

TO: CHAIR AND MEMBERS
PLANNING AND DEVELOPMENT COMMITTEE

DATE: 2018 January 22

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 90400 01
Reference: Cycling / Promotion

SUBJECT: 2018 CYCLING AND WALKING PROGRAM

PURPOSE: To request funding in support of programs to promote cycling and walking in 2018.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$12,400 from the Boards, Committees and Commissions budget for programs to promote cycling and walking in 2018, 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 for Burnaby. In 1998, the City introduced a Cycling Promotion Program to support cycling initiatives which would complement the expansion and improvement of cycling infrastructure across the City. In 2017, the program was expanded to include walking initiatives focused on supporting healthier, more active lifestyles for Burnaby residents.

The 2018 Cycling and Walking Program is aligned with the City's Corporate Strategic Plan by supporting the following goals and sub-goals of the Plan:

- A 'Safe Community',
 - 'Make City streets, pathways, trails and sidewalks safer'.
- A 'Connected Community',
 - 'Ensure that people can move easily through all areas of Burnaby, using any form of transportation'.
- A 'Healthy Community',
 - 'Encourage opportunities for healthy living and well-being'.

Through the Cycling and Walking Program, Council has funded a number of initiatives to promote cycling and walking as alternative modes of transportation. The City has promoted cycling and walking through its own efforts, and by supporting the work of others. In 2017, this included:

- The Burnaby Bike Map;
- Bike to Work Week;
- Bike to School Week;
- StreetWise Cycling Courses;
- Community Cycling Initiatives; and
- Walking Initiatives.

The Burnaby Bike Map is published annually by the City. The other programs listed above are offered by the non-profit cycling group, HUB, and local community groups. These programs heighten awareness of the benefits of active transportation and encourage people to cycle and walk more often. Through support of external programs, the City contributes to community-based initiatives which support both cycling and walking and also receives sponsorship recognition as part of event advertising. The Cycling and Walking Program contributes 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 and walking increases.

2.0 PROPOSED 2018 PROGRAM

The proposed 2018 Cycling and Walking Program has eight components, as discussed below:

2.1 Burnaby Bike Map

The Burnaby Bike Map provides essential and current information needed to navigate the City by bicycle. Printed copies are available to the public free-of-charge at City facilities including community and recreational centres, libraries, the Burnaby Tourist Information Centre at Metropolis and City Hall. The map is promoted through City social media channels, and is advertised in the spring issue of InfoBurnaby (subject to availability of space). Each year, staff update the Bike Map to include newly-constructed routes.

The map is also available on the City's website (Burnaby.ca/bikemap). Recent enhancements to the website have made web pages, including the Bike Map, easier to access on mobile devices such as phones and tablets. Over half of all traffic on the City's website is now via mobile device rather than a traditional computer, which will make accessing the Bike Map on-the-go much easier.

Despite the increasing potential for accessing the Bike Map online, many people continue to express a preference for the printed version to plan out routes and to use as a guide when navigating around the City. Based on past demand, it is recommended that a print run of 8,000 copies is continued in 2018, at a cost of \$2,400.

2.2 Bike to Work Week

Bike to Work Week is an event organised by the non-profit cycling group, HUB, to promote cycling and encourage people to commute by bike. It is run twice a year, in the spring and fall. The target audiences are workplaces, communities and individual commuters throughout Metro Vancouver.

The components of the event are:

- **Registration:** individuals and employer-based teams register and submit their results online, 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.
- **Workshops:** workplace-specific workshops to promote Bike to Work Week.
- **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.

Burnaby's participation in Bike to Work Week has seen steady growth over the last eight years (see *Figure 1*). In 2017, there were 1,213 participants and 279 workplaces registered, representing all areas of the City (See *Figure 2* and *Figure 3*).

Collectively Burnaby participants logged 5,327 cycle trips for a total of 57,327 kilometres and in doing so, avoided the emission of 12.4 tonnes of greenhouse gases. These are good indicators of the success of this program as a tool to increase cycling engagement.

