

BACKDOOR APPROACH





INSPIRED

TRAVELLED EAST THIS SUMMER
NEWFOUNDLAND, NOVA SCOTIA, PEI,
NEW BRUNSWICK, QUEBEC CITY

WE **ALL** CAN DO BETTER

WHAT IF ?

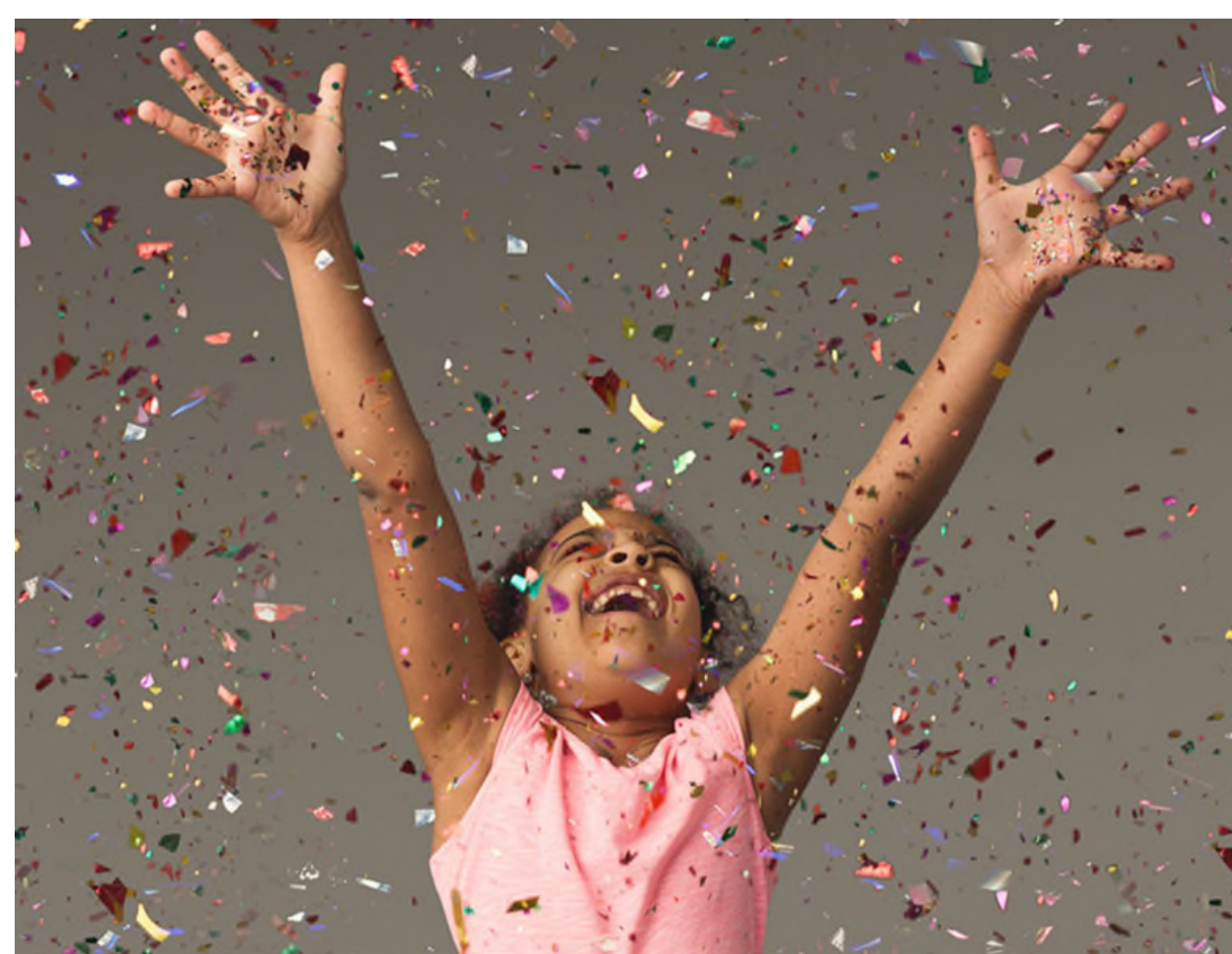
- Construction was a celebration of change
- Focus was placed on a new customer
- COVID was the reason for growth

