



# Newcomer Cycling Adoption in Toronto Canada

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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**



# Programming to Encourage Newcomer Cyclists

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

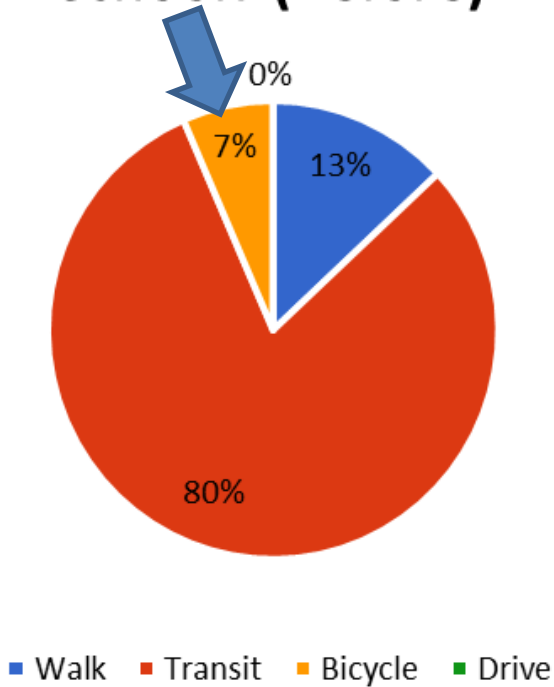


# Biggest Success: Cycling Uptake

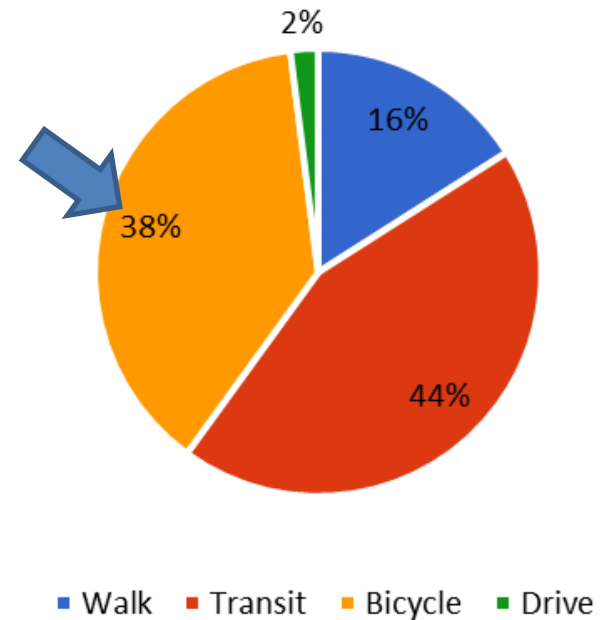


## Bike Host 2014

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



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

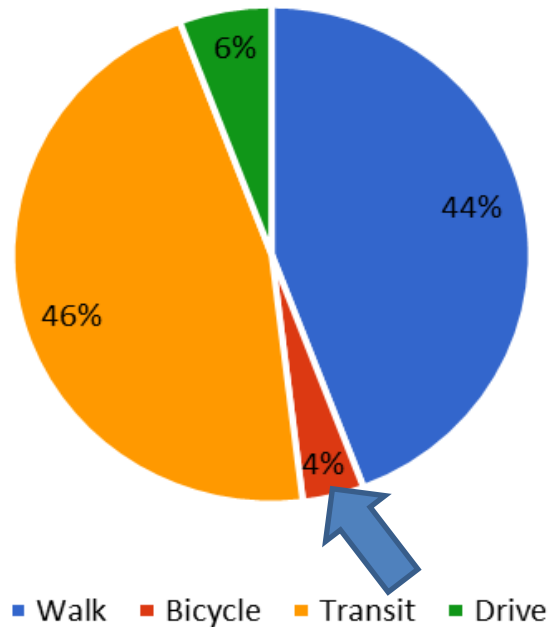


# Biggest Success: Cycling Uptake

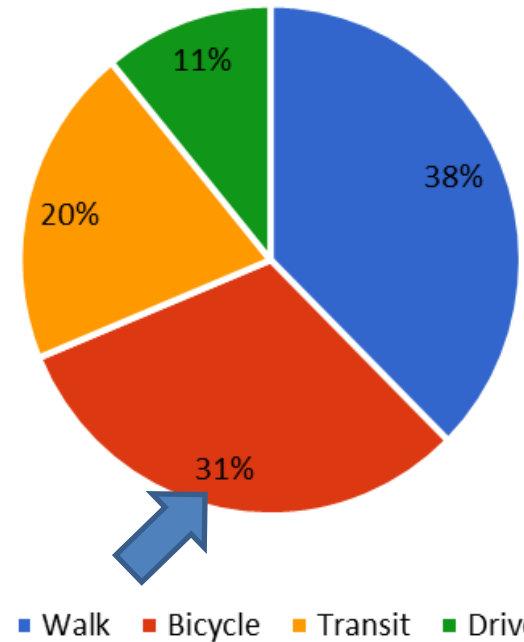


## Bike Host 2014

How do you usually go shopping?  
(Before)



