



# Cycling Community Compendium

## **Pedestrian and Cycling Master Plan Salt Spring Island Edition**

## Executive Summary

This document was written as a companion document to the Salt Spring Island Pedestrian and Cycling Master Plan (PCMP - SSI Edition). Whereas the PCMP - SSI Edition is focused on creating a network for active transportation including walking, cycling and transit-integration, this document is focused on cycling and the other, non-engineering, ways of supporting cyclists. Together, these two documents are designed to address what is commonly known as the five E's of bicycle-friendly planning:

1. Engineering
2. Education
3. Empowerment
4. Enforcement
5. Evaluation

The Cycling Community Compendium is intended to show the ways in which the Salt Spring Island community currently works to encourage safe, convenient, and enjoyable cycling – and how community members might consider building on these efforts. Although walking is not specifically mentioned, many of the ideas here could be applied to active transportation as a whole.

In recognition of the sometimes differing needs of resident cyclists and cyclists visiting the island, ways in which both of these groups can be helped to feel safe and comfortable while cycling on Salt Spring Island have been included in this document.

In the Education and Empowerment sections, examples of past and present programs and events put together by a variety of community organizations are presented, followed by a brief set of recommendations for the future. The Education section highlights programs such as Helmets for Life and Bike Rodeos, and Salt Spring Island-specific material that is available to help educate cyclists and motorists, such as the Natural History & Heritage Map and Share the Road Brochure. Included in the Empowerment section are summaries of events and happenings that promote and encourage cycling, such as Bike to Work Week, the Fulford Bike Fest, and Velo Village. Suggestions for future ways of providing cycling education and empowerment have been adapted from the Capital Regional District Pedestrian and Cycling Master Plan (PCMP) to fit the unique community and conditions on Salt Spring Island. These recommendations include educational programs such as a professional development program and the use of a coordinated media strategy, and empowering events such as an annual cycling celebration and bicycle-friendly business awards.

The Enforcement section addresses three ways in which bylaws on Salt Spring Island can help to promote cycling and improve the experiences of cyclists: through policies that direct the provision of Trip Enhancement Facilities, strategies for promotion of active transportation, and ways of ensuring that cycling is accessible to everyone. The guidelines and policies on these topics that are included in local bylaws are evaluated in comparison to best practices from comparable jurisdictions. In several instances, bylaws on Salt Spring Island compare favourably to best practices from elsewhere, but there is room for improvement. A summary of the existing state of road maintenance is also included in this section.

In order to demonstrate the positive impact of investments in cycling programs and infrastructure, accurate and consistent measurement of the status of cycling on Salt Spring Island is required. In the last section, Evaluation of the success of bicycle-friendly planning is discussed, namely, the standardized bicycle counting exercises that started on Salt Spring Island in 2012.

There are a great many dedicated and creative people and organizations on Salt Spring Island who use a variety ways of educating, empowering, enforcing norms and rules, and evaluating cycling to contribute to making the island a safer and more enjoyable place to cycle. The Cycling Community Compendium is intended to celebrate the amazing work that has been done by people and organizations from across the community, inspire and enable these and similar efforts to continue, and draw in new people and ideas too.

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## Introduction

When planning for more and better cycling, it's important to remember that although excellent linear, physical infrastructure is essential, it's not the whole story. There is much that can be done in the non-engineering realm to improve the cycling experience and promote the shift from less sustainable forms of transportation to increased cycling. Included in this report is a summary of the ways in which **E**ducation, **E**mpowerment, **E**nforcement, and **E**valuation have been, and could be, used on Salt Spring Island to promote safe, seamless cycling for everyone. It is hoped that by getting all these E's together – plus the Engineering E – that cycling on Salt Spring Island will continue to move in the direction of increased safety, practicality, and fun for as many people as possible.

## Acknowledgements

This report builds on the efforts of many great people and organizations on Salt Spring Island who have been working for decades to improve cycling on the island. Many thanks to this strong community of cyclists and cycling enthusiasts!

Thank you to the Salt Spring Island Cycling Master Plan Technical Advisory Committee:

- Brenda Guiled: Chair of both Island Pathways and its affiliate Bicycle Working Group (BWG), organizer of the 2010 Cycling Forum, instigator of the 2011 Cycling Survey Report
- Donald McLennan: Commissioner, Salt Spring Island Transportation Commission
- John Wakefield: Chair, Salt Spring Island Transportation Commission;
- John Rowlandson: Director of Island Pathways Velo Village Bike Festival and International Cycling Conference
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## Table of Contents

<b>EDUCATION</b> .....	<b>3</b>
<b>Existing and Past Efforts</b> .....	<b>4</b>
Inside Out Art Project .....	4
Helmets for Life Program .....	4
Bike Rodeos .....	5
Natural History & Heritage Map.....	5
The Cycling Forum .....	5
Share the Road Brochure.....	6
Cycling and Rural Mobility Conference .....	7
<b>Recommendations</b> .....	<b>8</b>
Professional Development Programs .....	8
Cycling Skills Courses for Adults and Children .....	8
Family Bicycling Program .....	9
Media Strategy .....	9
<b>EMPOWERMENT</b> .....	<b>11</b>
<b>Existing and Past Efforts</b> .....	<b>11</b>
Bike to Work Week.....	11
Easter Bicycle Parade.....	12
Critical Mass .....	12
Velo Village .....	13
Velo Village Merchant Coupons and Support Certificates .....	14
Fulford Bike Fest.....	14
Fulford Spokespeople Cycling Club .....	14
Bicycle Rentals.....	14
Guided Bicycle Tours.....	14
<b>Recommendations</b> .....	<b>15</b>
Sunday Parkways .....	16
Bike Share System .....	16
Annual Event.....	16
Bicycle Friendly Business Awards.....	17
<b>ENFORCEMENT</b> .....	<b>19</b>
<b>Existing Bylaws</b> .....	<b>19</b>
<b>A. Trip Enhancement Facilities</b> .....	<b>24</b>
Summary of Existing Bylaws.....	24
Comparison to Best Practices.....	25
<b>Recommendations</b> .....	<b>30</b>
<b>B. Promotion of Active Transportation/Reduction of Dependence on Private Automobiles</b> .....	<b>32</b>
Summary of Existing Bylaws.....	32
Comparison to Best Practices.....	33
<b>Recommendations</b> .....	<b>33</b>
<b>C. Accessibility and Protection of Vulnerable Users</b> .....	<b>33</b>
Summary of Existing Bylaws.....	34
Comparison to Best Practices.....	34
<b>Recommendations</b> .....	<b>34</b>
<b>D. Road Maintenance</b> .....	<b>34</b>
<b>EVALUATION</b> .....	<b>36</b>

# Education

Education and Empowerment go hand-in-hand in ensuring that all cyclists and potential cyclists have the information, skills, confidence, and support they need in order to cycle safely and happily on Salt Spring Island.

Cyclists on Salt Spring Island can be broadly grouped as either local residents or visitors to the island. The needs of these groups may differ with respect to education; these differing needs will be addressed in the following sections.

As shown in a recent survey of cyclists on Salt Spring Island, cyclist safety on island is a major concern of both visiting cyclists and Salt Spring Island residents who cycle<sup>1</sup>. The provision of educational programs and events aimed at both cyclists and motorists can help to improve real and perceived safety of cyclists. Educational programs and events can also help to increase understanding of the environmental, community, and personal benefits of cycling. When cycling is seen as a safe, enjoyable, and predictable mode of transportation, cycling mode share is likely to increase.

It is important that all road users, including cyclists and motorists, have access to the information they need in order to cycle safely and/or to drive safely in the presence of cyclists. Cyclists and motorists should understand their rights and responsibilities, and should have access to information about new and improved facilities. Education should also be available for cyclists and potential cyclists of all ages to learn about the benefits of cycling, and the skills they need to cycle safely and confidently. Education for government staff and related professionals regarding best practices with respect to provision and maintenance of cycling facilities should also be available.

Efforts aimed at increasing cycling education should meet some of the criteria discussed above and summarized at right. No one program or event can cover all of these different aspects, but together, the programs and events available in the community should address each of these components of education. Whether efforts are best offered as one-time-only events, or on a more on-going basis should also be considered. In addition, cycling education efforts on Salt Spring Island should be designed to reach out to either visitors or residents, or both groups together.

## Summary - Components of Education

Educational events and programs should address one or more of the following:

- Benefits of cycling
- Legal rights and responsibilities of cyclists
- Legal rights and responsibilities of motorists
- Information about facilities
- Cycling skills – kids
- Cycling skills – adults
- Information for government staff and related professionals

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<sup>1</sup> Island Pathways, Bicycle Working Group. (2011). *Salt Spring Island Cycling Survey*. <http://www.islandpathways.ca/bicycle.html>.

It is important to remember that although both cyclists and motorists have a need to stay up-to-date on road safety education and changes to cycling infrastructure, cyclists and motorists are not discrete groups of individuals – most cyclists are also motorists and many motorists also cycle. Not only do motorists and cyclists have very similar educational needs and interests, by working together and avoiding the trap of seeing cyclists and motorists as opponents, everyone benefits from safer transportation and community-wide health and environmental improvements.

### **Existing and Past Efforts**

The following is a summary of past and present programs, and recommendations for specific future programs on Salt Spring Island. Several programs and events aimed at educating residents and visitors to Salt Spring Island about cycling on the island have been held in the past, and many are on-going. The ‘Components of Education’ addressed by each effort are then assessed and recommendations follow.

#### **Inside Out Art Project (Fulford Elementary School)**

In 2011, a grade 3/4 class at Fulford Elementary School participated in the global Inside Out Art Project. Under the mentorship of artist-in-the-classroom Jane MacKenzie, and with the support of their teacher, principal, and parent volunteers, the students put together a public art installation consisting of large-scale posters with photos of themselves combined with write-ups describing their collective wish for safe biking paths on which they could ride to school by themselves. The project was intended to fuel discussion of the need for better cycling infrastructure, and to encourage action on this issue. The project brought attention to the wishes of children on Salt Spring Island, educating residents on what kids need when it comes to cycling.



#### **Helmets for Life Program (Island Pathways)**

For more than 12 years, Island Pathways has run Helmets for Life, lead by Margaretha Nordine. In this program, students at Salt Spring Island elementary schools are taught about safe cycling rules and practices, and the importance of cycling with a well-fitting helmet. After listening to a ‘how to wear your helmet’ talk, students have their helmets properly fitted and have the option of purchasing a helmet in their choice of style and colour at the heavily discounted price of \$10. Helmets sold under this program are purchased at cost from Fort St. Cycle in Victoria and matching funds from local groups are used to keep the cost of new, properly fitted helmets for

children affordable. Since the program began, more than 500 helmets have been fitted on Salt Spring Island kids. The Helmets for Life program is sometimes held in conjunction with a bike rodeo (see below).

