

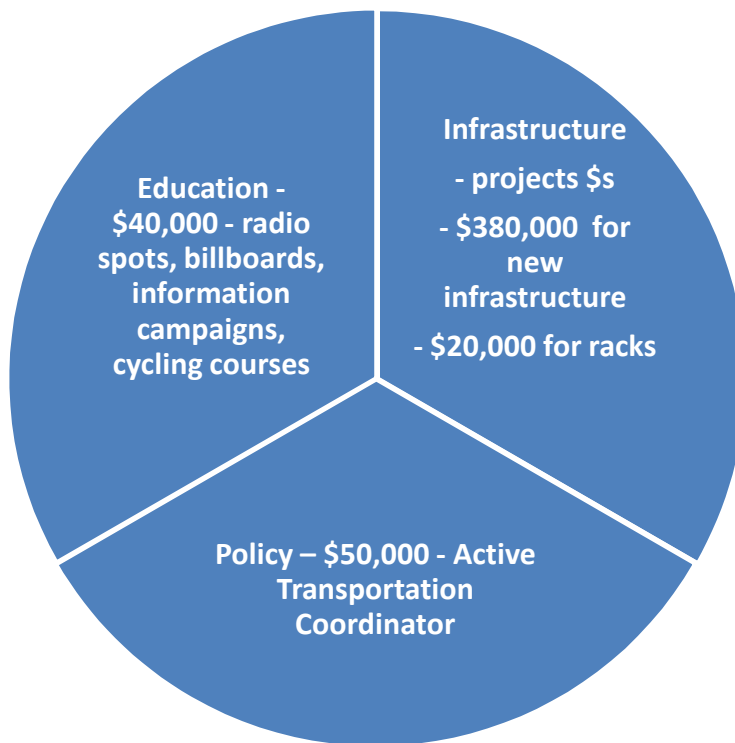


Sudbury Cyclists Union

June 14, 2013

Re: 2014 Proposed Budget

This year, the Sudbury Cyclists Union (SCU) is asking for budget dollars to help fund initiatives in 3 areas of the 2014 budget:



1. Infrastructure:
 - a. Dollars within all 2014 road project budgets for cycling infrastructure
 - b. A minimum of \$380,000 for new infrastructure on existing roads
 - c. \$20,000 for racks on city-owned property
2. Policy:
 - a. An Active Transportation Coordinator - \$50,000
3. Education:
 - a. \$40,000 for advertizing to the public using various media like radio spots and billboards to promote safe cycling and cycling courses

These requests are based on the recommendations of the Sustainable Advisory Panel, and on the good examples found in other Northern Ontario cities.

Good, connected infrastructure can be found in other cities, including North Bay and Thunder Bay. Thunder Bay also has an Active Transportation Coordinator who promotes cycling, organizes cycling events, and coordinates safe cycling courses (CAN-BIKE). A number of good education campaigns are also conducted in these and other cities, some of which have served as models for Sudbury campaigns organized by the Sudbury Health Unit (“You Know Me” campaign).

We ask City Council to make 2014 the year that Sudbury invests heavily into becoming a bicycle-friendly community in order to realize corresponding social, health, economic, and environmental benefits. Following is some background information on a number of initiatives at the local, provincial, and global level that underlines the need to invest in cycling infrastructure in Sudbury.

Each item has been equated with our budget category requests.

Ontario Coroner’s Cycling Death Review

Budget implications: Policy, Infrastructure, Education

The Office of the Chief Coroner released its Cycling Death Review in July 2012, which examined all accidental cycling deaths from January 1, 2006 to December 31, 2010. While geared towards provincial policy, some of the major recommendations will need to be adopted and developed at a municipal level. We’ve taken the liberty of highlighting those that we think the City of Greater Sudbury should support in its 2014 budget:

