

**DRAFT**



# **2006 Hamilton Commuter Challenge Final Report**

Prepared By



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## Executive Summary

For the sixth consecutive year, Green Venture coordinated the Hamilton Commuter Challenge thanks to funding from the City of Hamilton. As in previous years, the Commuter Challenge takes place during Environment Week June 4-10. The Commuter Challenge seeks to raise awareness and promote the use of active and sustainable modes of transportation and to move Hamiltonians away from single occupancy vehicle trips. The current modal split in Hamilton is highly skewed toward private vehicles which are the most polluting and least energy efficient means of traveling about the city.

Individuals and organizations register for the Commuter Challenge through the national website maintained by Go for Green. They agree to use active and sustainable transportation to get to and from work or school during the Environment Week. This year 1,756 individuals at 27 organizations and businesses participated in the challenge and saved a massive 205,756.70 km of single occupancy vehicle travel. In terms of pollution and emissions, participants in the Commuter Challenge saved 1,243.04 grams of particulate matter (PM) 2.5 which is a very fine dust particle which contributes to smog. They also saved 224,610.52 grams of nitrogen oxides which also contribute to smog and acid rain. Finally given that burning fossil fuels contributes to climate change, participants saved 46,262.61 kilograms of carbon dioxide equivalent (eCO<sub>2</sub>); eCO<sub>2</sub> is a generalized measurement of the global warming impact of emissions based on the most common greenhouse gas, CO<sub>2</sub>. Ultimately these are impressive results.

Raising the profile of active and sustainable modes of transportation was achieved through the organization of several special events as part of the challenge. The highest profile this year was the Commuter Challenge Breakfast Launch, Bike to Work Day and our Transportation Fair. These events received a significant amount of media coverage as did the Hamilton Commuter Challenge overall. This year Green Venture was happy to build partnerships with like minded organizations including Smart Commute Hamilton and the Hamilton Cycling Committee to deliver our events and promote active and sustainable transportation.

Two new elements to the challenge this year also helped spark interest in the media and built on the profile of the challenge. The total number of participants in Hamilton, since the program's inception 6 years ago surpassed 10,000 this year. In honour of this threshold, a draw was held for the 10,000<sup>th</sup> Commuter Challenger. More importantly, thanks to the enthusiasm of our largest participant ever, Hamilton Health Sciences (HHS), we conducted a Corporate Challenge between the city's major employers. Along with HHS several new organizations participated in this year's challenge in addition to our long time supporters.

Hamilton's totals in 2006 roughly matched last year's totals. Last year 1,915 participants saved 162,077.10 km of single occupancy vehicle travel compared with this year's total of 1,756 individuals saving 205,756.70 km. Our winning organizations this year were McMaster University, Hamilton Utilities Corporation, the Social Action Team of Centenary United Church, St. Joseph's Immigrant Women's Centre, the Hamilton Community Foundation and William Oates Chartered Accountant.

One of our most important and interesting lessons learned this year is that Hamiltonians are not willing to give up their vehicles but are willing to fill them up. Carpooling was the most popular option out of all our participants by a long shot. This information should be disseminated widely because it could help in the development of Hamilton's new transportation management association and will impact on future years of the Commuter Challenge. Promoting carpooling should be a major priority.

Our participation in a number of on-going programs, specifically the Smart Commute initiatives, has been impressive and kept the Commuter Challenge going year round. More needs to be done to seek out and support employee trip reduction outside of Environment Week.

## Introduction

The 2006 Hamilton Commuter Challenge marks the sixth year of the Commuter Challenge nationally and in Hamilton. The Commuter Challenge is a friendly competition between Canadian cities to reduce the number of single occupancy vehicles traveling on our roads; single occupancy vehicles are those vehicles on the road with only one passenger, the driver. Compared with other forms of transportation, single occupancy vehicles are the most polluting per passenger kilometre and contribute to gridlock. The transportation options favoured by the Commuter Challenge include walking, cycling, taking transit, carpooling and teleworking. As in previous years, the Commuter Challenge takes place during national Environment Week which this year was June 4-10.

The goals of the Hamilton Commuter Challenge are consistent with the principles of Vision 2020 and the strategic plan of Clean Air Hamilton. Vision 2020 describes Hamilton as a "sustainable community" where decisions are made taking into account the social, economic and environmental consequences. Transportation plays a key role in building this sustainable, healthy community. Similarly with Clean Air Hamilton, moving citizens away from single occupancy vehicles and into modes of active and sustainable transportation will have a measurable, positive impact on air quality. Therefore the City of Hamilton sponsored Green Venture to coordinate the 2006 Hamilton Commuter Challenge in the city.

## Commuter Challenge Events

### **Coordinator's Day**

On Wednesday May 17, the Commuter Challenge Coordinator's Day was held at EcoHouse, the home of Green Venture, during the afternoon and into the evening. Green Venture provided snacks and drinks for visitors and staff were ready to answer questions and demonstrate how to use the website; at this time coordinators could pick up promotional materials. Unfortunately, despite distributing the invitation to all the previous years' workplace coordinators in advance, no one visited EcoHouse that day.

Some participants said they were not interested in traveling all the way to EcoHouse and requested resources by mail while others visited on more convenient days according to their schedules. In addition, much of the registration for the Commuter Challenge happened in the week prior to Environment Week so the Coordinator's Day was unfortunately timed this year.

### **Breakfast Launch**

The Hamilton Commuter Challenge Breakfast Launch has become an annual tradition in the city. The launch happened at the Hamilton Chamber of Commerce. Unlike previous years when the launch happened around Earth Day in April, this year we moved the date up to June 1, the Thursday before Environment Week. This decision was made due to delays in funding the Commuter Challenge this year. Funding was available at the end of April which moved the launch date. However, the date was found useful to draw attention to the challenge just before Environment Week.

Obviously there were disadvantages to this change. Getting started early builds the profile of the event in Hamilton and reaches more potential participants. Also it reminds people that the spring and summer are ideal times to embrace active and sustainable modes of transportation and makes the link between our transportation choices and the health of our planet.

Ultimately we felt the benefits outweighed the disadvantages given our observations. Thanks to the media coverage that the launch received we had several new organizations register for the

challenge at the last minute. Being shortly before the start of the challenge, it launched a public discussion of active and sustainable transportation in the media and the general public. This debate lasted throughout Environment Week and beyond.

