

## NOTICE OF MEETING

### VANCOUVER BICYCLE ADVISORY COMMITTEE

#### A G E N D A

DATE: Wednesday, April 15, 2009

TIME: 5:30 p.m.

PLACE: Strathcona Room  
Subground, City Hall

*If you are unable to attend the meeting,  
please advise Pat Boomhower at 604.873.7015 or  
e-mail pat.boomhower@vancouver.ca*

*Agendas and Minutes are available on the internet at  
<http://vancouver.ca/ctyclerk/civicagencies/bicycle/index.htm>*

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**1. Expansion of St. John School 5:30-5:50**

Wali Memon, Engineering, David Autiero, Development Services and Peter Joyce, Applicant will present and respond to questions regarding the proposed expansion of St. John School located at 2215 West 10<sup>th</sup> Avenue. This two-phase project would include an enrolment increase from existing enrolment of 342 students to 558 students at the final stage of redevelopment.

**2. Vancouver Police Department - Bike Liaison and Traffic Violations Line 5:50-6:10**

Brian Green, Vancouver Police Department, will provide an update on his position and roles and information lines for traffic violations.

**3. Granville Loops Policy Plan 6:10-6:30**

At the March 18, 2009, meeting the Committee tabled this item to the following meeting in order to develop appropriate wording for a motion.

Accordingly, Paul Dragan will present draft wording for a motion regarding the Granville Loops Policy Plan.

**4. Burrard Bridge 6:30-6:35**

David Rawsthorne, Greenways and Neighbourhood Transportation, will provide an update on the Burrard Bridge Lane Re-allocation Trial.

**5. Bike Month 6:35-6:55**

The Chair will lead a discussion on activities for Bike Month (June).

**6. Vancouver Area Cycling Coalition and Bicycle Education in Schools 6:55-7:15**

A representative from the Vancouver Area Cycling Coalition (VACC) will present on the various school-focused bicycle education programs running in schools.

**7. Review of VACC Recommendations for Improvements to Cycling Infrastructure 7:15-7:35**

Councillor Geoff Meggs, Vancouver City Council, will provide a review of the Vancouver Cycling Coalition's recommendations for improvements to cycling infrastructure.

**8. Cycling Task Force 7:35-7:55**

Jack Becker and Gertjan Hofman, in his capacity as the Vancouver Area Cycling Coalition (VACC) will present a proposal for a cycling task force to lay out actions required to attain cycling mode shares approved in principle by Council for the long term (achieving mode shares of cycling-active European cities) and 10% by 2010 in the short term. The Task Force would address the infrastructure and network needed as well as the social marketing programs for growth beyond that achievable by infrastructure alone.

The attached document *Proposal for a Cycling Task Force*, refers.

**9. Other Business**

**Next Meeting:**

DATE: Wednesday, May 20, 2009  
TIME: 5:30 p.m.  
Location: Strathcona Room, Subground, City Hall

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Title: Proposal for a Cycling Task Force

Time 20 minutes

Presenters

Jack Becker

Personal proposal

Gertjan Hofman

Presenting the VACC proposal 8-80 Cycling Action Team

[http://vacc.bc.ca/\\_VACC\\_SuggestionsVancouverCouncil.doc](http://vacc.bc.ca/_VACC_SuggestionsVancouverCouncil.doc)

Others: ?

### *Motions*

*The Bicycle Advisory Committee strongly recommends to Council that Council should:*

- A. Create a time-limited Cycling Task Force for setting out what the City of Vancouver would look like when a 20% cycling mode share for transportation is an everyday reality;*
- B. Instruct the Task Force to identify at a macro level network projects , infrastructure designs, urban planning directions, associated strategic directions, design strategic directions, and social marketing programs which would facilitate achieving the target cycling mode share;*
- C. Instruct the Task Force to identify deliverables which could be implemented by 2011 and 2014;*
- D. Select visionary cyclists who can deliver the charge and support the Task Force with staff;*
- E. Assigning a Council link for the Task Force.*

### **Background**

As part of its strategic direction for becoming an environmentally sustainable city, the City of Vancouver has a desire to move forward the use of cycling as a viable form and option of transportation for the general public. This direction is being pursued without a roadmap, understanding of what is needed, or a capacity for describing the city's urban form essential for the city to get to its target.

The City can continue its current approach of incrementally building on its current network with current practices. Alternately, the City can learn from European cycling-active cities which over the past few decades have moved from car dominance transportation to a liveable city environment, an environmentally sustainable city.

In 2005, City Council approved, in principle, achieving mode shares of cycling-active European cities and 10% by 2010. Currently the city's cycling mode share is 3.8% and has been increasing very slowly over the last decade and longer.

