



The Regional Municipality of Durham

To: The Planning & Economic Development Committee

From: Commissioner of Planning and Economic Development

Report No.: 2014-P-63

Date: December 9, 2014

SUBJECT:

Regional Cycling Communications Plan, File: D21-32

RECOMMENDATIONS:

- a) THAT the Regional Cycling Communications Plan detailed in Attachment 1 to Commissioner's Report 2014-P-63 proceed in 2015, subject to the necessary funding being approved through the Business Planning and Budget process; and
 - b) THAT a copy of Commissioner's Report 2014-P-63 be forwarded to the area municipalities.
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REPORT:

1. PURPOSE

- 1.1 The purpose of this report is to seek approval of the Regional Cycling Communications Plan.

2. BACKGROUND

- 2.1 The Regional Cycling Plan (2012) includes a provision to develop a cycling communications strategy that outlines education, promotion, outreach, and enforcement methods to ensure a well informed and safe cycling community.
- 2.2 To address this direction, a consultant (Kennedy Jones & Sweeney Inc.) was engaged in October 2013 to prepare a Regional Cycling Communications Strategy. The project included the development of an operating model for the delivery of cycling information.

- 2.3 The consultant's assignment included the following key tasks:
- Background research, including an Environmental Scan of other successful cycling programs;
 - A comprehensive consultation program that included one-on-one interviews, online surveys and focus groups; and
 - Development of objectives and strategies for the implementation of the Cycling Communications Plan.
- 2.4 The consultant recommended that the Cycling Communications Plan focus on:
- the application of 5 E's (e.g. education, enforcement, engineering, environment and evaluation); and
 - the incorporation of the health benefits of cycling.
- 2.5 The consultant's draft Strategic Cycling Communications Plan was presented to Committee in June 2014 and was further reviewed with area municipal staff in August. Comments were accepted until September 2014.

3. REGIONAL CYCLING COMMUNICATIONS PLAN

- 3.1 Based on the key recommendations of the consultant, and further consultation with area municipal staff, the Regional Cycling Communications Plan (refer to Attachment 1) is intended to provide support to current cyclists, encourage people to consider cycling, and to educate motor vehicle drivers about how to share the road safely with cyclists.
- 3.2 The Regional Cycling Communications Plan includes a number of events and activities to encourage cycling, and promote safe cycling in Durham, over the next three years. Activities include:
- Development of:
 - a campaign identity with Durham cycling-related content;

- cyclist and driver campaigns;
- region-wide cycling network mapping;
- student-focussed materials that include cycling safety information; and
- cycling event kits for community use;
- Establishing Durham as a Bike-Friendly Community through the Share the Road Cycling Coalition; and
- Hosting two signature events to celebrate and promote cycling in Durham.

These activities and events will be phased in over a period of three years.

- 3.3 The Planning and Economic Development Department will lead an inter-departmental Working Group with staff from other Regional departments (ie Corporate Communications, Health and Works), Durham Region Transit, and the Durham Regional Police Service, to implement the Regional Cycling Communications Plan.
- 3.4 External agencies and organizations such as the Area Municipalities, Boards of Trade, Businesses, Business Improvement Associations, Places of Worship, Cycling and Sport Clubs, Schools, and Youth Organizations will also be involved in the implementation of the Regional Cycling Communications Plan to ensure its success in reaching the entire Durham cycling community.
- 3.5 Implementation of the Regional Cycling Communications Plan is expected to cost \$195,000 over the three year period. Costs include: consultant support to develop the campaign identity; advertising and promotional materials; event materials; and video production. The cost breakdown is provided below.

Year One:

Consultant support for Campaign Identity	\$10,000
Advertising & Promotional Materials	\$35,000
Event Materials	\$5,000
Video Production	<u>\$10,000</u>
Total Year One:	\$60,000

Year Two:

Advertising & Promotional Materials and Mapping	\$55,000
Event Materials	<u>\$5,000</u>

Total Year Two:	\$60,000
Year Three:	
Advertising & Promotional Materials	\$55,000
Event Materials	10,000
Video Production	<u>\$10,000</u>
Total Year Three:	<u>\$75,000</u>
Summary	
Year One	\$60,000
Year Two	\$60,000
Year Three	<u>\$75,000</u>
Total:	<u>\$195,000</u>

3.6 The necessary funding to support the Regional Cycling Communications Plan will be subject to the Region's annual Business Planning and Budget process for the 2015, 2016 and 2017 fiscal years.

3.7 It is recommended that the Regional Cycling Communications Plan (Attachment 1) proceed in 2015, subject to the necessary funding being approved through the Business Planning and Budget process.

4. CONCLUSION

4.1 The Regional Cycling Communications Plan will provide for a well-informed and safe cycling community in Durham that is inclusive of cyclists, pedestrians and motorists. The integration of messaging regarding cycling across all Regional Departments, area municipalities and other cycling interests in Durham, is integral to the success of the Plan. The required budget to implement the Regional Cycling Communications Plan will be considered annually through the Region's Business Planning and Budget process.

4.2 This report has been prepared in consultation with the Regional Works and Health departments, Corporate Communications and the Durham Regional Police Service.

