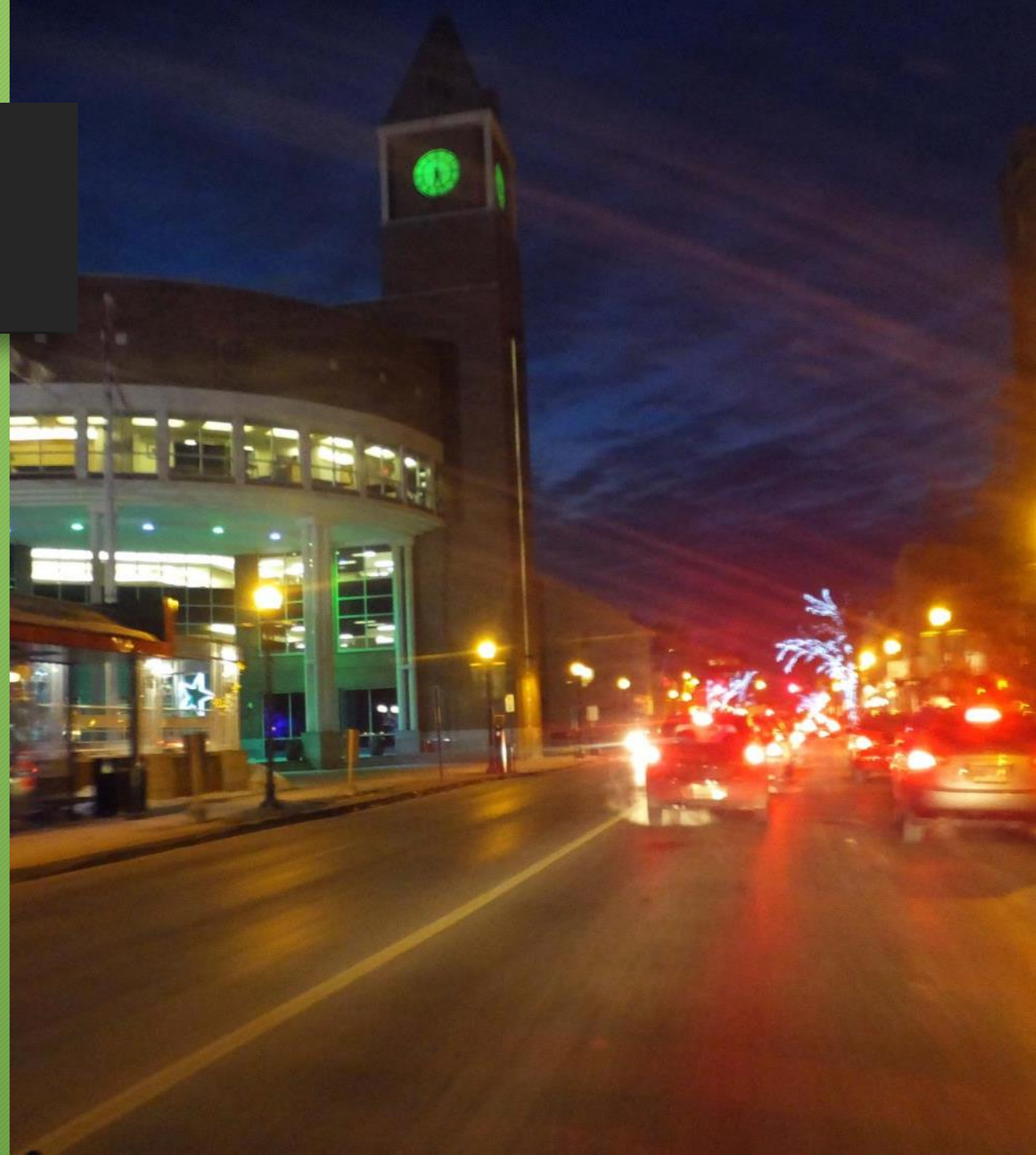


This motion is a great initiative!

Leads by example
Benefits the City as a Corporation
Benefits the Community as a whole



It's about the bottom line.

- "Employers, small and large have been increasingly catching on to the bottom-line benefits of bike commuting. It's about making money pure and simple."

Elly Blue, Bikenomics, 2013

30% return on investment!



Cycling to work improves bottom line performance

Journal of Preventative Medicine, Aug 2010;
British Journal of Public Health, Apr 2011;
American Journal of Public Health, Oct 2010;
Shayler, Bikes Not Fumes, 1993;
U.K. Traffic Advisory Unit; Employee Health & Fitness, Canada Life Assurance Co., 1983



Cycling for Transportation

“...those primarily commuting by active transportation or using public transit accumulate over a half hour a day more of physical activity than those relying on a car or taxi.”

