

**TRANSPORTATION COMMITTEE**

**TO:**            *MAYOR AND COUNCILLORS*

**SUBJECT: 2026 ACTIVE TRANSPORTATION EDUCATION AND PROMOTION**

**RECOMMENDATION:**

**THAT** the initiatives detailed in Section 3.3 of the report titled “2026 Active Transportation Education and Promotion” dated February 11, 2026, of the Transportation Committee meeting, be approved.

**REPORT**

The Transportation Committee, at its meeting held on February 11, 2026, received and adopted the attached report seeking Council approval for active transportation education and promotion initiatives in 2026.

On behalf of the Transportation  
Committee,

Councillor R. T. Lee  
Chair

Councillor D. Tetrault  
Vice Chair

**TO:** TRANSPORTATION COMMITTEE (TC)  
**FROM:** GENERAL MANAGER ENGINEERING  
**SUBJECT:** 2026 ACTIVE TRANSPORTATION EDUCATION AND PROMOTION  
**PURPOSE:** To seek Council approval for active transportation education and promotion initiatives in 2026.

## RECOMMENDATION

**THAT** the initiatives detailed in Section 3.3 of the report titled “2026 Active Transportation Education and Promotion” dated February 11, 2026, be approved.

## 1.0 POLICY SECTION

Bringing awareness of available sustainable transportation choices in the community through education, encouragement, enabling, and empowerment (the ‘4Es’) is a key foundation of the Burnaby Transportation Plan (BTP). This approach complements infrastructure investment by educating users on safe travel behaviour and promoting active transportation. Together, these efforts align with the Climate Action Framework and Corporate Strategic Plan goals for a safe, healthy, and connected community.

## 2.0 BACKGROUND

The City of Burnaby’s transportation goals focus on shifting travel options toward more sustainable transportation modes. Active transportation, particularly walking and cycling, plays a key role in achieving the City’s overall objective. Through capital investments, safe and connected active transportation network continues to be expanded through the City. Initiatives involving education and promotion complement capital infrastructure investments by encouraging informed travel choices while also helping people move safely and comfortably. Marketing campaigns, instructional courses, promotional events, and partnerships are effective tools for increasing active travel.

Through partnerships with non-profit organizations, other levels of government, and external agencies, the City engages the community to encourage active transportation choices through the 4Es:

- **Educate** the community on active transportation options and safe travel behaviour.
- **Encourage** the use of sustainable modes by communicating benefits and providing incentives.
- **Enable** access to programs and modes that support active transportation.
- **Empower** the community to become active partners in achieving City goals related to sustainability, safety, and health.

### **3.0 GENERAL INFORMATION**

Over the past years, the City has supported active transportation education and promotion initiatives to encourage sustainable commuting such as walking and cycling in Burnaby. Delivered in partnership with local organizations, the City has collaborated with HUB Cycling (Hub) to deliver Go By Bike Week (GBBW) celebration stations and cycling educational courses to several public elementary schools. The City has also contributed to the annual Walk30 competition in Metro Vancouver that encourages residents to walk 30 minutes daily for a typical month.

In 2026, the City is proposing to continue the support towards active transportation education and promotion initiatives to advance BTP goals. The initiatives detailed below build on previous years of programming to further increase community awareness, build skills, and encourage the use of active transportation. Staff is also proposing new initiatives that will be evaluated to inform future program and investment decisions.

#### **3.1 Existing Initiatives**

##### Go By Bike Week (GBBW)

GBBW is a province-wide, week-long cycling celebration held twice annually in the spring and fall. Organized by Hub, a charitable non-profit organization, GBBW encourages new participants to try cycling and supports existing riders. During GBBW, celebration stations across the region provide bike maintenance, snacks, and safety resources, and participants can track their trips online and enter prize draws.

In 2025, GBBW had more than 7,500 registered participants across Metro Vancouver, with approximately 30% identifying as new to cycling. Riders logged 68,760 rides totalling more than one million kilometres. More than 4,500 people visited celebration stations regionally, including over 200 visitors to the City of Burnaby-sponsored station on the Central Valley Greenway.

##### Learn2Ride

Learn2Ride is an introductory cycling education program delivered to Grade 4 and 5 students at public elementary schools across the province. The program teaches basic rules of the road, safe cycling concepts, and bike-handling skills at an age when students begin travelling more independently. HUB operates the program and coordinates with schools to provide equipment and certified instructors. Program materials are developed and reviewed annually by HUB and are delivered through interactive activities and on-bike skills practice.

Funding from the BC Ministry of Transportation and Transit supports delivery of the program, with additional municipal funding enabling expansion to more schools. In 2025, Learn2Ride was delivered to approximately 840 Burnaby students across nine elementary schools.