Figure 1: Bike to Work Week Participants 2010-2017

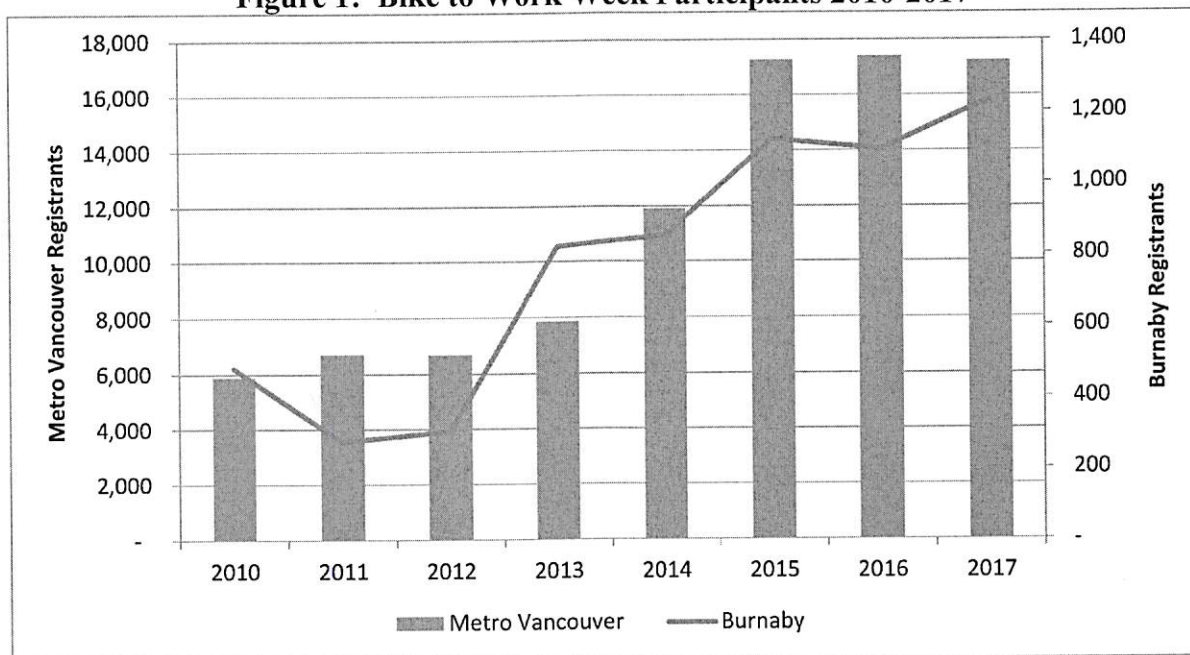


Figure 2: Residences of Burnaby Participants of Bike to Work Week

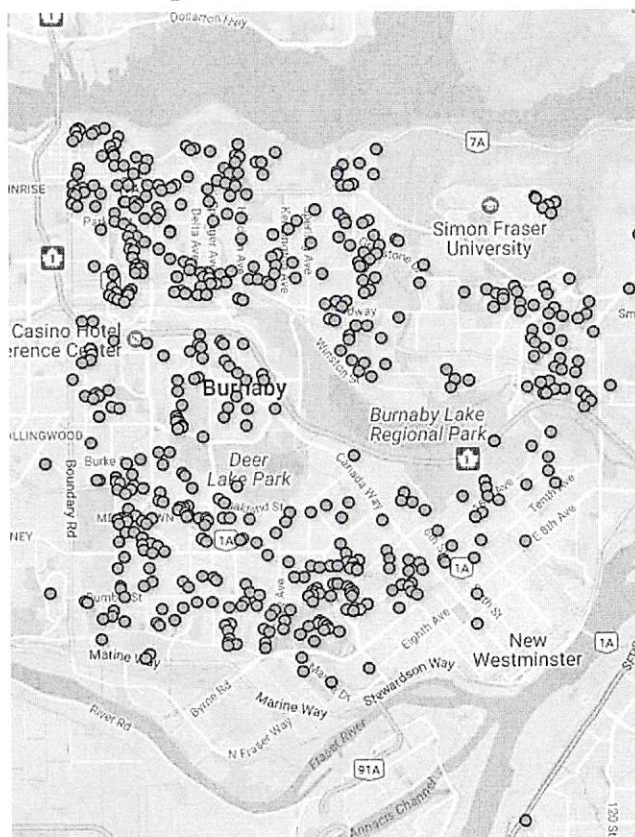
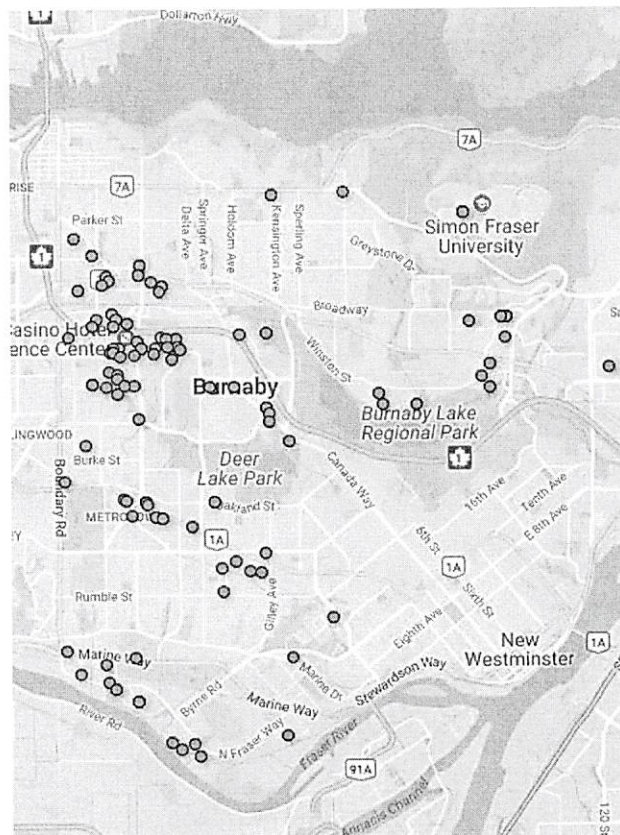


Figure 3: Workplaces of Burnaby Participants of Bike to Work Week



In 2017, the City of Burnaby provided sponsorship of \$4,200 for Bike to Work Week, which supported two commuter stations and detailed data collection. City staff were in attendance at the City-sponsored stations to promote cycling in Burnaby, and the fall stations provided opportunities to consult with cyclists on the Transportation Plan Update (see **Figure 4**). The data collected by HUB during Bike to Work Week assists the City in understanding Burnaby cycling patterns and has been useful in confirming priority cycling projects and the impact of promotional activities.

Figure 4: Burnaby Commuter Station for Bike to Work Week, with City of Burnaby staff



Bike to Work Week events in 2018 are scheduled for late May and late October. As in previous years, the City will also promote Bike to Work Week as part of our public awareness campaign for Environment Week, which is held at the same time (May 28 to June 03, 2018). City-led promotion will include social media and online promotion and advertising in City publications as appropriate.

This year, HUB is again proposing two Commuter Stations and detailed data collection in Burnaby, in return for a City contribution of \$4,200. Staff recommend that the City provide sponsorship of \$4,200 to cover the cost of providing these services.

2.3 Bike to School Week

HUB also organizes Bike to School Week that is run in conjunction with Bike to Work Week in May/June of each year (see **Figure 5**). Bike to School Week is a 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.

In 2017, 109 schools from Metro Vancouver registered for Bike to School Week, with 37 schools participating for the first time. In Burnaby, three elementary schools participated in the 2017 Bike to School Week festivities and celebrations: Gilmore, Forest Grove and Buckingham.