Did you know? based on Ontariobybike

- 93% of cyclist ride on average 21 – 45 km
- 60% do day trips – 40% over night
- \$314 per person on an overnight stay
- Estimated growth market of 7.8%

LOCAL Residents

- 57.9% agree to BIKE friendly TO DO THAT = **BIKE racks in the downtown area**
- ***Brampton Etobicoke BIKE TRAIL*** has a 4.4 rating over 373 individuals (alltrails.com)
- 4.2 rating on Ontario Bike trail
- ***Trail is off Hwy 10 in downtown BRAMPTON***



WHAT IF ?



FOCUS became
Bikes – Walking and Accessibility?

Downtown Brampton became
Cycle Certified?

PAMA is...

Cycling is the NEW Customer?

THE IDEA

JOHN ST JUNCTION

1. DESIGN & COLOUR
2. ACCESSABILITY
3. COMMUNICATION





WHAT
IF?

IMAGINE

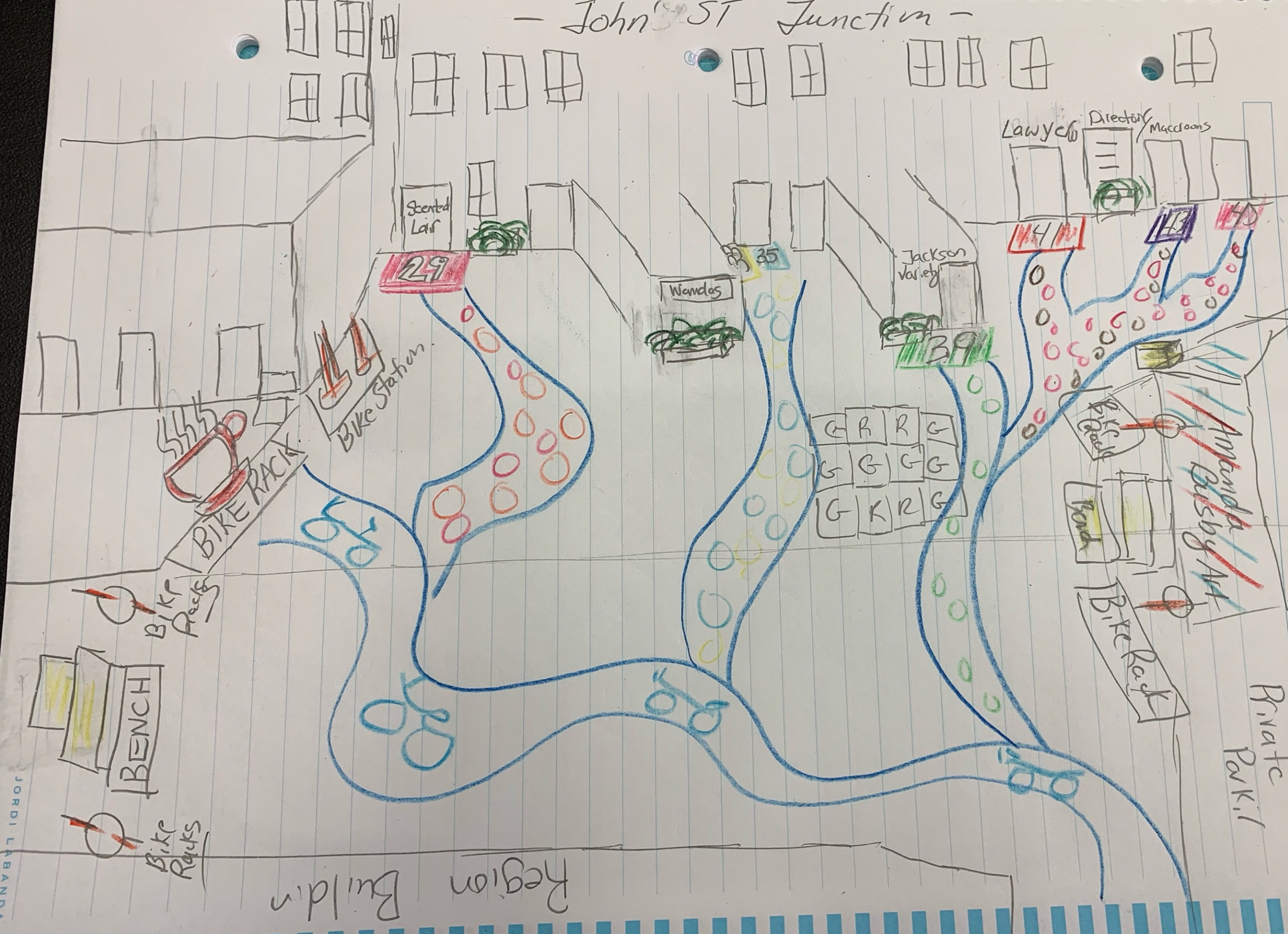
