

TO: CHAIR AND MEMBERS
PLANNING AND DEVELOPMENT COMMITTEE

DATE: 2019 February 20

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 90400 01

Reference: Cycling / Promotion

SUBJECT: 2019 CYCLING AND WALKING PROGRAM

PURPOSE: To request funding in support of programs to promote cycling and walking in 2019.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$13,000 from the Boards, Committees and Commissions budget for programs to promote cycling and walking in 2019, as outlined in this report.

REPORT

1.0 BACKGROUND

The City's three Sustainability Strategies all identify the provision of transportation choices and promotion of alternative modes as key strategic transportation goals for Burnaby. The Council-adopted Vision, Themes and Goals guiding the update of Burnaby's *Transportation Plan* place continued emphasis on supporting travel choices that are enjoyable and supportive of our quality of life, and offer "*accessible and safe mobility in support of a healthy, green, prosperous and connected community.*"

Burnaby has a rich history of encouraging walking and cycling initiatives as important aspects of the City's efforts aimed at providing greater access and choice for its residents. 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 2019 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 2018, this included:

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

The Burnaby Bike and Walking Maps are published annually by the City. The other programs listed above are offered by the non-profit group, HUB Cycling, 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.

2.0 PROPOSED 2019 PROGRAM

The proposed 2019 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. Each year, staff update the Bike Map to include newly-constructed routes. 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).

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 2019, at a cost of \$2,400.

2.2 Bike to Work Week

Bike to Work Week is an event organised by the non-profit group, HUB Cycling, to promote cycling and encourage people to commute by bike. Held twice a year, in the spring and fall, the week-long events promote cycling through a program that combines incentives, workplace camaraderie, healthy living and environmental responsibility, and includes 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.

The components of the event 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.
- **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 nine years (*Figure 1*). In 2018, there were 1,225 participants and 281 workplaces registered, representing all areas of the City (*Figure 2* and *Figure 3*). Regionally, Burnaby is second only to Vancouver in terms of active participants.

Data collected provides useful insight on participants' cycling patterns. Of the Bike to Work Week participants who reside in Burnaby approximately 33% work in the City, with an additional 36% working in Vancouver. Of those participants who work in the City, 21% commute from within Burnaby, with 53% riding in from Vancouver. These detailed statistics are important inputs as we advance strategies, policies, actions and network considerations as part of the Phase 2 of the *Burnaby Transportation Plan* update.

Collectively Burnaby participants logged 5,159 cycle trips for a total of 58,634 kilometres and in doing so, avoided the emission of 12.7 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 2010-2018

