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To:	"Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
Date:	5/18/2016 10:10:51 AM
Subject:	RTS 11258 - Report Back on Referral Motion regarding Elementary School Cycling Education
Attachments:	CMO - Mayor & Council - RTS 11258 - Elementary School Cycling Education - 2016.05.17.pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny responding to the referral motion regarding Elementary School Cycling Education made by Council at their Regular Council meeting on December 15, 2015. Council asked that the Active Transportation Policy Council (ATPC) and the Children, Youth and Families Advisory Committee (CYFAC) discuss cycling education in Schools.

A short summary of the memo is as follows:

- Cycling education is an important part of a broad range of promotion activities that the City supports as outlined in the Active Transportation Promotion and Enabling Plan and confirmed by feedback from the ATPC and CYFAC.
- In 2016, Staff propose to focus promotional efforts on the Pro Walk Pro Bike Pro Place Conference hosted in Vancouver this September 12-15. This is in addition to an elementary school cycling education pilot program currently underway, ongoing consultation activities, and other City supported and/or led promotion events (such as HUB's Bike to Work Week).
- Based on Council's direction, staff has increased the budget by \$65,000 to be funded out of the Council Contingency budget to implement the 2016 promotion program.

Please contact Dale Bracewell, Manager Active Transportation at 604.871.6440 or dale.bracewell@vancouver.ca if you have any questions or require more information.

Best
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ENGINEERING SERVICES
Jerry Dobrovolny, P.Eng.
City Engineer / General Manager

MEMORANDUM

May 17, 2016

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Mike Magee, Special Advisor, Mayor's Office
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Emma Lee, Director, Community Relations, Mayor's Office
Lon LaClaire, Director, Transportation

FROM: Jerry Dobrovolny, General Manager of Engineering Services

SUBJECT: Report Back on Referral Motion Regarding Elementary School Cycling Education (RTS 11258)

This memo is in response to the referral motion regarding cycling education in elementary schools made by City Council at their Regular Council meeting on December 15, 2015. Council asked that the Active Transportation Policy Council (ATPC) and the Children, Youth and Families Advisory Committee (CYFAC) discuss cycling education programs in schools. Staff was requested to coordinate a response including staff's perspective.

Policy Background

Vancouver's Transportation 2040 Plan includes a policy to "Develop and implement a program to promote walking and cycling as fun, practical, and healthy transportation choices, and a normal part of everyday life".

The Active Transportation Promotion and Enabling Plan (ATPEP) was developed to address this policy and was adopted by Council as an action item within the 2015-2018 Healthy City Strategy Four Year Action Plan. The strategies outlined in the ATPEP support the City's core business of developing and maintaining active transportation infrastructure with a focus on promotion, advocacy and working with partners to test pilot projects.

Specific strategies identified in the ATPEP as priorities for transportation staff to initiate include the following:

Marketing campaigns:

1. Marketing walking
2. Marketing cycling

Pilot project priorities:

3. Active school travel (Elementary Schools)
4. Cycling promotional events
5. Peer support for cycling
6. Cycle training and education
7. Active school travel (grade 7-9)

Two additional strategies identified in the ATPEP that also contribute to enabling more active transportation will be led by other agencies in collaboration with the City. They include Driving Training and Education (led by the Insurance Corporation of BC) and Strategic Enforcement (led by Vancouver Police Department).

Promotion Activities

Following the adoption of the ATPEP and to guide the allocation of ongoing resources, initial one-time steps are needed to create a foundation for implementation of these strategies in years to come. These steps include:

- Market research to provide a baseline from which to monitor the effectiveness of promotion efforts. Research was conducted in 2015 to identify attitudes and perceptions about walking and cycling, as well as barriers to and motivations for choosing active modes. This data is being analysed to identify target audiences for future promotion campaigns and pilot programs.
- Promotion of Vancouver as a model city for active transportation. Hosting the 2016 Pro Walk Pro Bike Pro Place Conference in September will highlight the city's active transportation network locally and to over 1000 delegates from around the world.
- Branding active transportation to promote Vancouver as a healthy, vibrant and enjoyable destination. A request for proposals has been launched and the contracted consultant will test options with focus groups and other key stakeholders. The new brand is planned to be unveiled at the 2016 Pro Walk Pro Bike Pro Place Conference.
- Reporting out on the progress of expanding active transportation infrastructure and ridership and new people walking and cycling. The first Annual Report is being developed and will incorporate findings from the market research and other sources.