Our keynote speaker for the launch was Ryan Lanyon of the Smart Commute Association. Unfortunately Ryan had a family emergency so couldn't join us but his place was taken by Trevor Horzelenberg of Smart Commute Hamilton who filled in admirably. Other speakers included Denis Corr of McMaster University's Department of Engineering Physics and Len Falco, the President of the Chamber of Commerce. Deputy Mayor Maria Pearson and Murray Martin, President and CEO of Hamilton Health Sciences were also on hand to launch the Corporate Challenge with a little good natured sparring.

The launch proved to be a better choice for coordinator's day since most coordinators attended the launch and were excited to pick up promotional materials that we had on hand. Also the launch provided us an opportunity to distribute stickers for free HSR travel on Clean Air Day, Wednesday June 7.

### **Bike to Work Day**

Green Venture partnered with the Hamilton Cycling Committee to deliver Bike to Work Day on the morning of Clean Air Day, Wednesday June 7. This event was designed to promote bicycle commuting as a viable alternative to the car in the City of Hamilton. The Hamilton Cycling Committee was interested in promoting not only cycling but the city's recent investments in cycling infrastructure.

Therefore three rides were arranged from different parts of the city; the rides departed at 8am and arrived at 9am. One ride left from Stoney Creek's Battlefield Park, the second from University Plaza in Dundas and the final ride from the Meadowlands in Ancaster. Mayor Larry Di Ianni and Councillor Maria Pearson joined us for the ride from Stoney Creek which helped raise the profile of the ride. Some of the city's new bicycle police officers joined this ride as well. These rides culminated at City Hall at approximately for a symbolic mass gathering of cyclists before riders left for work. Approximately 40 riders took part in Bike to Work Day.

Immediately following the rides we received some positive feedback by email: "I participated in the Commuter Challenge by cycling to work with the group from Battlefield Park this week. It was extremely well organized with members of the Hamilton Cycling Committee showing us the cycling route (I didn't know there was one available from Stoney Creek) and two friendly and helpful police escorts. It was a great ride to and from work and *I will certainly do it again*. Can you please forward my email to the organizers with my thanks. Verna".

### **Free HSR Travel on Clean Air Day**

Again this year, the HSR generously supported Green Venture's coordination of the Commuter Challenge by offering free transit to participants on Clean Air Day. With the HSR's permission, Green Venture reused the stickers used in previous challenges and distributed them to participating organizations at the Commuter Challenge Breakfast Launch or handed them over to coordinators who came to EcoHouse for materials.

In future we will endeavour to distribute stickers as far in advance of Clean Air Day as possible to allow for them to be distributed and for participants new to transit to plan out their route. It might be possible to attract them to the HSR's new online trip planning website as a way of breaking down these barriers and making transit more appealing.

It's difficult to track how many stickers were used on Clean Air Day since employers were in charge of distribution and staff did not necessarily take part. In past years, some participants have been denied service by drivers who were unaware of the sticker and the free transit on

Clean Air Day. We heard from a couple of coordinators about participants being denied HSR service but overall it was a successful element in the Commuter Challenge.

### **Transportation Fair**

Again Green Venture partnered with a new organization in Hamilton, Smart Commute Hamilton to deliver the Transportation Fair on Clean Air Day following Bike to Work Day. Smart Commute Hamilton is currently housed at the City of Hamilton where it is laying the groundwork for a transportation management association that would work with businesses to support active and sustainable modes of transportation to and from work year round. Obviously this is an ideal partner for Green Venture and the Commuter Challenge.

The Transportation Fair promoted Smart Commute Hamilton, Green Venture and the Hamilton Cycling Committee as well as a variety of other businesses and organizations. These included Rangatang (skateboards), Wazabike (recumbent bicycles) and the Transit User's Group (TUG). Public Health's Active and Safe Routes to School program was on hand as was the Public Works trailer and a display about biodiesel.

The event ran until approximately 3pm. It was well attended by city staff on breaks who could enjoy some snacks and a drink on us and explore our displays. There were also a number of people that stopped in on their way to work or appointments. We estimated that approximately 300 people attended the event overall. We surveyed visitors to the Green Venture table about how they had traveled to work that day and how far and input this information on the Commuter Challenge website to bolster the number of participants.

### **Awards Ceremony**

Winning organizations were recognized on Wednesday September 27 at a special ceremony in Hamilton City Council in the evening. Please see the Fall Events section later in this report for more information about our Commuter Challenge Awards Ceremony.

## **New Elements**

In surveying the total number of participants in previous years of the Commuter Challenge, we realized that this year we would pass 10,000 total participants over the past six years. With the generous support of VIA Rail Canada, we conducted a random draw of all this year's participants to name the 10,000<sup>th</sup> Commuter Challenger. VIA Rail Canada donated a prize of four return tickets to any destination along the Quebec City-Windsor corridor. The winner, unsurprisingly given their level of participation came from McMaster University. Behrooz Komeili, a graduate student in engineering physics won the tickets as the 10,000<sup>th</sup> Commuter Challenger.



Hamilton Health Sciences was the champion behind another new aspect of this year's Commuter Challenge. HHS decided to challenge McMaster University, the City of Hamilton and Dofasco to see which corporation could get the most of their staff behind the challenge; thus the Corporate Challenge was born. The city and McMaster accepted the challenge at the Breakfast Launch on June 1. Dofasco declined to formally participate in the challenge due to a perceived lack of time to prepare for it. After a spirited effort by all three

organizations, McMaster University won the Corporate Challenge.

All three participating corporations will be recognized in a speech by Judy Marsales in the Ontario legislature when Queen's Park resumes sitting in the fall. In addition thanks to the efforts of the Commuter Challenge Coordinator, it is looking as though Donna Cansfield, the Ontario Minister of Transportation will be visiting Hamilton in the fall. She will formally recognize McMaster University and the other corporate challenge participants and we hope to take her on a tour of McMaster's active and sustainable commuting infrastructure. We will report on these developments in the final report due in December.

