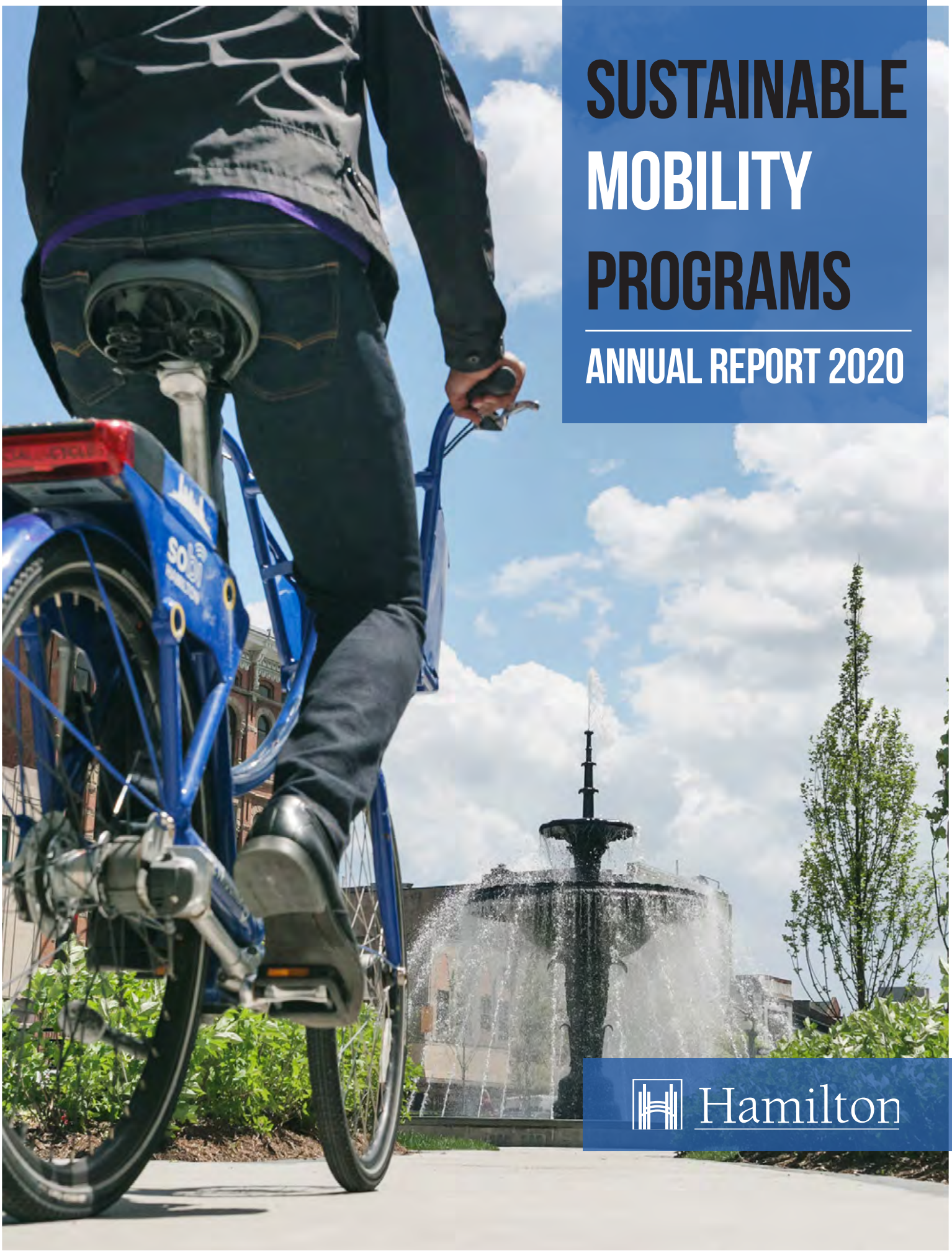


SUSTAINABLE MOBILITY PROGRAMS

ANNUAL REPORT 2020

Hamilton

TABLE OF CONTENTS

PAGE 4 — Acknowledgements & 2020 in Review

PAGE 6 — 2020 Highlights

PAGE 8 — Workplace TDM

PAGE 16 — Community Initatives

PAGE 30 — School-Based Programs

PAGE 36 — Looking Forward to 2021

ACKNOWLEDGEMENTS

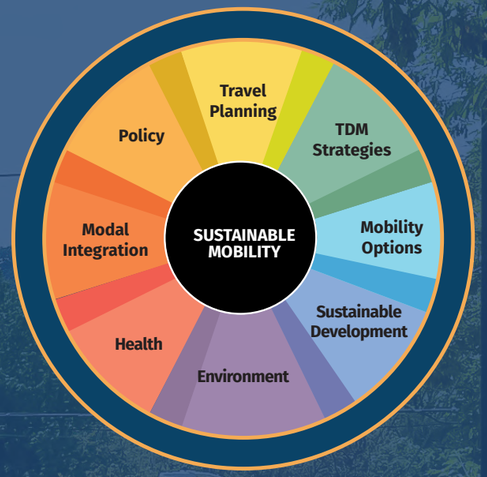
Sustainable Mobility Programs would like to acknowledge the effort put forth by the City of Hamilton staff and community partners who make our programs a success.

The program is within the Transportation Planning and Parking Division of Planning and Economic Development, with support from an integrated team of City staff and community partners, including:

- Hamilton Bike Share
- Hamilton-Wentworth District School Board
- Hamilton-Wentworth Catholic District School Board
- New Hope Community Bikes
- 100in1Day Hamilton
- Cycle Hamilton
- Daily School Ride (DSR)
- CityLAB
- Hamilton Street Railway (HSR)
- Cycling Advisory Committee
- Hamilton Health Sciences
- St. Joseph's Healthcare
- McMaster University
- Mohawk College
- VRTUCAR/Communauto
- Ontario By Bike
- Local BIAs
- and many more!

The purpose of this annual report is to measure results and provide a high-level review of Sustainable Mobility Programs in 2020. This report highlights the positive advancements and acts as a guiding document for 2021 to ensure continued success by using data-informed decision-making.

City staff, consultants, non-profit partners, volunteers, and citizens make these programs and their success possible. They should be congratulated for making Hamilton a healthier, happier, and more economically, environmentally, and socially sustainable place to live.



The cornerstone of Sustainable Mobility Programs is Transportation Demand Management (TDM).

