

TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

DATE: 2016 January 6

FROM: DIRECTOR PLANNING AND BUILDING

FILE: PL 90400 – 01
Reference: Cycling / Promotion

SUBJECT: CYCLING PROMOTION

PURPOSE: To request funding in support of programs to promote cycling in 2016.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$10,400 from the Boards, Committees and Commissions budget for programs to promote cycling in 2016, as outlined in this report.

REPORT

1.0 BACKGROUND

The City's Transportation Plan identifies the provision of transportation choices and promotion of alternative modes as a strategic transportation goal within Burnaby. To complement the expansion and improvement of cycling infrastructure, on an annual basis, Council has funded 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 2015, this included \$10,145 in funding and support for:

- The City's Bike Map, updated each year;
- Bike to Work Week;
- Bike to School Week;
- Streetwise Cycling Skills Courses; and
- Local Community Cycling Initiatives.

The City's Bike Map is prepared internally and provides essential and current information needed to navigate the City by bicycle. The other programs listed above are offered by the non-profit cycling group, HUB and local community groups. These programs and activities 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

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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 2016 PROGRAM

For this year, it is proposed that the City's cycling promotion program have five 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. Many map users prefer the printed version for route planning and as a guide when navigating cycling routes within the City. The map is also made available on the City's website, promoted through City social media channels, and as one page of the Spring issue of InfoBurnaby (subject to availability of space).

Staff will update the Bike Map to reflect the City's current bike infrastructure, including new routes and trails constructed in 2015. Based on previous usage patterns, staff propose to print 4,000 copies of the updated map at a cost of \$1,200.

2.2 Bike to Work Week

HUB is proposing to continue their successful Bike to Work Week program, which includes weeklong events 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 events have 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 (see *Figure 1*). 2015 saw 17,270 registrants from over 1,964 workplaces, which included 2,826 new commuter cyclists. Within Burnaby, 1,121 registrants from 261 workplaces participated with 225 new commuter cyclists partaking. Burnaby participants (see *Figure 2*) avoided the emission of 17.9 tonnes of greenhouse gases during the week by biking rather than driving to work.

Figure 1: Bike to Work Week Participants 2010-2015

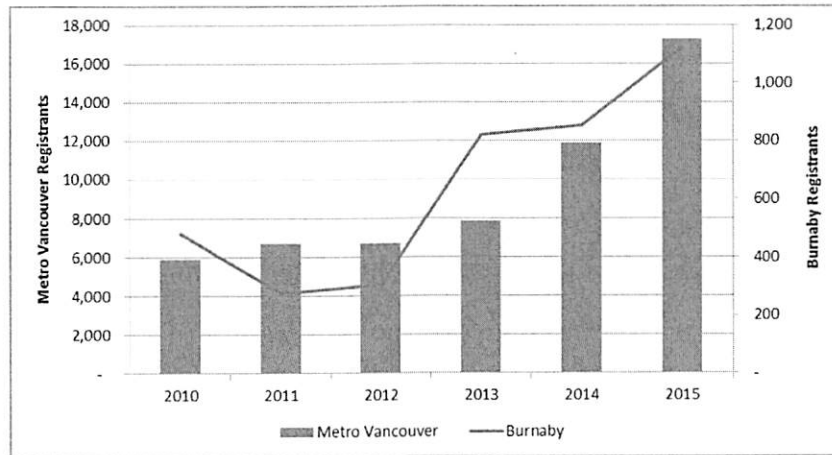
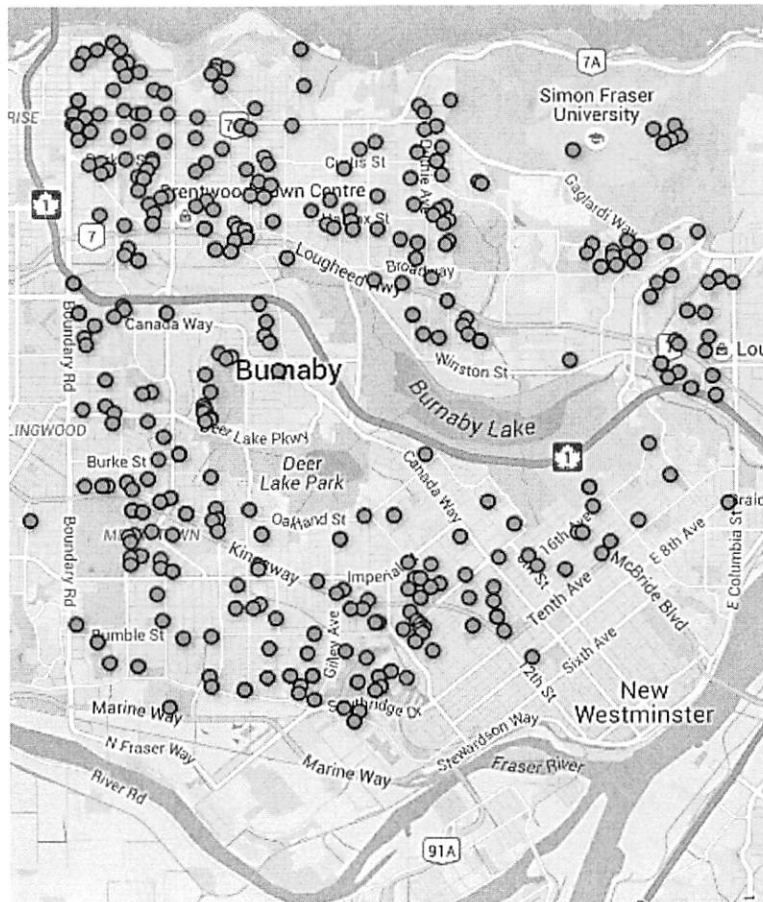