- **Adoption of a “complete streets” approach** – focused on the safety of all road users - to guide the redevelopment of existing communities and the design of new communities throughout Ontario.
- Development of an Ontario Cycling Plan to guide the development of policy, legislation and regulations and the commitment of infrastructure funding to support cycling in Ontario.
- **A comprehensive cycling safety public awareness and education strategy**, starting in public schools, and continuing through the purchase of every new and used bicycle and through driver’s license testing.
- **Legislative change** (*Highway Traffic Act (HTA); Municipal Act; relevant Municipal By-Laws*) aimed at ensuring clarity and consistency regarding interactions between cyclists and other road users.
- **Strategies to promote and support helmet use for cyclists of all ages.**
- Implementation of mandatory helmet legislation for cyclists of all ages, within the context of an evaluation of the impact of this legislation on cycling activity.
- Establishment of a “one-meter” rule for vehicles when passing cyclists.
- **Prioritizing the development of paved shoulders on provincial highways.**
- Mandatory side-guards for heavy trucks.
- **Enforcement, education and public safety activities targeted to the specific issues of cycling safety identified in a given community.**

Ontario Draft Cycling Strategy

Budget implications: Policy, Infrastructure, Education

The Ontario Ministry of Transportation released its Draft Cycling Strategy in November 2012. It received over 1115 submissions with over 3000 comments during the open submission period that ended in January 2013. The ministry has never seen such a volume of responses over any other issue.

Glen Murray, our new provincial Minister of Transportation, has stated that the Ontario Cycling Strategy is in need of improvement to make cycling a safer and more attractive transportation option. "When I became minister, I looked at the Ontario Bike Policy and I knew we could do a lot better." Mr. Murray, who is an avid cyclist, also wants to make Ontario a world-class cycling destination and wants our cities to be more progressive and bike friendly. He stated that cycling should become more of a priority when it comes to planning matters and it is essential in creating complete communities. He has indicated that by September 1, Ontario will have a comprehensive cycling program.

At this time, we do not know what the implications will be for municipalities. We would hope that it means that the government of Ontario will provide more funding for cycling infrastructure and education programs in municipalities.

Sudbury needs to position itself so it can take advantage of any special or targeted funding that may be announced in 2013/2014.

Following the example of the province and other cities, Sudbury should develop a comprehensive municipal Cycling Strategy and Implementation Plan. Many other cities are doing this, including Calgary who in 2012, approved a \$28 million cycling strategy.

Sudbury's Official Plan, Transportation Study and Complete Streets Budget Implications: Policy, Infrastructure

With the Official Plan and Transportation Study reviews currently being conducted, the timing is right to entrench cycling and other sustainable mobility modes of transportation into our short- and long-range plans. As recommended by the Ontario Chief Coroner and the Sustainable Mobility Plan, Sudbury should incorporate Complete Streets within the Official Plan.

"A Complete Streets policy ensures that transportation planners and engineers consistently design and operate the entire street network for road users of all ages and abilities, including pedestrians, cyclists, transit users, and drivers." (Toronto Centre for Active Transportation) We need to provide staff with the support that will be required to implement the approach.

Over 300 U.S. cities and states have already adopted Complete Streets, as well as several Canadian cities including Calgary, Waterloo, the town of Ajax, and just recently Edmonton.

Complete Streets Guidelines are currently being developed in Edmonton, Calgary and Toronto. A number of other Canadian Cities are investigating implementing a Complete Streets approach, including Victoria, Grande Prairie (AB), Hamilton, Mississauga, Moncton, Peterborough, St. Catherines, Thunder Bay, Toronto, and Winnipeg.

In order to do this properly, Sudbury will need to fund the staffing and research dollars to implement the approach and design the guidelines it requires. And Sudbury need not wait for the revised Official Plan to be approved before it starts to work on its cycling strategy. The current Official plan in Section 11.0 – Active Transportation, already provides objectives, policies and programs that mandate the development of cycling policy, infrastructure and educational programs.

**Sudbury Bicycle Advisory Panel and Sustainable Mobility Advisory Panel
Budget Implications: Policy, Infrastructure, Education**

In 2010, recommendations from both panels were received by Council. Though some of the recommendations in the Sustainable Mobility Plan (SMP) have been funded and implemented, many have not. Recommendations in the Bicycle Technical Master Plan have not yet been implemented.