### **3.2 New Initiatives**

#### Walking School Bus

A Walking School Bus (WSB) is an organized group of elementary school students who walk to and/or from school together under the supervision of trained walk leaders. Each WSB follows a designated route with planned pickup/drop-off points. The program improves safety, encourages regular physical activity, and helps build independence and confidence among participating students.

The program is delivered by the Society for Children and Youth of BC (SCY), which works with schools to register students, plan walking routes, assign walk leaders, and coordinate parent volunteers.

As of late 2025, SCY operated WSB programs at 26 schools in BC, providing safe, supervised trips to and from school for 280 students. In 2026, the City is proposing to engage with SCY to initiate a WSB program (3-month pilot) at one Burnaby elementary school.

#### Walking Tuesday

The Healthier Community Partnership (HCP) is a formal collaboration between Fraser Health, the City of Burnaby, and other local partners that promotes health and well-being. Recognizing the importance of physical activity, HCP initiatives promote and encourages walking as part of daily life. In 2026, staff is proposing to support Walking Tuesday, a walking promotion through the HCP. The initiative will include a targeted marketing campaign and a one-day walking event involving local schools, community leaders, and health professionals, with the goal of encouraging walking as part of everyday routines.

#### School Streets Initiative – Pop-up

The National School Streets Initiative (School Streets) creates car-free zones in front of elementary schools at the start and end of the school day. These short-term street closures improve safety and air quality, encourage active travel, and provide space for social interaction. School Streets are implemented by municipalities in partnership with school administration. Organization and planning support is provided from the SCY in collaboration with Green Communities Canada.

School Streets have been implemented in a growing number of Canadian communities, with 30 planned nationwide between 2024 and 2027. Through a provincial grant program from the Ministry of Transportation and Transit, the City has received funding to deliver a one-week School Street pilot in Burnaby for 2026. This pilot will enable evaluation of feasibility, operational requirements, safety outcomes, and community response to inform potential future implementation.

### **3.3 Recommendations**

In 2026, the City is proposing to continue supporting existing active transportation education and promotion initiatives that have demonstrated value in previous years, including Go By Bike Week and Learn2Ride. These programs will build on past

success to further encourage cycling and improve travel skills and confidence, particularly among new riders and school-aged children.

In addition, the City is proposing to introduce several new initiatives as pilots to test their feasibility and effectiveness in the Burnaby context. These include the Walking School Bus program and the School Streets Initiative Pop-Up, both of which focus on improving safety, encouraging active travel to school, and supporting healthier school environments. The City is also proposing to partner with Fraser Health through the HCP to deliver *Walking Tuesday*, a new one-day community walking event that encourages walking as part of daily routines. Together, these initiatives will be monitored and evaluated to inform future decisions regarding program continuation, expansion, or refinement.

The City's recommended active transportation education and promotion program initiatives are summarized below. A timeline of when the initiatives would be delivered is detailed in *Attachment 1*.

- Go By Bike Week (existing)
- Learn2Ride (existing)
- Walking Tuesday (new)
- Walking School Bus (new)
- School Streets Initiative (new)

#### **4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT**

Community engagement will be incorporated into the planning and delivery of each initiative. Depending on the initiative, engagement may include event-based outreach, online surveys, distributed materials, and digital marketing. Staff will work with program partners, schools, and community organizations to promote awareness, encourage participation, and collect data and feedback on program effectiveness and participant experience. Findings will inform future active transportation education and promotional efforts.

#### **5.0 FINANCIAL CONSIDERATIONS**

The 2026 Active Transportation Education and Promotion is funded from the Engineering Operating budget, which will be allocated to the initiatives outlined in this report. In addition, the City has received a \$10,000 grant from Green Communities Canada, in partnership with the Public Health Agency of Canada and the BC Ministry of Transportation and Transit, to support the planning and implementation of the School Streets Pop-Up. The allocation of funding is summarized in *Attachment 2*.

Respectfully submitted,

May Phang, P.Eng., General Manager Engineering

## **ATTACHMENTS**

Attachment 1 – 2026 Active Transportation Education and Promotion Initiatives Timeline

Attachment 2 – Funding Summary

## **REPORT CONTRIBUTORS**

This report was prepared by Luke Kenny, Transportation Planner and Samuel Tomkins, Transportation Planning Technician, and reviewed by Po Sun, M.Sc., AICP, Senior Transportation Planner, Kathy Ho, P.Eng., PTOE, Senior Manager, Transportation, and Amy Choh, P.Eng., PMP, Director Engineering, Transportation.