Figure 2: Residences of Burnaby Participants of Bike to Work Week



The continued growth in participation by Burnaby residents and workplaces is a good indicator of the success of the cycling promotion program as a tool to increase cycling engagement. Detailed reporting out, new to the Cycling Promotion program in 2015, provided data collection

and reporting on Burnaby specific participation. This will be used by staff on an ongoing basis to monitor the cycling network and prioritize improvements to the cycling network.

Bike to Work Week events in 2016 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.

The components of the program are:

- **Registration:** individuals and employer-based teams register and submit their results on-line.
- **Commuter Stations:** tents and tables set up along cycling commuter routes providing information on routes, free food and beverages, prize draws and free bike mechanic services (see *Figure 3*).
- **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 3: Burnaby Commuter Station for Bike to Work Week



Last year, the City of Burnaby provided sponsorship of \$3,800 for Bike to Work Week, which partially supported two Commuter Stations and detailed data collection in Burnaby. HUB, through its partnership with other organizations, was able to leverage that funding to fully fund the two City sponsored commuter stations. In all, HUB hosted a total of 12 commuter stations (six each in the spring and fall) in Burnaby. The City was recognized for its financial contribution, with name and logo recognition in print advertising, on posters, the Bike to Work Week website and in e-communication. City staff were in attendance at the City-sponsored

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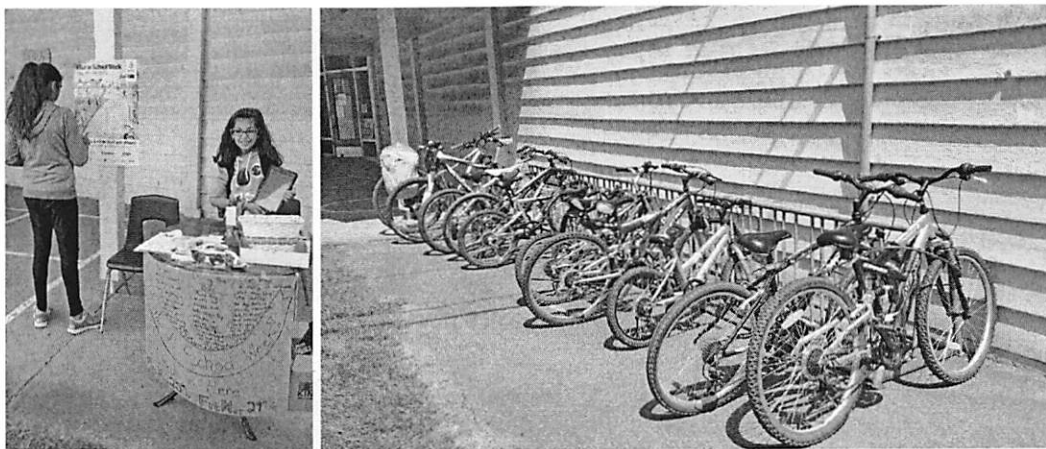
stations to promote cycling in Burnaby, along with HUB staff and volunteers. Staff also hosted a commuter station for City staff cycling to City Hall with free bike mechanic services.