Figure 5: Bike to School Week



Bike to School Week also includes an educational component. In recent years, HUB has provided the following programming taught by certified cycling trainers:

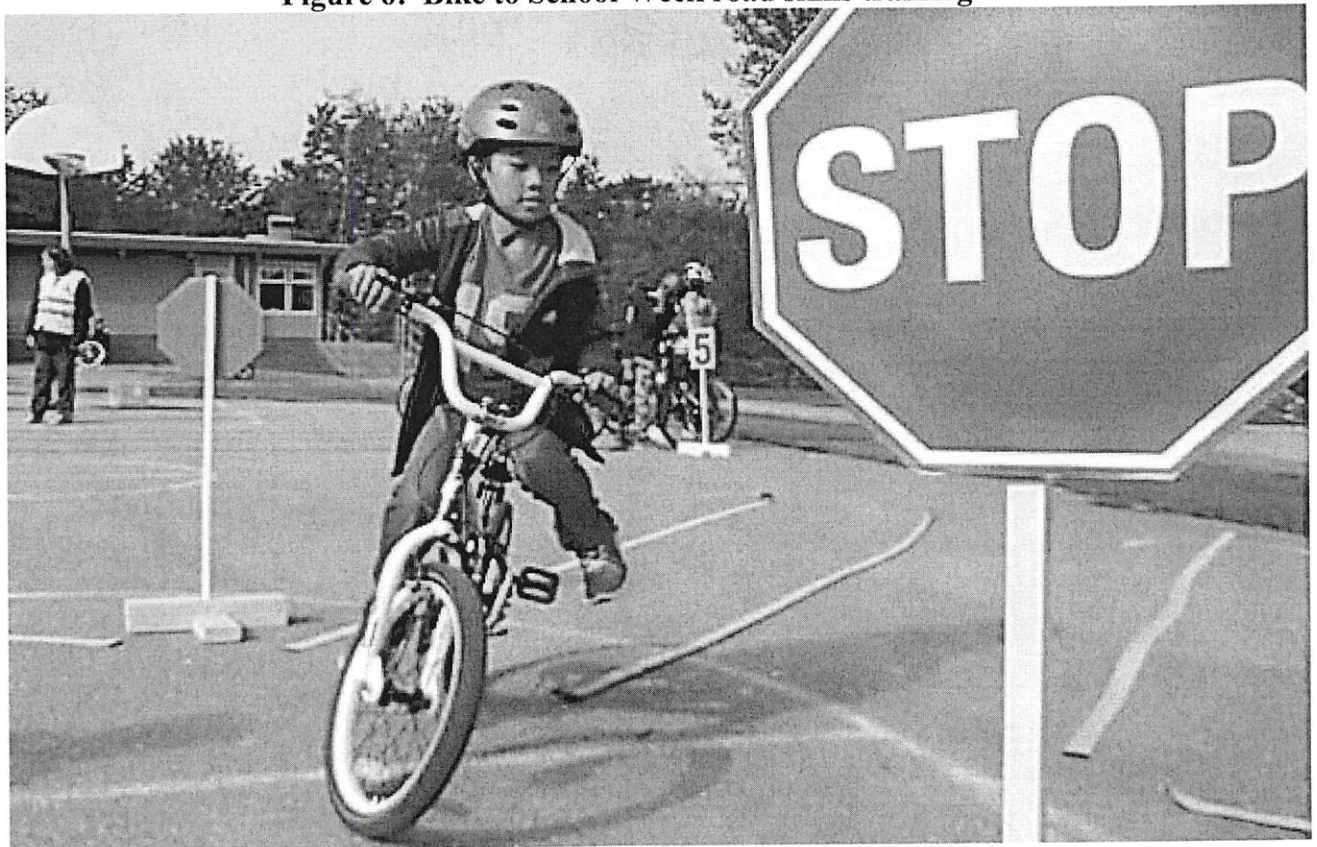
- *Learn to Ride* course: aimed at getting Grade 3-5 students excited about cycling, this course raises the bike-handling skills of students while introducing road rules and safety.