While these foundational activities are underway, other preliminary promotion activities have been launched and implemented in parallel as follows:

- A Request For Expressions of Interest (RFEOI) was published in 2015 to prequalify partners/consultants to assist with the marketing campaigns and the five priority pilot strategies outlined in the ATPEP;
- One major pilot promotional project, the Elementary School Cycling Education Pilot Project, was commissioned to tailor a program to meet the needs of the Vancouver School Board. The program will be delivered to eight schools per year over two to three years and includes monitoring. The results of this pilot are intended to encourage the Province to incorporate this program into the regular school curriculum.
- Promotion of active transportation through a variety of smaller scale sponsorship of partner events and other supporting city initiatives that enable walking and cycling.

Promotion Budget

The ATPEP identified that the cities with high records of walking and cycling invest in promotional strategies. While the City's annual promotion budget of \$85,000 has been sufficient to develop the ATPEP in 2014 and 2015, systematic yearly implementation of all the promotion strategies will require ongoing additional resources. Specific to 2016 with the remaining marketing campaign and branding needs, the General Manager of Engineering Services has received approval for an additional \$65,000 to be drawn from Council contingency for the 2016 promotional budget. The 2016 promotion budget would then be a total of \$150,000.

2014-2016 Promotion Budgets (rounded to the nearest thousand)

	2014 (\$)	2015 (\$)	2016 (\$)
Schools*		27,000	40,000
Bike Map	27,000	6,000	24,000
COV Events	11,000	2,000	2,000
Promotional materials	5,000	8,000	5,000
Partner Events (i.e. HUB, Momentum Mag., etc.)	14,000	24,000	21,000
Market Study/Branding/Campaigns	21,000	9,000	48,000
2016 Pro Walk Bike Place Conference	1,000	3,000	10,000
**Total Budget Additional for 2016	\$85,000	\$85,000	\$85,000 \$65,000

Notes: * Related to Council's request regarding cycling and schools, the City also funds the Safe Routes to School Program from the capital budget. This program, underway since 2013, works with four to six schools per year and spends an average of \$50,000 on improvements per school.

** In the second half of 2015 approximately 60% of an FTE's time was spent on promotion activities.

A total budget of \$150,000 would support the following key promotion projects in 2016:

- Continue and complete the foundational ATPEP activities outlined above including \$40,000 directly for cycling education in elementary schools;

- Leverage the City-sponsored Bike to Work Week stations to promote and celebrate cycling, raise awareness about the one-year pilot program allowing skateboarding in protected bike lanes, and collect feedback about upcoming new and upgraded routes;
- Work with partners to promote and celebrate the new, improved and expanded protected downtown bike lanes and protected intersections;
- Leverage the 2016 Pro Walk Pro Bike Pro Place Conference media coverage to promote and unveil the following initiatives:
 - New Vancouver active transportation brand;
 - Updated “all ages and abilities” bike map;
 - Monitoring results of the first year of the elementary school education program; and
 - Lecture series on active transportation and place-making topics.

While the Safe Routes to School Program, other promotion events, and consultation activities are not identified as traditional forms of education, they all contribute to educating a more informed public. Other opportunities to launch more of the five priority pilot projects will emerge in 2017. The total budget in 2017 and beyond, as well as leveraging funding and cost-sharing through partnership opportunities, will determine the number and scale of promotional projects that can be delivered.

Comments from Advisory Committees

Active Transportation Policy Council (ATPC) - ATPC suggested that significant increases to the promotion budget would yield positive results. They support an additional \$65,000 over the current budget to fund 2016 promotional activities including the current pilot project already underway. In addition to the staff request, the ATPC supports increasing the promotion budget by another \$40,000 on a consistent basis to provide cycling education in one-third of all elementary schools similar to other cities in the region. ATPC is concerned that without this education in schools on a consistent basis, a generation of people cycling will be lost. The full ATPC discussion is included as Appendix A.