It consists of strategies, programs, and investments that create choices in our transportation system.

TDM can motivate people to:

- Shift modes – walk, cycle, take transit or carpool instead of driving;
- Make fewer trips – telework, shop online; and,
- Drive more efficiently – link trips on outings, and avoid peak traffic time and congested routes.

TDM fosters healthy environments through:

- Reduced traffic-related conflicts;
- Increased safety;
- Cleaner air quality;
- Increased physical activity;
- Improved mental well-being; and,
- More opportunities for social interaction.

2020 IN REVIEW

The world has changed significantly since the COVID-19 pandemic hit us in 2020. While the way we live, work and got around changed overnight, the Sustainable Mobility Programs team continued to make great strides with our partners throughout the year. Our team focused on helping workers transition to working from home, creating cycling opportunities for residents making essential trips, and for people looking to stay active, given that our regular suite of in-person events and programs was no longer feasible.

Our team pivoted early in the pandemic to prepare the COVID-19 Mobility Recovery Plan. The Recovery Plan has resulted in several rapid implementation cycling projects, including new bicycle lanes on Cannon Street and Locke Street that fill gaps in the network and enhancements along Bay, Charlton, Herkimer and Hunter cycling routes. The plan will also shape the 2021 cycling work plan to continue the momentum from the previous year.

This year also marked the 2.1 km Keddy Access Trail opening, providing pedestrians and cyclists with a new and efficient connection across the escarpment. The project included repurposing a lane of the Claremont Access from West 5th to Wellington Avenue, a further 300 m trail connection to St. Joseph's Drive, and six new access points to the surrounding community.

