

**TO:** CHAIR AND MEMBERS  
PLANNING AND DEVELOPMENT COMMITTEE

**DATE:** 2017 February 20

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** PL 90400 – 01  
*Reference: Cycling / Promotion*

**SUBJECT: CYCLING AND WALKING PROMOTION**

**PURPOSE:** To request funding in support of programs to promote cycling and walking in 2017.

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**RECOMMENDATION:**

1. **THAT** Council be requested to authorize the expenditure of \$12,155 from the Boards, Committees and Commissions budget for programs to promote cycling and walking in 2017, as outlined in this report.

**REPORT**

**1.0 BACKGROUND**

The City's Transportation Plan and three Sustainability Strategies all identify the provision of transportation choices and promotion of alternative modes as key strategic transportation goals 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 2016, this included:

- 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.

In 2017, staff propose an expansion of the promotion program to include walking initiatives focused at supporting healthier, more active lifestyles for Burnaby residents.

The City's Bike Map 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 contributes to community-based initiatives and also receives sponsorship recognition as part of event advertising. The cycling 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 2017 PROGRAM**

For this year, it is proposed that the City's cycling promotion program be expanded to include walking. The program has 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 Metropolis, and City Hall. Many users of the map 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 web site, 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 and to include new routes and trails constructed in 2016. In 2016, the City reduced the number of copies printed at a cost of \$1,200, however the requests for maps resulted in additional print runs required to satisfy demand from City Community Centres, Libraries and the general public. Based on previous usage patterns, staff propose to re-instate a print-run of 8,000 copies of the updated map at a cost of \$2,400.

Staff are also advancing the development of a bicycle map application within the framework of the City's Digital Strategy.

### **2.2 Bike to Work Week**

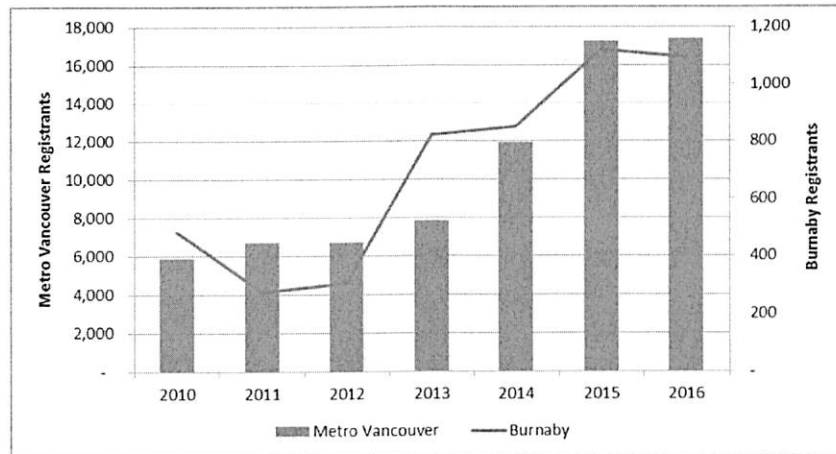
HUB is proposing to continue their successful Bike to Work Week program, which includes weeklong events held in the spring and fall. Bike to Work Week is a fun, focused and successful program that combines incentives, workplace camaraderie, healthy living and environmental responsibility. The events 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.

Building on the success of previous years, 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 2016 numbers remaining relatively static (see *Figure 1*). 2016 saw 17,401 registrants from over 2,311 workplaces, which included 2,422 new commuter cyclists. Within Burnaby, 1,093 registrants from 258 workplaces participated with 224 new commuter cyclists partaking.

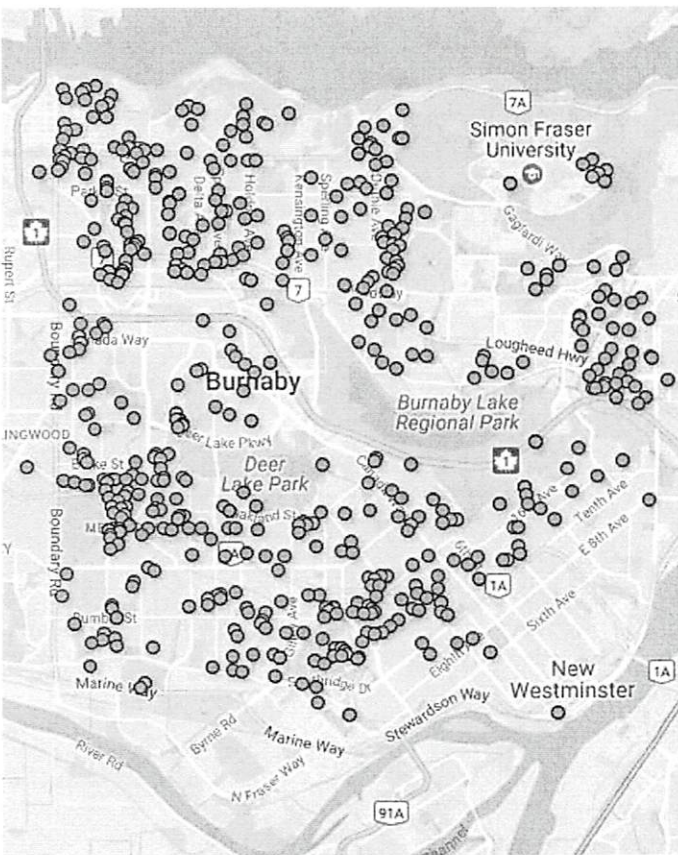


Burnaby participants (see **Figures 2 and 3**) avoided the emission of 12.7 tonnes of greenhouse gases.

