



CITY OF **VANCOUVER**

OTHER REPORT

Report Date: May 23, 2005
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RTS No.: 5251
CC File No.: 3062-1
Meeting Date: June 28, 2005

TO: Standing Committee on Transportation and Traffic
FROM: Bicycle Advisory Committee
SUBJECT: Bicycle Advisory Committee 2005 Work Plan

INFORMATION

THAT the 2005 Work Plan for the Bicycle Advisory Committee be received for INFORMATION.

COMMENTS OF THE CITY MANAGER AND GENERAL MANAGER OF ENGINEERING SERVICES

The Bicycle Advisory Committee is a valued resource to City Council and staff. The Committee provides advice on numerous City initiatives. The concept of a bicycle advisory committee is viewed as an innovative contribution to cycling by other cities and agencies. The proposed work plan is an ambitious undertaking and is to be commended.

PURPOSE

This report provides Council with the 2005 Work Plan for the Vancouver Bicycle Advisory Committee.

DISCUSSION

The attached Work Plan represents the activities being undertaken by the City of Vancouver Bicycle Advisory Committee for 2005. As this is the first time the BAC has been required to submit a work plan, and since the Committee's mandate has recently expanded to include promotion and education of cycling as a transportation mode, the group decided it was worthwhile to take a careful look at what we do and the direction we would like - and we would like the City - to go in.

The proposed work plan has been sub-divided into what the Committee sees as five key categories of action: *Public Education, Infrastructure Standards, Community Outreach, Internal Outreach* (to city departments and committees), and *Cycling Promotion and Marketing*. While we realise this is an ambitious plan for a volunteer committee to take on, we also see it as a blueprint for future direction for the Committee and for the City with regard to cycling. This work plan is a work in progress (items highlighted are not planned for 2005), and we will report our progress to Council at the end of the year.

This work plan was unanimously adopted by the Bicycle Advisory Committee at its 18 May 2005 meeting.

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**City of Vancouver Bicycle Advisory Committee
2005 Work Plan**

The following represents the activities being undertaken by the City of Vancouver Bicycle Advisory Committee for 2005. As this is the first time the BAC has been required to submit a work plan, and since the committee's mandate has recently expanded to include promotion and education of cycling as a transportation mode, the group decided it was worthwhile to take a careful look at what we do and the direction we would like - and we would like the City - to go in.

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Bonnie Fenton
Chair, Vancouver Bicycle Advisory Committee

1. PUBLIC EDUCATION

Issue: *lack of public awareness of existing cycling facilities*

Action:

1. Raise public awareness of existing cycling facilities and information (local bike routes, parking, maps, end-of-trip facilities, CoV Bicycle Hotline, etc.) through use of:
 - CoV cycling website
 - bicycle hotline
 - new Vancouver bike maps

Responsible: Graeme

Status:

2. Guide the direction of City participation in Bike Month through communication with Engineering staff

Responsible: unassigned

Status:

Issue: *lack of public information on cycling distances, times, and routes*

Action:

1. develop time-distance info for cycling

Responsible: Jack, Graeme

Status:

Issue: *lack of public awareness of cycling-related contacts and basic facts*

Action:

2. communicate with BEST with regard to the content of the cycling guide scheduled for distribution in spring 2005

Responsible: all

Status: completed - March 2005

Issue: *lack of driver and cyclist education about how to interact*

Action:

3. educate drivers and cyclists on their respective rights, responsibilities and courtesies

Responsible: unassigned

Status:

Issue: *lack of focus within the BAC on education and promotion of cycling*

Action:

1. establish a Bicycling Education and Promotion sub-committee to the BAC

Responsible: Kari Hewett

Status: complete - the committee was established in February 2005 with Kari Hewett as Chair and Mary Sherlock as Co-chair; it meets regularly and is making significant contributions toward the fulfilment of this work plan

2. INFRASTRUCTURE STANDARDS

Issue: *lack of consistent standards/guidelines for various forms of infrastructure*

Action:

1. recommend the development and application of best practice standards for:
 - a. Bike route lighting
 - b. end-of-trip facilities
 - c. existing bike facilities/routes
 - d. planned bike facilities/routes

Responsible: all

Status:

2. systematically re-evaluate current routes, requesting public input

Responsible: all

Status: ongoing

3. provide input to Engineering and Planning staff on existing and proposed cycling facilities

Responsible: all

Status: ongoing

Issue: *infrastructure not conducive to use by less confident/less risk-averse/less experienced cyclists*

Action:

1. Identify specific bottlenecks and other danger spots throughout the city that prevent people from riding their bikes (e.g. "I'd ride if I didn't have to cross X street.")

Responsible: unassigned

Status:

2. Increase the number of cycling routes that are paved, lit, off-road (or separated from traffic by a physical barrier), and connected to important commuter destinations.