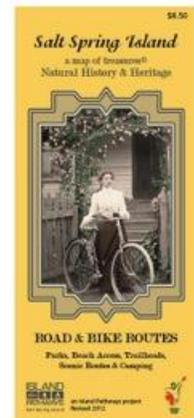


### **Bike Rodeos (RCMP)**

Bike rodeos, in which RCMP officers teach elementary school students how to maintain a safe bicycle and practice safe cycling habits in a fun and active way are periodically held in conjunction with the Helmets for Life Program.

### **Natural History & Heritage Map (Island Pathways)**

Since 2000, Island Pathways has published a heritage map that includes bicycle routes. The map is currently in its third edition, most recently revised in 2012. It is currently the only map with cycling information available on Salt Spring Island. Each bicycle route on the map is rated for difficulty, and elevation profiles are provided. Locations of camping areas, washrooms, drinking water, beach and lake public accesses, and more are also included. The Natural History & Heritage Map is on public display on ferries to Salt Spring Island and at a kiosk located outside the Salt Spring Island Visitor Info Centre on Lower Ganges Road. The map can also be purchased online (<http://www.islandpathways.ca/>) and at several locations on Salt Spring Island and Vancouver Island.



### **The Cycling Forum (Island Pathways and the Salt Spring Island Transportation Commission)**

In November 2010, Island Pathway's Bicycle Working Group and the Salt Spring Island Transportation Commission hosted a well-attended cycling forum at Fulford Hall. The forum marked the launch of both the Salt Spring Cycling Survey and the "Share the Road" brochure. The event was designed to be a celebration of cycling on Salt Spring Island, the objective of which was to bring together a diverse group of cyclists and cycling supporters on the island as a way to build connections within this community. Participants and displays included:

- Island Pathways, Bicycle Working Group – A series of history panels outlining past cycling initiatives on Salt Spring Island.
- Island Pathways - Helmets for Life Program, Natural History & Heritage Map, Ganges pathways.

- Salt Spring Island Transportation Commission - Cycling mandate, recent news, and information on the North Ganges Village Transportation Management Plan.
- Salt Spring Island Parks and Recreation Commission - Trail work and cycling-related documents.
- Island Pathways - Elevation profiles for various Salt Spring Island roads.
- Island Adventures and Fort Street Cycle - Cycling equipment and accessories.
- Capital Regional District and Cowichan Valley Regional District – Cycling plans and initiatives in their respective regions.



**Share the Road Brochure (Island Pathways & Mainroad Contracting)**

In 2010, Salt Spring Island’s “Share the Road” brochure was produced by Island Pathways and Mainroad Contracting. In this brochure, drivers and cyclists are instructed to obey the rules of the road in order to increase the safety of all road users. Key rights and responsibilities of drivers and cyclists are highlighted, and tips are provided for each mode of transport. All of the information provided in the brochure is tailored to the unique transportation conditions on Salt Spring Island. Also included in the brochure is a section for cyclists on where further Salt Spring Island cycling resources can be found. The “Share the Road” brochure has been handed out at community events, and is available on ferries to Salt Spring Island, from the Visitor Info Centre in Ganges, and online.

The image shows three brochures. The leftmost brochure, titled "SHARE THE ROAD", includes text such as "The top photo is what cyclists are looking for on Salt Spring... and we have lots, in places and at times. The quiet roads, however, are often narrow, without paved shoulders or shoulders at all, and they have numerous blind corners and hills." It lists rules for drivers and cyclists. The middle brochure, titled "CONTACTS and FURTHER INFORMATION", lists the Insurance Corporation of British Columbia (ICBC) and the British Columbia Cycling Coalition. The rightmost brochure, titled "CYCLISTS & DRIVERS SHARE THE ROAD", features a graphic of a car and a cyclist and states "DRIVERS: Watch out for cyclists" and "CYCLISTS: You have the same rights and duties as drivers of vehicles".

### Cycling and Rural Mobility Conference (Island Pathways)

At this international gathering, an official pre-conference event to the 2012 Velo-City Global conference held the following week in Vancouver, participants focused on “safe, seamless cycling for rural and urban riders”. More than a dozen speakers addressed topics ranging from the impact of cycling on population health to cycling tourism to cycling safety instruction. Sixty people registered for this conference, held June 22, 2012 as part of the larger Velo Village celebration of rural cycling (please see Encouragement section for more information about Velo Village, pages 12-14).



*Table 1. Components of cycling education met by existing and past efforts.*

		Programs/Events						
		Inside Out Art Project	Helmets for Life	Bike Rodeo	Natural History & Heritage Map	Cycling Forum	Share the Road Brochure	Cycling and Rural Mobility Conference
<b>Components of Education</b>	Benefits of cycling	✓				✓		✓
	Legal rights and responsibilities of cyclists		✓	✓		✓	✓	
	Legal rights and responsibilities of motorists						✓	
	Information about facilities				✓	✓	✓	
	Cycling skills – kids		✓	✓				
	Cycling skills – adults						✓	
	Information for government staff and related professionals							✓
Is the Program/Event On-going?			✓	✓	✓		✓	
Who is the Program/Event Primarily Intended for?		Visitors & Residents	Residents	Residents	Visitors & Residents	Residents	Visitors & Residents	Visitors & Residents

## **Recommendations**

The following recommendations for future action with respect to cycling education on Salt Spring Island are based on the content of past and on-going efforts, with the goal of filling in gaps and reaching out broadly to the community, to both Salt Spring Island residents and visitors to the island.

It is recommended that the on-going efforts described above (Helmets for Life, Bike Rodeos, Natural History & Heritage Map, and the Share the Road brochure) be continued as they contribute significantly to cycling education for Salt Spring Island residents and visitors alike. Where these efforts are not regularly scheduled, such as with Bike Rodeos that are hosted periodically at local elementary schools, it is recommended that effort be made to offer such programs regularly, perhaps as annual events. Each of the one-time events described above (Inside Out Art Project, the Cycling Forum, and the Cycling and Rural Mobility Conference) were important in contributing to cycling education on Salt Spring Island and could be held again.

In addition to these on-going efforts, the following programs are recommended for Salt Spring Island. These programs have been selected based on their applicability and perceived usefulness in the local context, as well as how they address different components of cycling education. Where possible, the specific agency that might be best positioned to take responsibility for funding and/or organizing of these programs is provided, but most have been left open as a reflection of the preliminary nature of this report in providing possible future direction for cycling education on Salt Spring Island. Similarly, the estimated cost and potential reach of each of these recommendations is not included here, but should be determined and included as factors in determining the overall effectiveness of each strategy.

Overlap between these recommendations and objectives and strategies in the CRD Regional Pedestrian and Cycling Master Plan (PCMP) is noted with an asterisk\*.

### **Professional Development Programs\***

According to the PCMP, the CRD should “Sponsor on-going training and professional development in best practices of facility design for (local government) staff and other related professionals”. In addition to this important focus on facilities, professional development programs could be expanded to include topics such as those covered in this report – education, encouragement, enforcement, and evaluation. Professional development programs such as conferences, workshops, and courses, would be beneficial to staff at Islands Trust, members of the Salt Spring Island Transportation Commission, volunteers at Island Pathways, and numerous other actors on Salt Spring Island.

### **Cycling Skills Courses for Adults and Children**

Although the Helmets for Life Program and Bike Rodeos do an excellent job of educating elementary school-aged kids about the importance of safety equipment and skills for cycling on Salt Spring Island, it is recommended that more safe cycling education be available for those kids who might like more instruction (or who might have missed these programs in school) and

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\* From the CRD Regional Pedestrian and Cycling Master Plan (PCMP).

for adults who are interested in learning how to cycle safely and comfortably, or build on the skills they already have.

The Canadian Cycling Association's CAN-BIKE Program is one example of the type of courses that would be appropriate on Salt Spring Island. The CAN-BIKE Program offers nationally standardized courses for kids and adults. Adult courses are available for new cyclists, and for experienced cyclists who are looking to build skills and increase their confidence. The two-day CAN-BIKE Rural Cycling course may be particularly well-suited to cycling conditions on Salt Spring Island.

The Ministry of Transportation and Infrastructure and/or the Insurance Corporation of BC are well positioned to carry all or part of the responsibility for the delivery of skills courses, and have in the past made commitments to supporting cycling education.

### **Family Bicycling Program\***

The CRD should, as described in the PCMP, "Create family bicycling programs to help parents figure out how to safely transport children by bicycle and help children learn bicycling skills". The availability of family-oriented bicycling programs on Salt Spring Island would complement cycling skills courses and help families to choose cycling as a viable and practical transportation option. Family bicycling programs adapted to meet the requirements of families cycling in rural conditions would be particularly valuable on Salt Spring Island.

### **Media Strategy**

Development of a comprehensive strategy for effectively using media on Salt Spring Island to disseminate information about cycling is recommended. Making the most of existing print and new media would help to keep Salt Spring Island residents up-to-date on facility upgrades, and could be used to promote safety and comfort for all road users. Furthermore, a carefully coordinated and sensitive approach to provision of information in media could help to avoid the 'us versus them' scenario that sometimes develops between cyclists and motorists, particularly in anonymous online settings.

Media on Salt Spring Island has been successfully used to promote cycling initiatives and events. For example, the Gulf Islands Driftwood has recently featured several articles and published many opinion pieces related to cycling on Salt Spring Island<sup>3</sup>. Building on this success in a coordinated manner, such as though a regular column or moderated on-line discussions, would help to get important cycling-related messages out to a wide range of community members.

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<sup>3</sup> For example: Nolan, E., "Ganges cycling lanes awarded \$1.4 million in funding", 29 March 2012; Howcroft, M., "Live & Learn – Great time to get on the cycling bandwagon", 7 September 2011; "Letter – Cycling support", 14 September 2011.

