a new inter-regional route.
- E-Scooter Pilot Program – In the third season of the Pilot Program (April to November 2025), riders took 96,592 e-scooter trips in Brampton. The three operators (Bird, Neuron and SCOOTY) collectively deployed 900 e-scooters per day on average and travelled over 170,890 kilometres. Operators' data also continue to show that e-scooter riders make frequent use of current cycling facilities, with around 20% of total rides taking place on five roads with bike lanes alone (Central Park Drive, Vodden Street East, Howden Boulevard, North Park Drive and Charolais Boulevard) and 60% of trips starting or ending within 500 metres of the same corridors. The City will resume the program in March 2026 with a continued commitment to active transportation projects that build safe, connected and sustainable communities for all.
- Esker Lake Trail Wayfinding Project – In fall 2025, the Esker Lake Trail wayfinding project began, concentrating on the portion of the trail from Bovaird Drive to Williams Parkway, to enhance signage and wayfinding along the trail and encourage use of the trail as a viable option for active transportation. Research on best-practice research and consultation/outreach was conducted to determine signage-related wayfinding needs. In October, the City held a walking audit meeting and community engagement session in collaboration with the Region of Peel. The City is continuing the project this year and will complete and install the signage by summer 2026.

- Bikefest – The 2025 iteration of the event had 100-200 attendees at the second annual Brampton Bike Festival, which kicked off Bike Month in Brampton. The event featured 14 booths, including other City teams such as Brampton Urban Design, Recreation, Transit, and Fire. The City’s three e-scooter operators were present to engage in outreach and education for the E-Scooter Pilot.
- Brampton Bike Hub – Different Spokes, Brampton's do-it-yourself (DIY) bike hub, opened in August 2022 as a partnership between the 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.
- Bike Month / Bike to Work Day – Bike Month is celebrated across the GTHA. This year, the city is aiming to hold a Bike Month opening celebration to kick off the festivities, distribute Bike to Work Week kits to employers, and host a staff Bike to Work Week event.
- Howden Boulevard Community Consultation – Staff hosted four public engagement events and an online survey from July 21st to August 7th to solicit feedback on the four alternative design options. Approximately 115 people attended the four public engagement events, and 1,250 responded to the online survey. The evaluation of the alternatives included a review of the design implications on the existing bikeway, as well as an analytical assessment.
- Website Update – Supported a website update to enhance the websites overall appearance as well as make local cycling, walking and micromobility resources, projects, and programming better accessible on our website.
- Walktober – A Walktober social media campaign was created to promote walking in Brampton from mid-September to October, particularly focusing on encouraging walking for students and families. The campaign also involved the celebration of International Walk to School Day on October 1st. The campaign focuses on the physical, environmental, and mental health benefits of walking, and promoting walking as transportation. Also, inviting people to participate in joining an international campaign/event, while also encouraging the exploration of Brampton and engaging with their community.