## Promotional Materials

Go for Green, the national coordinator of the Commuter Challenge, supplied Green Venture with a wide range of free promotional materials which are listed below. These materials were used across Canada and unfortunately there was no way to alter them to recognize Green Venture or the City of Hamilton.

|   | Items:   | Language  | Quantity |
|---|--|-----------|----------|
| <b>Go for Green Products</b>                        |  |           |          |
| 1   | Commuter Challenge Posters (CAD 05)                                    | English   | 250      |
| 2   | Commuter Challenge Posters (CAD 06)                                    | French    | 0        |
| 3   | Commuter Challenge Teasers (CAD 02)                                    | Bilingual | 250      |
| 4   | Commuter Challenge Monitor Strips                                      | Bilingual | 200      |
| 5   | Commuter Challenge Keychain Lanyards                                   | Bilingual | 100      |
| 6   | Walk & Roll Guide  | English   | 10       |
| 7   | Active transportation Fact Sheets                                      | Bilingual | 10       |
| <b>Environment Canada Products</b>                  |  |           |          |
| 8   | Clean Air Day Brochure (CAD 01)  | Bilingual | 50       |
| 9   | Environment Week Eco-Tips Fact Sheet                                   | English   | 50       |
| 10  | Environment Week Eco-Tips Fact Sheet                                   | French    | 0        |
| 11  | Magnets: Clean Air Day / Journée de l'air pur (CAD-09)                 | Bilingual | 25       |
| 12  | Tattoos: Clean Air Day / Journée de l'air pur (CAD-10)                 | Bilingual | 0        |
| 13  | Bookmark: Clean Air Day / Journée de l'air pur (CAD-14)                | Bilingual | 0        |
| 14  | Bicycle Arm Band - Clean Air Day / Journée de l'air pur (CAD-20)       | Bilingual | 10       |
| <b>Public Health Association of Canada Products</b> |  |           |          |
| 15  | FAQ's – Health effects of air pollution (CAD 15)                       | Bilingual | 20       |
| 16  | Posters – Air Pollution & Your Health (CAD 16)                         | Bilingual | 20       |
| 17  | Air Pollution & Your Health – Clean Air something we all need (CAD 17) | Bilingual | 20       |
| 18  | Children with Asthma (CAD 18)  | Bilingual | 20       |
| 19  | Air Pollution & Seniors' Health (CAD 19)                               | Bilingual | 20       |

The Walk and Roll Guide and the Public Health Association materials were used primarily for display purposes at Green Venture events such as the Clean Air Day Transportation Fair and will continue to be used in support of our related clean air programs such as the Idling Stinks Campaign.

All other materials were distributed to participating organizations to promote the 2006 Hamilton Commuter Challenge on site. There were sufficient numbers of posters and teaser cards for



each participating organization requesting them. Lanyards, magnets and bicycle arm/ankle bands were distributed to organizations at the Breakfast Launch. Organizations were encouraged to distribute them to the most prolific participants in the Commuter Challenge or those registering first.

Green Venture also designed record sheets for coordinators submitting mass entries and diary cards based on those used in previous years. These were used by a number of organizations and some diary cards were returned to Green Venture following the Commuter Challenge.

Green Venture also dusted off the famous Hamilton Commuter Challenge banner which was displayed across Main Street West in front of City Hall for the week prior to the Challenge. During Environment Week, the banner was hung across City Hall for more exposure and promotion.

## Recruitment

For the first time, Hamilton's largest employer registered for the Hamilton Commuter Challenge. Thanks to Green Venture's ongoing support of Smart Commute Hamilton Health Sciences' (HHS) many varied transportation demand management initiatives, we were able to plant the seeds of the Commuter Challenge early. With 10,000 employees, HHS is a commuting powerhouse that has recognized the need to embrace active and sustainable transportation.

Murray Martin, President and CEO of HHS was instrumental in promoting the Commuter Challenge internally at HHS. Every weekday of the Commuter Challenge he distributed an email through his patented Murray Minutes on active transportation, healthy living or air quality and emissions. This significantly raised the profile and awareness of the Hamilton Commuter Challenge with HHS staff.

Being a national event, the Commuter Challenge was useful to highlight all the impressive work that Smart Commute HHS has achieved over the past year. In addition it served to encourage staff to try something new and recognized staff that were already commuting sustainably. As Green Venture's participation with Smart Commute HHS is ongoing we will report on the implementation of many of their projects in our Commuter Challenge Final Report in December 2006.

In addition to HHS, several other new organizations participated in the 2006 Hamilton Commuter Challenge. ParaMed Home Health Care, the Social Action Team of Centenary United Church, the St. Joseph Immigrant Women's Centre, Recycling Service, Albanese Branding and Communications and William Oates, Chartered Accountant all participated for the first time. All told 27 organizations and 1,756 individuals participated in the 2006 Hamilton Commuter Challenge. As mentioned, much of the recruitment happened at the last minute thanks to a lot of media coverage.

## Data Collection

Unlike the first year of the Commuter Challenge where results had to be input manually, the online system developed and maintained by Go for Green is an excellent resource. This year the website (<http://www.commuterchallenge.ca>) was redesigned to be more attractive and user-friendly but at its core it was focused on gathering the measurable data which is reflected in this report.

The Commuter Challenge Coordinator directed interested organizations to the website where they registered with basic personal data; registration opened in May. Usually the first registered person became the administrator of the organization. This person could input mass entries of data gathered from participating staff which was encouraged as the means of ensuring the most

participation. Essentially the goal was to make participating as easy as possible. Following the registration of the organization other users could register under that organization. Registration was permitted until the end of Environment Week and participants had until the following Friday to input their final commuting results. Submitting results was relatively straightforward and quick.

Occasionally the Commuter Challenge Coordinator registered and input data for participating organizations when they lacked the confidence or Internet access to participate fully.

A handful of organizations did not communicate directly with Green Venture at all and just registered on the website. However these organizations did not reach the level of participation, or just plain forgot to input their results, of other organizations that worked more closely with Green Venture staff. A new approach needs to be developed to welcome these participants and remind them of their participation.

## Media Coverage

This year's Commuter Challenge received excellent media coverage before, during and after Environment Week. We received coverage in print but also on the radio, online and on television. We believe that the series of smog days at the end of May helped to raise the profile of the environmental benefits of the Commuter Challenge just in advance of it. Sometimes it pays to have a smog day when it gets people thinking about the clear link between air quality and their personal transportation choices.