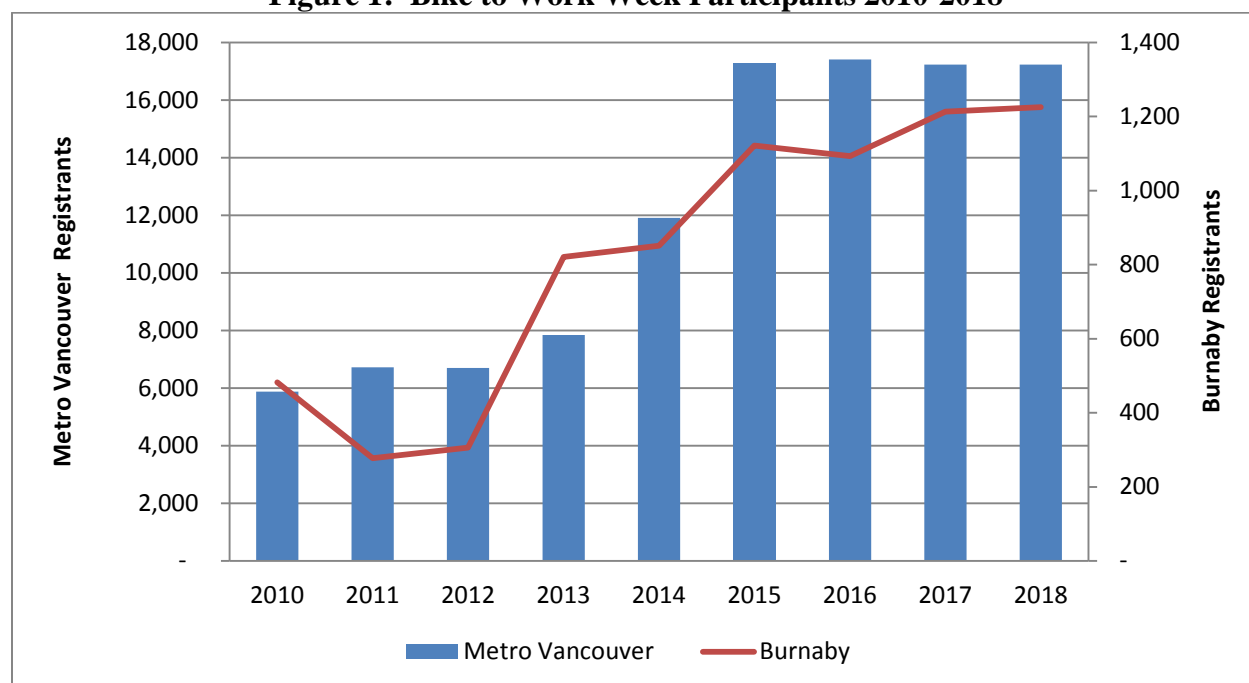


Figure 2: Residences of Burnaby Participants of Bike to Work Week

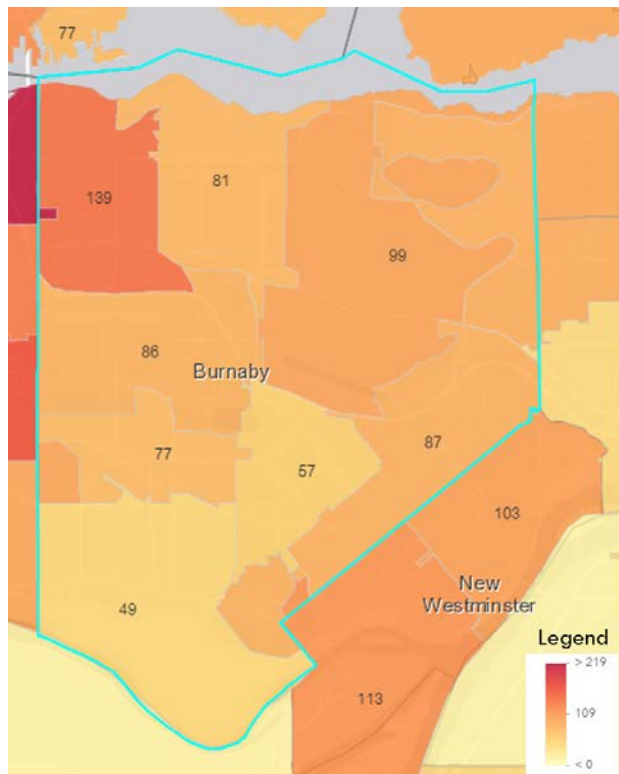
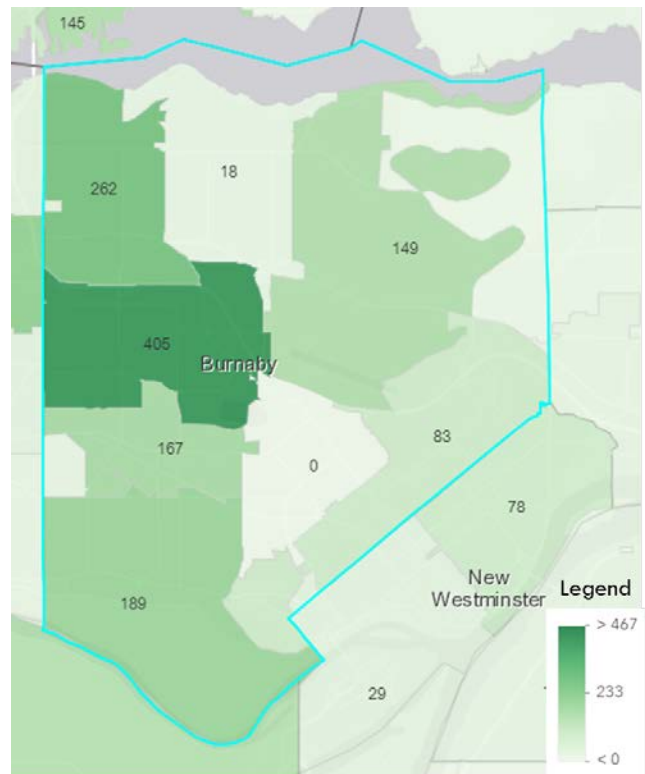


Figure 3: Workplaces of Burnaby Participants of Bike to Work Week



Cycling data collected by the City on the Central Valley Greenway (CVG) and the Willingdon Linear Park (WLP) for the Spring Bike to Work Week indicated over 3,000 cycling trips on the CVG and approximately 1,500 cycling trips on the WLP during that week, indicative of a growing cycling culture within the City.

