



**Metro Vancouver's Cycling Advocates**

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Dear Mayor and Councillors,

I am writing to you regarding city expenditures on cycling on behalf of the VACC.

The VACC has been very appreciative of the significant efforts that this council has put into city cycling infrastructure. These efforts have taken the form of ongoing upgrades and traffic calming measures on existing routes, continuing to work on route connectivity and, of course, the amazing leap forward with the installation of the separated lanes and trial lanes.

Infrastructure development must be paired with a similar emphasis on cycling education and promotion in order to achieve its full potential to increase cycling mode share. It is evident to many cycling experts that infrastructure developments alone are not sufficient to significantly increase cycling mode share. One example of this understanding was expressed in a 2010 paper issued by the European Parliament that states, "the most important results have been achieved in those cities where infrastructure planning has been followed by (i) training and education for both motorists and non-motorist road users, (ii) information and promotion campaigns, and (iii) careful spatial policies."

(<http://www.europarl.europa.eu/activities/committees/studies/download.do?language=en&file=30971>).

If we look at recent publications from the COV regarding cycling such as the Cycling Fact Sheet from May 2009 ( <http://vancouver.ca/engsvcs/transport/cycling/documents/cycling-factsheet.pdf> ), it is evident that the focus on cycling has been and was expected to continue to be one on infrastructure. Essentially all of the information is infrastructure based except for the one paragraph "Encouraging People to Take Their Bikes" which refers to access to bike parking and providing free COV bike maps. The lack of focus on education and promotion is noticeable.

We urge you to keep this focus in mind when looking at both the 2011 operating budget as well as the upcoming 10 year Cycling Master Plan. In addition, I think it would be very valuable in moving forward to have the aspect of cycling "education" included in the COV's BAC mandate and terms of reference. We would be very happy to provide more detail on the types of support that we believe would be beneficial to increase cycling education and promotion in the city.

Sincerely,

Arno Schortinghuis,  
President, VACC