[Improving Health by Design in GTHA](#) (2014)



Transportation Carbon Intensity

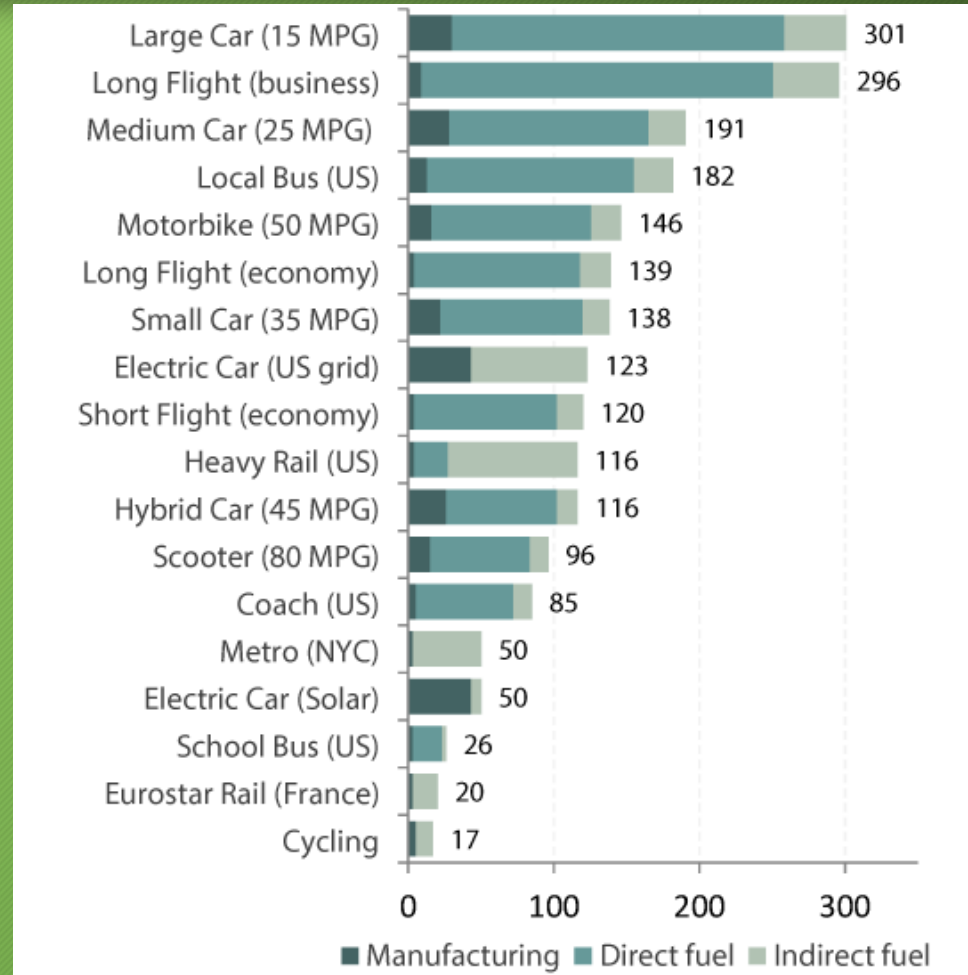
grams CO₂e/km



Grams of carbon dioxide equivalent per passenger kilometre travelled

Source: <http://www.postcarbon.org/our-renewable-future-essay/>

Information compiled from: DEFRA, EIA, EPA,
CHESTER & HORVATH
Shrinkthatfootprint.com



Equity

- “30% of the population doesn’t have car access.”
- Robert Voight, Manager Planning and Infrastructure, Town of Collingwood, 2014



Managing Traffic Congestion

"Communities in the GTA must begin encouraging a significant shift from cars to transit and active transportation. Otherwise, by 2031, road capacity, including currently built and new infrastructure, will handle less than 40% of the projected vehicle demand."

Nick Poulous, Transit and Transportation Planning
Consultant, 2014





Working
Together

Brampton Bike Hub

- Bike repair training
- Weekly drop-in
- Lending library
- Protégés teamed with a mentor
- Route planning
- Skills training
- Confidence building

<http://bikebrampton.ca/useful-links/brampton-bike-hub/>

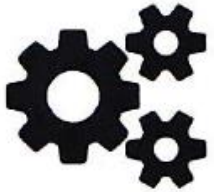


Addressing Barriers to Destination Cycling

- Access to a working bike
- Skills & Confidence
- Personal attitudes towards cycling (weather, fitness level, etc.)
- Family and friends' attitudes toward cycling
- Perceived safe infrastructure
- Perceived distance



Bicycle friendly business



Engineering

Physical features like bike parking, lockers and showers that make cycling to the business easier



Education

Opportunities for employees to learn the importance of safe cycling skills, bike maintenance and safe driving practices



Encouragement

Events or incentives designed to give employees or customers new reasons or opportunities to get on their bikes



Evaluation & Planning

Measuring the impact that cycling is having and creating plans to make cycling to your business easier and more common

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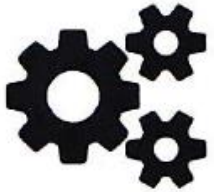
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Using individual psychology to create broader social change

- Individual changes add up
- Personal changes are the gateway to public change
- Understanding individual motivation improves communication
- Creates the “new normal”