



Provincial Cycling Strategy Recommendations

British Columbia Cycling Coalition

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Introduction

The British Columbia Cycling Coalition (BCCC) commends the Government of British Columbia for its commitment to develop the Provincial Cycling Strategy. We are pleased to offer our recommendations for the Provincial Cycling Strategy for consideration for potential policies, directions, and for funding. We would welcome the opportunity to comment on and provide further recommendations on the Strategy and its implementation.

Case for cycling – Investing in cycling is a cost-effective way of helping meet multiple objectives of the provincial government and thereby increasing the quality of life of British Columbia residents

- Health
- Environment
- Economy

On October 26, 2007 and as part of the public consultation for the Provincial budget, the BCCC submission, "Shifting to High Gear", called for expenditure of \$1.5 billion on cycling over a 5 year period. This submission goes beyond funding and makes suggestions for a comprehensive strategy designed to attract people to cycling as a choice transportation mode.

A Market Based Approach

Like any successful market based product development strategy, an effective cycling strategy needs to address both the development of an appealing product and the encouragement of the public to use that product.

For cycling, the development of an appealing product which the public would be drawn to necessitates the advocacy of customer-acceptable, physical and supportive infrastructure to both local and provincial governmental politicians and staff as well as the development of the technical expertise required to effectively plan and deliver cycling infrastructure and programs required to encourage people to choose cycling as their primary mode of transportation. The cycling product should also be developed as an effective feeder for the transit system, as well.

For cycling, the encouragement of the public to incorporate cycling as a natural form of transportation needs to undertake core marketing of products, through advertising, promotion, communication, education, safety considerations, personal confidence building, and enforcement.

The BCCC's recommendations for provincial policy, direction, and funding address the following areas:

- Structured for Growth
- Infrastructure
- Programs for Marketing of Cycling for Transportation to the Public
- Supportive Environment
- Cycling Infrastructure Conditions and Maintenance
- Funding
- Independent Auditing
- Integrated Urban Planning and Transportation Planning

Structured for Growth

Moving the cycling mode share forward requires clear vision and direction accompanied by supportive governmental internal structure and practices, accompanying positive public advocacy, clear understanding of the potential new cyclists, and a public receptive and supportive of the level of infrastructure and of programs needed for optimizing cycling contributions to the government's environmental and health targets.

Political Direction

Without public input, how does one know if one is providing facilities and programs which will be positively received?

- Public input through an active cycling advisory process – PACC, etc.
- Cyclists input and advice through the BCCC

Provincial Cycling Vision and targets for the Third Wave of Cyclists

Moving a cycling mode share needs a vision to steer towards and a goal to attain it.

- Develop a provincial vision supported by a comprehensive master cycling plan in consultation with cyclists and cycling organizations
- Support municipal development of local visions and comprehensive new master cycling plans designed to increase cycling levels to the targets committed to in the Provincial Cycling Strategy, as a minimum
- Ensure the integration of cycling master plans with Official Community Plans and transportation plans

Provincial structure to support cycling growth

Provincially, many aspects of cycling infrastructure development and marketing fall into the mandates of multiple ministries. Centralized management and coordination of cycling programs and access for the public and for cycling advocacy organizations would improve the efficiency of these programs and for achieving the acceleration of their delivery timing and the meeting of their targets.

- **Provincial Cycling Office** – entry door
 - Resourced with people and funding
 - Mandated to achieve cycling growth
 - Responsible for realizing target cycling mode share – power to accomplish reaching target
 - Responsible for cycling infrastructure designs which will attract motorists to taking trips by cycling instead
 - Responsible for cycling program implementation across governmental agencies
 - Funding body – Investment and Programs – provincial expenditures, cost sharing with municipalities, and other governmental organizations
 - Active consultation process with cycling stakeholders – Advisory committees, etc.

Supported by cycling advocacy capabilities within province – BCCC and its local affiliate advocacy groups

Progress at municipal levels is greatly influenced both by local public attention and by the degree of local advocacy undertaking. The governments of the Netherlands, Great Britain, and the Province of Québec understand this and have commissioned their cycling advocacy groups through funding to carry the messages to the municipal level and advocate for change, now not later. The Dutch Cycling Unit is an excellent example. The City of Chicago hires cycling experience from Chicagoland Bicycle Federation. In Great Britain, CTC and Sustrans are excellent examples of moving the cycling infrastructure forward through a NGO. Vélo Québec is also an excellent model.