The following is a list of the media coverage that directly mentioned the 2006 Hamilton Commuter Challenge:

| Source                            | Date      | Description  |
|-----------------------------------|-----------|--|
| Spectator Letter to the Editor    | 10-May-06 | Someone mentioned the Commuter Challenge.                  |
| Interview 900 CHML                | 31-May-06 | General info on challenge.                                 |
| View                              | 1-Jun-06  | General info on challenge. Encouraged people to join up.   |
| Cable 14, Urban Cut               | 1-Jun-06  | Covered the launch. Thom did interview.                    |
| Spectator, Eric McGuinness        | 1-Jun-06  | Burlington smog day. Mentions launch.                      |
| Interview Wave 94.7               | 1-Jun-06  | General info on challenge.                                 |
| Interview K-Lite FM               | 1-Jun-06  | General info on challenge.                                 |
| Spectator, Eric McGuinness        | 2-Jun-06  | Highlight of corporate challenge and launch.               |
| McMaster Daily News               | 2-Jun-06  | Corporate Challenge.                                       |
| Spectator, Laura Thompson         | 5-Jun-06  | Full page on commuting options.                            |
| CHTV, Sunni and Hayes, 1230pm     | 5-Jun-06  | Quick highlight of week on location in Bayfront Park.      |
| CHTV News, 12pm, 6pm, 11pm        | 7-Jun-06  | Mayor's participation in Bike to Work Day.                 |
| 900 CHML                          | 7-Jun-06  | Mayor's participation in Bike to Work Day.                 |
| CFMU 93.3FM                       | 7-Jun-06  | Interview for Say Dez driving show at Transportation Fair. |
| Spectator Go Section, Lise Diebel | 16-Jun-06 | Maria Pearson on her bike, mentions bike to work day.      |
| McMaster Daily News               | 6-Jul-06  | McMaster wins Commuter Challenge Post-Secondary Award.     |
| McMaster Daily News               | 11-Jul-06 | VIA Rail prizes including 10,000th Commuter Challenger.    |
| McMaster Daily News               | 13-Jul-06 | McMaster again tops Commuter Challenge.                    |
| Cable 14                          | 27-Sep-06 | Live coverage of Awards Ceremony                           |
| 900 CHML                          | 23-Oct-06 | Breakfast show regarding Minister's visit                  |

## Results

As mentioned, 27 organizations and 1,756 individuals accepted the Commuter Challenge this year. Ultimately Hamilton finished fifth in our population category (100,000 to 499,999) in Canada and second in Ontario behind Waterloo. Overall participants saved 205,756.70 kilometres of single occupancy vehicle travel during Environment Week. This is a monstrous total that was fourth in all of Canada. Unfortunately victory is measured in percentage of your city participating and not in total kilometres saved.

McMaster University not only one our local award for organizations with populations over 1,000 but they also claimed the Corporate Challenge and most importantly won the national Commuter Challenge's Post-Secondary Institution Award for their impressive showing. Hamilton Utilities Corporation won for organizations with between 200-999 employees. The Social Action Team of Centenary United Church took the award for a population between 100-199. For organizations with populations between 50-99, the St. Joseph's Immigrant Women's Centre took top spot. The Hamilton Community Foundation took home the prize for between 10-49 employees and William Oates, Chartered Accountant won in our smallest category, under 10 employees. As mentioned, these winners will receive their awards at an awards ceremony at City Hall in September.

Please see the appendixes for a breakdown of results by organization which provide numbers participating, percentage of population, total kilometres saved, pollution results and a breakdown by mode of travel.

## Evaluation

Compared with last year, the 2006 Hamilton Commuter Challenge was a great success. The numbers speak for themselves. In 2005, 1,915 people took the challenge which was 0.39% of Hamilton's population and these individuals saved 162,077.10 km of single occupancy vehicle travel. In 2006, 1,756 individuals took the challenge which worked out to be 0.36% of the city's population and 205,756.70 km of single occupancy vehicle travel were saved.

Unfortunately we could not build on our numbers participating from last year and they did drop slightly. This came down to a late start for the Commuter Challenge. One of Hamilton's biggest employers, Dofasco explained that they would not formally participate in the Commuter Challenge because of the late start and the perceived lack of time to prepare for the challenge. Though they still produced a decent result had there been time to build support with senior management, arguably Dofasco would have had a better showing and might have participated in the Corporate Challenge. Also without a rush to recruit past and new participants in May, the Commuter Challenge Coordinator could have taken the time to engage with more businesses to conduct more lunch and learns and other outreach activities.

One of the obvious mysteries of the Commuter Challenge is that the number of kilometres of single occupancy vehicle travel saved jumped by 40,000 from last year to this without a related increase in participation. Being the challenge's biggest contributor, McMaster University's approach to the Commuter Challenge partly explains this mystery. More than in previous years, McMaster participants were encouraged to log all their active and sustainable trips on the weekend and in the evening outside of their regular commute. This partly helps explain the rise in total kilometres. We do not believe that this jump in kilometres reveals that Hamiltonians are moving further away from work thereby extending their commutes, though this may be a possibility as well.

Hamilton is a driving city. Compared with other metropolitan areas in Canada, more of our population chooses to travel by car either as a driver or passenger; we also have lower levels of transit use, walking and cycling compared to other cities (Centre for Community Study, 2005). Of the 205,756.70 km of single occupancy travel saved in this year's Commuter Challenge almost half was replaced with carpooling (100,201.50 km).

The clear message of this statistic is that Hamiltonians who took the challenge were most likely to continue driving in private vehicles by either chauffeuring others or being passengers themselves. They were less likely to ride their bicycles, walk or take transit. This is logical given that Hamilton has very few of the gridlock issues as the Greater Toronto Area; it's still easy to drive around town. The lesson learned here is that the Commuter Challenge should make carpooling a central focus of the challenge at the expense of transit, walking and biking; this would have the most powerful impact on encouraging sustainable transportation in the City of Hamilton. Hamiltonians are less inclined to abandon their cars so we should help them to drive smarter and more efficiently. This interesting result should be conveyed to Smart Commute Hamilton and influence their transportation demand management priorities and the establishment of the new transportation management association.

Another interesting result was that very few people seemed to be aware of telework. Only 2,296 km of telework was registered out of total of 205.756.70 km. On the surface perhaps this is explained by Hamilton's industrial base. Though this is not necessarily the case since most of the 27 employers taking part in the Commuter Challenge were white-collar, service-based industries. Telework arguably doesn't have the same name recognition as carpooling or the HSR. Raising the profile of telework with employers and employees should be a priority for Green Venture and Smart Commute Hamilton in future years of the Commuter Challenge.

## On-going Outreach

Since the end of the summer, Green Venture has continued to keep in touch with employers that participated in the 2006 Hamilton Commuter Challenge. Our goal is to support year round single occupancy vehicle trip reduction programs. That the Commuter Challenge only operates during one week out of the year is its biggest criticism. Though clearly useful in raising awareness, participants need to be reminded that there are 52 weeks in a year and a lot of potential to reduce our personal transportation choices' impacts on air quality and climate change.

There is no set format for encouraging trip reduction programs outside the Commuter Challenge. Our goal is to maintain strong links with our participants, especially our invaluable coordinators, and nurture and support internal initiatives.