We also advanced and worked closely with our partners in Public Works to advance the design of the Hunter Street bicycle lanes, which will start construction early in 2021. The project will fill in an important gap.

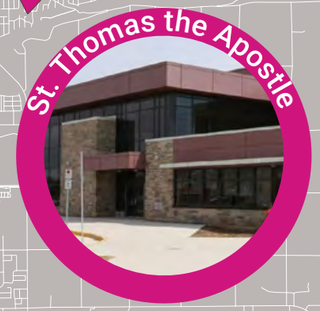
TDM REACHES ALL CORNERS OF HAMILTON

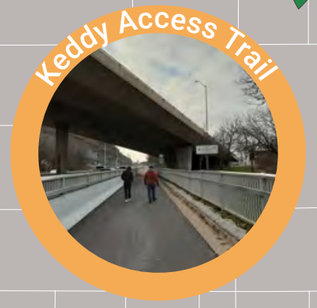
50 Employer sites

29 Employer partners

500+ Virtual Event Registrants

110 School Travel Plans





WORKPLACES

Engaging workplaces

Smart Commute Hamilton is an association led by the City which works with local businesses and community organizations to provide programs and initiatives that encourage the use of active and sustainable transportation.

COMMUNITY INITIATIVES

Engaging residents

Community-based initiatives and infrastructure increase the livability of the people who live, work, or visit an area. They help achieve transportation planning objectives and help support strong, integrated communities.

SCHOOL TRAVEL PLANS

Engaging students

School travel planning is a community-based approach that aims to increase the number of children and adults choosing active transportation to and from school, thereby addressing environmental, health, and safety issues.

WORKPLACE TDM

Smart Commute Hamilton educates employers and commuters about their travel choices, encouraging them to try more efficient options that reduce congestion and help to improve their quality of life.

125K

commuters at our 29 workplace members at over 50 work sites.

We welcomed the Catholic Children's Aid Society of Hamilton as our newest member in 2020.

3

rapid launch resources initiated to help members transition during the pandemic.

We provided new resources to help employees and employers transition to working from home, and safe commuting resources for essential workers who still had a commute. Work from home practices are expected to continue post-pandemic.

6

municipalities are working together to continue the Smart Commute program.

Hamilton, Toronto, Durham, York, Peel and the local Halton municipalities have continued to work together to continue the program following Metrolinx's withdrawal from the program.

72%

of employees indicated they shifted to working and learning at home due to the pandemic, both full-time or partially.

Smart Commute's annual travel survey shows that the pandemic had a fundamental change in how people commute. 85% expect to continue to work from home at least one day a week after the pandemic.

WHAT IS SMART COMMUTE?

The initiative takes immediate action on climate change and health in the Greater Toronto and Hamilton area through transportation efficiency, policy development and infrastructure renewal. The organization also supports the City's strategic initiatives.

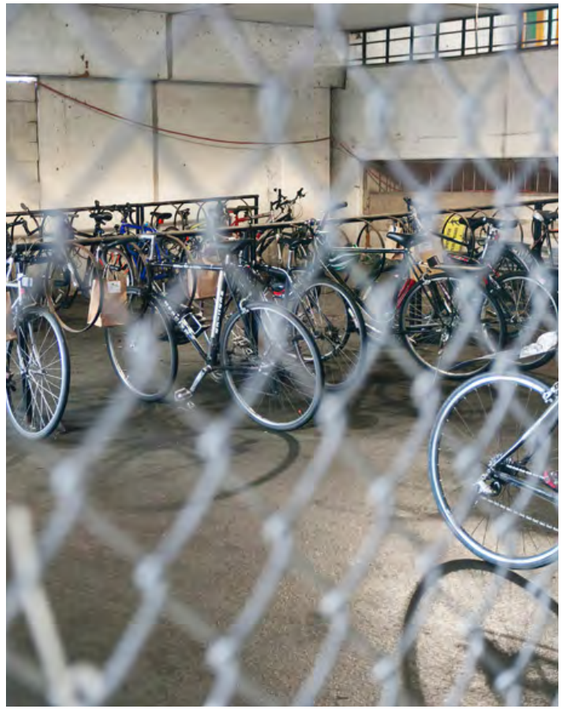
In 2019, Metrolinx transferred ownership of the Smart Commute Hamiton program to the City of Hamilton. Smart Commute Hamilton is part of the GTHA network of 13 local transportation management associations led by local and regional municipalities.