- Provincially funded advocacy organization(s)

- Advocating for action at municipal levels – visions, cycling investment proposals – shared investments
- Verifying cycling growth and GHG carbon reductions
- Bike account / audit reports – Cyclists survey of attitude towards cycling in municipalities
- Cycling support for P3 – province, contractor – cyclists perspective from conception through construction to completion

Work practices

- Integration of TAC facility design and cyclists-appealing designs into all provincial and municipal design and procedure manuals
- The development of best practices in cycling facilities design that go beyond the guidelines recommended by the Transportation Association of Canada (TAC).
- Provide higher levels of funding to projects that show a commitment to excellence and advance the start of the art in cycling facilities design
- Educate staff in cycling infrastructure designs supporting cycling growth into the Third Wave of Cyclists

Create a general public environment supportive of cycling infrastructure and program investments

- BCCC building public support
 - Lectures
 - Media
 - Events

Understanding the Marketplace and the Customers

As with any product, it is necessary to understand the needs of the customer when developing cycling infrastructure and marketing campaigns.

- Marketing research
- Surveys and studies
- Testing of infrastructure designs conducive to cycling growth
- Showcase demonstration designs for public acceptance and verified growth targets

Infrastructure

Similar to other cycling-active European countries and cities, for evolving towards a province where cycling for transportation is embraced by the public as a natural options, a comprehensive infrastructure optimized to the potential new users needs must be readily available. Such an infrastructure would include existing cycling facilities optimized for appeal, rolling-out appealing new facilities, seamless integration with the recently announced Provincial Transit Plan, comprehensive local cycling networks, and safe routes to school. Transit commuting would be complemented through readily available bicycles for short trips during the day with bike share concepts.

Optimizing Existing Facilities for Maximum Cycling Growth

Retrofitting and upgrading exiting cycling infrastructure to design levels demanded by the next group of potential commuter cyclists, the Third Wave of Cyclists (more European design approaches)

- Rapid transit integration – stations, access, parking, parallel bike facilities
- Existing On-Road Bike Lanes, Bike Routes
- Existing Off-Road paths
- Bridges
- Intersection designs

Preparing for cycling growth for the Third Wave of Cyclists

The Third Wave of Cyclists are motorists who would consider cycling for transportation and for other trip purposes if the cycling infrastructure were to their liking.

The provincial cycling strategy should significantly expand the cycling infrastructure throughout the province through programs, such as:

- Cyclists' Commuter Greenway for Regions and Municipalities
 - a network of fast, cycling-efficient, 24 hour, all-season, off-road corridors connecting all communities within developed urban areas
- Complete Provincial Roads
 - Cycling is incorporated as part of road design - wide shoulders, intersection designs, not as an afterthought
- Regional / Municipal Roads Cost Sharing Programs
- Soaring Eagle Cycling Routes
 - For promoting cycling tourism
- Rail-Trails and the Spirit of 2010 Trails
 - Abandoned and operational rail lines for off-road cycling facilities
- BC Recreational Trails Strategy
- Cycling Facilities Designs for the Third Wave of Cyclists
- Cycling tracks (bike lanes)
 - Horizontal and vertical separation from traffic, lane colouring, etc.
 - Intersection designs
 - Cyclists traffic signals

Develop best practices to ensure that projects delivered through Public Private Partnerships include great cycling facilities.

Integration of Cycling with the Provincial Transit Plan

From quality cycling facilities along the transit corridor to feeder systems from homes or offices to transit stations, to secure bike parking, and to easy access on to transit vehicles.

- Secure bike parking at stations with end of trip facilities – from attended bike stations to simple racks, trip bike lockers
- Feeder routes facilitating cycling trips to stations
- Transit vehicles
 - Layout for bikes
 - SkyTrain special BikeCars
 - Bike in Bus units
 - Bike lanes or bike paths integrated into rapid transit corridors

Integration of Cycling with LiveSmart BC Strategy

Including the provision of cycling facilities and cycling marketing as core LiveSmart initiatives

- Include the provision of great cycling facilities when determining which green developments will be fast-tracked and given priority
- Include the provision of cycling facilities in the new Green Building Code
- Include cycling in the Youth LiveSmart outreach campaign
- Include cycling facilities in all new provincial buildings and building upgrades

Pacific Carbon Trust

Including cycling initiatives such as bike sharing and bike stations as being eligible for funding under the Pacific Carbon Trust

Bike Share System

Encouraging cycling trips through providing bicycles for local spot and tourist trips needs and assessing bike share to non-downtown type applications

Safe Route to Schools

Preparing the future adult cyclists, children, with safe cycling facilities from home to school with secure school bike storage. A Safe Routes to School initiative would help support "Walking School Bus" and "Bicycle Train" programs to encourage children to walk or bicycle to school with adult supervision.