COLOUR – *DESIGN* TO
CREATE

ENGAGEMENT

Direct consumers, deliveries
and business through the back
doors of their business.. how
simple is that?



- John St Junction -



WHAT IF

Change the *graffiti* to art using an adhesive .. Highlight local artist Amanda Busby... owned artwork by Tracy Pepe



JOHN ST

WHAT IF

- Attract tourism through consumers who bike
- Dog Friendly
- Increase accessibility – strollers - walkers
- Bike racks
- Cedars or boxwoods in planters with benches



WHAT IF

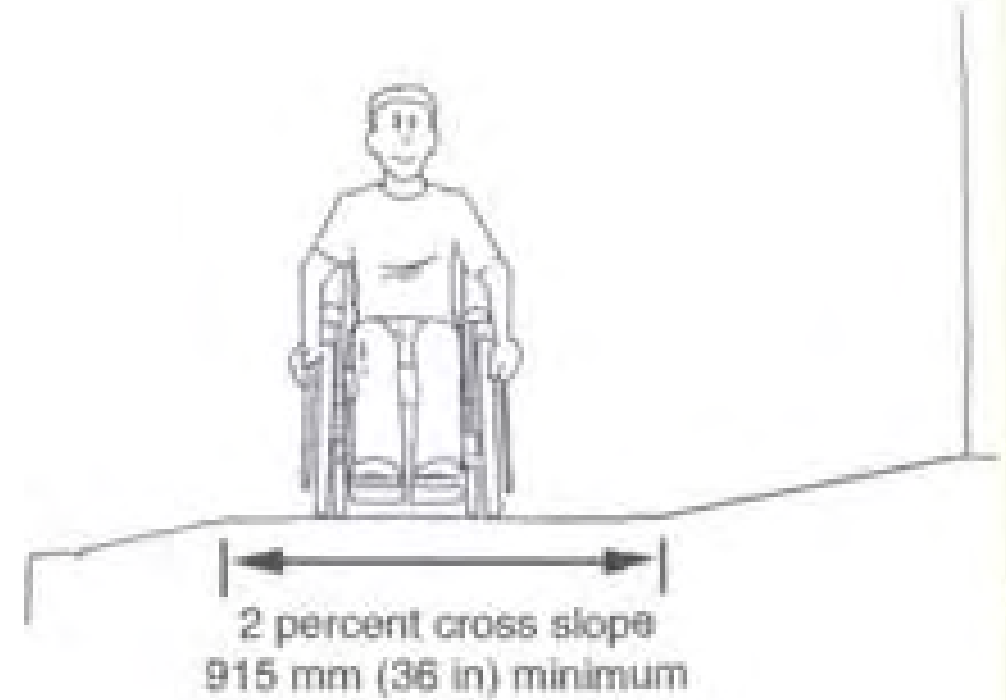
Added the store number to back door on the asphalt – consistent design – added signage by adhesive

Add a door buzzer

Each door number a different colour

NO CHANGE to any Buildings..