Of course, of special interest to the SCU are the recommendations in the SMP in regards to cycling. The SCU is anxiously awaiting the results of the Transportation Study, so we can view the City's approach and recommended priorities. We would expect that the results will reflect community stakeholder recommendations as well as the recommendations from both the BAP and SMAP.

We have attached our "report card" on the cycling recommendations that were made in the SMP as Appendix A to this letter. Sudbury needs to move on all of these recommendations and begin funding them with the 2014 budget.

**Caldarelli-Cimino Motion to Council, 2011
Budget Implications: Infrastructure**

In June, 2011, a Motion to Council was presented to Council:

WHEREAS walking and cycling are cost effective, environmentally sensitive and healthy modes of transportation for both recreational and commuter users;

AND WHEREAS these travel modes are recognized as integral and necessary components of a balanced transportation system that complement public transit and act as alternatives to the automobile;

AND WHEREAS Council of the City of Greater Sudbury has recently received the Sustainable Mobility Plan and the Bicycling Technical Master Plan;

THEREFORE BE IT RESOLVED THAT Infrastructure Services consult both the Sustainable Mobility Plan and the Bicycling Technical Master Plan when preparing the capital budget and when preparing tenders for every capital road project.

CARRIED

The SCU asks Council to honour the motion by ensuring that all new roads and existing road repairs in the 2014 budget include cycling infrastructure, after due consultation with cycling stakeholders and in coordination with whatever implementation plans will be developed for Sudbury's cycling routes.

A number of roads projects in the 2013 budget do not include cycling infrastructure, and the SCU is disappointed that we have missed some good opportunities to implement infrastructure critical to the safety of cyclists.

Development of Provincial Cycling Routes

Budget Implications: Infrastructure

A number of proposed cycling routes are being suggested for areas of Northern Ontario that will include the region of Sudbury.

The Georgian Bay Cycling Route (which circles Georgian Bay), the Lake Huron Cycling Route (which connects Sudbury with Sault Ste. Marie), and the Trans-Canada trail (which is being developed between Sudbury and North Bay), all mean that cycling tourism will come to Sudbury.

Other areas of Canada have developed cycling tourism economies that generate millions of dollars. For example, the Route Verte in Quebec is estimated in 2013 to generate \$134 million from cyclists who travel the route. This spending will generate over \$38 million in government revenues and help support 2,861 jobs (person years).

One of the most celebrated examples in the U.S. is North Carolina's Outer Banks, which is a chain of barrier islands covering an area of 800 square miles, of which 409 square miles are water. By a conservative estimate, this small area generates \$60 million in economic activity through bicycle tourism. They spent \$6.7 million on bicycle infrastructure and have seen an annual nine to one return on that one-time investment.

In order for Sudbury to take advantage of these opportunities, it needs to position itself to attract cyclists to travel to and spend time in Sudbury. A bike-friendly community is critical to attracting cycling tourists. Of prime importance to cyclists is safety – without the development of proper infrastructure and education campaigns to create a safe “share the road” culture in Sudbury, cyclists will not feel welcome here. 2014 is the year to plan and begin to implement safe cycling routes across the region.

Quality of Life: Health and Increased Cycling Opportunities

Budget Implications: Infrastructure, Education

Many surveys are now indicating that Ontarians want to cycle. Informal discussions we have had with Sudburians over the past few years have told us that many Sudburians want to cycle – but most potential cyclists find the roads too dangerous to attempt it.

Surveys like the 2013 Share the Road Coalition survey of adult Ontarians indicate that 78% believe that more people would cycle if there was more and better cycling infrastructure. This and other survey statistics also show that the number of Ontarians who ride for commuting purposes is increasing yearly.

Many Sudburians are missing out on a healthy way to commute – they are relying on cars, thus causing congestion and pollution in our city, all of which costs us many dollars to alleviate.