- *Ride the Road* course: this provides more advanced instruction on urban cycling skills and road rules for Grade 6 and 7 students. It includes basic cycling maintenance and safe practices and a supervised neighbourhood road ride.

Last year, across Metro Vancouver, cycling courses were delivered to 5,278 students in schools across 13 municipalities (see **Figure 6**). In Burnaby, the City provided sponsorship of \$2,655 which supported one *Learn to Ride* course. This was delivered to grade 4 to 6 students in Gilmore Elementary.

HUB, through its partnership with other organizations, was also able to deliver two *Ride the Road* courses in Burnaby. These were delivered to students in Cameron Elementary and Second Street Community Schools. Students who have taken these courses show improved skills and confidence and report an increased sense of safety and confidence in cycling around their neighbourhoods.

Figure 6: Bike to School Week road skills training



"It was so exciting to see students learning to ride bikes for the first time and for others to gain the skills to make them confident to ride on the road. I believe everyone in some way or another benefitted from your program"- Cameron Elementary, Burnaby, Ride the Road, June, 2017.

Bike to School Week provides an excellent opportunity to engage youth and promote safe cycling in the City. In order to offer this program again in 2018, HUB requests a contribution of \$2,500 from the City of Burnaby. HUB will also be liaising with the School District to seek their support for the event. Building on the success of previous years, staff recommend that the City offer \$2,500 in support of this program in 2018.

2.4 StreetWise Cycling Courses

Cycling can be an important mode of transportation for newcomers, some of whom may find car ownership or transit fares a financial burden. In 2006, HUB developed StreetWise Cycling Courses to provide would-be cyclists, primarily adults, with the skills to feel safe and comfortable riding in traffic. The courses are free to participants so that cost is not a barrier to participation.

In 2017, 735 participants across Metro Vancouver took part in a StreetWise Cycling Course. In Burnaby, the City provided sponsorship for one specialized immigrant-focused course at a cost of \$2,850. The course was delivered by HUB, in partnership with staff of the Burnaby Neighbourhood House. Working with local service providers, newcomers who would benefit from the course were identified and referred to the program. It took place in July 2017 at Gilmore Community School, with 21 adults and children participating.

Many of the participants had previously used bikes as a primary mode of transport in their countries of origin, but had difficulty cycling here due to lack of familiarity with local routes, cycling practices and rules of the road. Results have shown that rates of cycling increase dramatically and consistently after attending one of these courses, as do confidence levels.

For 2018, HUB is proposing to hold one course for 24 participants in Burnaby, delivered in partnership with Burnaby-based immigrant service organizations, in return for continuing City support of \$2,800. Staff recommend that the City offer \$2,800 for this program in 2018.

2.5 Community Cycling Initiatives

In 2017, staff supported the efforts of local community organizations advancing cycling initiatives in Burnaby. In May, City staff supported the fourth annual *Bike Day in Canada* by providing relevant route planning information and mapping. In June, staff supported Community Bike Fairs at Gilmore and Second Street Community Schools, 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 in 2018 through provision of relevant information and data as required, in-kind goods and promoting community efforts.

2.6 Burnaby Walking Maps – 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 Burnaby Bike Map. Building on the reach and success of the Bike Map, and the continued enhancement of the public realm within our town centres, staff propose the development of neighbourhood walking maps. These maps will aim to engage and support citizens in the pursuit of healthier, more active lifestyles. They will also help to encourage visitors to explore the City on foot and will support local tourism.

The Burnaby Walking Maps will be developed in phases. The first map will focus on Metrotown and is planned for 2018. It will be made available online and printed copies will be distributed to City facilities. To this end, staff recommend the development, production and distribution of 1,000 walking maps at a cost of \$500.

