

TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

DATE: 2015 February 4

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 2015.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$10,145 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 2014, this included:

- The City's Bike Map, updated each year, \$2,400;
- Bike to Work Week, by the cycling organization HUB, \$3,000;
- Bike to School week, by HUB, \$2,100; and
- Streetwise Cycling Skills Courses, by HUB, \$1,680.

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 more trips are made by bike.

2.0 PROPOSED 2015 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

Each year staff update the Burnaby Bike Map to reflect the City's current bike infrastructure. The 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.

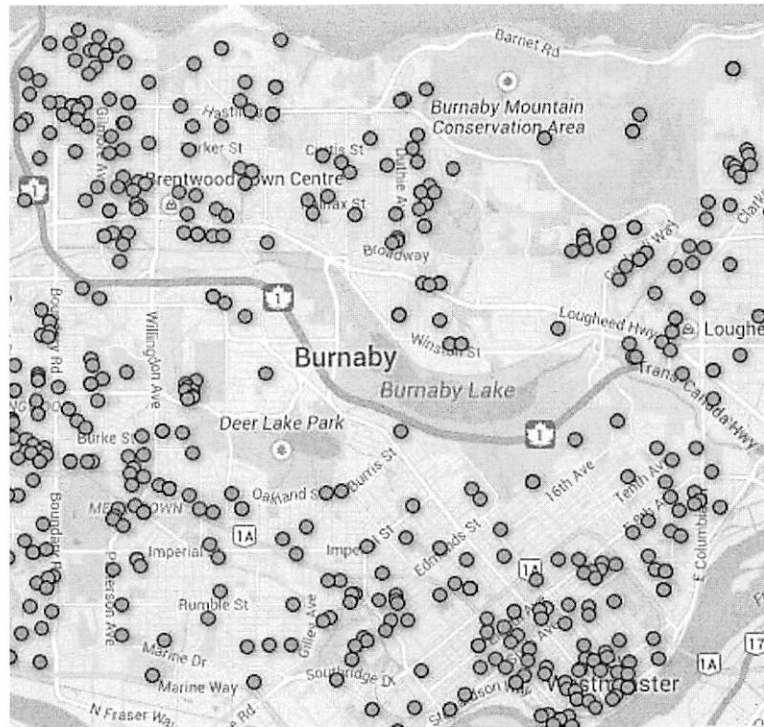
Based on previous usage patterns, staff propose to print 8,000 copies of the updated map at a cost of \$2,400.

2.2 Bike to Work Week

The non-profit cycling group, HUB, is proposing to continue their successful Bike to Work Week program, which includes 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. 2014 saw 11,907 registrants from over 1,311 workplaces, which included 2,480 new commuter cyclists. Within Burnaby, 190 workplaces participated with 218 new commuter cyclists partaking. Burnaby participants throughout the City (see *Figure 1*) who cycled instead of driving during the week avoided 8.3 tonnes of greenhouse gas emissions. Survey findings after the spring programs found that 75% of new bike commuters continued to commute at least one day a week, and over half of new commuters were commuting at least three days per week. Bike to Work Week events in 2015 will be held during the last week of May, to take advantage of the probability of good weather, and will be repeated on a smaller scale in November to encourage year-round cycling.

Figure 1: Residences of Burnaby Participants of Bike to Work Week



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 2**.
- **Bike to Work Week Workshops:** workplace-specific workshops to promote Bike to Work Week in the workplace.
- **Prizes and Awards:** participants in Bike to Work Week are entered in daily and grand prize draws, and organizations that log the most trips are recognized with Workplace Awards.

Figure 2: Gilmore Commuter Station for Bike to Work Week



Last year, the City of Burnaby provided partial sponsorship of \$3,000 and in-kind contributions for Bike to Work Week, which supported 2 Commuter Stations in Burnaby. HUB, through its partnership with other organizations, was able to leverage the funding to provide for an additional 5 community commuter stations, for a total of 7 commuter stations in the city. HUB and City staff were in attendance at the stations to promote cycling.

This year, HUB is again proposing Commuter Stations in Burnaby (in May and November), in return for a City contribution of \$3,500 (plus in-kind promotion items such as tents, tables, etc.), which covers the full cost of hosting the stations. Staff would recommend that the City provide sponsorship of \$3,000 plus tents and tables (subject to availability) for Bike to Work Week as well as a contribution of \$800 for detailed data collection and reporting on Burnaby participants including route choices, demographics and origin, and destinations to better understand Burnaby cycling patterns. This information will be particularly helpful as input into any future Transportation Plan update. 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 30 – June 6, 2015).

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 Bike to Work Week. Last year's Bike to School Week events continued the pattern of success across the City and the Region. Across Metro Vancouver, 64 schools hosted a course for students with nearly 12,000 elementary and high school students participating, and 80 schools registered for Bike to School Week.

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Within Burnaby, the City has provided sponsorship for programming at elementary and secondary schools. In 2014, HUB hosted programming at Twelfth Avenue Elementary, with 110 students receiving the first part of the *Learn2Ride* course, with a second day of on-bike instruction to take place in Spring 2015. Two schools also participated in the Bike to School Week festivities and celebrations, namely Cascade Heights Elementary and Burnaby North Secondary.

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 participating 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 *Learn2Ride* instruction to four classes of Grade 4 and 5 students at one Burnaby elementary school and increased outreach, promotion and resourcing for Bike to School Week at another four Burnaby elementary schools. HUB is proposing a range of courses and celebrations, aimed at increasing participation in the Bike to School events in May, 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, and providing practise bicycles to students who require them. In order to offer this program, HUB requests a contribution of \$2,945 from the City of Burnaby for the *Learn2Ride* course (\$2,195) and school outreach and resourcing (\$750). HUB will also be liaising with the School District to encourage registration and participation.

This 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 2015 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 \$2,195 in support of this program in 2015.

Figure 3: Elementary Bicycle Safety Course



2.4 Streetwise Cycling Courses

HUB also has an on-going program to provide potential 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 primarily to adults, and are provided at no cost to the 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. Delivery of the 2014 programming was deferred to spring 2015 to leverage the assistance of MOSAIC and Burnaby Family Life in providing the immigrant focused course at the new Burnaby Neighbourhood House with the on-street portion provided on the adjacent BC Parkway.

Figure 4: 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 2015, HUB is proposing that one course be held in Burnaby, in return for continuing City support consisting of \$2,315, plus the use of community centres for the in-class instruction. Staff would recommend that the City offer \$1,750 and in-kind support for this program in 2015, reflecting a 3 percent budget increase over 2014.

3.0 CONCLUSION

This report recommends the expenditure of \$10,145 to promote cycling in Burnaby in 2015, as follows:

- Burnaby Bike Map, \$2,400;
- Bike to Work Week, \$3,800;
- Bike to School Week, \$2,195; and
- Streetwise Cycling Courses, \$1,750.

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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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 like the City that support cycling. It is recommended that Council be requested to authorize the expenditure of \$10,145 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
Director Parks, Recreation and Cultural Services
City Clerk

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