From a health perspective, the 2012 Vital Signs Report also highlights the fact that Sudburians need to get healthier. Costs of health care do not impact the municipal budget, but healthy communities attract workers looking for enhanced qualities of life. As Baby Boomers age out of the workforce, we need to compete with other cities to attract and retain younger professionals, particularly those in the “millennial” generation born between 1983 and 2001. Younger, upwardly mobile professionals prefer healthier lifestyles, and many of them do not want to drive.

One of Sudbury's strategic goals in the 2012-2014 Strategic Plan is "Promoting Sudbury as a Healthy Community". In order to do that, we need to invest in initiatives that will help our population become healthier.

Also, studies in Canada and the U.S. indicate that trends in driving are changing. Baby Boomers loved their cars, but Gen Y and Millennials do not. And the Baby Boomers are aging and will be driving less. Automaker executives have been voicing concerns that young people are much less interested in driving and owning cars than their predecessors.

Many SCU members were born in or lived in other cities, including Toronto, Montreal, North Bay and Thunder Bay, and they are surprised by how cycling-unfriendly Sudbury is. And they are asking why we don't have the infrastructure that they're used to seeing.

If we are to grow in Sudbury and promote ourselves as a healthy community, we need to provide the services that our new populations will demand.

Congestion

Budget Implications: Infrastructure

Our MPP, Rick Bartolucci, currently sits on the Standing Committee on General Government, which is currently investigating congestion and gridlock in Ontario. Presentations are being made to the Committee with a recurring theme being that the solution to gridlock is not building more roads, but rather building more sustainable transportation opportunities.

Toronto's Metrolinx and the "Big Move" programs are recommending investing in transit and cycling as alternatives to building and expanding roads. In studies they have funded, it is estimated that Toronto can build 4,500 kilometers of new walking and cycling infrastructure for the same cost as building 18 kilometers of new roads.

While not as severe as in cities like Toronto, Sudbury's gridlock is pushing us into spending millions of dollars to expand our roads, all to support the many single-passenger cars that we see travelling on our roads today.

As an example the United Kingdom is looking at targets of 25% of journeys to be made by bike by 2050 in order to deal with their congestion – at an investment of 1 billion pounds (1.59 billion dollars) per year. Big cities like New York and Chicago are all heavily investing in cycling infrastructure to help alleviate their gridlock, as are Canadian cities including Edmonton, Calgary, Montreal, and Toronto.

Sudbury needs to start looking at alternatives to building new roads and expanding existing roads. Many studies are now showing that the more roads you build, the more cars you attract. Building more roads is not the answer to congestion and gridlock – sustainable mobility transportation options are the solution.

Urban Economy

Budget Implications: Infrastructure

Cycling not only saves money, it creates economic benefits for cities and local merchants.

Portland, Oregon, saw \$90 million in bicycle-related activity in 2008. Nearly 60 percent of that activity came from retail, rental, and repair, with manufacturing and distribution, bicycle events, and professional services, such as bike messengers and coaching and legal expertise, also contributing. Compared to the distance and time spent commuting to work in the median American city, Portlanders travel 2.9 billion fewer miles and spend 100 million fewer hours, saving \$2.6 billion a year.

Studies in Australia, Germany and in the Netherlands indicate that while bicycle-based consumers spend less per transaction, they make more visits and spend the most collectively. In Switzerland, research into parking space profitability found that each square metre of bicycle parking generated €7500 annually compared to €6625 for cars.

But we will need to invest in cycling infrastructure before we can realize these benefits. It is anticipated that we will see such benefits with projects like the Elgin Greenway, but currently that project is being developed in isolation, with no plans yet announced to link it to other routes in the city. We need to develop our infrastructure in an organized and coordinated manner; developing “chunks” of infrastructure, as was done with the small section of Regent Street sharrows last year, does not help cyclists who wish to travel around the city. And even worse, it causes confusion on the part of motorists who don’t know how to deal with the new infrastructure.