*Table 2. Components of cycling education met by recommended programs.*

		Programs/Events			
		Professional Development Programs	Cycling Skills Courses	Family Bicycling Program	Media Strategy
<b>Components of Education</b>	Benefits of cycling		✓	✓	✓
	Legal rights and responsibilities of cyclists		✓	✓	✓
	Legal rights and responsibilities of motorists				✓
	Information about facilities				✓
	Cycling skills – kids		✓	✓	
	Cycling skills – adults		✓	✓	
	Information for government staff and related professionals	✓			
Is the Program/Event On-going?		✓	✓	✓	✓
Who is the Program/Event Primarily Intended for?		Residents	Residents	Residents	Visitors & Residents

# Empowerment

In addition to education, it is important to generate enthusiasm and wide public support for cycling. To do this, empowerment should be provided to those people who currently cycle, those who would like to cycle more, those for whom cycling might be a new activity, and those people who may not cycle but who appreciate the health and environmental benefits that cycling provides to the community at-large. Events and programs that empower cyclists and their supporters draw attention to the environmental, individual, and community-wide benefits of cycling, and provide cyclists with the accolades they deserve for choosing a sustainable form of transportation. Efforts aimed at increasing enthusiasm and support for cycling should include both visitors to Salt Spring Island (who may benefit from a more enjoyable cycling experience) and local residents (who may either directly benefit as cyclists, or help to create a welcoming environment for all cyclists).

Access to equipment is an obvious prerequisite to cycling. A bicycle and an approved helmet are minimally required, as well as front and rear lights and a rear reflector for cycling between dusk and dawn. Lack of access to appropriate equipment may preclude cycling and should be a consideration when it comes to encouraging cycling on Salt Spring Island.

As with education, efforts aimed at empowering cycling on Salt Spring Island should meet some criteria as discussed above and summarized below for quick reference. Again, no one program or event can cover all of these different aspects, but together, the programs and events available in the community should address each of these components of empowerment. Like efforts aimed at education, decisions as to whether efforts should be put together as one-time-only events, or on a more on-going basis also need to be made. Whether efforts should be directed for the benefit of visitors or local residents, or if both groups are the intended beneficiaries, should also be considered.

## Existing and Past Efforts

For several decades, organizations on Salt Spring Island have put together events aimed at empowering cyclists. Some of the larger and more recent events are summarized below. Events for either residents or visitors to Salt Spring Island, or both groups, have been held in the past, and many are on-going. The ‘Components of Empowerment’ addressed by each effort are then assessed and recommendations are made based on this assessment.

### Bike to Work Week

Bike to Work BC is a registered non-profit society whose mission is to encourage people to commute by bicycle. The province’s first Bike to Work Week was held in Greater Victoria in 1995. In 2011, more than 15,000 cyclists from 18 communities took part in Bike to Work Week.

### Summary - Components of Empowerment

Efforts aimed at empowering cyclists on Salt Spring Island should address one or more of the following criteria:

- Generates enthusiasm and public support
- Empowers people who currently cycle
- Encourages people to cycle more
- Encourages non-cyclists to take up cycling
- Draws attention to the benefits of cycling
- Improves access to necessary equipment

In June 2012 (timed to coincide with Velo Village), Salt Spring Island participated for the first time in Bike to Work BC's Bike to Work Week. Twenty-three individuals and five teams registered and participated. They cycled more than 1,260 km over the course of the week, for an average commute distance of approximately 11 km return, the second highest average in BC. More than half of the registered participants are female, and four new cyclists took part.

### **Easter Bicycle Parade (Island Pathways)**

On April 23, 2011, Island Pathways hosted a "wheely fun" parade of decorated bicycles and other self-propelled transportation and costumed riders. The event was sponsored by the Salt Spring Parks and Recreation Commission. Approximately 100 participants gathered at the Kanaka Road Skatepark before parading through downtown Ganges on temporarily closed roads. The event ended in Centennial Park where prizes were given to all participants. Other attractions at this event included a power-spinning bicycle set-up to run the P.A. system and a display showing the history of cycling on Salt Spring Island from 1985 to present. A 'bicycle doctor' from Island Adventures was also on hand to check out bicycles, make minor repairs, and advise on larger repair needs.



### **Critical Mass**

Critical Mass is a cycling event that, in its most recent incarnation, started in San Francisco in 1992 and is now held monthly in over 300 cities worldwide. Critical Mass rides tend to be loosely organized, but generally share the goal of creating car-free space for cyclists by riding together as a group. Critical Mass rides are seen by some as protest events with various political motivations in which public road space is taken over by cyclists, as somewhat spontaneous celebrations of cycling and cycling culture.



Salt Spring Island's first Critical Mass ride was held on June 16 2007, as part of a transportation options fair. An estimated 150 people took part in the first Critical Mass ride. Following this successful start, monthly rides were held over the summers of 2007 and 2008; attendance at these events varied and was at least in part weather dependent. Although regular Critical Mass rides

are not currently held on Salt Spring Island, mass rides have been held periodically in conjunction with other events.

### **Velo Village (Island Pathways)**

The weekend before Velo-city Global 2012 was held for the first time in Vancouver, Salt Spring Island hosted Velo Village - a celebration of rural cycling. The aim of Velo Village was to “connect city cyclists with their country cousins”, and to work together to build “safe, seamless cycling capacity within, between and beyond municipal, regional and provincial boundaries”. It is estimated that at its height, 400 to 500 cyclists were in Ganges taking part in Velo Village events. More than 225 volunteers helped with Velo Village, and more than 100 small businesses supported the event.

Events held during Velo Village included:

- Salt Spring Island’s first Bike to Work Week.
- Beautiful Bikes - painted bikes displayed by more than 40 local businesses
- ArtSpring Cycl-OH!-rama and SRAM pART Project - a display of vintage bikes, bike photography, and a juried Bicycle Art Show and Auction with proceeds going to World Bicycle Relief. More than 1000 people came to ArtSpring to see this show.
- Velo Village Vibrations – a community celebration of long-time local cyclists and a volunteer briefing with emergency services and logistics personnel.
- Canadian premiere of the film Reveal the Path.
- Cycling and Rural Mobility Conference (see Education section, pages 7-8).
- Spoke ‘N Song Gala – a variety show supported by on- and off-island speakers and performers, featuring Colin and Julie Angus.
- The Bike Ferry and Fun Ride – nearly 300 cyclists sailed from Swartz Bay to Fulford on BC’s first-ever bicycle-only vessel. In Fulford, they were joined by approximately 100 others for a 14 km fun ride along a dedicated bike lane, ending in Ganges. In Ganges, bicycle valet service was available, and numerous workshops were offered for Velo Village participants.
- Activities in Centennial Park including yoga for cyclists, a power-generating stationary cycle, a smoothie making cycle, and live music.



A significant legacy of Velo Village is the Salish Sea Statements on Cycling and Rural Mobility, a policy framework for improving cycling safety and connectivity. The Statements have been adopted by several BC municipalities, School District 64, and have been translated into at least five different languages, ensuring their adoption across BC and around the world.

### **Velo Village Merchant Coupons and Support Certificates (Island Pathways)**



Nearly 30 Salt Spring Island merchants offered discount coupons to registered participants at Velo Village. Discounts ranged from percentages off of purchases, to special reduced-price or give-away items, to offers of free shipping. These coupons were appreciated by Velo Village participants and were viewed as a success by many participating merchants.

As a thank you to participating merchants, and with the hope that cyclists will continue to patronize the cycling-friendly businesses that offered coupons, Island Pathways offered award certificates for merchants to display in their shops. Each business's logo was placed in the upper left corner.

"I think you guys did a tremendous job of organizing this event – and I hope you do it next year! I'm sure that you can only build on the success you made of it this first time! We had really good redemption on the coupons we put in the bags - I'm sure there are a few still out there, but we did definitely generate some store visits. Loved all the bikes!"

Pharmasave's Linda Ramsey to Velo Village organizers.

### **Fulford Bike Fest (Spokespeople Bicycle Repair)**

When owner Darcy Green opened his new bicycle repair shop in Fulford, he organized a village bike festival that involved several local businesses. The event took place in August 2011, during a one-year hiatus of the Fulford Days festival. Events included kids' bike decoration, live music, and a discussion of the potential for safer cycling infrastructure on Salt Spring Island.

### **Fulford Spokespeople Cycling Club (Spokespeople Bicycle Repair)**

Since the summer of 2011, the owner of Spokespeople has organized weekly group bicycle rides that are open for the public to attend. Rides start in either Fulford or Ganges.

### **Bicycle Rentals (Salt Spring Adventure Co.)**

Salt Spring Adventure Co. offers bicycle rentals from their shop at the Salt Spring Marina on Upper Ganges Road. Cycling maps and advice on the best routes to take according to skill level are provided with rentals.



### **Guided Bicycle Tours (Full Cycle Tours)**

Full Cycle Tours offers one and two day long guided tours on Salt Spring Island. Scheduled tours of different distances and difficulties are available throughout the summer. Tour participants either bring their own bikes, or can have rental bikes organized for them through Salt Spring Adventure Co.

*Table 3. Components of empowerment met by existing and past efforts.*

		Programs/Events								
		Bike to Work Week	Easter Bicycle Parade	Critical Mass	Velo Village	Velo Village Coupons & Support Certificates	Fulford Bike Fest	Fulford Spokespeople Cycling Club	Bicycle Rentals	Guided Bicycle Tours
Components of Empowerment	Generates enthusiasm and public support	✓	✓		✓	✓	✓			
	Empowers people who currently cycle	✓	✓	✓	✓	✓	✓	✓		
	Encourages people to cycle more	✓	✓	✓	✓		✓	✓		✓
	Encourages non-cyclists to take up cycling	✓	✓		✓		✓		✓	✓
	Draws attention to the benefits of cycling	✓			✓					
	Improves access to necessary equipment								✓	
Is the Program/Event On-going?	✓						✓	✓	✓	
Who is the Program/Event Primarily Intended for?	Residents	Residents	Residents	Visitors & Residents	Visitors & Residents	Visitors & Residents	Residents	Visitors	Visitors	

### Recommendations

The on-going efforts described above (Bike to Work Week, Fulford Spokespeople Cycling Club, bicycle rentals, and guided bicycle tours) all contribute in different ways toward the empowerment of cyclists and cycling supporters on Salt Spring Island, and their continuation is recommended. The one-time initiatives and events summarized above (Easter Bicycle Parade, Critical Mass, Velo Village, Velo Village coupons and support certificates, and Fulford Bike Fest) have also been instrumental in empowering cyclists, and in creating a sense of ‘cycling community’ on Salt Spring Island. Repetition of any or all of these events is encouraged.

The following recommendations for additional ways to empower cyclists Salt Spring Island are based on the success of past and on-going efforts, and are intended to meet a variety of different components of empowerment. The following recommendations are designed to empower both Salt Spring Island residents and visitors to the island.

As in the recommendations above for cycling education, the specific agency that might be best positioned to take responsibility for funding and/or organizing of these programs is provided where possible, but most have been left open as a reflection of the preliminary nature of this

report in providing possible future direction for cycling empowerment on Salt Spring Island. The estimated cost of each of these recommendations is also not included here, but should be determined and included as a factor in determining the overall effectiveness of each strategy.