In 2018, the City of Burnaby provided sponsorship of \$4,200 for Bike to Work Week, which supported two commuter stations and detailed data collection. The data collected by HUB Cycling 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. HUB Cycling, through its partnership with other organizations, was able to leverage the funding to provide for nine commuter stations in Burnaby. HUB and City staff were in attendance at the stations to promote cycling in Burnaby (**Figure 4**).

Figure 4: Burnaby Commuter Station for Bike to Work Week (Gilmore at CVG)



Bike to Work Week events in 2019 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 (June 1-9, 2019). City-led promotion will include social media and online promotion and advertising in City publications as appropriate.

This year, HUB Cycling 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 Cycling also organizes Bike to School Week that is run in conjunction with Bike to Work Week in May/June of each year (**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 Cycling; then have opportunities to win prizes and join in friendly competition with other schools across Metro Vancouver.

In 2018, 122 schools from Metro Vancouver registered for Bike to School Week, with 23 schools participating for the first time. In Burnaby, two elementary schools participated in the 2018 Bike to School Week festivities and celebrations.

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. All *Ride the Road* student participants are asked to complete a pre-course survey on the first day of the course, and a post-course survey following the last day of the course.

Last year, across Metro Vancouver, cycling courses were delivered to 6,789 students in schools across 14 municipalities (**Figure 6**). In Burnaby, the City provided sponsorship of \$2,500 which supported one *Learn to Ride* course. This was delivered to five classes of Grade 3 to 6 students in 12th Avenue Elementary School.

HUB Cycling, through its partnership with other organizations, was also able to deliver two additional courses in Burnaby: a *Learn to Ride* course at Buckingham Elementary School to four classes of Grades 3 – 5 and a *Ride the Road* program at Brantford Elementary School to four classes of Grades 5 – 7. 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, and to and from school. User surveys indicated that 39% of students say they will ride their bicycles on the road more often.

Figure 6: Bike to School Week road skills training



“The kids loved it and they have been talking about it ever since. We have even noticed an increase in biking to school over the last three weeks.”- Grade 6 Teacher, Branford Elementary School, Burnaby, Ride the Road, April, 2018.

This program is an excellent opportunity to engage youth, and increase participation in this demographic through a fun and focused program. In order to offer this program again in 2019, HUB Cycling requests a contribution of \$2,600 from the City of Burnaby. HUB Cycling 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 \$2,600 in support of this program in 2019.

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 Cycling 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 2018, 450 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 \$2,800. The course was delivered by HUB Cycling in partnership with the Edmonds & Windsor Neighbourhood Resource. The course was held in July 2018 and reached 18 participants for a total of 72 hours of cycling instruction/participation.

The course, which combines classroom and on-road training, is taught by certified cycling trainers. Through the hands-on instruction, participants build traffic cycling proficiency for both recreational and transportation purposes. 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 2019, HUB Cycling 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 2019.

2.5 Community Cycling Initiatives

In 2018, staff supported the efforts of local community organizations advancing cycling initiatives in Burnaby. In June, staff supported Community Bike Fairs at Gilmore and Second Street Community Schools (**Figure 7**), through the provision of materials and promotion of the events through City social media channels and the Community Events Calendar.

