

TRANSPORTATION COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: CYCLING PROMOTION

RECOMMENDATION:

1. THAT Council be requested to authorize the expenditure of \$11,000 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 2011 March 09, received and adopted the *attached* report to request funding in support of programs to promote cycling in 2011.

This report recommends the expenditure of \$11,000 to promote cycling in Burnaby in 2011 through the following: Burnaby Bike Map, Bike to Work Week, Bike to School Week, Streetwise Cycling Courses, Multilingual Vancouver Cycling Handbook and Bike Month.

Respectfully submitted,

Councillor N. Volkow
Chair

Councillor S. Dhaliwal
Vice Chair

Councillor R. Chang
Member

Copied to:	City Manager Director Planning and Building Director Engineering Director Finance Dir. Parks, Rec. & Cult Serv.
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TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

DATE: 2011 March 03

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 2011.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$11,000 from the Boards, Committees and Commissions budget for this year's programs to promote cycling, as outlined in this report.

REPORT

1.0 BACKGROUND

On an annual basis, the Committee considers funding a number of programs and events to promote cycling as an alternative mode of transportation. The City has promoted cycling through its own efforts, and by supporting the work of others. In 2010, this included:

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

The City's Bike Map provides 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. Through support of external programs the City is able to contribute to community based initiatives and also receives sponsorship recognition as part of event advertising. 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 2011 PROGRAM

For this year, it is proposed that the City's cycling promotion program have six components, as 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 2009 event. Across Metro Vancouver, there were nearly 7,000 registrants. Within Burnaby, 171 workplaces participated, an increase of 32% over 2009, thus avoiding the emission of over 7.5 tonnes of greenhouse gases.

Bike to Work Week 2011 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, and a minimum of three Commuter Stations. Five commuter stations were held in Burnaby, and VACC and City staff were in attendance at each to promote cycling in Burnaby.

This year, the VACC is proposing a minimum of three Commuter Stations in Burnaby (two in June and one in November), in return for a City contribution of \$3,600 plus in-kind items (tents, tables, etc.). Staff, however, would suggest that the City's role and support should be maintained at the 2010 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 Bike to School Week

In 2009, the VACC created and ran their first year of the "Bike to School Week" program in conjunction with the Bike to Work Week. Bike to School is a program designed to get everyone in the school community biking. The program offers a wide range of courses, presentations and celebrations tailored to the needs of individual schools. In its inaugural year, over 600 elementary school children took part in the 2010 Bike to School Week, from 40 different schools in Metro Vancouver.

The program is coordinated by the VACC, and includes:

- Bike to School Week coinciding with Bike to Work Week in June.

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- Biker Celebration and student training events held at participant schools, with resources, activities and prizes provided to promote and celebrate biking to school.
- On-line registration process and dedicated program website.
- Follow-up reports and surveys.

This year, the VACC is focusing on further developing the Bike to School events in June with increased support and promotion for selected schools. The VACC is proposing bike celebrations and student training events to be held at two schools (one elementary and one secondary) in the City of Burnaby. In order to be included in this program, the VACC requests a contribution of \$1,600 from the City of Burnaby. VACC will also be liaising with the School District to seek their in-kind support for the event..

This new program would be an excellent opportunity to engage youth, and increase participation in this demographic through a fun and focused program. Staff would recommend that the City offer \$1,300 in support of this program in 2011.

2.4 Streetwise Cycling Courses

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 primarily adult 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.
- 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 2011, 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. Staff would recommend that the City once again offer \$1,800 and in-kind support for this program in 2011.

2.5 Multilingual Cycling Handbook

The City supports several programs and initiatives aimed at encouraging and promoting cycling to all its residents. However, there exists a significant opportunity to increase and encourage cycling in those communities where English is not the first language. The VACC has teamed up with MOSAIC, a multilingual non-profit organization dedicated to addressing issues that affect immigrants and refugees in the course of their settlement and integration into Canadian society, to develop a comprehensive program aimed at increasing accessibility of cycling for cultural and ethnic communities within Metro Vancouver. Part of the program includes the development and distribution of a cycling handbook to the City in eight languages (based on the City's current demographic profile).

The City will receive 250 hard copies (approx. 30 copies in each language) for distribution through our Libraries and Community Centres, as well as a soft copy version for electronic distribution, future hard copy printing and inclusion on our website. MOSAIC will also deliver the handbook through their settlement services programs in the city.

The handbook, modelled on the highly successful Cycling Handbook developed for Toronto, is designed to be an introduction to cycling rules, best practises and a tool for directing people to additional resource including City websites, all aimed at encouraging cycling.

VACC is requesting \$2,950 plus in-kind support (publicity and distribution). Staff would recommend that the City offer \$1,000 plus in-kind support (distribution to our libraries and community centres, and inclusion on the City's website) of this program in 2011.

2.6 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;
- Promotion via advertising, public relations, internet, etc; and
- Calendar of events.

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The Bike Month calendar of events would include promotion of cycling events in Burnaby in the form of events organized by local groups, and would also draw attention to the expanding Burnaby cycling network.

BEST is requesting \$3,250 this year. The City contributed \$1,500 for Bike Month the last two years. To support this event, and given the available budget, it is recommended that the City's contribution be \$1,000 for 2011.

3.0 CONCLUSION

This report recommends the expenditure of \$11,000 to promote cycling in Burnaby in 2011, as follows:

- Burnaby Bike Map, \$2,400
- Bike to Work Week, \$3,500
- Bike to School Week, \$1,300
- Streetwise Cycling Courses, \$1,800
- Multilingual Vancouver Cycling Handbook (multi-lingual), \$1000
- Bike Month, \$1,000.

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.

The Burnaby Bike Map, Bike to Work Week, Bike to School Week, Streetwise Cycling Courses, Multilingual Cycling Handbook 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 \$11,000 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

LL:jc:sa

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