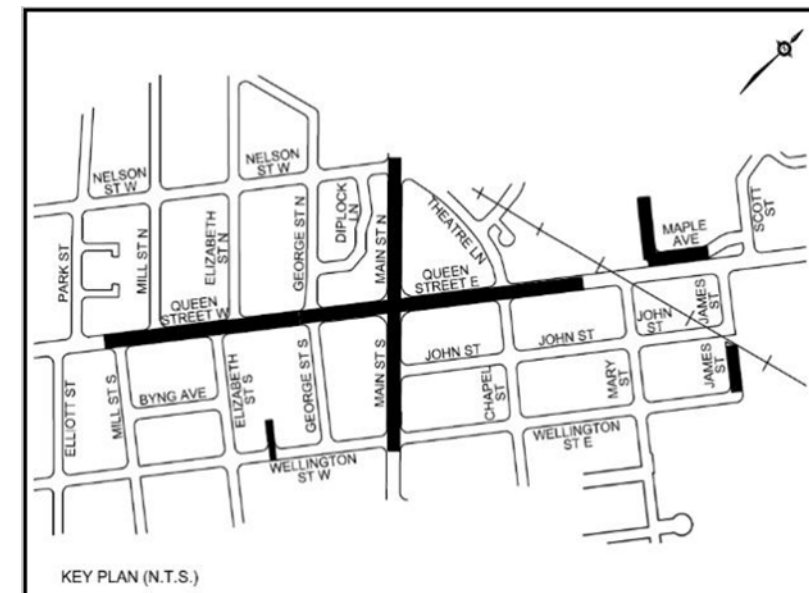


ACCESSIBILITY?

INCREASE the CONVERSATION

Ensuring the NEW road construction IMPROVES accessibility moving forward, IMPROVES resident lives

- When completing sidewalks, add **6 inches** to grade sidewalks
- **Curb Cuts.** Curb cuts provide an easy way for people with disabilities to navigate from the sidewalk to street level. ...
- **Mass Transit Detectable Dome Tiles.** ...
- **More Disable Parking Spots**



HOW?

Budget

\$50,000

- Graphic Designer \$2000
- Asphalt print/installation \$ ASPHALT/SIDEWALK VINYL GRAPHICS \$15 SQ FT (\$12 VINYL / \$3 TO INSTALL)
- Planters \$ 3000
- Bike Racks & Benches \$ 5000
- Doorbells – hardware – dog stands extra \$ 2500

TIMELINES

Phase One (weather permitting) October 31st -2021

- Install Bike Racks, benches, planters and become Bike certified John St Junction – clean
- DID you know – 73.9% survey do not use or know about the BIA website or social media (Social Media) 54.9% have know idea what is open downtown Brampton from COVID
- 45.5% think Downtown FEELS dirty
- BUT 54.5 % want an email signup to be notified, 27.3% want post card deliveries and 45.5 % want social media – group notifications
- HOST - BBQ dog party – goal to get neighborhood email sign up – hotdogs on the grill – 2 to 3 hours and kick up off our sock campaign

Phase Two October 31st to Dec 31st - 2021

- Community Sock Event – **over 3 years my store has collected over 2679 pairs of socks**
- Use the DONATION– ask for socks – have drop off locations through the business of the John St Junction
- Communication – post card drop – who is open – what is happening
- Group Page on Facebook of Events – Notifications
- Mailed to every business/resident in the downtown community – focus on Bike's

Phase Three

- Spring Bike Event – launch WE are BIKE CERTIFIED – WELCOME cyclists
- May 1st 2022.. Kick it off with the Smelling Pink Festival
- Official Tourist launch of Certified Bike Business



Drop off by Dec 22nd

the scented  air

COMMUNICATION

Emphasize Parking Garages – John & City Hall

Written business and service guide

JOHN ST – when a two way- use this change to communicate to residents

Send out post cards monthly from the business's to the neighbourhood - updates

Take the focus off the construction and communicate WHY there is MORE change - what is in it for the resident

Make this duplicable for other areas in Downtown Brampton



JOHN STREET JUNCTION