

**TRANSPORTATION COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: 2014 CYCLING PROMOTION**

**RECOMMENDATION:**

1. THAT Council authorize the expenditure of \$9,180 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 2014 February 12, received and adopted the attached report seeking funding support of programs to promote cycling in 2014.

This report recommends the expenditure of \$9,180 to promote cycling Burnaby in 2014 through the following: Burnaby Bike Map, Bike to Work Week, Bike to School Week and Streetwise Cycling Courses.

Respectfully submitted,

Councillor N. Volkow  
Chair

Councillor S. Dhaliwal  
Vice Chair

Councillor R. Chang  
Member

Copied to: City Manager Director Parks, Recreation and Cultural Services Director Planning and Building Director Finance
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**TO:** CHAIR AND MEMBERS  
TRANSPORTATION COMMITTEE

**DATE:** 2014 February 5

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** PL 90400 – 02  
*Reference: Cycling Network Program*

**SUBJECT: CYCLING PROMOTION**

**PURPOSE:** To request funding in support of programs to promote cycling in 2014.

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**RECOMMENDATION:**

1. **THAT** Council be requested to authorize the expenditure of \$9,180 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 2013, this included:

- The City's Bike Map, updated each year, \$2,400;
- Bike to Work Week, by HUB, \$3,500;
- Bike to School week, by HUB, \$1,500; and
- Streetwise Cycling Skills Courses, by HUB, \$1,800.

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 2014 PROGRAM

For this year, it is proposed that the City's cycling promotion program have four 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 Metropolis, 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.

Staff will update the Bike Map to reflect the City's current bike infrastructure. Based on previous usage patterns, staff propose to print 8,000 copies of the updated map at a cost of \$2,400.

### 2.2 Bike to Work Week

The non-profit cycling group, HUB, is proposing to continue their successful Bike to Work Week program, which include weeklong events to promote cycling held in the spring and fall. 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 events were very successful. Across Metro Vancouver, there has been a continued pattern of growth over the years, with 2013 seeing 7,850 registrants from over 1,860 workplaces. Within Burnaby, 183 workplaces participated with the number of teams partaking increasing by 37% over 2012. The participants cycling instead of driving during the week avoided the emission of 18 tonnes of greenhouse gases. Bike to Work Week events in 2014 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: Burnaby Commuter Station for Bike to Work Week**



Last year, the City of Burnaby provided sponsorship of \$3,500 for Bike to Work Week, which supported Commuter Stations in Burnaby. HUB through its partnership with other organizations was able to leverage the funding to provide for nine commuter stations (five in the spring, four in the fall) in Burnaby. HUB and City staff were in attendance at the stations to promote cycling in Burnaby.

This year, the HUB is again proposing Commuter Stations in Burnaby (in June and November), in return for a City contribution of \$3,000 plus in-kind promotion items (tents, tables, etc.). Staff would recommend that the City provide sponsorship of \$3,000 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 (May 31-June 7, 2014).

### **2.3 Bike to School Week**

HUB develops and provides the Bike to School program which involves both education and celebration for school-aged children. 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. The “Bike to School Week” program is run in conjunction with the Bike to Work Week. Since its inauguration in 2010, over 5100 students, staff and parents in over 40 schools within eight school districts across the Lower Mainland have participated in the program. Within Burnaby, the City has provided sponsorship for programming at elementary and secondary schools. In 2013, HUB hosted programming and

celebrations at one elementary and three high schools, as well as at the annual Wesburn Family Picnic, for a total of 495 participants.

The program is coordinated by HUB, and includes:

- Bike to School Week coinciding with Bike to Work Week in June.
- Bikers' Celebration and student training events held at participant schools, with resources, activities and prizes provided to promote and celebrate biking to school.
- Follow-up reports and surveys.

This year, HUB is focusing on providing *Learn to Ride* instruction to four classes of Grade 4 and 5 students at two Burnaby elementary schools. HUB is proposing a range of courses and celebrations, aimed at increasing participation in the Bike to School events in June, through increased support and promotion at selected schools. HUB will provide focused educational opportunities aimed at teaching safe riding practises to a broad group of children including in-class instruction and school ground instruction and practise, providing practise bicycles to students who require them. In order to offer this program, HUB requests a contribution of \$2,100 from the City of Burnaby. HUB will also be liaising with the School District to seek their support for the event.

This program is an excellent opportunity to engage youth, and increase participation in this demographic through a fun and focused program. Building on the success of previous years, the 2014 program is focused to reach a larger more diverse audience of children and will leverage the City's Recreational Community Programming to further target areas of need as identified by Program Coordinators. Staff would recommend that the City offer \$2,100 in support of this program in 2014.

**Figure 2: Elementary Bicycle Safety Course**



## 2.4 Streetwise Cycling Courses

HUB also has an on-going program 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 primarily to adult students, so that cost is not a barrier to participation.

The course combines classroom and on-road training, and is taught by certified cycling trainers. The course builds 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.

Workshops have been held throughout Metro Vancouver for the past four years, with results to date indicating that, among participants, the number of people who ride daily doubled.

In 2013, HUB in partnership with the Burnaby-based immigrant services provider MOSAIC, delivered targeted programming to a new immigrant group who would otherwise have intrinsic barriers to cycling but would most likely benefit greatly from the instruction. Feedback from participants was that the program was well received.

**Figure 3: Streetwise Course for Adults**



*The majority of newcomer participants had used bikes as an everyday mode of transport in their countries of origin; they readily pointed out cycling's health and environmental benefits. Lack of familiarity with [local] rules of the roads, cycling practices and routes meant that many gave up cycling upon their arrival to Canada. The HUB cycling programs helped newcomers regain confidence to ride again.*

*-Khim Tan, Senior Manager, MOSAIC*

For 2014, HUB is proposing that a minimum of two courses held in Burnaby, in return for continuing City support consisting of \$1,680, plus the use of community centres for the in-class instruction. Working with MOSAIC and building on the success of 2013, one course would be targeted at a new immigrant group. A second course targeted to complement and leverage the City's Recreational Community Programming is proposed for the summer. Staff would recommend that the City offer \$1,680 and in-kind support for this program in 2014.

To: Transportation Committee  
From: Director Planning and Building  
Re: Cycling Promotion  
2014 February 5..... Page 6

### 3.0 CONCLUSION

This report recommends the expenditure of \$9,180 to promote cycling in Burnaby in 2014, as follows:

- Burnaby Bike Map, \$2,400;
- Bike to Work Week, \$3,000;
- Bike to School Week, \$2,100; and
- Streetwise Cycling Courses, \$1,680.

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, and Streetwise Cycling Courses 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 \$9,180 from the Boards, Committees and Commissions budget for this year's cycling promotion program, as outlined in this report.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

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Copied to: City Manager  
Deputy City Clerk  
Director Parks, Recreation and Cultural Services