Ontario Traffic Manual Book 18: Bicycle Facilities

Budget Implications: Infrastructure

This manual, which is part of the Ontario Traffic Manual Series published by the Ontario Traffic Council (OTC), provides practical guidance and design information for traffic engineering, operations and management of roads for the province and its municipalities. A committee of the OTC has been working on this manual for a few years, and its goal is to provide a new standard for bicycle facilities in Ontario based on best practice, while providing innovative solutions to implementing the facilities.

The final draft is now out, and will provide the standards that we need to build our cycling infrastructure. Our current Director of Roads and Transportation, David Shelsted, is on that Committee, and can therefore bring a wealth of cycling infrastructure knowledge to our new roads designs.

Cycling Events

Budget Implications: Policy, Education

Sudbury’s cycling scene is expanding rapidly. This year, we saw CAN-Bike safety courses and other safety workshops coordinated through the Rainbow Routes Association’s Sudbury Cycles project, which ends this summer. Sudbury Cycles also provided bike rodeos and kids bicycle exchanges for the past two years.

Sudbury Cycles had a presence at many community events and offered safety brochures, bike parking facilities, free helmets, and primary school workshops. Almost all of the Sudbury Cycles activities were run with the help of SCU volunteers.

Cycling events are becoming more popular in Sudbury. The first Bike Fest was held in June 2013 and was deemed a success. The Canada Cup Mountain Bike race will again be held in Walden in July 2013. The Commuter Challenge in June 2013 got people thinking about getting out of their cars – and commuting via car pool, transit, walking, or cycling.

The City boasts the Sudbury Cycling Club, the Walden Mountain Bike Club, the Sudbury Cyclists Union, and a new Sudbury Women's Cyclists Group – who all offer club events and training.

A cycling culture is starting to grow in Sudbury, and in order to maintain momentum, central coordination should be done by a City Active Transportation Coordinator, who will have the responsibilities of helping to coordinate cycling events; education and public awareness programs; and implementing policy developed through the Official Plan, the Transportation Schedule, and the Sudbury Cycling Plan.

This position is especially critical since the number one driver that has encouraged cycling development in Sudbury is, in our opinion, the full-time position funded by the Sudbury Cycles project at the Rainbow Routes Association. That specially-funded position ends in July 2013, and leaves Sudbury without dedicated staffing to coordinate cycling efforts in the city.

New Drivers Handbooks

Budget Implications: Education

The Ministry of Transportation has announced new drivers' handbooks, expected to go to print shortly. The handbooks include expanded information on cycling safety. The information we have is that the current 1/2 page that deals with cyclists will be expanded to 2 full pages.

This provides Sudbury with the perfect opportunity to build on the handbooks and create education campaigns for Sudbury motorists.

Sudbury Cycles, the Sudbury and District Health Unit, and the Sustainable Mobility Advisory Panel conducted education campaigns this year, but more are needed to get cyclists and motorists to obey the rules of the road and to safely share the road.

Conclusion

We all know that investing in alternate modes of transportation is important and cost effective in the long term. Investing in cycling is the right thing to do in 2014. The SCU looks forward to working with the City of Greater Sudbury to provide cycling opportunities in Sudbury during the 2014 budget year.