Local community cycling network

Time-efficient, conveniently accessible cycling network with routes spaced apart within 0.5 to 1 km including bike lanes which are physically separated from motor traffic, designated bike routes, and off-road facilities passing through parks and greenways

- Province influencing cycling facilities designs for future cyclists
- Provincial / Municipal cost-sharing, variable formula

Recreational cycling facilities

Off-road meandering paths through parks providing an oasis for casual cyclists who wish to be away from noise pollution and from intimidation of moving motorized vehicles.

All transportation investments must include cycling facilities designed for growth

Roads are designed for all transportation users, including cyclists. Horizontally or vertically separated bike lanes, paved shoulders designed for cycling, and off-road bike paths within road corridors are part of new projects. Lower volume roads are traffic calmed inducing motorists to drive closer to speed of cycling. Bike lanes or bike paths run parallel to new rapid transit lines feeding the stations. Cycling facilities are designed for the future and for target cycling traffic volumes.

- Cycling investment level of total investment to level supportive of potential cycling mode share level
- Cost share programs for cycling infrastructure development
 - Induce municipalities to be proactive in building cycling networks

Programs for Marketing of Cycling for Transportation to the Public

First comes cycling infrastructure so appealing to motorists which generates thoughts of cycling instead of driving. Then comes behavioural changes facilitating a modal shift to cycling. Behavioural changes come partially from selling cycling to individuals through a variety of initiatives designed to overcome personal resistance to change.

Cycling Supportive Environment Programs Funding

Beyond the infrastructure, programs focusing on people who will help foster a supportive atmosphere for people to consider cycling instead of driving. The Provincial cycling strategy should include funding sources for current and new programs focusing on behavioural changes and their roll-out within the province.

Awareness and Encouragement Programs

Programs bringing cycling for transportation within the spectre of peoples' thinking as a viable commuting option.

- Bike to Work Week

Education

Providing the opportunity for people to acquire the basic skills and confidence for riding a bicycle and cycling on roads.

- Commuter Cycling Skills Program
- CanBike courses
- Adult first time cycling education courses

Behavioural changes are usually easiest to teach during the formative years. Early introduction within the schooling years of cycling as a desirable form of transportation through courses and through teacher leading by example will lead towards more environmentally-friendly commuting in later years. Transit U-Pass programs and the student driver education courses brought in during the 1960's and 70's are examples of successful behavioural changing programs during the education period of individuals.

- Cycling Training for School Educators
- Kids Bike Rodeos
- Teaching cycling as part of school curriculum

Safety Programs

As advertising has proven out, people need reminders from time to time for rethinking their priorities. The priority of safety to other personal choices also needs reminding. Safety programs are designed to be such reminders.

- Night riding with lights campaign
- Safety billboard campaign
- Safe cycling videos

A Review of Collisions between Motor Vehicles and Bicycles in British Columbia, Hamilton Associates, 1997, was commissioned by ICBC in 1997 to analyze cycling collision data and make recommendations for countermeasures. One of the key recommendations contained in the report suggests that driver and cyclist education may be one of the effective methods of reducing the conflicts between cyclists and motorists on roads around the province

- Education and Public Awareness Strategy
 - Enhance and Continue Public Education and Information for Cyclists
 - Enhance and Continue Public Education and Information for Drivers
 - Conduct Cycling Safety Seminars
- Enforcement Strategy
 - Cyclist Enforcement
 - Driver Behaviour Enforcement
 - School Zone Safety Enforcement
- Engineering Strategy
 - Support Infrastructure Improvements
 - Assist in Road Maintenance
 - Conduct Cycle Audits

Promotion Programs

Advertising campaigns on transportation compete for the attention of the public, usually have short life cycle, and change with time. Promotion programs advertise the use of cycling or cycling combined with transit for commuting on the next trip.

- Winter cycling promotion
- Media releases
- Media interviews
- Provincial cycling office for cycling-related questions and information

Communication

People need information, readily available to decide on and plan their mode of transportation for the next trip. The Internet, the written, audio or video media are avenues for timely communication with the public on cycling. Keeping the public informed on conditions of the cycling infrastructure and cycling challenges will address some barriers to using cycling as mode of choice.

