Newcomer Cycling Adoption in Toronto Canada

Beth Savan, Ph.D. School of Environment, U of T
with thanks to Trudy Ledsham, George Liu, Nancy Smith Lea, Kristin Schwartz
VeloCity Panel, June 2017
Toronto: the most diverse city in the world!
Population – nearly 3 million;
Greater Toronto Area 5.5 million
more than half were not born in Canada
half are a visible minority
over 230 nationalities
Programs (originated by CultureLink) are:

- Mentor based
- Provide bicycles, helmets and locks to participants

Ask participants to:

- Publicly Pledge to ride their bicycles
- Commit 15-20 hours
- Track their rides

Program Delivered:

- Bike Host 2013-15
- Peel 2015
- Scarborough 2016
Biggest Success: Cycling Uptake

Bike Host 2014

How do you usually go to work or school? (Before)

- Walk: 80%
- Transit: 0%
- Bicycle: 7%
- Drive: 13%

How do you usually go to work or school? (After)

- Walk: 44%
- Transit: 2%
- Bicycle: 16%
- Drive: 38%
Biggest Success: Cycling Uptake

How do you usually go shopping? (Before)

- Walk: 46%
- Bicycle: 6%
- Transit: 4%
- Drive: 24%

How do you usually go shopping? (After)

- Walk: 38%
- Bicycle: 31%
- Transit: 20%
- Drive: 11%
Biggest Success: Cycling Uptake

Breakdown of Exit Survey Responses (2014):

- Plan on purchasing a bicycle (72%)
- Not planning on purchasing a bicycle—but agree "Bike Share Toronto is a practical substitute for owning a bicycle" (16%)
- Already own a bicycle (12%)

At the beginning & end of program, 6 mentees owned bicycles
Biggest Success: Cycling Uptake

- **$64 (55%)** increase in willingness to spend on bicycle

- **$19 (40%)** increase in willingness to spend on bicycle accessories.

![Average Willingness to Spend](chart.png)
Biggest Challenge: Proliferation

Institutionalizing Success: From hundreds to thousands of newcomers cycling for transportation
Contact

Beth Savan

b.savan@utoronto.ca

www.torontocycling.org

Many thanks to

Trudy Ledsham, George Liu, Nancy Smith Lea, Kristin Schwartz

SSHRC, MITACS, the Social Sciences and Humanities Research Foundation, the Metcalf Foundation and the Region of Peel, and our community partners Toronto Centre for Active Transportation, CultureLink Settlement Services and Cycle Toronto