Overlap between these recommendations with objectives and strategies in the CRD Regional Pedestrian and Cycling Master Plan (PCMP) is noted with an asterisk\*.

### **Sunday Parkways\***

In communities all over the world, roadways are closed to vehicle traffic for a few hours at a time, creating a safe and celebratory environment that attracts families and new and seasoned cyclists alike. These events, called different names in different places (ex. Sunday Streets - San Francisco; Cyclovia – Winnipeg, Brussels; Open Streets – Waterloo; Sunday Parkways – San Francisco) are sometimes combined with street sales and events hosted by local businesses and organizations, and are usually open to pedestrians as well as cyclists. This type of event is not common in rural communities, but was successful in nearby Shelbourne (District of Saanich), and if it could be adapted and scaled specifically for Salt Spring Island, might be a creative way to encourage cycling for residents and visitors.

### **Bike Share System\***

As written in the PCMP, “no bikeshare system has been launched and operated without subsidy from the host community”. For this reason, and because Salt Spring Island is more rural and less-centralized than most existing bike share systems, it is recommended that a feasibility study precede the establishment of a bike share system on Salt Spring Island. Should a bike share system prove to be viable on Salt Spring Island, it would likely be used primarily by visitors (as has been the experience in Golden, BC), but could also be designed to increase the availability of bicycles for Salt Spring Island residents.

### **Annual Event**

As part of Velo Village, one lane of traffic between Fulford and Ganges was closed to motorized traffic, and hundreds of cyclists enjoyed a fun and celebratory 14 km ride. Months of organization and a great many volunteers were key in the success of this ride, which pushed the boundary of what had been done on Salt Spring Island in the past and proved the viability of this type of event. An annual cycling event could be central in the encouragement of cycling on Salt Spring Island.

Examples of events that have been successful in other areas and might work on Salt Spring Island include the following:

- Tour de Lopez, Lopez Island Chamber of Commerce. Tour de Lopez is an annual non-competitive road tour. Participants can choose between routes of varying distances, all on rural routes designed to avoid busy roads because traffic is not closed for this event. Registration fees in 2012 were \$35 for adults, \$25 for kids, and \$100 for families of four. For the past few years, the event has been limited to 900 participants and has sold out each year.
- Slow Food Cycle Sunday, Pemberton, BC. Since its first year in 2005, this event has grown to now host more than 4000 cyclists on a one-day slow food tour of the Pemberton

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\* From the CRD Regional Pedestrian and Cycling Master Plan (PCMP).

Valley. Participants register day-of for this free, self-guided event. The route is quiet but is not closed to motor vehicle traffic. Fourteen official stops, most at local farms, are located along the route. Dozens of vendors sell food at these stops. Live music, various demonstrations, bicycle assistance, and crafts for sale are also featured along the route.

- Ryder Hesjedal's Tour de Victoria. This annual mass participation event started in 2011 and is now offered in three different distances, 50 km, 100 km, and 140 km. Although the event is timed, it is not a race and is open to all cyclists capable of completing the challenging long-distance courses. Tour de Victoria features a traffic-controlled course in which the routes have either one lane closed to vehicle traffic (with oncoming traffic allowed) or full road closure. The registration price in 2012 ranged from \$99 for the 50 km circuit to \$159 for the 140 km circuit, with additional costs for extras such as meals, clothes, and VIP access. In 2012, more than 1700 cyclists rode in the Tour de Victoria.

### **Bicycle Friendly Business Awards**

Bicycle friendly businesses can empower cyclists in a few different ways: for example, they can provide incentives and services to employees to cycle to work, and/or they can cater to clients and customers who cycle. This second type of bike friendliness was demonstrated by the numerous Salt Spring Island businesses that participated in the coupon program for participants at Velo Village in 2012, and were awarded recognition for this participation from Island Pathways (see pages 13-14). Future programs aimed at celebrating businesses that encourage cycling in a variety of ways could be timed to coincide with Bike to Work Week, in order to capitalize on the momentum of this business-related event.

Bicycle friendly business awards are given out in several communities, and have proven to be good incentives for encouraging cycling and promoting businesses. Toronto, for example, has held annual awards for more than a decade, with awards given in six different categories to businesses and organizations that “demonstrate leadership in encouraging cycling by employees and/or customers”<sup>5</sup>. Another useful model for future development of a bicycle friendly business award on Salt Spring Island is the League of American Bicyclists Bicycle Friendly Business recognition<sup>6</sup>, which is based on the extent to which a business meets a set of criteria in a variety of areas related to bicycle friendliness. They offer recognition at bronze, silver, gold, and platinum levels. Businesses that apply and meet the criteria are rewarded with recognition in a national press release, decals to put up in the workplace, and promotion in League online and print publications.

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<sup>5</sup> City of Toronto. “Bicycle Friendly Business Awards”. <http://www.toronto.ca/cycling/bfba/index.htm>

<sup>6</sup> League of American Bicyclists. “Bicycle Friendly Business”.

<http://www.bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/about.php>

*Table 4. Components of empowerment met by recommended programs and events.*

		Programs/Events			
		Sunday Parkways	Bike Share System	Annual Event	Bike-Friendly Business Awards
<b>Components of Empowerment</b>	Generates enthusiasm and public support	✓	✓	✓	✓
	Empowers people who currently cycle	✓	✓	✓	✓
	Encourages people to cycle more	✓	✓	✓	✓
	Encourages non-cyclists to take up cycling	✓	✓	✓	✓
	Draws attention to the benefits of cycling				✓
	Improves access to necessary equipment		✓		
Is the Program/Event On-going?		✓	✓	✓	✓
Who is the Program/Event Primarily Intended for?		Visitors & Residents	Visitors	Visitors & Residents	Residents

# Enforcement

In the first part of this section, a summary of existing bylaws on Salt Spring Island related to bicycling is provided. This is followed by a review of best practices from within the Capital Regional District (CRD) and beyond, and then recommendations.

For a summary of existing bylaws throughout the Capital Regional District, please see Appendix F – Enforcement of the CRD’s 2011 Pedestrian & Cycling Master Plan (available at <http://www.crd.bc.ca>).

In the second part of this section, there is some information on road maintenance on Salt Spring Island, how this relates to cyclists, and how the current maintenance contract is enforced.

## Existing Bylaws

Although no bylaws have been enacted on Salt Spring Island that address only cycling, both the *Official Community Plan (Islands Trust Bylaw No. 434)* and the *Land Use Bylaw (Salt Spring Island Local Trust Committee Bylaw No. 355)* contain a number of guidelines, objectives, and policies related to community objectives for bicycle parking, health and sustainability, and bikeways. The sections of these bylaws related to cycling are listed below in Table 5.

Several bylaws in the documents reviewed pertain to pedestrians. These bylaws are not included in the following summary; however, because of the occasionally overlapping nature of amenities for pedestrians and cyclists, it should be noted that some of the policies intended to benefit pedestrians, are also beneficial for cyclists. For example, the provision of public seating in villages may be useful to both pedestrians and cyclists: “Along pedestrian routes, attractive public seating and resting areas should be incorporated into project designs” (*OCP Bylaw No. 434, Section E.4.1.7*).

Many of the existing Salt Spring Island bylaw statements related to cycling take the form of objectives, rather than specific policy requirements, guidelines, or regulations. Although these objectives should be followed in spirit, they do not carry the same weight as policies. In Table 5, policies, guidelines, and regulations are shown in bold text, and objectives in regular.

Relative to many of the municipalities in the Capital Regional District (CRD), cycling provisions in the Islands Trust bylaws are substantial. Regulations for bicycle parking, bikeway location and standards, land use patterns that encourage transportation by means other than private vehicle, objectives for promotion of active transportation, support and encouragement of other organizations such as the Ministry of Transportation and Infrastructure and the Salt Spring Island Transportation Commission in building and promoting cycling infrastructure, and objectives for transportation systems that accommodate all community members are included in the bylaws reviewed and listed above in Table 5. These regulations are summarized below, by category, and compared to best practices.

**Table 5. Existing bylaws that address cycling on Salt Spring Island.**

Category	Source	Policy	Policy Language
Trip enhancement facilities	<i>OCP Bylaw No. 434</i>	C.2.3 Automobile and Bicycle Parking	C.2.3.2.10 The Local Trust Committee should encourage the Ministry of Transportation and Infrastructure and Salt Spring Island Transportation Commission to replace some on-street parking spaces in villages to allow for public transit stops, or to provide facilities for pedestrians or bicyclists and traffic calming measures.
	<i>OCP Bylaw No. 434</i>	<b>E.1 Development Permit Area 1 – Island Villages, General Guidelines</b>	<b>E.1.4.6 Commercial developments should provide structures for the convenient and secure parking and locking of bicycles, close to and visible from the adjacent streets. Such structures should not obstruct pedestrian movement on the site.</b>
	<i>OCP Bylaw No. 434</i>	<b>E.1.7 Guidelines for Landscaping and Parking Surfaces</b>	<b>E.1.7.7 All hard and soft landscaping and paving, including sidewalks, pedestrian amenities, street furniture, cycle racks and parking lot lines on major new developments should be installed prior to issuance of any building occupancy permit.</b>
	<i>Land Use Bylaw No. 355</i>	<b>7.1 Requirements for Parking and Loading Spaces</b>	<b>7.1.1 The owner or occupier of land must provide and maintain off-street loading spaces and off-street parking spaces for automobiles and bicycles as determined by the use or occupancy of a lot or building according to Table 3.</b>
	<i>Land Use Bylaw No. 355</i>	<b>7.1 Requirements for Parking and Loading Spaces</b>	Table 3 – Minimum number of parking spaces for automobiles, disabled parking and bicycles.
	<i>Land Use Bylaw No. 355</i>	<b>7.5 Standards for Bicycle Parking Spaces</b>	<b>7.5.1 Each bicycle parking space must be accessible to a highway or vehicle parking lot via an access aisle that is not less than 1.2 m in width.</b>
	<i>Land Use Bylaw No. 355</i>	<b>7.5 Standards for Bicycle Parking Spaces</b>	<b>7.5.2 Bicycle parking spaces must be at least 0.8 m in width and 1.8 m in length with a minimum overhead clearance of 1.2 m.</b>
	<i>Land Use Bylaw No. 355</i>	<b>7.5 Standards for Bicycle Parking Spaces</b>	<b>7.5.3 Bicycle parking spaces must include a fixed structure that supports the bicycle frame in a stable position without damage to the wheels, frame or components and that enables the frame and both wheels to be locked to the structure by the cyclist’s own locking device. Protection from precipitation must be provided for 50 per cent of all spaces required.</b>
	<i>Land Use Bylaw No. 355</i>	<b>7.5 Standards for Bicycle Parking Spaces</b>	<b>7.5.4 Bicycle parking spaces are to be located at the primary entrance to the building or use being served.</b>
	<i>OCP Bylaw No. 434</i>	A.4.5 Community Health and Safety – Objectives	A.4.5.2 To encourage multiple modes of healthy, active transportation among residents of all ages, such as walking and bicycling.
<i>OCP Bylaw No. 434</i>	B.2.3 Settlement Patterns – Objectives	B.2.3.1.3 To create future settlement patterns that reduce dependency on private automobiles and encourage other forms of transportation such as walking, cycling and public transit.	
<i>OCP Bylaw No. 434</i>	B.5 Village Land Use Objectives and Policies – Objectives	B.5.1.1.8 To support multiple modes of travel in and between villages, particularly bicycling, walking and public transit.	
<i>OCP Bylaw No. 434</i>	B.5.3 Fulford Village Designation	B.5.3.2.14 The Local Trust Committee supports strategies that emphasize improved traffic management on roads and incentives for non-automotive travel.	
<i>OCP Bylaw No. 434</i>	B.5.4 Channel Ridge Village Designation – Objectives	B.5.4.1.3 To promote non-vehicular connections and pedestrian-friendly amenities throughout Channel Ridge and the surrounding residential area to reduce the need for individual automobile use.	
<i>OCP Bylaw No. 434</i>	C.2 Transportation Servicing Objectives	C.2.1.1.1 To plan land use in a way that encourages those forms of transportation that consume the fewest resources and least land; to encourage settlement patterns that make walking, bicycling and	