- Internet-based trip planners
- Internet and printed maps of cycling infrastructure
- Road advise – Printed, audio, video, text messaging

Supportive Environment

Updating Provincial Motor Vehicle Act and MVA Regulations

Through updating provincial acts and regulations pertaining to cycling, public understanding of cycling and expected conduct of both cyclists and motorists would lead to better road behaviour. Public attitude would shift towards better realization of cycling as a transportation mode of choice.

- Define bike lanes
- Define bicycle-specific traffic controls
- Vulnerable road use legislation
- One metre passing clearance regulations
- Legal status of cyclists on road
- Use of cell phones and other electronic devices while driving

Motorists' education and testing pertaining to cycling

Cycling motion on roads with varying geography is not well understood by many drivers. Motorist education would create a climate of tolerance for vulnerable road users. Social attitudes towards cycling for transportation can be addressed.

- Bike Sense manual
- Driver education program on cycling prerequisite to driver's license

Promotion of culture of safety on road

Today's media sells the acceptability of speed for self-gratification and without thought of the impact on society as a whole nor its values and direction. Offsetting promotion of respect for others would assist the choice of cycling for transportation.

- Advertisement – not selling cars through speed
- Speed on road is not socially acceptable

Encourage public and private sector employers to be mode neutral in transportation subsidies or benefits

- If car parking stalls for employees are subsidized, then an equal subsidy must be provided for those employees using other modes of transportation, such as cycling, transit or walking.

Transit costs for cyclists across natural barriers

Negative tolling has virtually been set up though lack of provision of cyclist-acceptable infrastructure over natural barriers

- Transit two-fare water crossing costs

Integration of cycling and public transportation

Efficiently and cost-effectively combining cycling and public transportation for day, weekend, and longer distance trips, including rail, inter-city buses, ferries, and air

- Bus carriers requirement to provide same trip delivery of bicycles
- Bus carriers providing bike racks on inter-urban buses and bus trailers
- Pricing – carrying of bicycles
- Unboxed carriage of bicycles on trains and buses

Cycling Infrastructure Conditions and Maintenance

Once built, the infrastructure needs to be maintained to a high quality for promoting cycling year-round, during dark hours, and in inclement weather.

- Existing cycling infrastructure for attracting the maximum number of cyclists
- Snow and ice removal and its priority after weather event
- Shoulder cleaning frequency
- Monitoring cycling infrastructure conditions and adjust maintenance protocol
- Rehabilitation programs includes existing cycling facilities or adding cycling facilities

Funding

Capital Funding

Provincial leadership in investment into cycling infrastructure will provide a platform for promotion of cycling as a viable alternative mode of transportation to automobiles. Provincial funding through direct investments in its own roads and through variable formula, shared investment with municipalities and regions will provide that leadership.

- New facilities investment
- Facilities upgrades investment
- New road projects investments include portion for cycling facilities

Annual Operations Funding

Operations funding should be sources for maintenance of cycling infrastructure, supporting programs promoting cycling, and organizations delivering the messages to the public and local municipalities.

- Maintenance funding for retaining high quality cycling facilities
- Programs focussing on persuading people to cycle instead
- Funding advocacy organizations for promoting cycling to public and municipal staff and politicians
- Research focussing growth of cycling

- Cycling facilities design achieving target growth rates
- Cycling facilities design and selection and cycling safety
- Understanding the potential cyclists – Marketing research

Independent Auditing

The public wants to be assured that governmental funds are well spent for reaching the province's vision and directions, commonly agreed to. Arm-length auditing provides factual reporting on investments and operating programs and achieving their targets for implementation, cycling traffic growth, and cycling mode share. Cycling advocacy organizations are well positioned to providing such services to governments, as is evident by the Dutch Cycling Union.

- Bike Account – Tracking peoples' attitudes to cycling and the infrastructure
- Road facilities auditing to best practices
- Greenhouse Gas reduction tracking – Carbon credits
- Cycling traffic growth
- Health benefits tracking

Integrated Urban Planning and Transportation Planning

Short travel distances, urban densification, neighbourhood environment have been shown to create the environment where cycling for transportation and cycling combined with transit flourishes. Integrating urban planning and transportation planning is a key strategy towards achieving a cycling-friendly environment.

- Transportation priority of walking, cycling, transit, movements of goods and only then automobiles incorporated into any road design or improvements
- Cycling friendliness for any developments
- Cycling access into developments including bike lanes and off-road paths
- Road designs which do not degrade cycling conditions with new developments and improve instead
- Higher priority for new development within 500 metres within train and transit exchange stations