A.L. Georgieff, MCIP, RPP
Commissioner of Planning and Economic Development

RECOMMENDED FOR PRESENTATION TO COMMITTEE

Garry H. Cubitt, M.S.W.
Chief Administrative Officer

Attachment: 1. Regional Cycling Communications Plan

REGIONAL CYCLING COMMUNICATIONS PLAN

1. GOALS

The Regional Cycling Plan (2012) recognizes that:

- in order for cycling supportive programming to be effective, it is necessary to develop a comprehensive communication strategy that outlines the recommended education, promotion and enforcement methods necessary to build a well informed and safe cycling community; and
- the core purpose of the communication strategy is to provide support to current cyclists, encourage people to consider cycling, and to educate motor vehicle drivers about how to share the road safely with cyclists.

2. OBJECTIVES

The following objectives of the Regional Cycling Communications Plan will support the achievement of the Regional Cycling Plan goals:

- increase resident awareness and knowledge of safe cycling and driving behaviours (e.g. safe urban and rural routes, appropriate riding gear, vehicle speed, laws of the road and cycling training);
- promote the health, environmental, social and traffic benefits of cycling to communities, families and individuals throughout the Region; and
- promote the Region's long-term commitment to the development of cycling infrastructure and community partnerships that contribute to the development of a safe and engaged cycling community.

3. STRATEGIES

The following strategies are identified to implement the Regional Cycling Communications Plan:

1. **Encourage Cycling:** present cycling as a fun, invigorating experience for individuals, families and groups.

2. **Value Cycling:** promote the community-wide benefits of cycling to health, the environment, traffic easing and quality of life for all Durham Region residents.
3. **Prepare to Cycle:** provide people with the knowledge and skills they need to succeed and grow their cycling abilities, confidence, safety and enjoyment.
4. **Travel Safe Routes:** provide cyclists, drivers and pedestrians with information on where to cycle safely, how to cycle and drive safely, and everyone's role in creating a safe cycling community.
5. **Cycle Beyond:** encourage cyclists to challenge themselves and build on their cycling skills to go further and try new kinds of cycling experiences.
6. **Celebrate Cycling Investment:** begin to recognize the completion of major cycling infrastructure elements and the development of community partnerships.

The intent of the Communications Plan is to progress through the process of: Awareness; Knowledge; Perception; and Behaviour, so that by the end of the campaign Durham Region will have measurable, positive results in the creation of a safe, well-informed cycling community.

The Awareness and Knowledge strategies will be launched in Year One and maintained throughout the campaign. The Encourage Cycling, Value Cycling and Prepare to Cycle strategies will be implemented throughout the campaign, but with reduced emphasis in Years Two and Three. The Travel Safe Routes, Cycle Beyond and Celebrate Cycling Investment strategies will be promoted in Year Three as cycling infrastructure and partnerships are realized.

4. **WORK PLAN**

Task	Year 1	Year 2	Year 3
<i>Development of Campaign Identity:</i> Key messages, a tagline, logo and a dedicated website will be developed to build brand recognition in the community.	✓		
<i>Education, Marketing and Promotion:</i> Various educational, marketing and promotion materials will be utilized throughout the campaign. These include: <ul style="list-style-type: none"> • Briefing Notes • Online, quarterly cycling updates • Social media campaign (Facebook, Instagram, YouTube, Twitter) • Maintenance of www.durham.ca/cycling website 	✓	✓	✓

Task	Year 1	Year 2	Year 3
<i>Cyclist Campaign:</i> Targeted at cyclists to provide a series of communication tools to build awareness, knowledge and behaviour around safe cycling practices.	✓	✓	
<i>Drivers Campaign:</i> Targeted at vehicle drivers to improve their awareness of cyclists whom with they share the road.	✓	✓	
<i>Go Pro Challenge:</i> An event to engage members of the community to participate by using their personal GO Pro Cameras to capture the fun and excitement of cycling in Durham Region.	✓		
<i>Region-Wide Cycling Network & Bike-Friendly Roads Map:</i> Development of a region-wide Bike Friendly Roads Map and comprehensive cycling network map for the entire region will be developed in consultation with the area municipalities.		✓	
<i>Student Engagement:</i> Develop materials to be provided to elementary and secondary schools and students in the region regarding the health impacts of cycling and safe cycling to be disseminated through existing programs run by Public Health Nurses and the Durham Regional Police.		✓	✓
<i>Sponsorship for Training:</i> Increase education opportunities in Durham for both adult and youth cyclists in safe cycling practices through recreational programming and community group partnerships. Applications will be made for any available funding to assist with the provision of cycling training, including instructor training.		✓	✓
<i>“Organize a Cycling Event” Kit:</i> Cycling Event Kits will be developed for area municipalities, local organizations and community groups to aid in their planning and execution of events that promote safe cycling. Cross promotion with Smart Commute Activities, Health Department and DRPS cycling safety and enforcement information will also be included.		✓	✓

Task	Year 1	Year 2	Year 3
<p><i>Countryside to Waterfront Ride:</i> A multi-distance car-free road ride to accommodate all categories of cyclists will be held to celebrate cycling successes in Durham.</p>			✓
<p><i>Recognition as a Bike Friendly Community:</i> The Bicycle Friendly Community Program is administered by the Share the Road Cycling Coalition. A “Bicycle Account” document will be developed to provide a summary of bicycle activity and infrastructure and perceptual data for Durham. The document will help to determine where there are successes in Durham and where additional work and resources are required to achieve a “Bike Friendly Community” accreditation.</p>			✓