Category	Source	Policy	Policy Language
<b>Promotion of active transportation/ reduction of dependency on private automobiles</b>		And Policies	public transit become viable, convenient and natural alternatives to automotive transportation.
	<i>OCP Bylaw No. 434</i>	C.2.2 Land Transportation – Objectives	C.2.2.1.1 To encourage responsible agencies to create and maintain land transportation networks, consisting of both roads and off-road trails that serve a broad range of transportation, social, environmental and aesthetic purposes.
	<i>OCP Bylaw No. 434</i>	C.2.2 Land Transportation – Objectives	C.2.2.1.8 To support the initiatives of the Salt Spring Island Transportation Commission to provide and promote multiple modes of transportation (including parking and transportation demand management strategies) to reduce the use of private automobiles.
	<i>OCP Bylaw No. 434</i>	C.2.4 Water Transportation	C.2.4.2.4 The B.C. Ferry Services Inc. is strongly urged to consider community objectives in its decisions related to Salt Spring Island ferry service. The Corporation is especially encouraged to consider the following recommendations in support of community objectives: to consider the impact of the Salt Spring Island public transit service on both foot passenger and vehicle ferry traffic and to develop strategies to manage automotive traffic demand and diversify traffic loads rather than expand vessels or parking and staging areas, especially in Fulford Harbour. to give the priority of convenience to public transit, non-automotive and high occupancy vehicle traffic in schedules, fares and in land and vessel facilities. Special effort should be made to provide bus stopping areas, priority loading for high occupancy vehicles, bicycle racks and paths, and pedestrian lounges and paths. Consideration of pedestrian-only ferries is strongly encouraged.
	<i>OCP Bylaw No. 434</i>	A.6 Climate Change and Energy Efficiency	A.6.2.27 The Salt Spring Island Transportation Commission is encouraged to provide and promote Transportation Demand Management infrastructure and programs such as public transit, bicycling, walking, ridesharing, car-sharing, and parking management strategies as means of reducing reliance on private vehicles.
	<i>OCP Bylaw No. 434</i>	C.2.3 Automobile and Bicycle Parking – Objectives	C.2.3.1.2 To encourage, through parking policies, environmentally-friendly transportation forms such as public transit, walking, bicycling and small automobiles.
<b>Accessibility</b>	<i>OCP Bylaw No. 434</i>	C.2 Transportation Servicing Objectives and Policies	C.2.1.1.5 To support transportation systems that are designed to the highest standards, and that accommodate all members of the community.
	<i>OCP Bylaw No. 434</i>	B.4.2 Educational and Childcare Land Uses	B.4.2.2.8 The Ministry of Transportation and Infrastructure and the Salt Spring Island Transportation Commission are requested to consider the objectives of this Section in their decisions regarding roads next to or within the Educational Designation, and especially is (sic) encouraged to consider means to safely accommodate pedestrians and bicyclists on such roads.
	<i>OCP Bylaw No. 434</i>	B.5 Village Land Use Objectives and Policies	B.5.1.2.14 The Ministry of Transportation and Infrastructure is urged to develop specific policies for the development of the sidewalks and roadside walkways, shown on Maps 17 and 18, and bicycling facilities. The Ministry is further urged, in cooperation with the Salt Spring Island Transportation Commission, to consider “traffic calming” on the roads in Village Designations.
	<i>OCP Bylaw No. 434</i>	B.5.2 Ganges Village Designation – Objectives	B.5.2.1.3 To encourage pedestrian and bicycle trail connections and amenities throughout Ganges.
	<i>OCP Bylaw No. 434</i>	B.7.2 Acquisition of Public Recreational Land and Park Land	B.7.2.2.14 The Subdivision Approving Officer is requested to require the dedication and construction of public highway for non-vehicular traffic as well as automobiles.

Category	Source	Policy	Policy Language
<b>Safe accommodation of cyclists/ provision of bikeways<sup>7</sup></b>	<i>OCP Bylaw No. 434</i>	B.7.2 Acquisition of Public Recreational Land and Park Land	B.7.2.2.16 The Ministry of Transportation and Infrastructure and the Salt Spring Island Transportation Commission are asked to liaise and cooperate in the development of new public recreational lands by: approving applications by the Salt Spring Island Parks and Recreation Commission for trails or pathways within road rights-of-way. approving community applications to fund and construct bicycle lanes within road rights-of-way. requiring new or upgraded roads to include bicycle lanes as outlined in the protocol agreement between the Ministry of Transportation and Infrastructure and the Islands Trust.
	<i>OCP Bylaw No. 434</i>	C.2.2 Land Transportation – Objectives	C.2.2.1.5 To support efforts to ensure that island roads are safe, effective and equally inviting for bicyclists, pedestrians, equestrians, and motorists.
	<i>OCP Bylaw No. 434</i>	C.2.2 Land Transportation – Objectives	C.2.2.1.6 To give special attention to the creation of safe pedestrian footpaths and bicycle paths in all areas, particularly in or near village areas. To encourage responsible agencies ensure that roads and high speed traffic do not act as barriers to the social and business functions of villages.
	<i>OCP Bylaw No. 434</i>	C.2.2 Land Transportation - Objectives	C.2.2.1.9 To support the development of walking and bicycling facilities that provide direct and efficient on-road and off-road paths that are separate from motorized vehicles.
	<i>OCP Bylaw No. 434</i>	<b>C.2.2 Land Transportation</b>	<b>C.2.2.5 The Ministry of Transportation and Infrastructure and the Salt Spring Island Transportation Commission should be encouraged to develop a bicycle and pedestrian network to be developed as part of the Ganges Public Pathway System, the island's public trail system and as part of the CRD's Regional Trail Network. This network should consist of off-road trails as well as on-road bicycle lanes. Roads that should be given priority for the development of bicycle routes are included on Map 4. All other roads on the island should also be considered bicycle routes, although lower traffic speeds mean that separate paths may not be required. The construction of those bicycle lanes that provide a safe route to public schools is identified as a priority in development of island bicycle paths. Bicycle lanes should be developed in consultation with the Salt Spring Island Transportation Commission, in coordination with Salt Spring's overall transportation strategy.</b>
	<i>OCP Bylaw No. 434</i>	<b>C.2.2 Land Transportation</b>	<b>C.2.2.6 The construction of walking and bicycle pathways for transportation or recreation is an eligible community amenity, which could be exchanged for a higher density of development as outlined in Appendix 3. If bicycle and walking pathways are constructed in this way, those parts of the bicycle network and walking pathways that provide safe routes to public schools should be identified as high priority, and should be developed in consultation with the Salt Spring Island Transportation Commission, in coordination with Salt Spring Island's overall transportation strategy.</b>
	<i>OCP Bylaw No. 434</i>	E.1 Development Permit Area 1 – Island Villages, General Guidelines	E.1.4.5 Site access to commercial and multi-family developments should encourage use by pedestrians and cyclists. Internal circulation routes for pedestrians and cyclists should be segregated from vehicular routes, with an emphasis given to pedestrian and cyclist safety over vehicular convenience if necessary.

<sup>7</sup> This category is included in Table 5 to show the range of bicycle-related regulations on Salt Spring Island; however, because this category relates to provision of linear infrastructure, it is not addressed in this report.

Category	Source	Policy	Policy Language
	<i>OCP Bylaw No. 434</i>	<b>H.3.2 Eligible Community Amenities</b>	<b>H.3.2.1 The Local Trust Committee could consider Amenity Zoning applications that would provide the following eligible community amenities: the provision and construction of bicycle lanes, pedestrian and bicycle pathways or trails that add to or support links in the island trail network.</b>
	<i>Land Use Bylaw No. 355</i>	<b>5.16 Pathways and Shoulder Bikeways</b>	<b>5.16.1 Highway right-of-way is to be dedicated and developed as a pathway to provide convenient pedestrian and cyclist access as follows: Where a park, public school, public hospital, crown land or a lot zoned for commercial retail services would be more conveniently or quickly accessed from the proposed lots in a subdivision by a pathway than by a highway. Where a road identified as a cycle route or potential transit route on Schedule 4 or Schedule 5 of the Salt Spring Island Official Community Plan would be more conveniently or quickly accessed from new lots by a pathway than by a highway.</b>
	<i>Land Use Bylaw No. 355</i>	<b>5.16 Pathways and Shoulder Bikeways</b>	<b>5.16.2 Where a lot to be subdivided abuts a highway indicated on Schedule 4 of the Salt Spring Island Official Community Plan as a Cycle Route, land sufficient for the construction of shoulder bikeways with a minimum width of 1.5 m is to be dedicated in a manner consistent with the standards set out in the Salt Spring Island Cycle Route Inventory. The Approving Officer may also require the construction of such shoulder bikeways.</b>

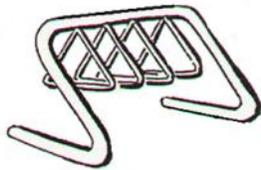
## A. Trip Enhancement Facilities

The provision of facilities including bicycle parking, changing rooms, showers, washrooms, lockers, and electric charging stations can enhance the experience of cyclists. Conversely, fear of damage or theft, and frustration with inadequate or poorly located bicycle facilities are deterrents to cycling for transportation<sup>8</sup>. Together, facilities that provide convenience and security for cyclists are called trip enhancement facilities (or end-of-trip facilities). Below, the existing regulations on Salt Spring Island with respect to trip enhancement facilities are summarized and then evaluated.

