

TRANSPORTATION COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: CYCLING PROMOTION

RECOMMENDATION:

1. THAT Council authorize the expenditure of \$10,700 from the Boards, Committees and Commissions budget for this year's programs to promote cycling, as outlined in this report.

REPORT

The Transportation Committee, at its meeting held on 2010 March 10, received and adopted the *attached* report to request funding in support of programs to promote cycling in 2010.

The report proposes the following five components:

- Update and republish the City's Bike Map;
- Support for Bike to Work Week Activities;
- Support for Streetwise Cycling Courses (formerly Commuter Cycling Skills program);
- Support for the Great Rides program; and
- Support for Bike Month activities.

Respectfully submitted,

Councillor N. Volkow
Chair

Councillor S. Dhaliwal
Vice Chair

Councillor R. Chang
Member

<p>Copied to:</p>	<p>City Manager Director Planning & Building Director Engineering Director Finance Director Parks, Recr. & Cult. Services City Clerk</p>
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TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

DATE: 2010 February 09

FROM: DIRECTOR PLANNING AND BUILDING

FILE: PL 90400 – 02
*Ref: Cycling Network
Program General*

SUBJECT: CYCLING PROMOTION

PURPOSE: To request funding in support of programs to promote cycling in 2010.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$10,700 from the Boards, Committees and Commissions budget for this year's programs to promote cycling, as outlined in this report.

REPORT**1.0 BACKGROUND**

The City's Transportation Plan states that "...greater efforts must be made to promote alternative modes of transportation...", including cycling. In fulfilment of this, the City has promoted cycling through its own efforts, and by supporting the work of others. In 2009, this included:

- The City's Bike Map, updated each year, \$2,400;
- Bike to Work Week, by Vancouver Area Cycling Coalition (VACC), \$3,500;
- Commuter Cycling Skills Courses, by VACC, \$1,800; and
- Bike Month, by Better Environmentally Sound Transportation (BEST), \$1,500.

The City's Bike Map provides the essential and current information needed to navigate the City by bicycle. The external programs listed above heighten awareness of the benefits of cycling, encourage people to cycle more often, and draw attention to the City's growing network of bike routes. The City also receives sponsorship recognition on posters, transit ads, web sites, newspaper ads, and at events. Both the internal and external promotion programs contribute to broader community and individual benefits, such as improved fitness, less pollution, and reduced greenhouse gas emissions as the proportion of trips made by cycling increases.

2.0 PROPOSED 2010 PROGRAM

For this year, it is proposed that the City's cycling promotion program have five components:

- Update and republish the City's Bike Map;

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- Support for Bike to Work Week activities;
- Support for Streetwise Cycling Courses (formerly Commuter Cycling Skills program);
- Support for the Great Rides program; and
- Support for Bike Month activities.

These are discussed below.

2.1 City Bike Map

The Burnaby Bike Map is provided free to the public, and is available at City facilities including community and recreational centres, libraries, the Burnaby Tourist Information Centre at Metrotown, and City Hall. The map is also made available on the City's web site, and as one page of the Spring issue of InfoBurnaby (subject to availability of space). The map has been described as an "amazing document" by Momentum Magazine, the leading bicycle magazine in Metro Vancouver.

Based on previous usage patterns, it is proposed to print 8,000 copies of the updated map at a cost of \$2,400.

2.2 Bike to Work Week

The non-profit group VACC is proposing to continue their successful Bike to Work Week program. Bike to Work Week is a fun, focused and successful program that combines incentives, workplace camaraderie, healthy living and environmental responsibility. The Bike to Work Week event has many components designed specifically to reduce the barriers that keep some people from cycling. The target audiences are workplaces, communities and individual commuters throughout Metro Vancouver.

Last year's Bike to Work Week was an even more successful event than the 2008 event. Across Metro Vancouver, there were nearly 6,000 registrants. Within Burnaby, 130 workplaces participated, thus avoiding the emission of over 8.5 tonnes of carbon dioxide.

Bike to Work Week 2010 will be held during the first week of June, to take advantage of the probability of good weather, and will be repeated on a smaller scale in November. The components of the program are:

- **Registration:** employer-based teams register and submit their results on-line.
- **Commuter Stations:** tents and tables set up along cycling commuter routes providing free food and beverages, prize draws and free bike mechanic services. See *Figure 1*.
- **Bike to Work Week Workshops:** workplace-specific workshops to promote Bike to Work Week in the workplace.
- **Prizes:** participants in Bike to Work Week are entered in daily and grand prize draws.

Figure 1: Commuter Station for Bike to Work Week



Last year, the City of Burnaby provided sponsorship of \$3,500 for Bike to Work Week. Three commuter stations were held in Burnaby, and VACC and City staff were in attendance at each to promote cycling in Burnaby. The City also benefited from summary statistics compiled by VACC, which provided an excellent overview of cycling usage on individual Burnaby routes, and identified areas to prioritize for future improvement.