2.7 Walking Challenge

As noted in the report “Update on the Burnaby Healthier Community Partnership for 2016-17”, approved by Council on 2017 September 11, the Burnaby and New Westminster Healthier Community Partnerships (HCPs)¹ were jointly awarded a Fraser Health Active Communities grant of \$45,000 to support a walking challenge in spring 2018. Both cities recognize active transportation, including walking, as an affordable, healthy and environmentally-friendly means of getting around. The walking challenge in spring 2018 builds on successful walking initiatives in both cities.

The Walking Challenge in each community will have three components:

- *Community Component*

The Cities of Burnaby and New Westminster will partner with a community-based group, the Walkers Caucus, to sponsor a five-week walking challenge from April 9 to May 11. Walking will be encouraged both as a means of physical activity/leisure, and transportation. Participants will track the time they spend walking each week. The walking challenge will overlap with walking events in both cities (e.g. Jane’s Walk, Walk with Your Doc, Move for Health Day). As part of the challenge, participants will be encouraged to map and photograph favourite walking routes. This information could be used to inform the City’s initiative to develop walking maps for Burnaby, as described in Section 2.6.

¹ The Burnaby Healthier Community Partnership is a partnership of the City of Burnaby, Burnaby School District 41, Fraser Health and the Burnaby Division of Family Practice. A similar partnership exists in New Westminster.

- *Schools Component*

Schools in Burnaby and New Westminster will take part in a school-based walking challenge that will coincide with the community walking challenge. Resources to increase teacher capacity to link the challenge to various areas of the curriculum are being developed jointly by School Districts 40 and 41.

- *Walking Festival (wrap-up event)*

A Walking Festival/Wrap Up will take place on Saturday May 12, 2018 at Edmonds Community Centre to celebrate the conclusion of the challenge. Participants will be able to hear featured speakers, learn about resources to support healthier lifestyles and connect with other community members interested in forming new walking groups.

The goals of the walking challenge align well with the draft themes guiding the Burnaby Transportation Plan Update². Communications developed for the Walking Challenge will share similar messages as the Plan Update on benefits of active transportation.

2.8 Jane's Walk

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

In May 2017, Staff facilitated these citizen-led walking tours in Burnaby by hosting a web page where walk leaders could list their events. Staff recommend continued support of this initiative.

3.0 CONCLUSION

The Burnaby Bike Map, Bike to Work Week, Bike to School Week, StreetWise Cycling Courses, local community cycling initiatives such as *Bike Day in Canada* and Community Bike Fairs are well-established means for encouraging greater travel by bicycle. The expansion of the Cycling Program to include walking initiatives such as Jane's Walk, a Metrotown Walking Map and the Walking Challenge will raise the profile of walking in the community and that of organizations, such as the City, that support active transportation. This report recommends the expenditure of \$12,400 to promote cycling and walking in Burnaby in 2018, as follows:

- Burnaby Bike Map, \$2,400;
- Bike to Work Week, \$4,200;

² The draft themes of the Burnaby Transportation Plan Update include Accessible – access and choice; Safe – safe and secure mobility; Healthy – active people in healthy, livable communities; Green – a protected and enhanced environment; Prosperous – a thriving, sustainable economy; and Connected – integrated and well-designed places.

To: Planning and Development Committee
From: Director Planning and Building
Re: 2018 Cycling and Walking Program
2018 January 22.....Page 11

- Bike to School Week, \$2,500;
- StreetWise Cycling Courses, \$2,800; and
- Burnaby Walking Map – Metrotown, \$500.

In keeping with our past cycling and walking promotion expenditures, it is recommended that Council be requested to authorize the expenditure of \$12,400 from the Boards, Committees and Commissions budget for this year's Cycling and Walking Program, as outlined in this report.


Lou Pelletier, Director
PLANNING AND BUILDING

SC:sla

cc: City Manager
Director Engineering
Director Public Safety and Community Services
Director Parks, Recreation and Cultural Services
City Clerk