### Summary of Existing Bylaws

The minimum number of parking spaces required for automobiles, disabled parking, and bicycles is spelled out in *Land Use Bylaw No. 355*, in Table 3, under section 7.1. The number of bicycle parking spaces required varies according to the use or occupancy of a building or lot. The provisions in *Bylaw No. 355* for bicycle parking only apply to buildings or structures built after *Bylaw Amendment No. 444* was adopted in July 2010, as long as the use does not require more parking spaces than were required before the Bylaw came into effect.

The latest regulations for bicycle parking on Salt Spring Island include standards for highway access via aisles at least 1.2 m in width; parking spaces that are at least 0.8 m wide, 1.8 m long, and with minimum overhead clearance of 1.2 m; location of parking spaces at primary building entrances; and requirements for the design of fixed bicycle racks. The preferred bicycle parking structure specified in *Bylaw No. 355* is shown below in Figures 1a and 1b. In addition, at least 50% of bicycle parking spaces provided must be protected from precipitation.



**Figure 1a - above. Example of preferred bicycle parking structure (Land Use Bylaw No. 355).**



**Figure 1b - right. Bicycle parking structure in Ganges.**

In addition to bicycle parking, trip enhancement facilities such as showers, changing rooms, washrooms, lockers, and electric charging stations are recommended as ways to encourage more people to take up cycling<sup>9</sup>. No requirements for trip enhancement facilities specifically for cyclists, other than bicycle parking, are currently included in bylaws on Salt Spring Island.

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<sup>8</sup> Association of Pedestrian and Bicycle Professionals. (2002). *Bicycle Parking Guidelines*. <http://www.apbp.org/link.asp?ymlink=17534>.

<sup>9</sup> Victoria Transport Policy Institute. (2010). TDM Encyclopedia - Bicycle Parking, Storing and Changing Facilities. Last updated 25 January 2010, <http://www.vtpi.org/tdm/tdm85.htm>.; and Transport Canada. (2010). Bicycle End-of-Trip Facilities, A guide for Canadian municipalities and employers. <http://www.tc.gc.ca/eng/programs/environment-urban-menu-eng-1887.htm>.

### Comparison to Best Practices

Four components to bicycle parking are usually included in consideration of best practices for bylaws related to cycling. These are: short-term parking, long-term parking, design specifications, and end-of-trip facilities. As shown in Table 6, only two of the components are directly addressed in regulations on Salt Spring Island.

*Table 6. Content of bicycle parking regulations on Salt Spring Island.*

	Short-term	Long-term	Design specifications	End-of-trip facilities
Included in <i>Land Use Bylaw No. 355?</i>	✓		✓	

With the exception of requirements for 6-space racks for some land uses (in addition to other bicycle parking), little distinction is made between short- and long-term bicycle parking in regulations on Salt Spring Island. In many communities, Class I (long-term bicycle parking) and Class II (short-term bicycle parking) are differentiated in regulations. Distinction is made between these two types of parking because cyclists’ needs differ depending on length of stay in a parking space. For example definitions of these two different bicycle parking classes, please see the following box.

#### Bicycle Parking Definitions

(Source: The Corporation of the District of Saanich, Zoning Bylaw 8200)

**Bicycle Facility - Class I** - means a secure weather protected bicycle parking facility used to accommodate long-term parking, such as for residents or employees, usually within a room or covered, fenced area.

**Bicycle Facility - Class II** - means a short-term visitor bicycle parking facility which may offer some security and be partially protected from the weather. This is often a rack at a building entrance.

Short-term parking spaces should be located in plain view, as near as possible to destinations. Because the number of users tends to be highest during dry weather, not all short-term bicycle parking needs to be protected from precipitation. The regulations for bicycle parking on Salt Spring Island (see Table 1) meet these requirements for location and weather protection. Long-term bicycle parking is needed where bicycles are left for hours at a time, typically for employees at places of work, at transit hubs for commuters, and in multi-unit residential developments<sup>10</sup>. Long-term bicycle parking requires security from theft of the entire bicycle and its components and accessories, and a high degree of weather protection<sup>11</sup>. Although the

<sup>10</sup> Association of Pedestrian and Bicycle Professionals. (2010). *Bicycle Parking Guidelines, 2<sup>nd</sup> Edition, Executive Summary*. [http://www.apbp.org/resource/resmgr/webinars/bpg\\_exec\\_summary\\_4-21-10.pdf](http://www.apbp.org/resource/resmgr/webinars/bpg_exec_summary_4-21-10.pdf)

<sup>11</sup> Sustrans and CTC. (2004). *Cycle Parking Information Sheet*. [http://www.sustrans.org.uk/assets/files/AT/Publications/cycle\\_parking\\_info\\_sheet.pdf](http://www.sustrans.org.uk/assets/files/AT/Publications/cycle_parking_info_sheet.pdf)

number and size of bicycle parking spaces for different types of development are specified in *Land Use Bylaw No. 355*, given the lack of specification as to amount of security required and the extent of weather protection to be provided, it is not clear whether these regulations are sufficient to meet best practices for long-term bicycle parking.

### Island Pathways and Bicycle Racks

Island Pathways has spearheaded the installation of 36 bicycle racks on Salt Spring Island so far (example pictured below at left). The largest bike rack was installed in 2011 in the heart of Ganges, outside Mouat's, thanks to the efforts of Kevin Bell at Mouat's Trading Company (pictured below at right).



The Association of Pedestrian and Bicycle Professionals<sup>12</sup> recommends the following criteria for bicycle parking fixtures:

- Supports the bicycle in at least two places, preventing it from falling over;
- Allows locking of the frame and one or both wheels with a U lock;
- Is securely anchored to ground;
- Resists cutting, rusting and bending or deformation.

The design specifications for fixed structures, including the preferred structure (see Figure 1a, above), included in *Land Use Bylaw No. 355* meet these requirements.

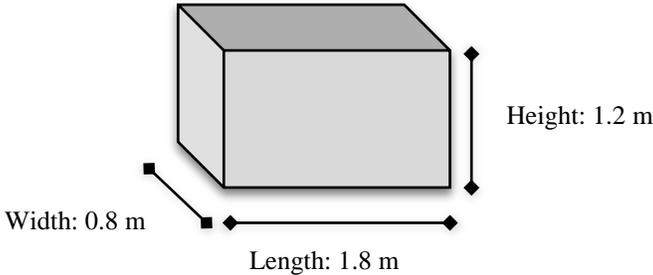
The dimensions of bicycle parking spaces are close to what is recommended in the Oregon Department of Transportation's *Bicycle and Pedestrian Design Guide*<sup>13</sup>, with the exception of height allowance, which is nearly two times higher in Oregon. Figures 2a and 2b show how required dimensions on Salt Spring Island differ from those recommended for use in Oregon State.

<sup>12</sup> Association of Pedestrian and Bicycle Professionals. (2010). *Bicycle Parking Guidelines, 2<sup>nd</sup> Edition, Executive Summary*.

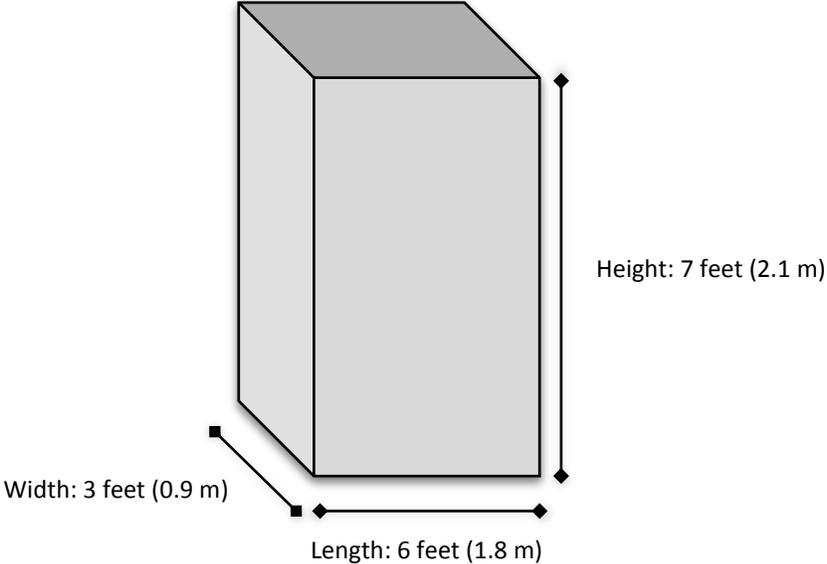
<sup>13</sup> Oregon Department of Transportation. (2011). *Bicycle and Pedestrian Design Guide*.

[ftp://ftp.odot.state.or.us/techserv/roadway/web\\_drawings/HDM/Appendix\\_N\\_BikePedDesignGuide\\_Web.pdf](ftp://ftp.odot.state.or.us/techserv/roadway/web_drawings/HDM/Appendix_N_BikePedDesignGuide_Web.pdf).

*Figure 2a. Minimum size of bicycle parking spaces required on Salt Spring Island.*



*Figure 2b. Minimum size of bicycle parking spaces recommended in Oregon State.*



The number of bicycle parking spaces required on Salt Spring Island for different buildings and lots, based on use or occupancy is summarized below in Table 7 (only selected land uses have been included, for ease of comparison), in the first column. Comparison with three other jurisdictions is also provided in this table.