More than 300 employers and 730,000 commuters have signed on to the program and are designated as Smart Commute workplaces. The goal is to ease congestion, improve air quality and reduce greenhouse gas emissions while making commuting less expensive and more enjoyable helping support the objectives of the Transportation Master Plan.

Smart Commute HAMILTON

Smart Commute Hamilton is a transportation management association led by the City of Hamilton which works with workplaces to provide programs and initiatives that encourage active and sustainable transportation.

- Carpooling - exclusive ride-matching programs for employers
- Emergency Ride Home programs
- Shuttle planning and program
- Employee work arrangement solutions: telework, flex hours, and compressed work
- Site assessments and surveys to understand employee commuter behaviour
- Workshops, lunch and learns, and seminars
- Walking and cycling promotion
- Incentives and promotions



2020 SUCCESSES

In 2020, Smart Commute continued to engage with our 29 workplace members, particularly during the transition to working remotely.

The past year saw a significant change in commuting patterns. Following guidance from the Province and Public Health, many workplaces and institutions transitioned to working from home models. Teleworking has been a mode that Smart Commute Hamilton has supported workplaces with before the pandemic, so we were well-positioned to help others make a move.

In the past, many workplaces were hesitant to offer employees the ability to work remotely. However, the large-scale forced transition has shown that many of the concerns about teleworking are unfounded. Many workers enjoy the time and cash savings from not having to commute every day. Many of our members have indicated that they will plan to continue offering teleworking in some way once life returns to normal, which is something that we will continue to support them on.

The City of Hamilton and our regional partners continued to prepare for the new Smart Commute Tool launch in 2021. The new tool will support our team to customize the program to our employer partners as part of the new Smart Commute 3.0 initiative.

As we progress through 2021, we look toward the new opportunities and partnerships that will move the sustainable mobility agenda forward as they present themselves. We have several exciting new initiatives scheduled to launch in 2020, including a new Smart Commute Tool. Our goals will ensure that we can continue to help make Hamilton's transportation network efficient, integrated and convenient.

HELPING WORKPLACES RESPOND TO A NEW NORMAL

The pandemic caused a quick and fundamental change in the travel patterns of Hamiltonians in 2020. Smart Commute supported a number of our member organizations when the rapid shift to working from home arose.

To support them, Smart Commute provided telework transitioning resources, including helping organizations develop formal telework policies, a remote working tip sheet, a webinar on best practices for how to work from home, and an ongoing survey to understand the needs of workers (see opposite page for results).

Smart Commute continued to share safe commuting information from the Emergency Operations Centre and Public Health for essential workplace organizations.

PANDEMIC MOBILITY SURVEY

Smart Commute's annual commuting survey aimed to understand how people's commute changed and how they think it will change in the future. Select findings are shown below, which provide insights into how Smart Commute can position itself to support members post-pandemic, particularly around the success of working from home for those that can.

46% are working exclusively from home.

26% are working a hybrid of work from home and at a workplace.

86% feel they are more or as productive working from home compared to the office.

81% of those working from home have adapted well to the new workplace model.

71% feel less connected to colleagues working from home than in the workplace

85% expect to continue to be able to work from home at least one day a week after the pandemic.

Source: Smart Commute Annual Travel Survey 2020

Our focus for 2020 was to adapt to rapid change. We see 2021 as being the time to prepare to recover.

These goals will help us prepare and plan for when employees return to work. We have an opportunity to rethink what commuting means.

LOOKING TOWARDS 2021

1

Launch the new SmartTripsON carpooling and trip tracking tool with our partners.

2

Investigate the next steps for implementing an employer Discounted Transit Pass.