Figure 7: Community Bike Fair at Second Street Community School



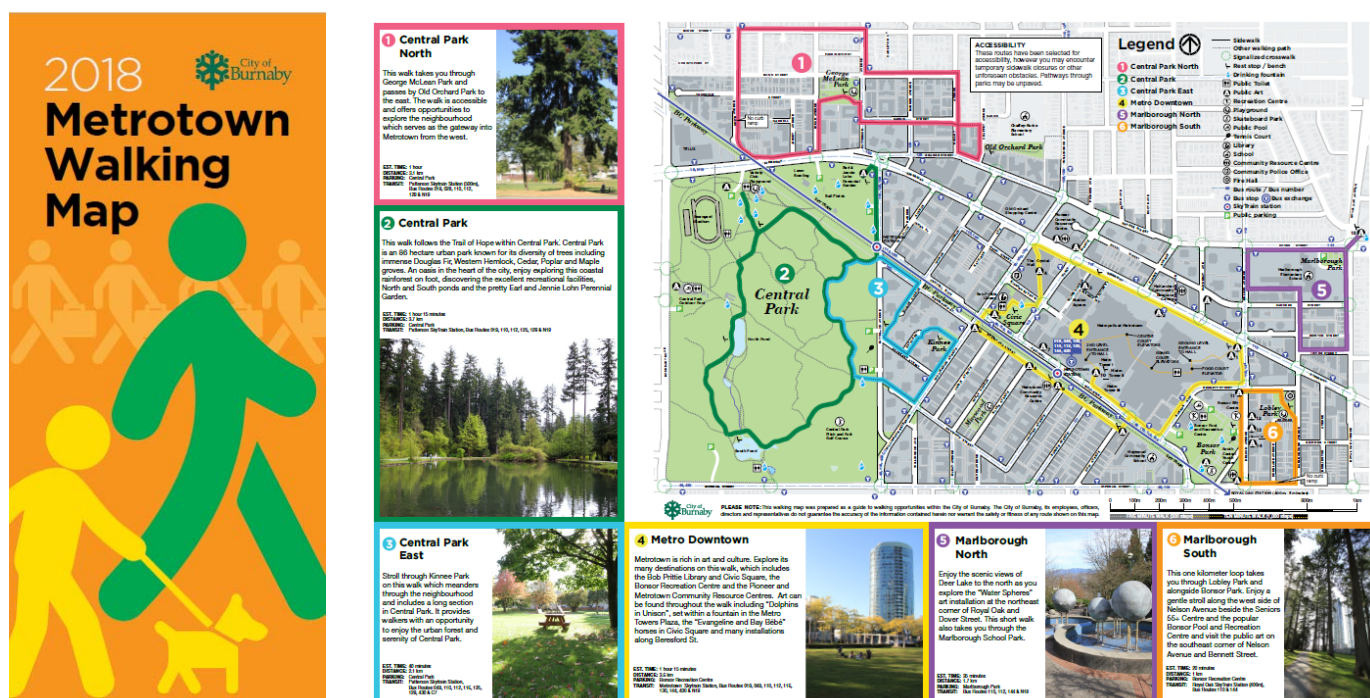
Staff recommend continued support of these initiatives in 2019 through provision of relevant information and data as required, in-kind goods and promoting community efforts.

2.6 Burnaby Walking Maps – Metrotown

Since 1998, one of the means of advancing the City's 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 have been developing neighbourhood walking maps. These maps aim to engage and support citizens in the pursuit of healthier, more active lifestyles. They also help to encourage visitors to explore the City on foot and thus support local tourism.

The first Burnaby Walking Map focusing on Metrotown was produced in 2018 (**Figure 8**). Made available online, with printed copies distributed to City facilities, the maps have been well received by the public in general. Given the success of the initial print run of the map, staff recommend the development, production and distribution of 2,000 walking maps at a cost of \$1,000.

Figure 8: Metrotown Walking Map



2.7 Walking Challenge

In spring 2018, the Burnaby and New Westminster Healthier Community Partnerships (HCPs)¹ jointly undertook a walking challenge building on successful walking initiatives in both cities. Each city recognizes active transportation, including walking, as an affordable, healthy and environmentally-friendly means of getting around.

Working in collaboration with the New West Walkers Caucus, a five-week walking challenge was hosted in each community (**Figure 9**). The Walk30 Burnaby New West Challenge encouraged participants to walk 30 minutes each day for the duration of the challenge. Approximately 3,300 people took part, including school children in 134 classes in both School Districts. Through this initiative, participants logged 696,988 minutes of walking for an average of 27 minutes a day per person. The challenge culminated in a celebration Walking Festival held on Saturday May 12, 2018 at Edmonds Community Centre. Participants were able to hear featured speakers, learn about resources to support healthier lifestyles and connect with other community members interested in forming new walking groups.

Figure 9: 2018 Walking Challenge Participants



The project focused on ways to promote walking culture, increase awareness of the benefits of walking (mental and physical health benefits, reduced environmental impact (emissions), and reduced traffic congestion) and increase physical activity levels in both communities.

In 2019, the HCP will partner with the Burnaby Neighbourhood House (BNH) to develop community capacity in both cities to promote walking culture and advocacy. The BNH will work with community members to host a 2019 walking challenge and hold a forum on active transportation. Staff recommend continued support of this initiative.

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.

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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.

Since 2015, Staff have 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, and local community cycling initiatives such as 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, walking maps and the Walking Challenge continues to 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 \$13,000 to promote cycling and walking in Burnaby in 2019, as follows:

- Burnaby Bike Map, \$2,400;
- Bike to Work Week, \$4,200;
- Bike to School Week, \$2,600;
- StreetWise Cycling Courses, \$2,800; and
- Burnaby Walking Maps, \$1,000.

In keeping with our past cycling and walking promotion expenditures, it is recommended that Council be requested to authorize the expenditure of \$13,000 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

LL:sla

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