## Activities

### Newsletters

One of the major ways Green Venture maintains an awareness of active and sustainable transportation is through our, now seasonal, newsletters. We have moved from a monthly newsletter now to a quarterly newsletter which is emailed to participants in the Commuter Challenge. Preparing a newsletter can be time consuming and given the demands on our time we thought a quarterly newsletter would be best; in addition we don't want to overburden our participants' inboxes. We distribute the newsletter to approximately 50 contacts who have expressed a desire to receive the newsletter. In addition it is mailed out to two list serves with a focus on sustainable transportation in Hamilton: the Transportation for Liveable Communities mailing list and the Transit Users' Group mailing list. These reach approximately an additional

100 people. We will continue to distribute these newsletters in 2007 and expand our readership. Our newsletters are available online at [www.greenventure.ca](http://www.greenventure.ca).

### **Smart Commute Hamilton**

Hamilton is currently in the process of developing a transportation management association (TMA) called Smart Commute Hamilton. This association will deliver transportation demand management (TDM) to businesses in the city. TDM focuses on maximizing our current transportation system without increasing the supply unnecessarily or in an inefficient manner; it also values sustainable and efficient modes of transportation such as carpooling and transit over less efficient and costly modes such as driving alone. Though not strictly focused on air quality or climate change, Smart Commute Hamilton will contribute to improvements in these areas. Smart Commute offers the best potential for taking the benefits of the Commuter Challenge year round.

Transportation is slowly becoming a serious concern for employers. Some employers such as the Hamilton International Airport are concerned about getting their staff to work given that there are no transit links to their location and car ownership is becoming more of a financial burden. Other businesses such as McMaster University and Hamilton Health Sciences are unable to provide parking except at an exceptional cost. And building new roads is an expensive solution for the city. Hamilton is fortunate that we don't have the level of congestion as the rest of the GTA and embracing Smart Commute might be a chance for us to act in advance of serious congestion.

The City of Hamilton, through Public Works, has until this point taken ownership of Smart Commute Hamilton. There have been a handful of stakeholder meetings and a consultant measuring the feasibility of a TMA in Hamilton. It continues to develop and there have been discussions of Green Venture potentially hosting the TMA when it is finalized. We are continuing to participate and are open to the potential for hosting the TMA. The Commuter Challenge might logically become an outreach tool of Smart Commute Hamilton once the TMA is created.

Smart Commute Hamilton and Green Venture are participants in the wider Smart Commute Association spanning the GTA and Hamilton. Green Venture has been an active participant in the development of this umbrella organization. With preliminary funding from Transport Canada coming to an end in March, we have been actively participating in the discussion to continue the program through other funding sources.

### **Smart Commute HHS**

As mentioned, we also participate directly in employer-driven trip reduction programs. Currently we are only involved in supporting one organization's plans for active and sustainable transportation. Given that it touches the lives of 10,000 Hamiltonians, Smart Commute Hamilton Health Sciences (HHS) is a truly important initiative. Smart Commute HHS was formed to develop innovative solutions to several HHS sites' parking crunches. Murray Martin, President and CEO of HHS is a great champion of this initiative and truly passionate employees volunteer their time to make it work.

Green Venture has been supporting and offering input to their plans for well over a year. Mostly Green Venture is a resource for statistics and other information on active and sustainable transportation. Over the year it has been active, Smart Commute HHS has made some impressive strides. Recently they finalized their new carpool policy to encourage staff to share their rides to work with incentives such as preferential parking spaces and a guaranteed ride home program. In addition they have negotiated a below cost transit pass for 250 employees with ambitious plans to expand it, potentially for all staff, depending on uptake. Smart Commute HHS is also lobbying for infrastructure to support cycling to work. Smart Commute HHS is investing heavily in the process which they recognize will lead to a healthier community and will cut parking costs. Green Venture has been asked to support this process and has offered input

where appropriate. Smart Commute HHS utilized their participation in the Commuter Challenge to promote many of these new investments in active and sustainable transportation and to raise their profile with staff.

Few other organizations in Hamilton are investing as heavily into active and sustainable transportation as HHS, with the possible exception of McMaster University. However Green Venture will support any organization and is well placed to become connected with new initiatives thanks to our involvement in Smart Commute Hamilton and Smart Commute HHS.

## Fall Events

In the fall of 2006, Green Venture organized two major events that were designed to keep the Commuter Challenge and active and sustainable transportation fresh in the minds of Hamiltonians. One event is an annual tradition and the other a fortunate new development.



Each year in September following another successful Commuter Challenge, Green Venture recognizes Commuter Challenge winners at a ceremony in City Hall. This year's awards ceremony happened on Wednesday September 27 before City Council. Mayor Di Ianni thanked each winning organization's representative and handed over certificates. There was a small reception before the presentation outside council where winners had a chance to meet and discuss what their organizations are doing to make active and sustainable transportation a priority.

With few expectations, Green Venture contacted the office of the Ontario Minister of Transportation, Donna Cansfield at the end of the summer. We invited Minister Cansfield to

come to Hamilton to congratulate the winner of our Corporate Commuter Challenge, McMaster University. Minister Cansfield is very supportive of active and sustainable transportation in Ontario so it was hoped that she would accept our invitation.

After many emails and phone messages a date for the minister's visit was set for October 20. Minister Cansfield was joined by MPPs Ted McMeekin and Judy Marsales on the day. Mayor Di Ianni attended to represent the City, HHS President and CEO Murray Martin also spoke as did Roger Trull of McMaster University. Minister Cansfield presented McMaster University with their award and commended Hamilton on its commitment to active and sustainable transportation.



Despite the distinct lack of media coverage of this important event, it was very successful and heartening to see such high-level support for the Commuter Challenge. How will we top this success next year?

## Other Developments

In order to access more employers in Hamilton, Green Venture's Sustainable Transportation Coordinator has joined two committees. Housed at Public Health, the Healthy Living Hamilton steering committee promotes a variety of wellness programs focused primarily though not exclusively on active living and healthy eating. Though currently only focused on walking for health, we are confident that in time promoting cycling and transit would also fall under the mandate of Healthy Living Hamilton. Also Healthy Living Hamilton has relationships with healthy workplace committees which will be valuable in accessing new businesses around active and sustainable transportation.

In addition, the Sustainable Transportation Coordinator has joined the Hamilton Chamber of Commerce's Transportation Committee. Again being part of this committee offers the potential to connect with employers through the chamber's networks. Also it's of vital importance that a representative on the committee speaks on behalf of active and sustainable commuting.



As part of the Commuter Challenge and the Idling Stinks campaign, Green Venture ran a workshop at the Hamilton Community Foundation/OPIRG youth conference held at Mohawk College. With a focus on environmental activism, our presentation encouraged students to promote active and sustainable transportation at their schools.