3

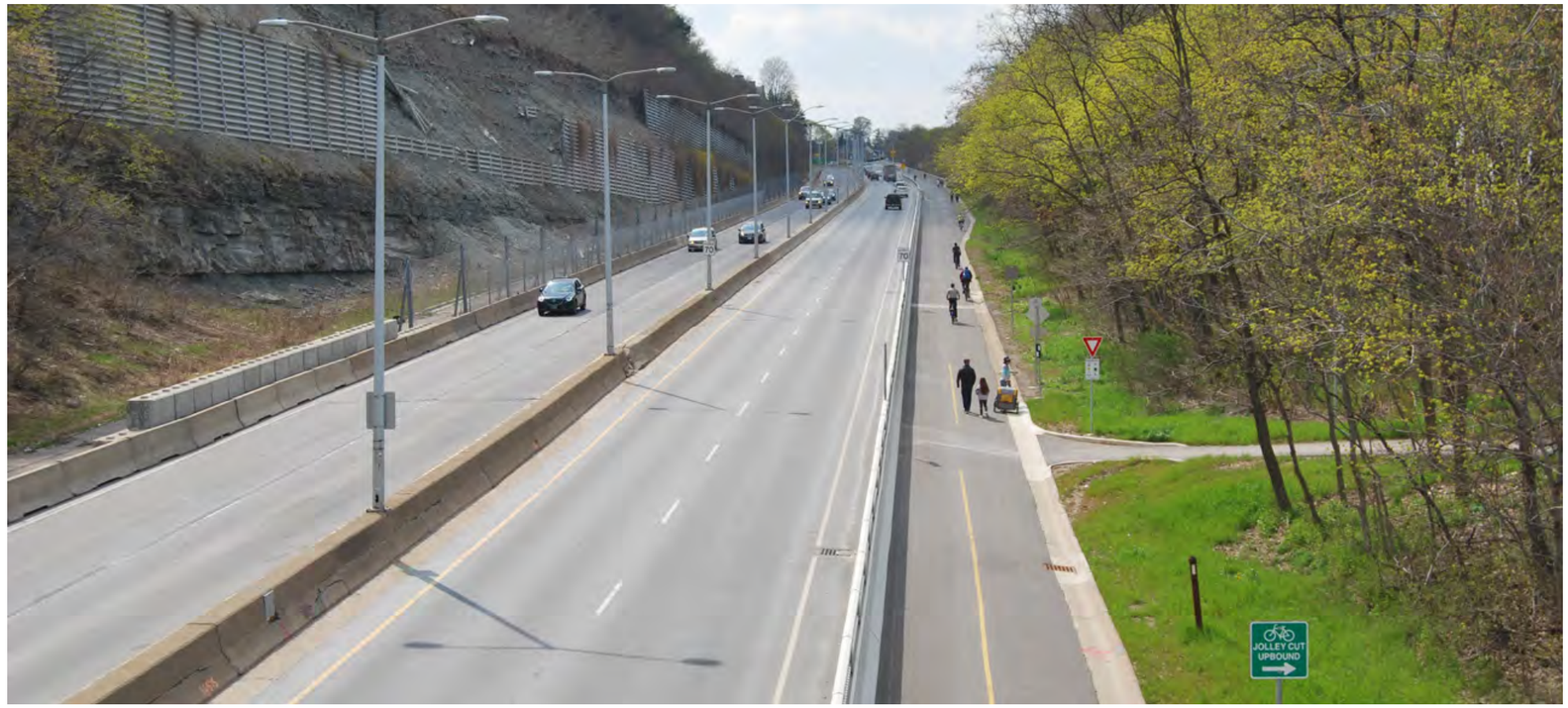
Implement a new Smart Commute 3.0 program focused on supporting the return to workplaces.

Completed in December 2020, the Keddy Access Trail is a 2.1 km multi-use facility that connects the city across the escarpment, in the heart of Hamilton.

The trail is not just a linear connection but also multi-modal connections to different neighbourhoods as it traverses between the lower and upper cities. Including four side connections, the trail spans over 2.7 km. Connections comprise multiple parks, communities, the Hamilton Centre GO Centre, two hospitals, and the Bruce Trail.