Sincerely,

The Sudbury Cyclists Union

Appendix A – Sustainable Mobility Plan Report Card

Recommendation	Status
As part of the next Official Plan review process, give equitable consideration to the needs of cyclists in the Transportation section of the Official Plan. This could include, among other matters, a set of indices, which would help set priorities for cyclists and other forms of transportation improvements	Suggested for 2013, this has been delayed by a year. We are to see the Transportation Study results on June 19, 2013.
Amend the Official Plan (Transportation Schedule) to include a Bicycle Route Plan & Classification System using the draft Bicycle Route Plan and Classifications System developed through public consultation and in conjunction with the Bicycle Advisory Panel for all existing roads as a starting point (Appendices C & D).	We are hopeful that the Transportation Study will include this.
Create a Priority Indexing System for cycling to create a system that will set priorities set for cyclist infrastructure improvements, installations, traffic calming and maintenance. Adopt this Indexing System into the Official Plan Review.	We are hopeful that the Transportation Study will include this.
Incorporate into the Official Plan review appropriate cycling infrastructure on all new road development.	In spite of the Calderelli-Cimino motion of June 15, 2011 and of the bicycle network policies in the current Official Plan, this did not happen in 2013 as a number of infrastructure projects currently underway do not include cycling infrastructure.
Incorporate into the Official Plan Review, the mandatory requirement for commercial, retail and institutional buildings to provide bicycle parking and storage.	Suggested for 2013, this is not yet in place for existing buildings. A by-law was passed for all new developments, but we also need to retrofit existing buildings.
Adopt the draft Bicycle Parking Zoning By-Law which would require a minimum number of bicycle parking spaces at retail, institutional, employment, educational and residential centers.	Done
Draft and adopt a by-law which prohibits the operation of motor vehicles within designated bicycle lanes or paths.	Not yet implemented.
Ensure that the practice of incorporating wide, paved shoulders along major arterials connecting outlying communities is continued.	Some projects in 2012 incorporated this recommendation, but most major arterials do not yet have continuous paved shoulders on all the roads to protect cyclists. Our major arterials are used by many trucks and the SCU deems them to be some of the most dangerous roads in Sudbury.
Implement the Action Plan developed for the Bicycle Route Network following the Official Plan	Not yet implemented.

amendment process.	
Pave shoulders along major arterial roads connecting outlying communities to the urban core to provide a safe area for Class A cyclists to commute.	The SMP suggested an investment of \$100,000 per year for 4 years at an estimated cost of \$30,000 per metre). It is unknown what was spent in 2012 and what is budgeted for 2013.
Using the Priority Index System for cycling, install complimentary traffic calming measures on residential and local roads to create the safe conditions necessary to encourage individuals to choose cycling.	Traffic calming was done on Churchill Avenue in New Sudbury; many cyclists consider the curb extensions in their current configuration to be detrimental to cycling as they force cyclists into traffic at the extended locations. Traffic calming measures on Southview Drive are widely considered by cyclists as dangerous. We understand traffic calming measures are being implemented on Attlee Street in 2013, but we do not know whether provisions are being made to keep cyclists safe. A standard needs to be developed for curb extensions that will ensure cyclist safety.
Expand and promote the City of Greater Sudbury Transit "Rack and Roll" program to all transit busses by 2015.	We understand that this is being implemented, and we commend the City for moving forward on this recommendation.
Ensure that adequate, accessible and secure bicycle parking facilities are available at all major employment, retail and educational centers, in addition to all city owned facilities and buildings through the enforcement of the new Bicycle Parking By-Law.	Many of these buildings do not yet have bike racks and the City has not yet mandated a retrofit of existing buildings.
Complete the Junction Creek Waterway Park as an Active Transportation Corridor in Greater Sudbury by 2015.	We understand that the completion progress is on target. However, we caution the City to not rely exclusively on trails as AT corridors, unless there are plans to pave and light them. Trails are great for recreational cyclists, but not for commuters, especially those who travel at night.
Develop a "Cycling in Greater Sudbury" wayfinding map outlining designated routes and information.	Outstanding.
Develop and promote educational programs for both cyclists and motorists.	Outstanding. This item is critical for ensuring the safety of cyclists. Both cyclists and motorists need to follow the rules of the road and safely share the road. While some education has been made by other organizations, the City has not yet implemented comprehensive cycling safety programs.
Develop a user-friendly "Transportation" page on the city website to include links to all forms of transportation information.	Outstanding.
Conduct educational blitzes at high profile intersections in the City of Greater Sudbury.	Outstanding. The SCU suggests using ads on the new digital signs that are now available on major

	arteries. The City should look for private sector and public sector (i.e. Health Unit) partners for developing and implementing public awareness campaigns.
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