**Table 7. Bicycle parking supply requirements from selected jurisdictions.**

Use	Salt Spring Island	Vancouver, BC		Sidney, BC		Oregon State (recommended)	
		Class I	Class II	Class I	Class II	Class I	Class II
<b>Multi-unit residential</b>	1 per unit without a garage plus a 6-space rack	A minimum of 1.25 spaces for every dwelling unit	A minimum of 6 spaces for any development containing a minimum of 20 dwelling units	0.5 per unit	0.25 per unit	1 per 4 units	2, or 1 per 20 units
<b>Commercial</b>	1 per 250 m <sup>2</sup> floor area	A minimum of 1 space for each 500 m <sup>2</sup> of gross floor area	A minimum of 6 spaces for any development containing a minimum of 1,000 m <sup>2</sup> of gross floor area	1 per 125 m <sup>2</sup> , with a minimum of 2	1 per 125 m <sup>2</sup> , for lots in excess of 370 m <sup>2</sup>	2, or 1 per 12,000 sq. ft. of floor area	2, or 1 per 5,000 sq. ft. of floor area
<b>Medical</b>	1 per 500 m <sup>2</sup> floor area plus 6- space rack	A minimum of 1 space for every 17 employees on a maximum work shift <sup>14</sup>	A minimum of 6 spaces at each public entrance	1 per 250 m <sup>2</sup> , with a minimum of 2	6	2, or 1 per 70,000 sq. ft. of net building area	2, or 1 per 40,000 sq. ft. of net building area
<b>Schools</b>	Elementary/middle schools: 1 per 10 employees plus 1 per 10 students  Senior Schools: 1 per 10 employees plus 1 per 8 students	A minimum of 1 space for every 17 employees and for secondary schools, universities or colleges, 0.4 space for every 10 students on a maximum attendance period	A minimum of 0.6 space for every 10 students on a maximum attendance period except that elementary schools shall provide a minimum of 1 space for every 20 students	1 per 250 m <sup>2</sup> , with a minimum of 2	6	Grades 2-5: 1 per classroom Grades 6-12: 2 per classroom	Grades 2-5: 1 per classroom Grades 6-12: 4 school
<b>Recreation facilities</b>	20% of automobile parking spaces provided	A minimum of 1 space for each 500 m <sup>2</sup> of floor area used for assembly purposes <sup>15</sup>	A minimum of 6 spaces for any portion of each 1,500 m <sup>2</sup> of floor area used for assembly purposes	-	6	2, or 1 per 10,000 sq. ft. of floor area <sup>16</sup>	2, or 1 per 10,000 sq. ft. of floor area
<b>Light industry</b>	1 per 10 employees	A minimum of 1 space for each 1,000 m <sup>2</sup> of gross floor area in the building or 1 space for every 17 employees on a maximum work shift, whichever is greater	No requirement	-	-	2, or 1 per 15,000 sq. ft. of floor area	None

<sup>14</sup> Hospital

<sup>15</sup> Community centre

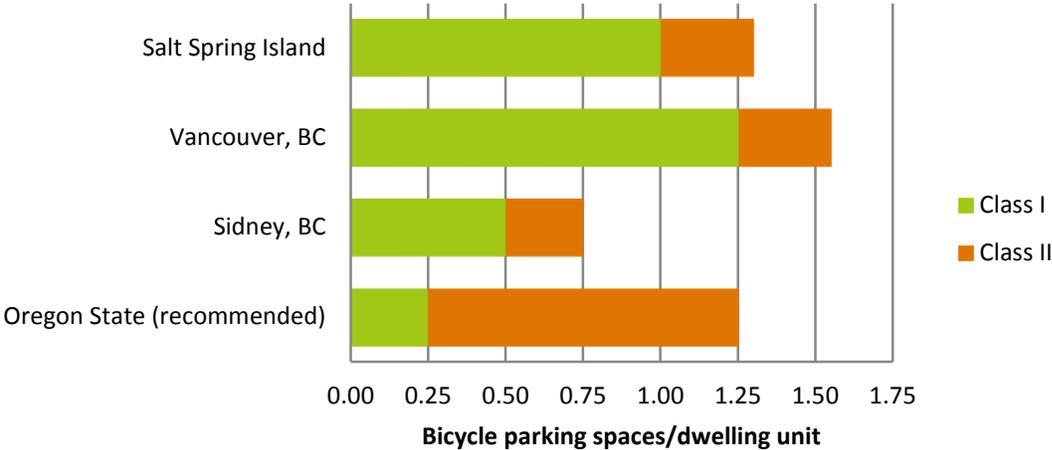
<sup>16</sup> Community service

For many land uses and occupancy types, the number of spaces required on Salt Spring is equal to, or greater than, regulations from the other jurisdictions selected for comparison in Table 7.

For an example of how the regulations on Salt Spring Island compare to the other areas selected, please see Figures 3 and 4, which show the required number of bicycle parking spaces for multi-unit residential and commercial land uses.

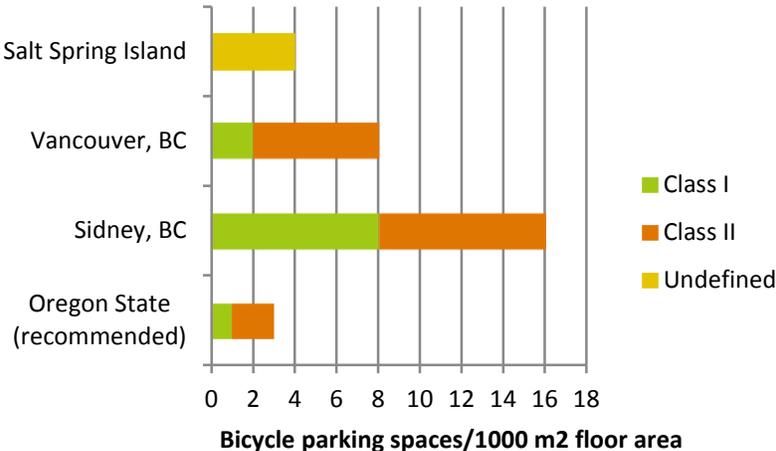
*Figure 3. Number of bicycle parking spaces required for multi-unit residential land use.*

**Multi-unit residential**



*Figure 4. Number of bicycle parking spaces required for commercial land use.*

**Commercial**



Trip enhancement facilities, in addition to Class I and Class II bicycle parking, may include:

- Showers
- Changing rooms
- Washrooms
- Lockers for personal items
- Electric bicycle charging stations

These complimentary facilities are likely to be in demand at land uses that feature employment, such as all types of commercial, industrial, institutional, and cultural and recreational land uses<sup>17</sup>. On Salt Spring Island, where many cyclists are visitors, some complimentary trip enhancement facilities may also be particularly useful at tourist destinations and overnight accommodations.

The City of Vancouver recommends trip enhancement facilities to compliment long-term bicycle parking for non-dwelling land uses. These requirements are outlined below in Table 8.

**Table 8. Trip enhancement facilities required for long-term bicycle parking in Vancouver, BC.**

Number of Long-term spaces	Number of Showers*	Number of toilets*	Number of sinks*	Electrical outlet	Clothing lockers*
0-3	0	0	0	Each 2 long-term bicycle spaces must have an electrical outlet	0-2
4-29	1	1	1		3-20
30-64	2	2	1		21-45
65-94	3	3	2		46-66
95-129	4	4	2		67-90
130-159	5	5	3		91-111
160-194	6	6	3		112-135
>194	+1 for each additional 30 bike spaces or part thereof	+1 for each additional 30 bike spaces or part thereof	+1 for each additional 60 bike spaces or part thereof		>135

\*Separate facilities are required for each sex, so double these numbers is actually required.

## Recommendations

Although bylaws on Salt Spring Island include more with respect to cycling than many neighbouring municipalities within the CRD, there is always room for improvement. The following recommendations are based on best practices from other jurisdictions and are thought to be relevant on Salt Spring Island.

1. Distinguish between requirements for short- and long-term bicycle parking at new developments and re-developments. Detailed description of requirements for long-term bicycle parking should also be added to the Bylaw. This will ensure that adequate parking of both types will be available and adequate for users.
2. Review the number of bicycle parking spaces required for each land use or occupancy type; establish how many



<sup>17</sup> Transport Canada. (2010). Bicycle End-of-Trip Facilities, A guide for Canadian municipalities and employers. <http://www.tc.gc.ca/eng/programs/environment-urban-menu-eng-1887.htm>

- short-term and long-term bicycle parking spaces are required.
3. Increase the height requirements for some types of bicycle parking spaces. Basic bicycles can be as tall at 1.25 m, so 1.2 m may not be sufficiently high to accommodate all bicycles comfortably. Many bicycle lockers, such as those pictured at right, are 1.2 m high, but this is likely not a comfortable height for other types of long-term bicycle parking, such as bicycle rooms in residences or workplaces.
  4. Consider additions to bylaws that prescribe requirements for complimentary trip enhancement facilities, in addition to bicycle parking. These are not necessary for all land use and occupancy types, but for some, their addition might make cycling more convenient and attractive on Salt Spring Island.
  5. Follow the Capital Regional District Pedestrian and Cycling Master Plan Design Guidelines for advice regarding the development of these recommended policy updates.

### Responsibility for Trip Enhancement Facilities

Although this document is about bylaws on Salt Spring Island, it should be noted that because trip enhancement facilities are provided on both public and private land, the responsibility for their provision is shared between the local government and landowners and business operators. Incentives for the development of trip enhancement facilities may differ in some respects between these groups, but they are none-the-less valuable for both (see Table 9).

*Table 9. Why should trip enhancement facilities be developed?<sup>18</sup>*

Reasons for local governments	Reasons for landowners and businesses
<ul style="list-style-type: none"> <li>• Encourages use of bicycles as a mode of transportation, which increases transportation sustainability.</li> <li>• Greater speed and flexibility on short distances is possible for cyclists.</li> <li>• Health benefits for cyclists.</li> <li>• Environmental benefits, particularly reduced energy and fossil fuel use.</li> <li>• Lower cost per users than private automobiles.</li> <li>• Cost of capital and operating infrastructure is less than for automobile transportation.</li> <li>• Can have a positive impact on the image of the community.</li> <li>• Helps to convey image that cycling is a respected and realistic form of transportation, increasing its attractiveness to non-cyclists.</li> </ul>	<ul style="list-style-type: none"> <li>• Increases overall parking capacity at little cost.</li> <li>• Gain competitive advantage by attracting cyclists as customers.</li> <li>• Attract and retain healthy and environmentally conscientious employees.</li> <li>• Reduce hazards such as tree damage, blocking of pedestrian routes, and clutter from unplanned bicycle parking.</li> <li>• Mitigate environmental impact of employee commutes and client/customer visits.</li> <li>• Convey a positive and environmentally friendly image.</li> </ul>

<sup>18</sup> Adapted from: Transport Canada. (2010). Bicycle End-of-Trip Facilities, A guide for Canadian municipalities and employers. <http://www.tc.gc.ca/eng/programs/environment-urban-menu-eng-1887.htm>

Transport Canada<sup>19</sup> recommends using both regulations and incentives to drive the development of trip enhancement facilities. In addition to the bylaws discussed above, the following incentives are recommended:

- Promotional materials that highlight the advantages of providing trip enhancement facilities and describe best practices for their installation.
- Awards programs such as contests that recognize organizations and businesses that have put in effort to promote cycling and provide excellent facilities.
- Financial incentives in the form of grants or tax breaks that encourage development of trip enhancement facilities.
- Parking bylaw incentives such as a reduction in the number of required automobile parking spaces in exchange for the provision of trip enhancement facilities.

