

# ACTIVE TRANSPORTATION

## Promotion and Enabling Plan (ATPEP)

February 2016



*In recent years, Vancouver has made significant strides in the development of walking and cycling infrastructure. However, physical improvements will not be enough to attract more people to switch to active transportation.*

**Many factors outside of physical infrastructure act as barriers and motivators to walking and cycling for transportation.**

*Cultural practices, social influence, emotions, and attitudes all influence which mode of travel to use. In recognition of this, many emerging leaders in walk- and bike-friendly cities are dedicating budgets and staff to promote active transportation, and are seeing results. Marketing, peer support, school active travel programs, skills training, education, promotional events, workplace travel programs, wayfinding tools, and more are being used as “soft” approaches. They cost a fraction of infrastructure investments, yet can be very effective in increasing ridership to maximize the use of existing infrastructure.*

## BACKGROUND

**Transportation 2040** has ambitious mode share targets for active modes by 2040; it sets policy direction to promote walking and cycling as fun, practical and healthy transportation choices. The **Greenest City Action Plan** has a target to make the majority of trips (over 50%) by foot, bicycle and public transit. The **Healthy City Strategy** outlines goals to reach a healthy city for all by 2025, including more active transportation. The value of encouraging people to walk and cycle builds on these policy directions, and looks forward to the future we want to offer our residents – one that is happy, healthy, and green.

## PURPOSE

The **Active Transportation Promotion and Enabling Plan (ATPEP)** looks at non-infrastructure based approaches to increasing the number of people who walk and cycle to their destinations. It outlines a strategic approach for using our efforts most effectively, and leveraging our existing assets to get more for less. Promoting and enabling active transportation is about normalizing walking and cycling, and about expanding the array of travel choices for any particular trip.

# PROCESS

Developing the plan involved extensive collaboration with both internal and external partners. Over 60 people representing 25 organizations attended four workshops, and a focus group was held with people new to walking or cycling for transportation to determine the factors that helped them make this switch. Staff from nine different City branches participated throughout the process.

A global best practice survey was conducted with 16 cities representing Canada, America, Europe, and Australia. Cities were selected due to having historically high records of walking and cycling, as well having made recent concerted efforts to bolster walking and biking through the use of promotional strategies.

During the development of the plan, a conceptual framework was used to capture the relationship between desired behaviours, barriers and benefits, and enabling factors that can lower the perceived risks of the desired behaviours.



# KEY OUTCOMES

The following elements were drawn from the conceptual framework:

- Encourage the behaviour of making more short trips on foot or by bicycle (30 min or less)
- Target an audience that already occasionally walk or cycle for transportation, as well as a broader campaign aimed at the general public
- Select enabling factors that draw on significant barriers and benefits for occasional short trips by walking and cycling
- Prioritize the most effective strategies for delivering the identified enabling factors

What was found from talking to experts, consulting the literature, and examining best practices from other cities was that there are some “key ingredients” in successful initiatives: elements like being noticeable, delightful, social, and inclusive. Lessons learned from community-based social marketing (CBSM) literature and case studies included the importance of clearly identifying and removing barriers, and the need to have reminders and prompts to help people sustain their new habits. Support and encouragement can come from a variety of scales: from an individual’s self-monitoring to community mobilization, from peer support to the City’s policy directions.

A set of high-level strategies emerged, for the City of Vancouver to lead and where possible, to work with partners forming a comprehensive suite of promotion and enabling efforts. The Marketing Campaigns act as a base, targeting a broad-scale societal change in perception and attitude towards active transportation. With marketing in place to show walking and cycling as easy, fun, everyday activities done by a diversity of people, we can layer in specific pilot projects that target behaviour change in key audiences.



## Target

- By 2020: Make the majority (over 50%) of trips on foot, bike, and transit.

### Where We Are Now



# IMPLEMENTATION PLAN

Moving forward into plan implementation, there are four main action areas being jointly led by Transportation Planning and Corporate Communications. The high-level strategies are included in these actions, but we also need to think about research, monitoring, and reporting needs. Actions to support the implementation plan are already underway.

- **Market research** is currently underway to identify baseline data, motivations and barriers, as well as target audiences to focus future marketing campaigns on. This is being accomplished through Talk Vancouver panel surveys as well as a statistically-valid market research study.
- **Monitoring and reporting** will track metrics from the market research and other sources to provide annual reports, and to measure program success.
- **Pilot projects** with partners can leverage our resources by partnering with like-minded community groups.
- **Marketing campaigns** will be supported by a consistent City of Vancouver walk and bicycle brand, and an approach to communicate walk- and bike-friendly policies, projects and programs to help normalize active transportation. This is being developed both internally through Corporate Communications leadership, as well as being included in future external proposals.
- While **strategic enforcement and driving training** is identified in the ATPEP as important strategies to encourage active transportation, these will be pursued by other appropriate city departments to implement Transportation 2040.

A budget has been allocated to support this work, consisting of the existing active transportation Promotion Budget and targeting appropriate use of up to 2% of the Capital Budget for active transportation corridor & spot improvements. Together, this is anticipated to amount to roughly \$150,000 a year.

## MARKETING CAMPAIGNS

1. Marketing walking
2. Marketing cycling

## PILOT PROJECTS

3. Active School Travel (Elementary Schools)
4. Promotional events
5. Peer support
6. Cycle training and education
7. Active School Travel (Grades 7-9)