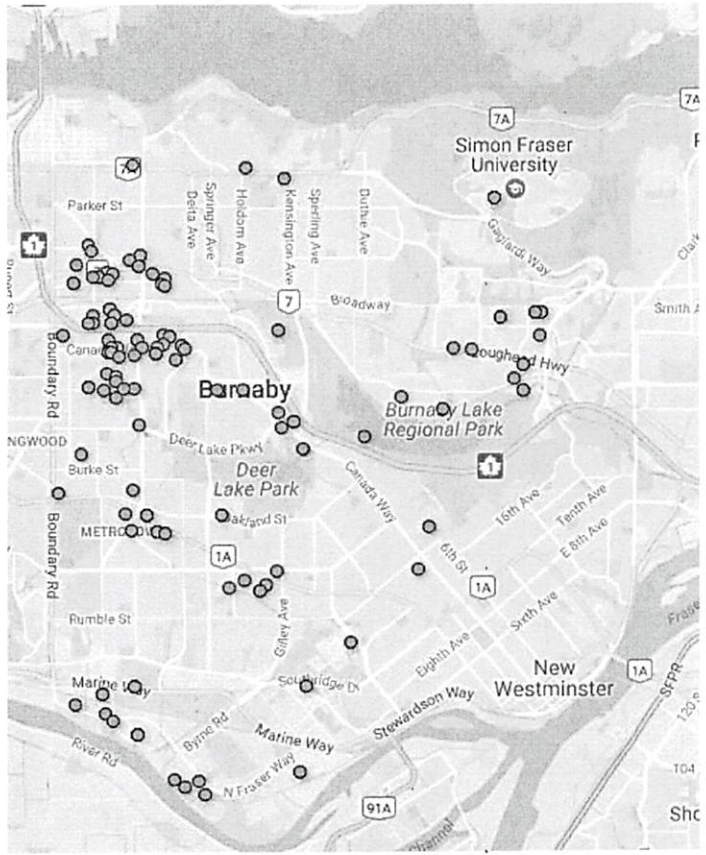
**Figure 1: Bike to Work Week Participants 2010-2016**



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



**Figure 3: Workplaces of Burnaby Participants of Bike to Work Week**



From a regional perspective, the continued growth in the number of cyclists was relatively flat in 2016, but Burnaby cyclists increased their number of trips (up over 1,000 trips during the week compared to 2015) and there were a steady number of new Burnaby cyclists on the road (224 new bike commuters). These are good indicators of the success of the cycling promotion program as a tool to increase cycling engagement, particularly for Burnaby residents riding to work.

Bike to Work Week events in 2017 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, including via a mobile-friendly interactive website which facilitates participation.
- **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 4*).
- **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 4: Burnaby Commuter Station for Spring and Fall Bike to Work Week**





Last year, the City of Burnaby provided sponsorship of \$4,200 for Bike to Work Week, which supported two Commuter Stations and detailed data collection in Burnaby. HUB, through its partnership with other organizations, was able to leverage that funding to host a total of 11 commuter stations (seven in the spring and four in the 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 stations to promote cycling in Burnaby, along with HUB staff and volunteers. Staff also prepared a weekly calendar of events related to commuting for City staff, and hosted a commuter station for staff cycling to City Hall (see **Figure 5**) with free bike mechanic services. These events were well received and are again proposed for 2017.

**Figure 5: City Hall Commuter Station for Work Week**



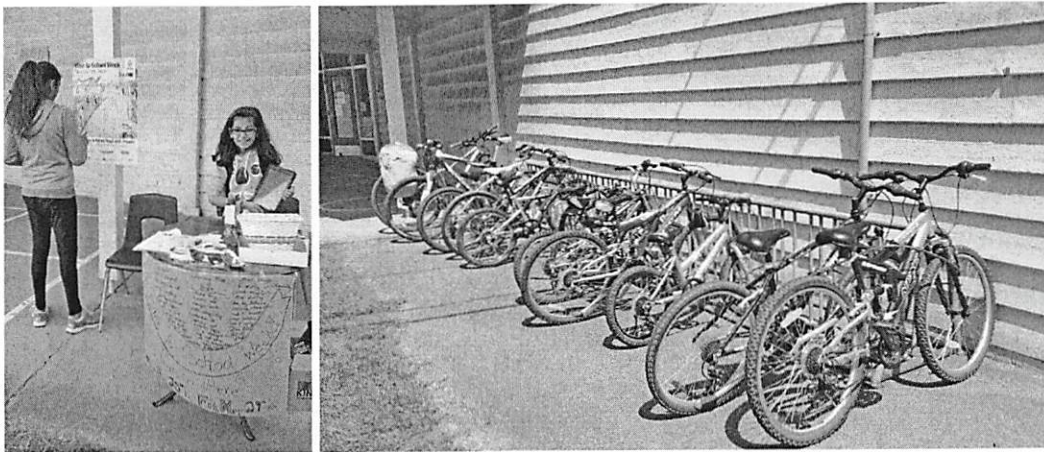
This year, HUB is again proposing Commuter Stations and detailed data collection in Burnaby (in May and November), in return for a City contribution of \$4,200. Staff would recommend that the City provide sponsorship of \$4,200 to cover the full cost of providing these services. Commuter Stations are 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 the impact of promotional activities, 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 27 to June 11, 2017). 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 elementary schools participated in the 2016 Bike to School Week festivities and celebrations: Kitchener, Buckingham (see **Figure 6**), and Saint Frances de Sales.