This is our second year of participation. Last year we thought that most schools ignored our message but we were pleasantly surprised to discover that Delta Secondary School applied for a Hamilton Community Foundation (HCF) grant and installed bike racks at their school; best of all they took over two parking spaces. The Delta student representative attended our workshop last year and we hope for an even better result this year. All secondary schools in Hamilton should have secure bike racks installed and the HCF grants can make this possible.

## Evaluation of On-going Programs

Our on-going involvement in the Smart Commute Association, Smart Commute Hamilton and Smart Commute HHS has been very positive in facilitating the expansion of the Commuter Challenge year round. We have been at the table for a number of important initiatives. Our events have also kept sustainable commuting on the agenda for our participants and the community.

One of the major concerns with the Commuter Challenge is that we are becoming overly reliant on our larger participating organizations including McMaster University, Hamilton Health Sciences and the City of Hamilton. Currently they make up the bulk of our participants. We should focus on recruiting more medium-sized businesses where they might require more support and encouragement to start a trip reduction program.

Compared with the week long Commuter Challenge, air pollution and greenhouse gas emission reductions from our on-going programs are next to impossible to measure. Effectively we are laying the groundwork for future reductions but at this point we can provide no concrete figures. Organizations like McMaster University and Hamilton Health Sciences will probably not go out of their way to calculate the pollution reductions of their staff's modal change so this will have to be developed by Green Venture.

We could be doing more to reach our participants to actively work with them to develop staff-led structures like Smart Commute HHS. But as an employee of Hamilton Steel told me over the summer, without a stick or pressure to change it's just business as usual when it comes to transportation. Apart from some of our larger participants, most participants in the Commuter Challenge do not really have any major transportation issues to carry their participation beyond Environment Week. It's sad that we have to wait for gridlock or parking crunches or the rising cost of gasoline to start to do something about it.

Yet each day, gridlock around Hamilton becomes more serious and costly. Relying predominantly on the single occupancy vehicle is doomed to failure. Therefore the Commuter



Challenge and active and sustainable transportation will continue to remain vital vehicles of change for Hamilton.

## Recommendations

There are a number of recommendations that will aid in the delivery of the Commuter Challenge next year and in years to come.

- ✔ To deliver a successful and increasingly well known and popular Commuter Challenge, funding should be in place from January to April. Even funding a part-time position from January would help recruitment and promotional efforts. Green Venture should also seek out new funding partners and not rely entirely on one level of government funding.
- ✔ Every effort should be made to keep in touch with Commuter Challenge participants over the year. Since October 2005, Green Venture has been producing a monthly, now quarterly, newsletter for participants but every effort should be made to include as many participants as possible.
- ✔ Green Venture needs to coordinate directly with participating organizations to develop means of delivering materials, HSR stickers and recording sheets without relying too much on the Coordinator's Day or Breakfast Launch. It might also be useful to go over registration online in person. Green Venture must be more flexible in organizing this distribution.
- ✔ Focus on non-profit organizations in the city who seemed to readily embrace the message of the Commuter Challenge. Also given more time, it would be good to pursue church congregations with active social and environmental justice committees like Centenary United's Social Action Team.
- ✔ With the participation of HHS and Paramed we should continue to pursue health care companies since, as Murray Martin, CEO of HHS stated at the Breakfast Launch, "We know environmental issues are health-care issues and we don't need the business."
- ✔ Work with health and wellness committees where popular. The City of Hamilton's health and wellness committee was very supportive of the Commuter Challenge given that walking and biking are healthy options. It would be easy to piggyback on these initiatives. Part of Mayor Di Ianni's motivation to join Bike to Work Day was the perceived health benefits of riding his bike.
- ✔ The Go for Green Commuter Challenge Website needs to be clearer for users when they are registering. Often the number of participating organizations confused users and they ended up mis-registering. Also schools should count toward a city's total which they do not currently. Green Venture has submitted comments on the current system to Go for Green.
- ✔ To make catching all participants easy, coordinators should be encouraged to take advantage of the mass results option through the Commuter Challenge website. They would become the gathering point for all their coworkers' commuting data. As it is, many individual participants forget to submit even though they are registered. This would put an extra burden on coordinators but would ensure a higher level of participation.
- ✔ Due to time constraints, prizes were not in place beyond the Via Rail tickets. Securing appropriate prizes should be an early priority.
- ✔ The HSR provides free transit on Clean Air Day and this should be better promoted to participating organizations. Most picked up their stickers at the launch just in advance of Environment Week which did not give them enough time to distribute them and have staff plan their transit route.
- ✔ At the Breakfast Launch, a small challenge was declared between the Hamilton Community Foundation and the Social Planning and Research Council. Green Venture should help to facilitate these small challenges as in the case of these two organizations, participation was much higher than 2005.
- ✔ Green Venture should continue to build on our relationships with like-minded organizations like the Hamilton Cycling Committee and Smart Commute Hamilton. The success of Bike to Work Day and the Transportation Fair demonstrate the power of partnerships.

- ✔ As our key lesson learned, facilitating carpooling should be a key priority of the 2007 Hamilton Commuter Challenge. Green Venture might consider asking employers to designate certain preferential parking spaces exclusively for carpoolers during Environment Week or offering other incentives.
- ✔
- ✔ The Commuter Challenge has become very top heavy, relying on our largest employers for the bulk of our participants. The truth is that they don't need Green Venture as much as other employers (though they are certainly fast supporters). We must attract more medium-sized businesses to the Commuter Challenge in Hamilton. Hamilton doesn't have many more massive employers.
- ✔ We need to communicate early with senior managers in these new medium-sized businesses.

### **Recommendations from On-going Outreach**

- ✔ Immediately following the Commuter Challenge we need to develop a quick survey for participants (both individual and organizational) to gauge where their transportation issues lie to inform our on-going strategy.
- ✔ We should also prepare a thank you package for participants with further information about promoting active and sustainable transportation year round.
- ✔ As a recruiting tool for the Commuter Challenge and to support our on-going program, Green Venture could develop a commuting audit along the lines of the EnerGuide program. Potentially a TransportGuide for businesses could provide a free audit of employee commuting trends and to provide employers with affordable options for facilitating more active and sustainable commuting. This tool could be developed in line with Smart Commute Hamilton.
- ✔ We need to build some form of measurement of the air pollution and greenhouse gas emission reductions of on-going programs into future efforts. We could develop a tool along the lines of that used by Go for Green to set a baseline of a single occupancy vehicle trip of a given distance vs. a bicycle/transit/walking trip of the same distance. This could be hosted on the Green Venture website.
- ✔ Green Venture should develop a trip change calculator to provide businesses and funders with concrete air pollution and greenhouse gas emission reductions to be used in on-going programs. This might be based on Go for Green's model used during the Commuter Challenge.

