

2013

SHIFTING GEARS

Workplace Transportation Challenge

TRAVEL WISE AWARDS

MASTERS

1ST PLACE

TOY SHOP

2ND PLACE

WILD ROCK OUTFITTERS

3RD PLACE

CIBC WOOD GUNDY

MICRO

WINNERS

**THE COMMUNITY OPPORTUNITY AND
INNOVATION NETWORK &**

**B!KE: THE COMMUNITY
CYCLING HUB**

SMALL

WINNER

FLAVOUR FASHION

RUNNER-UP

CAMBIUM ENVIRONMENTAL INC.

MEDIUM

WINNER

ONTARIO PUBLIC SERVICE: TRENT

RUNNER-UP

ROLLS ROYCE NAVAL MARINE

LARGE

WINNER

FLEMING COLLEGE

RUNNER-UP

TRENT UNIVERSITY



2013 PROGRAM RESULTS

QUICK STATS

1/3 of Peterborough's labour force is employed at a workplace that participates in Shifting Gears

14% would be the overall cycling mode share in the city of Peterborough during the month of May when we adjust the sample population to reflect our most recent census data - that's a significant number of people commuting by bike

118 workplaces participated in this year's challenge

20,615 trips were logged this May using sustainable modes of transportation

93% of participants said they would continue to travel more sustainably after the Shifting Gears challenge ends

65,724 kilometers were traveled by foot or on bike - a healthy start to the summer

23 metric tonnes of greenhouse gas emissions were avoided as a result of this year's challenge