Responsible: Kay

Status:

3. COMMUNITY OUTREACH

Issue: *lack of public awareness of BAC (and thus a lack of public input on cycling issues)*

Action:

1. BAC representation at public open houses to present the cycling perspective and to inform the public about the existence of the BAC

Responsible: Graeme

Status:

2. BAC table at the Clean Air Day Pancake Breakfast and other large public events

Responsible: unassigned

Status:

3. Encourage cycling, or cycling-related organisations to attend BAC meetings and provide input

Responsible: Graeme

Status:

4. Include BAC and sub-committee meeting dates and agendas on CoV cycling website

Responsible: Graeme

Status:

5. Place regular notices of BAC meetings in local papers

Responsible: Graeme

Status:

Issue: *lack of public input at BAC meetings*

Action:

1. schedule regular presentation time for visitors at BAC meetings

Responsible: Graeme

Status:

2. invite interested groups/individuals to present their ideas

Responsible: Graeme

Status:

Issue: *lack of communication/shared understanding between cyclists and business community*

Action:

1. outreach to the local business community:
 - a. meet with merchants on cycling issues related to their businesses

Responsible: unassigned

Status:

Note: potential contact with regard to promoting cycling to the business community - Peter Busby

- b. provide business leaders and merchants with information on the economic benefits of marketing to cyclists (requires stats on spending by cycle tourists and/or on income levels of the average cyclist)

Responsible: unassigned

Status:

Note: potential contact person - Peter Vaisbord, CoV Co-ordinator of BIAs

4. INTERNAL OUTREACH (to city departments and committees)

Issue: *lack of awareness and inclusion of cycling-related considerations among city departments*

Action:

1. develop a list of potential contacts in all relevant municipal departments

Responsible: Bonnie

Status: ongoing

2. Communicate with VPD about how cyclist-related by-laws are currently enforced and about police enforcement priorities

Responsible: Colin, Mary

Status:

3. Address the issue of bike parking requirements at special events through Engineering Services, Film and Special Events

Responsible: Allison, Kari, Mary

Status: initial meeting held, March 2005

4. Address CoV bike parking policy in general

Responsible: Allison, Kari, Mary

Status:

5. connect with VPL about cycling issues related to libraries

Responsible: Bonnie, Graeme

Status: introductory meeting held with VPL Facilities, May 2005

6. connect with the Sustainability Office with regard to sharing resources and collaboration on cycling and sustainability

Responsible: Bonnie

Status: initial meeting held with Sustainability Office staff, May 2005

Issue: *congestion around schools*

Action:

1. work with school trustees, VSB staff, Cool Vancouver staff, students and parents to educate youth and staff re: cycling

Responsible: Mary, Kay

Status:

2. communicate with VSB about the possibility of a car-free zone around schools

Responsible: Mary

Status:

3. work with the VSB on getting appropriate bike parking at schools

Responsible: Mary

Status:

Issue: *general awareness of the work of the BAC within the City*

Action:

1. create a BAC annual report to present to Council (and others)

Responsible: Kari, Allison

Status:

5. CYCLING PROMOTION AND MARKETING

Issue: *Lack of understanding of barriers and motivators to cycling for underrepresented segments of the population*

Action:

1. research project (in conjunction with UBC and TransLink) to find out what would motivate underrepresented segments of the population (children, old folks, women) to cycle more

Responsible: Kay, Mary, Jack

Status:

Issue: *bringing cycling mode share up to 10% by 2010*

Action:

1. Develop a BAC vision for cycling for the City of Vancouver

Responsible: Jack

Status:

2. Connect with the Cool Vancouver team to:
 - have their consultant team incorporate cycling into their social marketing plan to encourage personal reduction of greenhouse gases
 - Have them develop a survey (to be done on a regular basis)

Responsible: Bonnie

Status: initial meeting held with Sustainability Office staff, May 2005

3. Collaborate with the Wosk Centre for Dialogue and/or the Learning City with regard to engaging the public/social change

Responsible: Bonnie

Status: Learning City representative invited to April 2005 meeting

4. in conjunction with the World Urban Forum, develop a conference or similar gathering of those interested in marketing the idea of large scale behaviour change and develop it into an annual conference

Responsible: Jack, Fred

Status:

5. Connect with health agencies re: effect of cycling on obesity, heart disease etc.

Responsible: Ed/Promo sub-committee

Status:

6. recommend Vancouver's participation in International Car-free Day

Responsible: Graeme

Status:

Issue: *Ensure cycling is included in any Olympic legacy programs or promotion of physical activity or sport*

Action:

1. Look into opportunities for Legacy Now dollars for cycling infrastructure

Responsible: unassigned

Status:

2. Ask VANOC to have bikes available for athletes to get around Vancouver

Responsible: unassigned

Status:

Note: Bonnie may have a contact to try

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