## Appendix A – Final Results

| Organization                                      | POP            | Users        | % of POP       | Km Saved          |
|---|----------------|--------------|----------------|-------------------|
| <b>Over 1,000 Employees*</b>                      |                |              |                |                   |
| <b>McMaster University</b>                        | <b>5,000</b>   | <b>930</b>   | <b>18.60%</b>  | <b>110,816.00</b> |
| City of Hamilton Employees                        | 9,343          | 246          | 2.63%          | 31,503.80         |
| Hamilton Health Sciences                          | 10,000         | 167          | 1.67%          | 15,417.20         |
| DOFASCO   | 7,200          | 59           | 0.82%          | 5,732.50          |
| Registered users from Hamilton                    | 490,268        | 20           | 0.00%          | 3,221.20          |
| <b>200 - 999 Employees*</b>                       |                |              |                |                   |
| <b>Hamilton Utilities Corporation</b>             | <b>400</b>     | <b>70</b>    | <b>17.50%</b>  | <b>12,336.60</b>  |
| CRA - Hamilton Revenue Collections                | 200            | 1            | 0.50%          | 2,490.00          |
| CIHI - Hamilton                                   | 250            | 1            | 0.40%          | 915.00            |
| CRA - Hamilton                                    | 400            | 1            | 0.25%          | 47.50             |
| <b>100 - 199 Employees*</b>                       |                |              |                |                   |
| <b>Social Action Team Centenary United Church</b> | <b>150</b>     | <b>33</b>    | <b>22.00%</b>  | <b>1,858.00</b>   |
| ParaMed Home Health Care                          | 193            | 4            | 2.07%          | 532.00            |
| CRA - Hamilton - Client Services Division - TSO   | 195            | 1            | 0.51%          | 4,657.00          |
| <b>50 - 99 Employees*</b>                         |                |              |                |                   |
| <b>St. Joseph Immigrant Women's Centre</b>        | <b>80</b>      | <b>66</b>    | <b>82.50%</b>  | <b>3,435.00</b>   |
| Hamilton Conservation Authority                   | 70             | 27           | 38.57%         | 2,465.60          |
| Economical Insurance Group - Hamilton             | 95             | 19           | 20.00%         | 3,487.00          |
| <b>10 - 49 Employees*</b>                         |                |              |                |                   |
| <b>Hamilton Community Foundation</b>              | <b>31</b>      | <b>16</b>    | <b>51.61%</b>  | <b>1,860.40</b>   |
| Social Planning and Research Council of Hamilton  | 28             | 11           | 39.29%         | 731.90            |
| CRA - Hamilton ITS                                | 16             | 5            | 31.25%         | 902.50            |
| CRA - Hamilton - SR&ED                            | 30             | 1            | 3.33%          | 490.00            |
| CRA - Hamilton TSO Appeals                        | 34             | 1            | 2.94%          | 272.00            |
| <b>Under 10 Employees**</b>                       |                |              |                |                   |
| <b>William Oates Chartered Accountant</b>         | <b>1</b>       | <b>1</b>     | <b>100.00%</b> | <b>566.00</b>     |
| Green Venture                                     | 7              | 3            | 42.86%         | 479.00            |
| Recycling Service                                 | 8              | 5            | 62.50%         | 267.00            |
| Hamilton Area Eco Network                         | 1              | 1            | 100.00%        | 147.00            |
| Albanese Branding & Communications                | 6              | 1            | 16.67%         | 102.00            |
| Bay Area Restoration Council                      | 4              | 1            | 25.00%         | 50.00             |
| UNU/INWEH   | 4              | 3            | 75.00%         | 39.00             |
| Grovers   | 3              | 1            | 33.33%         | 9.00              |
| <b>Events</b>                                     |                |              |                |                   |
| Clean Air Day Transportation Fair                 | 300            | 61           | 20.33%         | 926.50            |
| <b>TOTALS</b>                                     | <b>490,268</b> | <b>1,756</b> | <b>0.36%</b>   | <b>205,756.70</b> |

\* Winners were chosen based on percentage of their population participating.

\*\* Winner for Under 10 Employees was chosen based on total kilometres saved.

## Appendix B – Pollution Results\*

| Organization                                     | Total (km) | PM2.5 (g) | NOx (g)    | eCO2 (kg) |
|--|------------|-----------|------------|-----------|
| Registered Users from Hamilton                   | 3221.20    | 25.41     | 4205.09    | 866.06    |
| <b>Over 1,000 Employees</b>                      |            |           |            |           |
| McMaster University                              | 110 816    | 578.08    | 115 071.60 | 23 702.58 |
| City of Hamilton Employees                       | 31 503.80  | 258.65    | 41 259.17  | 8497.30   |
| Hamilton Health Sciences                         | 15 417.20  | 104.37    | 17 499.89  | 3604.23   |
| DOFASCO  | 5732.50    | 47.97     | 6136.93    | 1253.65   |
| <b>200 - 999 Employees</b>                       |            |           |            |           |
| Hamilton Utilities Corporation                   | 12 336.60  | 66.89     | 9947.74    | 2048.62   |
| CRA - Hamilton Revenue Collections               | 2490.00    | 18.33     | 3256.49    | 670.73    |
| CIHI - Hamilton                                  | 915.00     | 0.00      | 1171.48    | 241.45    |
| CRA - Hamilton                                   | 47.50      | 0.45      | 53.83      | 11.08     |
| <b>100 - 199 Employees</b>                       |            |           |            |           |
| Social Action Team Centenary United Church       | 1858.00    | 9.80      | 2411.75    | 496.83    |
| ParaMed Home Health Care                         | 532.00     | 3.36      | 521.72     | 107.45    |
| CRA - Hamilton - Client Services Division - TSO  | 4657.00    | 19.41     | 4609.37    | 949.54    |
| <b>50 - 99 Employees</b>                         |            |           |            |           |
| St. Joseph Immigrant Women's Centre              | 3435.00    | 19.33     | 4339.60    | 893.94    |
| Hamilton Conservation Authority                  | 2465.00    | 15.31     | 1842.39    | 379.34    |
| Economical Insurance Group - Hamilton            | 3487.00    | 21.58     | 4650.27    | 957.91    |
| <b>10 - 49 Employees</b>                         |            |           |            |           |
| Hamilton Community Foundation                    | 1860.00    | 12.10     | 1624.64    | 334.55    |
| Social Planning and Research Council of Hamilton | 731.90     | 5.66      | 802.59     | 165.28    |
| CRA - Hamilton ITS                               | 902.50     | 9.06      | 1122.36    | 231.10    |
| CRA - Hamilton - SR&ED                           | 490.00     | 3.69      | 444.23     | 91.47     |
| CRA - Hamilton TSO Appeals                       | 272.00     | 2.83      | 340.43     | 70.09     |
| <b>Under 10 Employees</b>                        |            |           |            |           |
| William Oates Chartered Accountant               | 566.00     | 3.57      | 762.54     | 157.07    |
| Green Venture                                    | 479.00     | 4.38      | 640.64     | 131.93    |
| Recycling Service                                | 267.00     | 3.02      | 363.09     | 74.76     |
| Hamilton Area Eco-Network                        | 147.00     | 1.60      | 193.11     | 39.76     |
| Albanese Branding & Communications               | 102.00     | 1.05      | 126.02     | 25.95     |
| Bay Area Restoration Council                     | 50.00      | 0.19      | 44.42      | 9.15      |