Children, Youth and Families Advisory Committee (CYFAC) - The CYFAC would like to see cycling education available to older students as well. This committee also provided suggestions for the delivery of cycling education through existing programs including cycling clubs that are in some of the high schools and through the mandatory Physical Education program in grades 8, 9, and 10. Another suggestion raised was the need to provide traffic calming around schools to improve safety for students cycling.

Vancouver School Board (VSB) ATPC Liaison - The current cycling education pilot has been well received by the eight participating schools. Forty-five schools expressed interest in the program when polled in June 2015. While the VSB has no formal policy about cycling education, it is viewed as an educational activity and its delivery is up to each school's administration to allow. The VSB sees cycling education as a life skill and not just about commuting to school. The full ATPC VSB Liaison Report is included as Appendix B.

The additional \$40,000 proposed by the ATPC together with the \$40,000 already included in Staff's proposed 2016 budget (for a total of \$80,000), could increase the delivery of the cycling education program to more elementary schools. However, \$80,000 may not cover one-third of the elementary schools (i.e. 25 out of 75 public elementary schools in

Vancouver). To address the CYFAC's suggestion to expand cycling education to students up to grade 12, the additional \$40,000 could be leveraged to partner with other agencies delivering active transportation education programs. For example, TransLink delivers Transportation Workshops to grades 6, 7, and 8 and also delivers a middle school Leadership Program.

Staff Recommendation

Supporting a greater delivery of cycling education in schools (i.e. close to one-third of schools as compared to eight per year) is an important part of the City's emerging active transportation promotion work plan. However, it must be considered in the context of a full package of complementary walking and cycling strategies and the specific opportunities and needs in 2016.

As such, consistent with the referred Council motion, staff have approval for an increased budget of \$65,000, but recommend that it is earmarked to support the 2016 work plan as outlined above for the maximum benefit of enabling walking and cycling in the City. The additional \$65,000 for 2016, a 75% increase to the existing budget, is to be funded out of the Council contingency budget.

As part of the Healthy City Strategy implementation, staff will continue to pursue the ongoing increase to the promotion budget for 2017 and beyond.

Please contact Dale Bracewell, Manager, Active Transportation at 604-871-6440 or dale.bracewell@vancouver.ca if you have any questions or require more information.



Jerry W. Dobrovolny, P. Eng., MBA
General Manager of Engineering Services

**Active Transportation Policy Council Response:
December 2015 Council Referral Motion RE Cycling Education in Elementary Schools**

The ATPC puts a high value on promotional and educational approaches to furthering AT advances. For that reason, the ATPC put a lot of time and energy into the formation of the Active Transportation Promotions and Enabling Plan (ATPEP) which was passed in the Healthy City Strategy Action Plan (2015-2018). We believe, as is outlined in the Healthy City Strategy Action Plan goal for "Getting Around", that physical and infrastructure improvements alone aren't enough to ensure excellent uptake of AT.

We think that staff have been doing very good promotion and enabling work on a limited budget and we believe that very positive results can be achieved with significant increases to the ATPEP budgets. The referred motion referenced increasing the City's cycling education budget for schools to allow for at least 1/3 of Vancouver's elementary schools to get cycling education. It noted that the required funding of \$85,000 or more would be allocated from a contingency budget. We understand that staff are requesting an additional \$65,000 for 2016 over the typical yearly promotion budget to cover a variety of key planned promotional activities. None of this additional money is planned for expanding schools cycling education beyond its current level. **We believe that the increased budget requested by staff is important and we also believe that increasing the promotion budget further to allow for at least 1/3 of elementary schools to get cycling education would be a great benefit to Vancouver's children and future cycling citizenry. We note that in the ATPEP, out of 5 pilot project priorities, 2 of the 5 were specific to school AT and 1 of the 5 was cycling training and education.**

The City of Vancouver is currently funding cycling education in 8 out of 75 elementary schools. Locally in Metro Vancouver, the cities of New Westminster and Surrey have committed for a few years now to providing bike education in all of their elementary schools each year. Coquitlam has made the same commitment this school year and the City of North Vancouver has ensured that about half of their elementary schools have been getting bike education at some point over the past few years and this year they plan to increase it to all of their elementary schools.