A distinctive feature of the Keddy Trail is the 1.4 m high concrete and aluminum barrier, which separates users from adjacent motor traffic. This barrier extends the entire 2.1 km of the linear trail section. Issues of safety were highlighted in 2015 when Jay Keddy, a 53-year-old kindergarten teacher, avid cyclist, and father of three, was struck and killed while biking up Claremont Access. The trail is named in honour of Mr. Keddy.

AIN'T NO MOUNTAIN HIGH ENOUGH, TO KEEP ME FROM GETTING TO YOU



SPECIAL EVENTS

Winter Commute Week

Winter Commute Week was a new 11-day celebration of commuting during the winter season that ran from Monday, February 10 to Friday, February 21. The goal is to engage and encourage workplace commuters to travel sustainably throughout the colder winter months.

Winter Commute Week included the last in-person event held by Smart Commute Hamilton: the Winter Bike to Work Day celebration held at Gore Park. Four group rides from across Hamilton brought over 50 cyclists from across Hamilton to celebrate year-round cycling. The downtown celebration was organized in collaboration with Cycle Hamilton.

Winter Bike Day Celebration was out last in-person event before COVID.

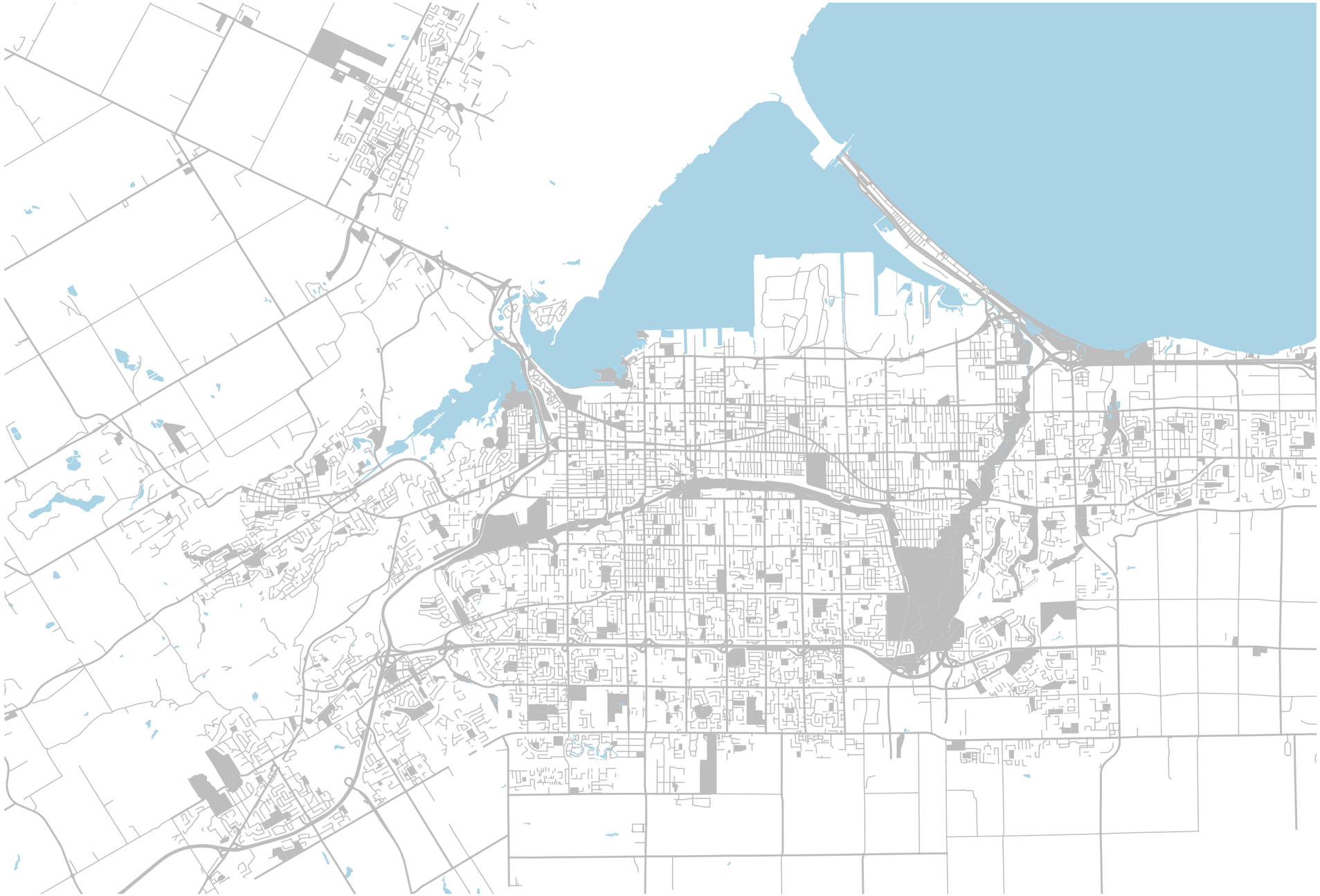
Bike Month 2020

Bike Month is a celebration of all things cycling. In 2020, due to the padenmic, Bike Month was moved from June to September. While the regular in-person gathering at City Hall wasn't able to happen, community organizations and Smart Commute hosted several virtual and small group events. Despite the change, over 350 residents took the Bike Month pledge.

Residents and commuters were able to celebrate cycling through many events, including:

- A Bike Repair webinar held by New Hope Community Bikes that helped local families repair their bikes virtually;
- The annual Tour de Hospital to teach healthcare workers about safe cycling routes to area hospitals;
- A Bike Bingo card developed by Cycle Hamilton that helped residents explore their community;
- Hamilton Health Loop routes that suggested rides that cyclists can use to explore their ward;
- Bike to School held by the Hamilton Burlington Mountain Biking Association; and,
- The Good, The Bad, and the Ugly Infrastructure tour hosted by Environment Hamilton.

Smart Commute held weekly themed campaigns to encourage workers to bike to work or local destinations, given that many were working from home. Each week of the month, employees were invited to share a photo biking to work, a park, with their family, or a local business. All events were held following Public Health guidelines.