|                                   |                   |                 |                   |                  |
|-----------------------------------|-------------------|-----------------|-------------------|------------------|
| UNU/INWEH                         | 39.00             | 0.27            | 52.61             | 10.84            |
| Grovers                           | 9.00              | 0.10            | 12.24             | 2.52             |
| <b>Events</b>                     |                   |                 |                   |                  |
| Clean Air Day Transportation Fair | 926.50            | 6.57            | 1104.27           | 227.43           |
| <b>TOTALS</b>                     | <b>205,756.70</b> | <b>1,243.04</b> | <b>224,610.52</b> | <b>46,262.61</b> |

\* The Commuter Challenge is a public outreach initiative. The calculations provided in this document are provided as an estimate and cannot be used for regulatory, research, legal or scientific purposes. It is intended solely as an educational tool.

## Appendix C – Modal Results

| Organization                                    | Walking  | Cycling  | Carpooling | Transit  | Telework | Other |
|---|----------|----------|------------|----------|----------|-------|
| Registered users in Hamilton                    | 158.00   | 1031.20  | 611.00     | 862.00   | 470      | 89    |
| <b>Over 1,000 Employees</b>                     |          |          |            |          |          |       |
| McMaster University                             | 12743.00 | 13098.00 | 50268.50   | 34180.50 | 173      | 353   |
| City of Hamilton Employees                      | 1674.30  | 3479.10  | 17598.30   | 7610.90  | 228      | 913.2 |
| Hamilton Health Sciences                        | 988.00   | 3148.10  | 6789.90    | 3710.20  | 591      | 190   |
| DOFASCO   | 500.00   | 2379.50  | 2461.00    | 273.00   | 20       | 99    |
| <b>200 - 999 Employees</b>                      |          |          |            |          |          |       |
| Hamilton Utilities Corporation                  | 232.50   | 695.70   | 9983.00    | 1425.40  | 0        | 0     |
| CRA - Hamilton Revenue Collections              | 0.00     | 48.00    | 1653.00    | 789.00   | 0        | 0     |
| CIHI - Hamilton                                 | 0.00     | 0.00     | 0.00       | 880.00   | 0        | 35    |
| CRA - Hamilton                                  | 0.00     | 0.00     | 47.50      | 0.00     | 0        | 0     |
| <b>100 - 199 Employees</b>                      |          |          |            |          |          |       |
| Social Action Team Centenary United Church      | 574.00   | 228.00   | 130.00     | 926.00   | 0        | 0     |
| ParaMed Home Health Care                        | 151.00   | 0.00     | 293.00     | 88.00    | 0        | 0     |
| CRA - Hamilton - Client Services Division - TSO | 264.00   | 222.00   | 2463.00    | 1708.00  | 0        | 0     |
| <b>50 - 99 Employees</b>                        |          |          |            |          |          |       |
| St. Joseph Immigrant Women's Centre             | 1373.50  | 125.00   | 424.00     | 1512.50  | 0        | 0     |
| Hamilton Conservation Authority                 | 48.00    | 196.00   | 2221.60    | 0.00     | 0        | 0     |
| Economical Insurance Group - Hamilton           | 94.00    | 0.00     | 1851.00    | 1542.00  | 0        | 0     |
| <b>10 - 49 Employees</b>                        |          |          |            |          |          |       |
| Hamilton Community Foundation                   | 255.60   | 18.00    | 1326.10    | 126.70   | 134      | 0     |

|  |           |           |            |           |          |          |
|--|-----------|-----------|------------|-----------|----------|----------|
| Social Planning and Research Council of Hamilton | 80.50     | 280.80    | 279.60     | 91.00     | 0        | 0        |
| CRA - Hamilton ITS                               | 83.50     | 105.00    | 690.00     | 24.00     | 0        | 0        |
| CRA - Hamilton - SR&ED                           | 0.00      | 0.00      | 490.00     | 0.00      | 0        | 0        |
| CRA - Hamilton TSO Appeals                       | 12.00     | 0.00      | 260.00     | 0.00      | 0        | 0        |
| <b>Under 10 Employees</b>                        |           |           |            |           |          |          |
| William Oates Chartered Accountant               | 16.00     | 0.00      | 0.00       | 250.00    | 300      | 0        |
| Green Venture                                    | 44.00     | 170.00    | 55.00      | 85.00     | 125      | 0        |
| Recycling Service                                | 92.00     | 40.00     | 0.00       | 0.00      | 135      | 0        |
| Hamilton Area Eco-Network                        | 0.00      | 2.00      | 25.00      | 0.00      | 120      | 0        |
| Albanese Branding & Communications               | 0.00      | 74.00     | 28.00      | 0.00      | 0        | 0        |
| Bay Area Restoration Council                     | 0.00      | 0.00      | 34.00      | 16.00     | 0        | 0        |
| UNU/INWEH  | 24.00     | 0.00      | 0.00       | 15.00     | 0        | 0        |
| Grovers  | 9.00      | 0.00      | 0.00       | 0.00      | 0        | 0        |
| <b>Events</b>                                    |           |           |            |           |          |          |
| Clean Air Day Transportation Fair                | 41.50     | 430.00    | 219.00     | 236.00    | 0        | 0        |
| <b>TOTALS</b>                                    | 19,458.40 | 25,770.40 | 100,201.50 | 56,351.20 | 2,296.00 | 1,679.20 |

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