How do you usually go shopping?  
(After)

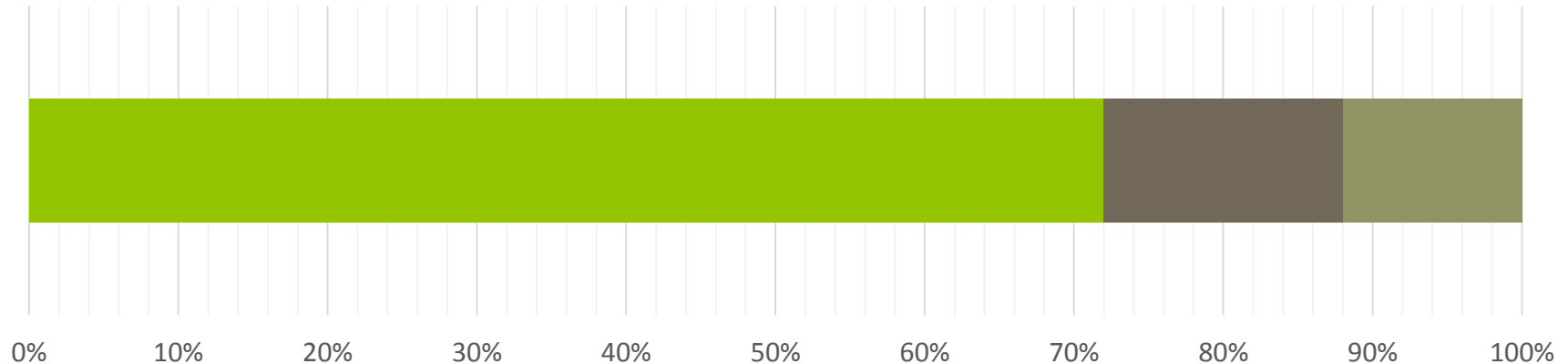


# Biggest Success: Cycling Uptake



## 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%)

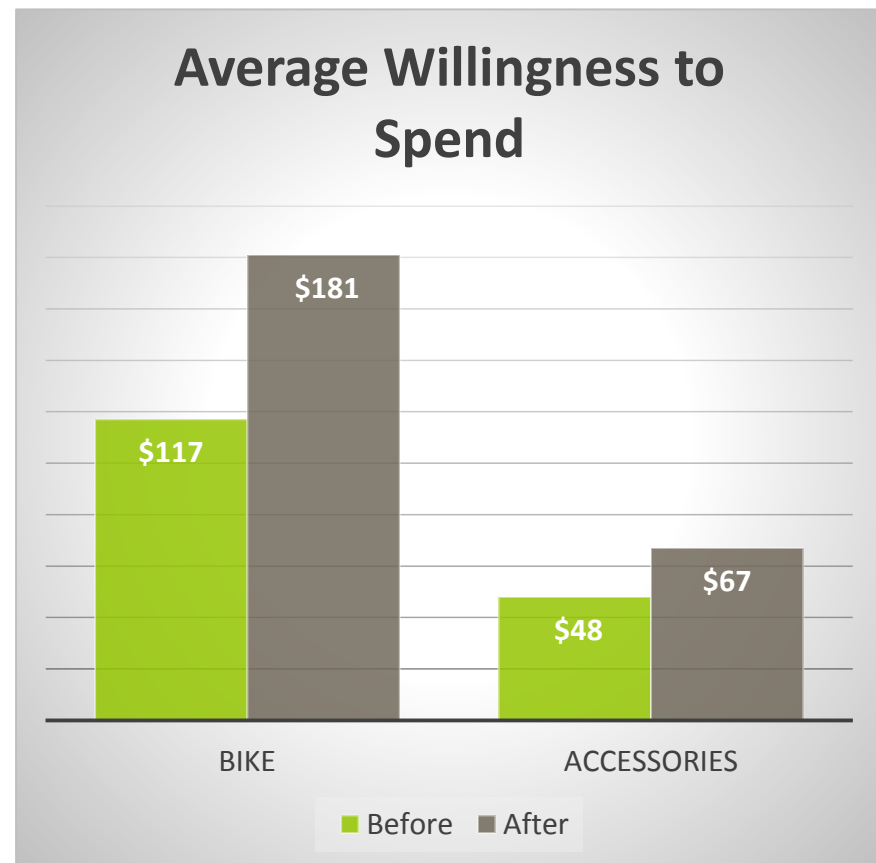


At the beginning & end of program, **6 mentees** owned bicycles

# Biggest Success: Cycling Uptake



- **\$64 (55%)** increase in willingness to spend on **bicycle**
- **\$19 (40%)** increase in willingness to spend on **bicycle accessories**.



# Biggest Challenge: Proliferation



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





# Contact



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**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**