

Attachment J: 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, aimed at promoting both conservation and the City's extensive cycling network. 2023's event had over 1500 registrants and drew around 1000 visitors from across the province. 2024 will be the event's 10th anniversary and will reflect the City's heritage with a new inter-regional route.
- *E-Scooter Pilot Program* – In its first season (April to November 2023), there were approximately 200,000 electric scooter trips taken by 110,000 different users of the Shared Pilot Program. The 3 operators, Bird, Neuron and Scooty collectively deployed 750 e-scooters per day on average and covered over 415,000 kilometres travelled. The City will resume the program this Spring with the commitment of continuing to prioritize active transportation programs and projects to build more connected communities and provide more sustainable transportation options for everyone.
- *Trail Bike/Pedestrian Counters* – The city has installed 4 new pedestrian-cyclist counters across its trail network, in addition to the existing one on the Franceschini bridge. Collecting data to monitor pedestrian and cyclist behaviour will help the city to evaluate the effectiveness of various initiatives recommended in the ATMP. Furthermore, the City hopes to establish on-road data collection capabilities through new traffic signal technologies.
- *Bicycle Repair Stands* – The City installed 2 new bicycle repair stations along the Claireville Northern Trail extension, one in each parking lot. 5 more repair stands will be installed, strategically located together with other cycling amenities (water fountains, washrooms) to create rest areas across the City.
- *Pedal Poll* - Pedal Poll is a nationwide bike count where volunteers stationed across the country observe cyclists passing by, collecting valuable data on who is biking and where. Communities collect data that can be compared regionally, nationally, and internationally. For a second year, Brampton participated in the data collection as a focused community. A summary of the count has been released for 2023 and staff (together with volunteers from the cycling community) plan to participate in the Pedal Poll again in 2024.
- *Brampton Bike Hub* - Different Spokes, Brampton's do-it-yourself (DIY) bike hub, was opened in August 2022 as a partnership between the City, the Region and PCHS. The bike hub aims to empower people that use bicycles for transport by providing the tools, parts and training necessary for bike repairs, free of charge in a welcoming environment. Open to the surrounding community, the hub draws in a wide variety of people with 3 days of 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 per their annual report, the bike hub has garnered over 13,000 visits, with 767 members registered.

- *Bike Month / Bike to Work Day* - Bike Month is celebrated across the GTHA. This year, the city is aiming to have a Bike Month opening celebration to kick off the festivities. Rather than focusing on a centralized Bike to Work Day, the option of an internal event for city staff is being proposed alongside a Bike to Work Day guide for local businesses.
- *Bike Basics* - is a cycling education program for youth (ages 6 to 14). In this interactive workshop, participants will learn about proper bike fit, safety equipment, street signs, signaling, stopping and how to ride. The program is aimed at youth who want to learn to ride a bike or want to sharpen skills, Bike Basics will provide novice riders with more confidence.