

# 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

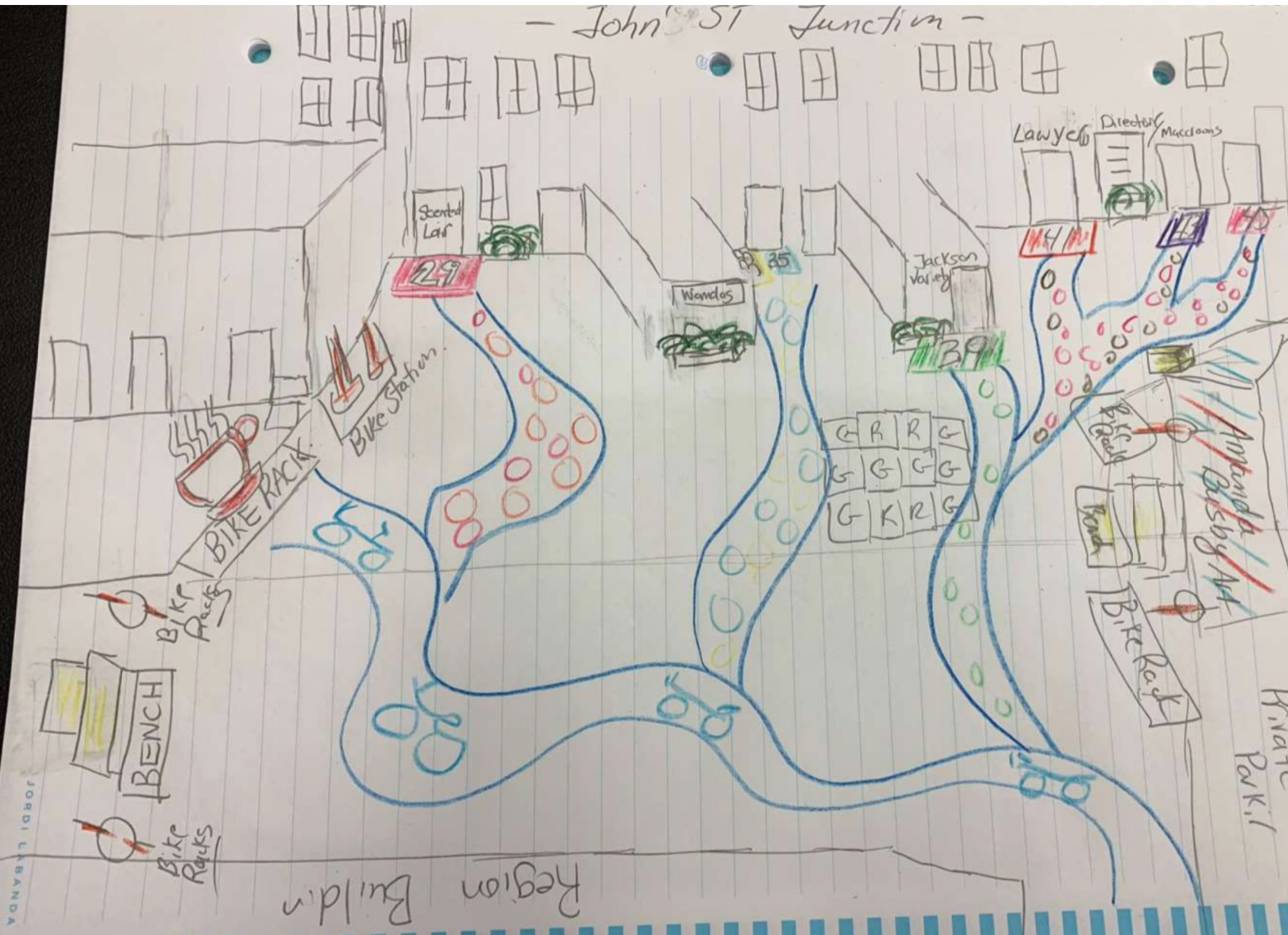
COLOUR – *DESIGN* TO  
CREATE  
*ENGAGEMENT*

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





# - John St Junction -



Region Building



# 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

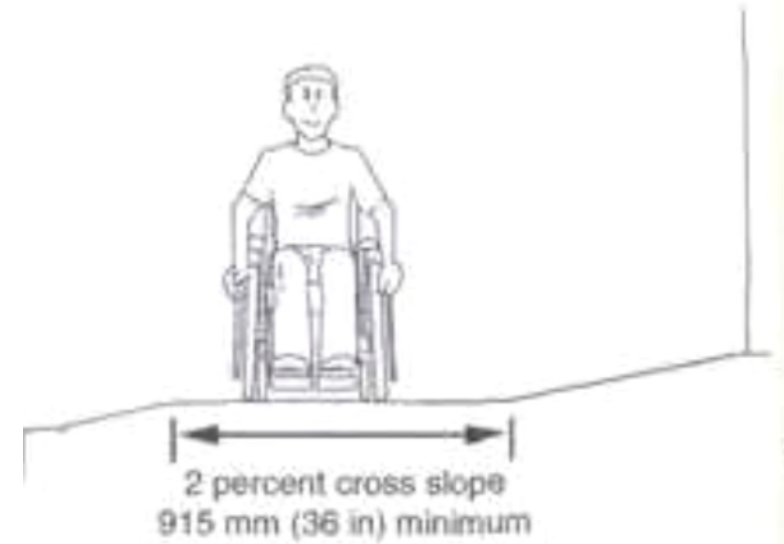
Added the store number to back door on the asphalt – consistent design – added signage by adhesive

Add a door buzzer

Each door number a different colour

NO CHANGE to any Buildings..



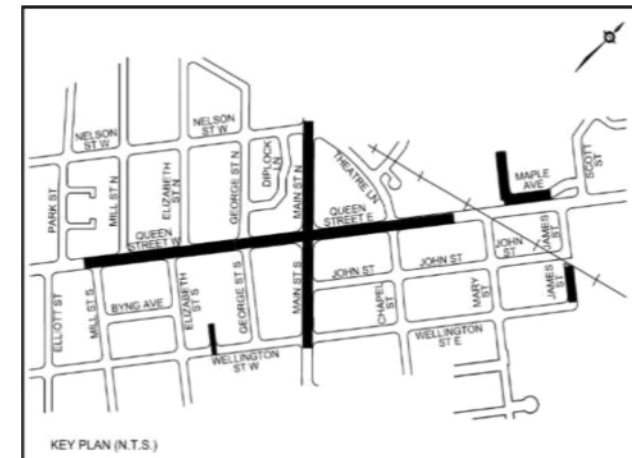


# ACCESSIBILITY?

## 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 31<sup>st</sup> -2021

- Bike certified John St Junction
- Install art & design
- BBQ dog party – goal to get neighborhood email sign up – hotdogs on the grill
- DID you know – *73.9% survey do not use or know about the BIA website or social media* - 65.2% do not go on City Brampton 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

### Phase Two October 31<sup>st</sup> to Dec 31<sup>st</sup> - 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

### Phase Three

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



Drop off y Dec 22nd  
the **scented** w/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**