### **Proposal**

Create an action-recommendation oriented Task Force laying out specific actions required for attaining the target cycling mode shares. The Task Force would address the infrastructure and the network needed as well as social marketing programs for growth beyond that achievable by physical cycling facilities alone.

## Why a Task Force

The City of Vancouver has a target cycling mode share. In the last 10 years, the cycling mode share has moved forward at a snail pace. In fact, Statistics Canada census reporting of cycling mode share during the prolonged bus strike in 2001 indicated a mode share exceeding that of 2006 by at least 10%. The gains during the strike have not been retained into permanent, long term reality.

Vancouver is still implementing a 10 year old cycling network plan without any goal of completing it. Cycling in Cities survey has shown that it will take more than current design approaches for gaining access to a large market which is willing to cycle for transportation if the cycling environment and road conditions are to their liking. From the survey, this potential market has been sized at about 30% of the residents of Metro Vancouver or about 460,000 people.

Even achieving half of the potential within Vancouver would make a significant contribution towards the City's goals of green house gas reduction, increasing peoples' health, and implementing the visions for the city and for transportation.

## Precedent

In 2006, the Mayor of Madison Wisconsin set up a task force to directly identify what needs to be in place in order for Madison to have a cycling mode share similar to that of the City of Davis, which is about 17% and has been up as high as 21%. Madison had a cycling mode share of 8% in 2006.

The Mayor did not want the task force to approach their work from an incremental strategy, starting with the city's current plans and thinking. He wanted the task force to look at and picture what the city would look like 20 years down the road at the target cycling mode share.

The same approach is being recommended for this Task Force.

## Approach

### *Recommendation*

A Task Force be set up composed of visionary cyclists for defining what needs to be in place to have cycling mode share in the City of Vancouver equal that of cycling-active cities in Europe within 20 years.

The Task Force would address this from two perspectives:

- Infrastructure, both in sense of the cycling network as well as cycling facilities designs which would appeal to potential cyclists. Urban community planning and land use strategies would be commented on and built into the visionary image of Vancouver as a cycling-friendly city.
- Supporting environment which would encourage people choosing cycling instead of driving, including combining cycling and transit. Programs, encouragement, information, people streets are some of the components within a supportive environment.

The Task Force would be charged with:

- Looking at and defining what needs to be in place in 20 years for attaining the long term cycling mode share target;
- Then picking high potential items which could be implemented within the next three years with limited budgets, including implementing temporary cycling facilities for later upgrade into permanent infrastructure;
- Assessing each item and program for its contribution towards reaching the target cycling mode share, as well as the other environmentally sustainable targets, a footprint approach.

While an appealing cycling infrastructure may increase cycling mode share into the 10% plus range, social marketing of cycling and its supportive structure will move cycling from there into the 20% plus range.

### **Alternative Approaches**

One could continue to grow the cycling infrastructure with the current toolkit and achieve maybe a 6% mode share. Keep on the current path with current thinking.

Alternately, the Task Force could address only improvements implementable within the next three years for moving the cycling agenda forward.

### **Task Force Proposal:**

#### *Ownership*

The Task Force should be a program from the Mayor's office.

The Task Force should have a councilor assigned linking the Task Force to Council.

The Task Force should feed into Council's Greenest City Action Team initiative as the cycling component.

#### *Charge*

Deliver an image of what needs to be in place for the City of Vancouver to realize a 20% mode share within 20 years and 10% as a step towards the target, as recorded by Statistics Canada census data.

Delivery includes infrastructure, design, and program deliverables, among others.

#### *Members*

Composition of Task Force would include politicians, staff, and the public. Members of the Task Force would have proven visioning capabilities.

For a successful Task Force, the members should be selected from cyclists who have creative abilities relating to cycling. Half of the Task Force should be infrastructure focused and half be social marketing oriented.

The Task Force should be supported with visionary, creative staff people with a cycling leaning and proven track record for stimulating the public to come up with forward thinking within the context of achieving a target within a specified time frame. Staff skills should include urban and transportation planning and marketing.

### *Deliverables*

Strategies, policies, tactical design guidelines, network infrastructure candidates, and programs would be deliverables of the Task Force.

Within the context of achieving select European cities cycling levels, once a picture of what is needed in the long term has been defined, then specific implementation actions would be defined for two periods:

- First priority - actions which can be implemented within before the end of 2011.
- Second priority - actions which can be implemented for the next three years thereafter.

A Task Force of 10 to 12 cyclists is recommended.

### *Term*

Task Force would be in existence for 4 to 6 months and report back to Council through the BAC.

### **Follow-Up from Task Force**

The deliverables from the Task Force would allow Council to set new goals, directions, and action plans towards realizing target cycling mode shares and its contribution to a sustainable city.