**Figure 6: Bike to School Week – Buckingham Elementary**



Bike to School Week includes an educational program. 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 4,106 students in schools across 11 municipalities. In the past six years, over 33,800 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 2016, the City of Burnaby provided sponsorship of \$2,400 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 Stride Avenue Community School and Forest Grove Elementary with 224 students receiving the *Learn to Ride* course (see **Figure 7**).



**Figure 7: Learn to Ride Course – Stride Avenue Community School**



This year, HUB is proposing to continue 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 and helmets to students who require them. In order to offer this program, HUB requests a contribution of \$2,655 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 \$2,655 in support of this program in 2017.

## **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 2016, the City provided sponsorship for the delivery of one specialized immigrant focused *Learn to Ride* course at a cost of \$2,600 for 12 participants, and HUB, through the TravelSmart Program, was able to deliver a second course in Burnaby. HUB, in partnership with the Burnaby-based Windsor Neighbourhood Learning Centre and Edmonds Resource Centre, delivered targeted programming to 43 immigrant newcomers. 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 8**) held in July and September/October, which included:

- Level 1 *Learn to Ride*: An introduction to cycling for those with no riding experience; and
- Level 2 *Ride the Road*: 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 practises and routes a barrier. The targeted programming reduces the intrinsic barriers to cycling through the provision of instruction and skills.

**Figure 8: Streetwise Course for Immigrant Newcomers in Burnaby**





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For 2017, HUB is proposing that one course for 24 participants be held in Burnaby, delivered in partnership with Burnaby-based immigrant service organizations, in return for continuing City support of \$2,600. Staff would recommend that the City offer \$2,600 for this program in 2017.

## **2.5 Community Cycling Initiatives**

In 2016, staff supported the efforts of local community organizations advancing cycling initiatives in Burnaby. In May, City staff supported the third 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 Stoney Creek Community School, 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, in-kind goods and promoting community efforts.

## **2.6 Walking Initiatives**

Continued enhancements to the quality of the active transportation network provide an opportunity to advance a broad range of the city's economic, social and environmental goals. Building on the work of the Social and Environmental Sustainability Strategies and other adopted city policies, in 2017 staff propose the expansion of the cycling promotion program to include walking initiatives.

### *Jane's Walk 2017*

Held globally, Jane's Walk is a movement of free, citizen-led walking tours inspired by Jane Jacobs. The walks are aimed at engaging citizens in story telling about their communities, whilst exploring their cities, and connecting with neighbours.

Staff would recommend facilitating these citizen-led walking tours in Burnaby as part of Jane's Walk 2017 (May 5-7), by providing staff resources as a City Organizer.

### *City Walking Map – Metrotown*

Since 1998, one of the means of achieving the City's Transportation Plan goal of promoting alternative modes of transportation has been the production and distribution of the very successful Burnaby Bike Map. Building on the reach and success of the Bike Map, and the continued enhancement of the quality of the public realm within our town centres, staff propose the development of walking maps aimed at engaging and supporting citizens in the pursuit of healthier, more active lifestyles. The development of the walking maps is proposed to be phased with the first map focusing on Metrotown planned for 2017. Walking maps are also useful to visitors and support local tourism. To this end, staff would recommend the development, production and distribution of 1,000 walking maps at a cost of \$300.

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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 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 \$12,155 to promote cycling and walking in Burnaby in 2017, as follows:

- Burnaby Bike Map, \$2,400;
- Bike to Work Week, \$4,200;
- Bike to School Week, \$2,655;
- Streetwise Cycling Courses, \$2,600, and
- Burnaby Walking Map – Metrotown, \$300.

In keeping with our past bicycle promotion expenditures, it is recommended that this be funded through the Boards, Committees and Commissions Budget. Approved expenditures for this program were \$10,400 in 2016. The proposed increase in expenditure for 2017 is generally attributable to the reinstatement of the full print run of the Bike Map based on public demand, and funding of the new walking initiative.

It is recommended that Council be requested to authorize the expenditure of \$12,155 from the Boards, Committees and Commissions budget for this year's cycling and walking promotion program, as outlined in this report.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

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