This year, HUB is again proposing Commuter Stations and detailed data collection in Burnaby (in May and November), in return for a City contribution of \$4,200. Staff would recommend that the City provide sponsorship of \$4,200 to contribute to the cost of providing these services. Commuter Stations are an important cycling promotion tool, and detailed data collection and reporting on Burnaby participation including route choices, demographics, origin and destinations, etc., assists the City in better understanding Burnaby cycling patterns. This information has been useful in confirming priority cycling projects, and will be particularly helpful as input into the upcoming *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 28 to June 12, 2016). City led promotion may include social media and online promotion and advertising in City publications as appropriate.

2.3 Bike to School Program

HUB offers the “Bike to School Week” program that is run in conjunction with Bike to Work Week in May/June of each year. Bike to School Week is a free and fun week-long celebration of biking to school. Individual schools and classes register to participate, receive guidance and promotional materials from HUB, then have opportunities to win prizes and join in friendly competition with other schools across Metro Vancouver. The program includes “Bike Celebrations” at schools. HUB also undertakes surveys of student bike participation and reports on the results. In Burnaby, three schools participated in the 2015 Bike to School Week festivities and celebrations at Kitchener and Buckingham (elementary schools) and Ecole Alpha Secondary school (see *Figure 4*).

Figure 4: Bike to Work Week – Buckingham Elementary



HUB also provides a 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

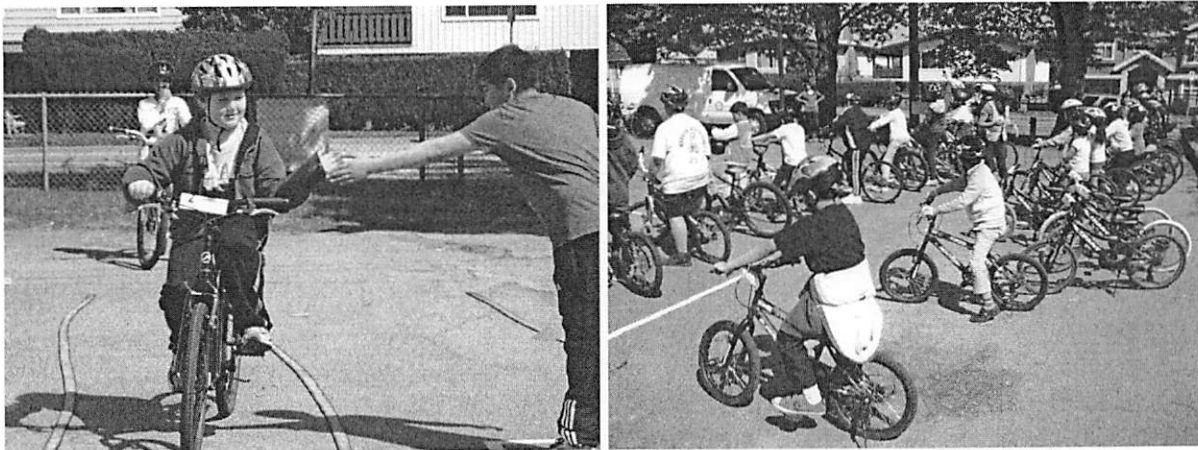
tailored to the needs of individual schools. In recent years HUB has provided the following programming taught by certified cycling trainers:

- *Learn to Ride* course: aimed at getting Grade 3-5 students excited about cycling, this course raises the bike handling skills of students while introducing road rules and safety.
- *Ride the Road* course: this provides more advanced skills and road rules instruction for Grades 6-9 students, along with bike care, safe cycling practices, and on-road practice, over five days of instruction.

Last year's Bike to School programming continued the pattern of success across the City and the Region. Across Metro Vancouver, courses were delivered to 234 classrooms in schools across 9 municipalities with 6,605 youth in Grades 3-5 participating in the *Learn to Ride* course and 1,728 Grade 6-9 students taking the *Ride the Road* course. In the past five years, over 29,500 students have taken a *Learn to Ride* or *Ride the Road* course, or have attended a related HUB celebration or event

Within Burnaby, the City has previously provided sponsorship for instructional programming at elementary and secondary schools. In 2015, the City of Burnaby provided sponsorship which supported delivery of one *Learn to Ride* course, and HUB, through its partnership with other organizations, was able to direct additional funding to deliver a second course. HUB hosted programming at Second Street Elementary and Windsor Elementary, with 195 students receiving the *Learn to Ride* course (see *Figure 5*).