We see school bike racks sitting empty and understand that increasing numbers of children are not being taught to ride a bike and are not encouraged to bike for transportation as previous generations were. Many of us are concerned that we may lose a generation of people biking unless we step in with measures to change that, such as providing cycling education for children. We know that a number of jurisdictions world-wide offer cycling education for their children to complement their cycling infrastructure, with great results in both safety and cycling mode share.

Consequently, we urge Council to provide the additional funding from the contingency budget to provide for staff's requested additional funds as well as the approximately \$40,000 more that would be required to ensure that 1/3 of our Vancouver children get cycling education this year. In addition, we recommend that, like the aforementioned local municipalities, Vancouver funds child cycling education on a consistent basis over a number of years in order to establish a generation of young cyclists and a healthy cycling culture.

APPENDIX B

Active Transportation Policy Council VSB Liaison Report

Trustee Janet Fraser, February 29, 2016

February update

There are four VSB schools participating in the City's Active Transportation Planning (ATP) initiative this year:

- Pierre Elliott Trudeau Elementary, 449 East 62nd Ave
- Lord Selkirk Elementary, 1750 East 22nd Ave
- Captain James Cook Elementary, 3340 East 54th Ave
- Lord Roberts Elementary, 1100 Bidwell St

January update**Cycling Education Background:**

- The City of Vancouver (CoV) has in the past occasionally funded cycling education programs at VSB elementary schools. (For example HUB has delivered this education to several schools in each of 2010 and 2013, with no activity in 2011, 2012).
- A typical program targets grade 4 and 5 age students and includes a session on safety and a session on skills development on bikes.
- In the spring of 2015, the City approved funds to provide education at 8 schools in the fall of 2015, and 8 in the spring of 2016. These are underway and include a component of surveys to evaluate if the education can be shown to result in behavioral changes.
- For the 2015/2016 program, COV staff contacted the VSB (Ron Macdonald). Ron made a blanket call out in June of 2015 looking for interested schools and received interest from about 45 locations. These were passed on to the COV in order for them to make selections.
- There are several organizations that can provide cycling education. HUB (a local non-profit) has done this within the VSB. Cycling BC (the provincial sport body) provides a free "iride" program as part of its sport development program.
- Recent Council meeting resolution sent a request to the ATPC to discuss a motion about whether to fund cycling education (excerpted below).

At the Regular Council meeting on December 15, 2015, the Active Transportation Policy Council was asked to discuss Cycling Education Programs in Schools. After the meeting, Council requested that staff collaborate on the response and let Council know what is being done now, and where staff are on the issue. It was requested the motion also be sent to Children, Youth and Children Advisory Committee. THAT the motion below be referred to the Active Transportation Policy Council for discussion: THAT the City of Vancouver fund cycling education programs in at least one-third of Vancouver's elementary schools in 2016 and that the necessary funding of \$85,000 or more be allocated from a contingency budget.

VSB Comments:

- The VSB has no formal policy specifically about cycling education.
- In general active transportation activities are viewed as a positive contributor towards messages of a healthy lifestyle.
- The sustainability group supports activities that encourage active transportation via a VSB advisory group - the Active Transportation Advisory Committee (ACT) - which meets several times per year.
- The VSB Sustainability Framework (2010), and the revised themes in the Sustainability Action Plan (under development, to be finalized in 2016) address active transportation and seek to promote activities to reduce vehicle emissions and reduce vehicle commuting to and from schools. Walking and cycling would be the most common active transportation at the elementary level.
- Cycling education is viewed as an educational activity and as such is for each school admin/teaching staff to decide whether and how to implement. Given the interest in the June 2015 call out (45 interested schools), the demand for cycling education has not been satisfied - and every year there are new Gr 4 and 5 students.
- Cycling education should be viewed as a life skill and not just a skill about getting to school and back.
- There are occasional issues of site specific suitability which might require discussion. (e.g. is there value to offering cycling education if only a portion of the students own bikes, or if they don't feel comfortable leaving them at school bike racks, or outdoors, or if downtown walking is easier than riding etc.) These have not presented overwhelming barriers to finding interested sites.
- The bike education has been well received by school sites. The comments from the June 2015 call out expressed a lot of enthusiasm from sites that the program had delivered in the past.