This year, the VACC is proposing a minimum of three Commuter Stations in Burnaby in June and two in November, in return for a City contribution of \$5,175 plus in-kind items (tents, tables, etc.). Staff, however, would suggest that the City's role and support should be maintained at the 2009 level, and therefore recommends that the City provide sponsorship of \$3,500 plus tents and tables (subject to availability) for Bike to Work Week. As in the past, the City would also promote Bike to Work Week as part of our public awareness campaign for Environment Week, which is at the same time.

2.3 Streetwise Cycling Courses (formerly Commuter Cycling Skills program)

The VACC also has an on-going program of training courses, to provide would-be cyclists the skills to feel safe and comfortable riding in traffic. These have been operating since 2006 in Burnaby, and elsewhere around the region. They are offered at no cost to the students, so that price is not a barrier to participation.

The course, combining classroom and on-road training, is taught by certified cycling trainers and is intended to build traffic cycling proficiency for those who want to cycle for transportation purposes. Students learn how to:

- Adjust their bikes properly and do their own bike safety check.
- Choose equipment and clothing.

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- Manoeuvre their bikes effectively.
- Plan their routes.
- Ride comfortably and safely in heavy traffic.
- Ride at night and in the rain.

The courses include a combination of in-class, parking lot, and on-road training. Specifically:

- Classroom: traffic theory, bike adjustments, cadence and gearing, helmet fit, traffic theory, lighting, reflectivity, riding in the rain, route planning, clothing and gear.
- Parking lot: bike inspection, bike-handling exercises.
- On-road: a 10- to 12-kilometre ride through traffic, with frequent stops for discussion.

Over 800 participants have taken part in these workshops over the past three years throughout Metro Vancouver. Results to date indicate that, among participants, the course doubles the number of people who ride to work.

For 2010, the VACC is proposing a minimum of four courses held in Burnaby, in return for continuing City support consisting of \$1,800 plus the use of community centres for the in-class instruction.

2.4 Great Rides

In 2009, the VACC created and ran their first year of the “Great Rides” program. Great Rides is a program designed to showcase some of Metro Vancouver’s best cycling routes, and aims to encourage riders of all levels to rediscover the bicycle as a fun, healthy and sustainable form of transportation. In its inaugural year, over 1,000 participants took part in these rides.

Rides are coordinated by the VACC, and include:

- Distribution of 5,000 “Great Rides Route Booklets” at local businesses and tourist centres, highlighting local bike routes and cycling infrastructure.
- One-day launch event, coinciding with a local festival (including food stations, mechanics and first aid).
- On-line registration process and dedicated program website.
- Free “Great Rides Route Booklet” and safety kit for participants.
- Follow-up reports and surveys.

This year, the VACC is planning to expand the number of routes in the Great Rides Route Booklet from four to six partnering events. In order to be included in the 2010 Great Rides Route Booklet and host an associated launch event, the VACC requests a contribution of \$2,000 from the City of Burnaby, in addition to support such as route planning, signage and publicity (website, printing, etc.). This contribution would provide for the inclusion of at least one Burnaby ride in the booklet, and the hosting of a launch event in partnership with a local festival.

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This new program would be an excellent opportunity to showcase some of Burnaby's most recent cycling routes and achievements, and staff would recommend that the City offer \$1,500 in support of hosting this program in 2010.

2.5 Bike Month

The Bike Month program is run by the non-profit organization, BEST. The program is a multi-media promotional campaign to encourage new cycling usage each year during the month of June, allowing new users to continue that pattern through the summer months.

Bike Month includes the following components:

- **Pancake Breakfast** downtown;
- **Cycling events**, such as cycling skills courses, tours, safety demonstrations, etc.;
- **Opening ceremonies** for newly-completed bike routes;
- Access to **Safe Routes to School** web-mapping resources;
- **Safety campaign** launched in advance of June; and
- **Promotion** via advertising, public relations, internet, etc.

The Bike Month calendar of events would include promotion of cycling events in Burnaby in the form of events organized by local groups. It would also draw attention to the expanding Burnaby cycling network, by promoting opening ceremonies for new Burnaby bike routes.

BEST is requesting \$2,500 this year. The City contributed \$1,500 for Bike Month in 2009. To support this popular event, it is recommended that the City's contribution be maintained at \$1,500.

3.0 FINANCE

This report recommends the expenditure of \$10,700, as follows:

- Burnaby Bike Map, \$2,400
- Bike to Work Week, \$3,500
- Streetwise Cycling Courses, \$1,800
- Great Rides, \$1,500
- Bike Month, \$1,500

In keeping with our past bicycle promotion expenditures, it is recommended that this be funded through the Boards, Committees and Commissions Budget. The City Clerk has advised that sufficient funds are available for this purpose.

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4.0 CONCLUSION

The Burnaby Bike Map, Bike to Work Week, Streetwise Cycling Courses, Great Rides and Bike Month are well-established means for encouraging greater travel by bicycle. They raise the profile of cycling in the community, and that of organizations such as the City that support cycling. It is recommended that Council be requested to authorize the expenditure of \$10,700 from the Boards, Committees and Commissions budget for this year's cycling promotion program, as outlined in this report.



B. Luksun, Director
PLANNING AND BUILDING

CE:jc

Copied to: City Manager
Director Engineering
Director Finance
Director Parks, Recreation & Cultural Services
City Clerk

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