A STRATEGIC VISION FOR 2021

Our vision for 2021 draws on the strengths of innovation, social impact, and leadership of the Sustainable Mobility team to advance meaningful change. The pandemic has highlighted that systemic changes to mobility are possible, but pre-existing inequity means everyone does not experience the benefits. Our vision for 2021 will enable us to critically look at our current practices, launch new mobility programs and services, and adapt our existing ones to reach more people, particularly those most under-represented.

Our ambitious plans for the next year cannot be accomplished alone. We are fortunate in Hamilton to have many partners who help advance our work and are working towards our goal of helping to create a more sustainable and active Hamilton.

Workplace

1. Launch the new SmartTripsON carpooling and trip tracking tool with our partners.
2. Investigate the next steps to implement an employer discounted transit pass program.
3. Implement a new Smart Commute 3.0 program focused on supporting the return to workplaces.

Community

1. Prepare a commercial e-scooter pilot program framework.
2. Investigate the feasibility of opting in to MTO's cargo e-bike pilot.
3. Launch a free floating carshare program.
4. Expand the adaptive bike share program with new trikes in more locations.
5. Install new and upgrade existing bike repair stations.
6. Improve the existing bike share fleet with new bike controllers and parts.
7. Complete the Hunter St. link in front of the Hamilton GO Centre, the Victoria St. cycle track (Phase 1) and other key cycling projects.
8. Begin development of the Complete Streets Design Manual.
9. Develop a Bike Boulevard Strategy and Toolkit.
10. Continue with virtual events until in-person ones are permitted.

Schools

1. Develop School Travel Plans for the remaining Public schools.
2. Develop School Travel Plans with Secondary Schools for the first time.
3. Develop a strategy for reconnecting and implementing School Travel Planning with all schools engaged in School Travel Planning in Hamilton.
4. Implement the school site design guidelines.
5. Support the efforts and programs of the Daily School Ride.

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Sustainable Mobility Programs
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