Figure 5: *Learn to Ride* Course – Windsor Elementary



This year, HUB is focusing on providing *Learn to Ride* instruction to four classes of Grade 4 and 5 students at one Burnaby elementary school. The *Learn to Ride* cycling training will provide focused educational opportunities aimed at teaching safe riding practices to a broad group of children including in-class instruction and school ground instruction and practice, with HUB providing practice bicycles to students who require them. In order to offer this program, HUB requests a contribution of \$2,665 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. *Learn to Ride* ensures that 8-10 year-olds understand bikes and cycling, and feel it is something they can do with their families in their neighbourhoods. Building on the success of previous years, staff would recommend that the City offer \$2,400 in support of this program in 2016, reflecting a potential 10% discount that may be available to HUB through the TravelSmart program.

2.4 Streetwise Cycling Courses

HUB also has an on-going program to provide would-be cyclists, primarily adults, the skills to feel safe and comfortable riding in traffic. These have been operating since 2006 in Burnaby, and elsewhere around the region. The courses are free to participants, 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.

Workshops have been held throughout Metro Vancouver for the past six years, with 384 courses delivered to the public. Results to date indicate that, among participants, there is a 250% increase in cycling levels post-instruction.

In 2015, HUB in partnership with the Burnaby-based Windsor Neighbourhood Learning Centre delivered targeted programming to 30 immigrant newcomers with Streetwise funding from 2014/2015. Working with local service providers, newcomers who would benefit from the course were identified and referred to the program. Two courses were organized for groups of newcomers (see *Figure 6*) held in July (Level 1) and September/October (Level 2):

- Level 1 Introduction to Cycling – for those with no riding experience; and
- Level 2 Urban Cycling Skills – for those who had prior cycling experience.

Cycling can be an important mode of transportation for newcomers, some of whom may find car ownership or transit fares a financial burden. Many newcomer participants previously used bikes as a primary mode of transport in their countries of origin, but find that the lack of familiarity with local rules of the road, cycling practices and routes a barrier. The targeted programming reduces the intrinsic barriers to cycling through the provision of instruction and skills.

Figure 6: Streetwise Course for Immigrant Newcomers



I do not know how I can express what I have in my mind, but I try to convey my meaning. Although I am 36 years old before attending this camp, I personally was worried about riding a bike especially on the street because I knew that rules here are different from my country and with little BC experience it would be difficult for me not to be afraid. After this informative bike camp, I became more confident and I regained my "bike self-esteem".

Graduate of Immigrant Streetwise Course at Windsor Neighbourhood Learning Centre, Fall 2015.

For 2016, HUB is proposing that two courses be held in Burnaby, delivered in partnership with Burnaby-based immigrant service organizations, in return for continuing City support of \$2,850. This level of sponsorship increases the number of participants from 12 to 24 newcomers. Staff would recommend that the City offer \$2,600 for one course in 2016.

2.5 Community Cycling Initiatives

In 2015, staff supported the efforts of local community organizations advancing cycling initiatives in Burnaby. In May, City staff supported the second annual *Bike Day in Canada* by providing relevant route planning information and mapping. In June, staff supported Community Bike Fairs at Edmonds Community School and Forest Grove Elementary, through the provision of materials, and promotion of the events through City social media channels and the Community Events Calendar. Staff recommend continued support of these initiatives through provision of relevant information and data as required, and promoting community efforts.

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3.0 CONCLUSION

The Burnaby Bike Map, Bike to Work Week, Bike to School Week, Streetwise Cycling Courses and local community cycling initiatives such as *Bike Day in Canada* and Community Bike Fairs are a 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. This report recommends the expenditure of \$10,400 to promote cycling in Burnaby in 2016, as follows:

- Burnaby Bike Map, \$1,200;
- Bike to Work Week, \$4,200;
- Bike to School Week, \$2,400; and
- Streetwise Cycling Courses, \$2,600.

It is recommended that Council be requested to authorize the expenditure of \$10,400 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

LL:sla

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