HOW WE TRAVELED BEFORE DURING

SHIFTING GEARS SHIFTING GEARS

30% ALWAYS DRIVES ALONE

31% SOMETIMES DRIVES ALONE

39% NEVER DRIVES ALONE

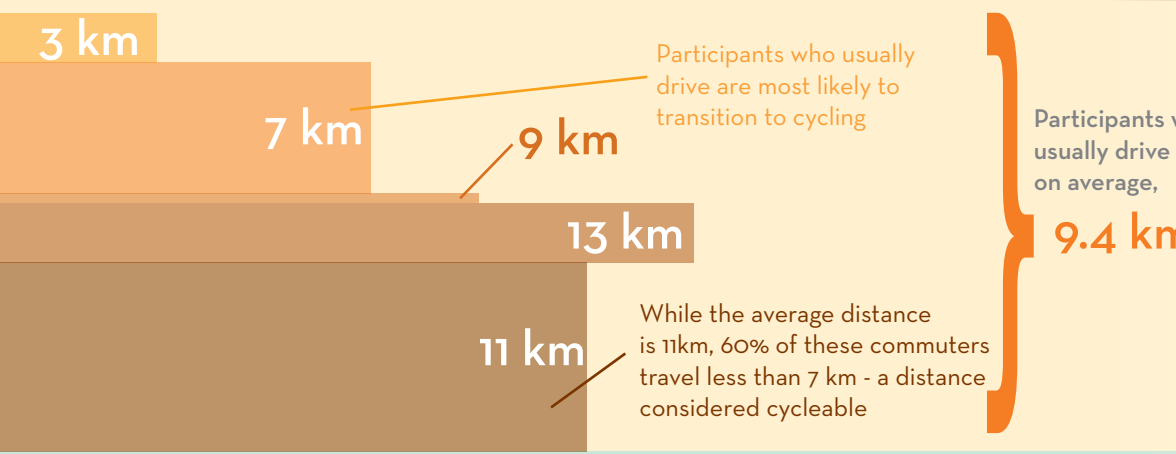
BY MODE

AVERAGE DISTANCE TRAVELED

OVERALL

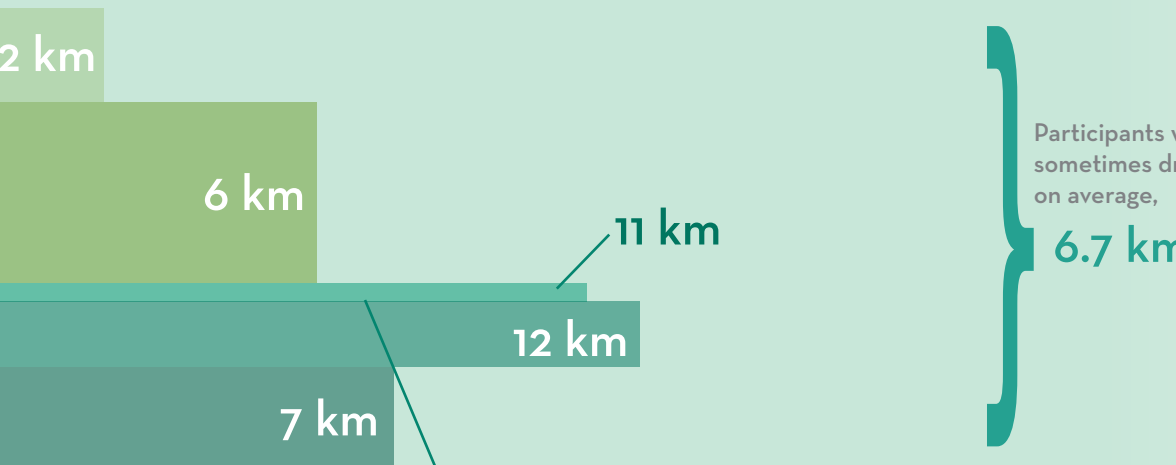
DOING THE MATH

OVERALL PROGRAM TRAVEL RATES

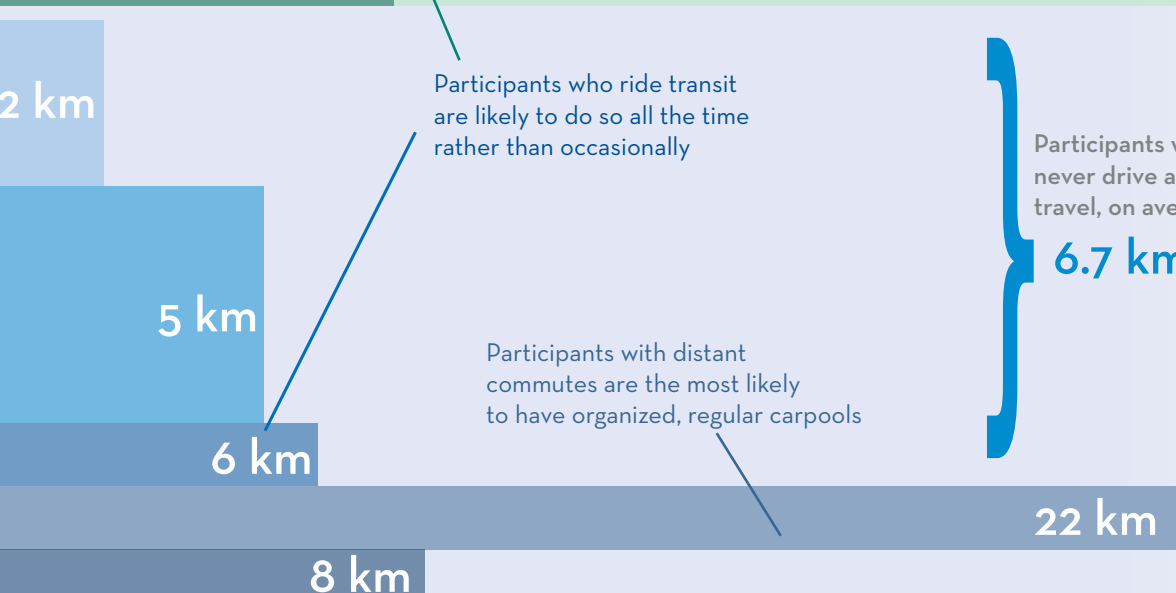


60% of participants who always drove alone transitioned to other modes

60% change * **30% of partic.** = **18% Decrease** in drive alone trips



24% change * **31% of partic.** = **7.5% Decrease** in drive alone trips



DIRECT PROGRAM IMPACT

18% + 7.5% = 25.5% decrease in drive alone trips!



2013 WORKPLACES

MICRO

Small Print Consulting
David Slade
Sadlier House
Anelan
B!KE
FireHouse Gourmet
TCCBE
Alypsis Inc.
Canadian Canoe Museum
ecomum
Trevelyan Architect Inc.
Birchbark Media
Fisheries & Oceans Canada
Institute for Watershed Science
Kawartha World Issues Centre
McLean, Simon and Associates
Pammett's Flowers
Soft Moc Shoes
Loomex Property Mgmt.
OTS Engineering
New Canadians Centre
Silver Bean Cafe
Bulk Barn/Daves at Work
COIN
LCBO, Sherbrooke Street
Peterborough Daycare

SMALL

Kirkland Engineering Ltd.
Green Communities Canada
Warsaw Public School
John Howard Society

Riverview Manor
ORCA
École Monseigneur-Jamot
MicroAge
Flavour Fashion
Brant BASICS
Cambium Environmental Inc.
Keith Wightman School
Otonabee Valley School
Kingdon Timber Mart

MEDIUM

Community Counselling Centre
Edmison Heights P.S.
Roger Neilson Public School
STSCO
Roseneath CPS
Parks Canada
KH Children's Aid
Value Village
Applewood
City Crossing Guards
Turnbull Medical Building
Five Counties Children's Centre
OPS Trent Univ.
Pepsico Canada - Office
PVNCCDSB
Swish Maintenance
Lakefield College School
Rolls-Royce Naval Marine
Crestwood Secondary School
Dynacast Ltd
Minacs

Peterborough Clinic
Kenner CVI & Int.
PCCHU
YMCA
Safran Electronics Canada
Peterborough Utilities
Christian Horizons
Sykes Enterprises
CMHA HKPR Branch
County Of Peterborough
St. Josephs at Fleming

LARGE

Fleming College
Siemens Canada
Pepsico Canada - Plant
SGS Canada Inc.
Government of Canada
Trent University
City of Peterborough
General Electric Canada
PRHC

MASTERS CLASS

CIBC Wood Gundy
Wild Rock
GreenUP
Wal-Mart
OPS: Robinson Place
PFRC
Trent Metals Limited
Tridont
Toy Shop

2013 PARTNERS