Use of incentives such as those listed above may compliment bylaws by expanding reach to existing developments (rather than just requiring facilities at new developments and those with changed land uses), shifting some of the responsibility from Islands Trust and toward the private sector, and finding ways for the local government to work in partnership with business to promote mutually beneficial provision of trip enhancement facilities.

## **B. Promotion of Active Transportation/Reduction of Dependence on Private Automobiles**

Transportation planning has shifted in recent years from focusing on motor vehicle travel conditions to include more emphasis on non-automobile modes. This shift has happened in consideration of factors such as environmental impact, mobility for non-drivers, and public health. Transportation planners are increasingly considering demand management strategies designed to decrease private automobile use rather than expanding roadway capacity. A major outcome of this shift is increased priority for active transportation modes such as walking and cycling over private automobile use<sup>20</sup>.

Land use patterns can also be used to promote active transportation and public transit use. When more people live and work in mixed-use areas located near the services they need day-to-day, and in areas that are suited to travel modes other than private automobiles, more people are likely to use these modes, especially when usual destinations are nearby. For this reason, transportation planning and land use planning on Salt Spring Island should be considered together.

### **Summary of Existing Bylaws**

On Salt Spring Island, several sections of *OCP Bylaw No. 434* encourage support of walking, cycling, and public transit and reduction in reliance on private automobile (see Table 5). For example, Section C.2, Transportation Servicing Objectives And Policies, encourages planning for “land use in a way that encourages those forms of transportation that consume the fewest resources and least land; to encourage settlement patterns that make walking, bicycling and public transit become viable, convenient and natural alternatives to automotive transportation.”

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<sup>19</sup> Transport Canada. (2010). Bicycle End-of-Trip Facilities, A guide for Canadian municipalities and employers. <http://www.tc.gc.ca/eng/programs/environment-urban-menu-eng-1887.htm>

<sup>20</sup> Litman, Todd. (2011). *Introduction to Multi-Modal Transportation Policy*. Victoria Transport Policy Institute. <http://www.vtppi.org>

This statement corresponds to best practices such as the green transportation hierarchy, described below.

### Comparison to Best Practices

The ‘green transportation hierarchy’ favours modes of transportation that are more affordable and efficient in terms of energy, space, and other costs<sup>21</sup>. Figure 5 shows the order of this hierarchy as it is usually discussed. Promotion of this hierarchy includes moving away from level of service measurements that determine the quality of a transportation system based on vehicle speed, flow, and density to more broad measures that include non-motorized modes of transportation<sup>22</sup>.



Figure 5. Green Transportation Hierarchy

The indicators for level of service for cyclists (and pedestrians) recommended by the Victoria Transport Policy Institute<sup>23</sup> include consideration of the following features:

- Network continuity,
- Road crossing,
- Congestions and user conflicts,
- Sense of security,
- Weather protection,
- Attractiveness,
- Network quality,
- Traffic protection,
- Topography,
- Wayfinding,
- Cleanliness,
- Marketing

Use of the green transportation hierarchy is evident throughout Salt Spring Island’s OCP, as is support for demand management programs, infrastructure, and land use that are intended to shift transportation priority from private vehicles to more sustainable modes.

### Recommendations

Continued use of a green transportation hierarchy in bylaws on Salt Spring Island is recommended. In addition to this, greater emphasis could be put on encouraging appropriate agencies to use broad definitions of level of service that include assessment and improvement of conditions for cyclists, such as in the categories listed above. Indicators for each of these categories are available and could be adapted to Salt Spring Island-specific context in order to determine strengths and weaknesses in the quality of different modes of transportation. Although there is some consideration of the links between land use planning and transportation planning in the reviewed bylaws, land use planning on Salt Spring Island, such as that included in *Land Use Bylaw No. 355*, could be further integrated with transportation planning done by Islands Trust and other organizations.

### C. Accessibility and Protection of Vulnerable Users

<sup>21</sup> Ibid.

<sup>22</sup> Ibid.

<sup>23</sup> Ibid.

Cycling is a cost effective form of travel, which helps to make it accessible to a wide range of people. The initial cost of equipment can, however, be considerable for those people with limited incomes. The larger issues of accessibility with respect to cycling on Salt Spring Island revolve around the types of facilities available and the level of comfort that different users feel when using these facilities, and the ease with which people can combine modes of transportation. For example, not everyone may be interested in, or able to, cycle between distant destinations on Salt Spring Island, but if a trip can be made that starts out with a walk to a secure bike locker, followed by a short ride on a safe route to a bus with bicycle racks, etc., this may help to make more sustainable forms of travel more accessible for more people.

### **Summary of Existing Bylaws**

Access to mode of transportation highest on the green transportation hierarchy (walking, bicycling, public transit) is implied throughout regulations related to active transportation, discussed above. In addition, *OCP Bylaw No. 434*, Section C.2 Transportation Servicing Objectives and Policies, supports “transportation systems that are designed to the highest standards, and that accommodate all members of the community.”

### **Comparison to Best Practices**

The narrow, winding roads on Salt Spring Island often make it difficult for motorists to safely pass cyclists. This can result in situations where motorists pass too close to cyclists, which can be stressful for both parties. Having vehicles pass too closely can be dangerous for cyclists, and may make cycling less accessible to all but the most seasoned cyclists. To date, there is no legislation in B.C. that requires a minimum amount of clearance for motorists when passing cyclists on the left, but examples do exist in several U.S. states.

### **Recommendations**

Some aspects of accessibility related to cycling on Salt Spring Island might be best addressed through means such as education and encouragement, access to equipment initiatives, and provision of infrastructure that most people feel safe cycling on, but when it comes to making more cyclists feel safe from vehicles passing too closely, support for inclusion of a minimum passing distance in provincial legislation is recommended. Increasing cyclist safety in passing situations may increase real and perceived safety of cycling, making cycling a more accessible form for transportation for more people.

Another consideration regarding accessibility that is somewhat unique to Salt Spring Island involves the touring cyclists who are traveling to the island in increasing numbers every year. It should be noted that touring cyclists often have loaded bicycles that require a little bit extra space to maneuver and for parking. Ways of increasing accessibility for these users might be considered in design of trip enhancement facilities.

### **D. Road Maintenance**

Bicycles are more susceptible to irregularities in road condition than motor vehicles. For example, the sand, gravel, and other debris that often accumulates on road shoulders can present a slipping or falling hazard for cyclists. Debris on roads and shoulders can also force cyclists further from the right side of roads, requiring more use of road space and reducing the passing width available for motor vehicles. Regular road maintenance is required in order to prevent accumulation of debris on bike routes and thereby increase the comfort and safety of cyclists on Salt Spring Island.

Salt Spring Island is located in Ministry of Transportation and Infrastructure Service Area 01. In this area, certain highway maintenance services are performed, by contract, by Mainroad South Island Contracting LP (Mainroad). As part of routine maintenance service, Mainroad is required to “clean Hard Surfaced Highways by removing accumulations of dirt, Debris, sand and/or gravel from the Travelled Lanes, centerlines, Shoulders, curbs, intersections, traffic islands and along Medians and/or Roadside barriers throughout the year to provide a safe, clean, free-draining condition” and “clean paved bicycle and pedestrian paths”.<sup>24</sup> According to the maintenance contract, hard surfaced highways are to be cleaned once annually, or upon detection by or notification to Mainroad of dirt, debris, sand, and/or gravel on paved surfaces that pose a hazard to highway users. (Highway users include “any person or persons, regardless of form of transportation, that use any lands or facilities within the jurisdiction of the Ministry of Transportation”<sup>25</sup>). This requirement, and others specified in the Highway Maintenance Contracts, should help to ensure that roads on Salt Spring Island are free of debris that might be dangerous to cyclists. In order to increase cyclist safety and comfort, it is important that the requirements for road maintenance are enforced. The addition of signs along all routes advertising Mainroad’s contact information and requesting that road users report maintenance issues would help to make sure that Mainroad is aware of any maintenance needs.

Mainroad is also required to conduct stakeholder communication as part of a Quality Management System designed to ensure performance of contracted services. They are required to respond “in a timely and appropriate manner to public complaints and requests” and consult “with local stakeholders including local industries . . . , the RCMP, local police authorities, local and regional governments, key commuters, transit authorities and school buses in order to take their needs into consideration when planning the delivery of Services”<sup>26</sup>. It is recommended that road maintenance issues relevant to cyclists on Salt Spring Island be addressed during this stakeholder communication, and as the need arises should conditions not meet requirements for comfortable and safe cycling.

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<sup>24</sup> BC Ministry of Transportation. (2003). *2003-2004 Highway Maintenance Contracts, Schedule 21 Maintenance Specifications*.  
[http://www.th.gov.bc.ca/bchighways/contracts/maintenance/Schedule\\_21\\_Maintenance\\_Specifications.pdf](http://www.th.gov.bc.ca/bchighways/contracts/maintenance/Schedule_21_Maintenance_Specifications.pdf)

<sup>25</sup> Ibid.

<sup>26</sup> BC Ministry of Transportation. (2003). *2003-2004 Highway Maintenance Contracts, Schedule 6 Quality Management Systems*.  
[http://www.th.gov.bc.ca/bchighways/contracts/maintenance/Maintenance\\_Agreements/SCHEDULE-6\\_11-Oct-05.pdf](http://www.th.gov.bc.ca/bchighways/contracts/maintenance/Maintenance_Agreements/SCHEDULE-6_11-Oct-05.pdf)

## Evaluation

Many components of planning for more and better cycling are included in previous sections of this report. In this section, the focus will be on evaluation of the current cycling situation on Salt Spring Island, in order to improve planning and prove the need for more investment in cycling. In order to demonstrate the positive impact of investments in cycling programs and infrastructure, accurate and consistent measurement of cycling on Salt Spring Island is required. Data collected on cycling can be used to show the need for greater investment, prove efficacy of investment, and forecast future demand.

In 2012, Salt Spring Island joined the CRD in a thrice-annual cyclist counting exercise. This CRD program started as a pilot in 2011, and has since been expanded to cover 60 locations across the region. Volunteers count the number of cyclists who pass through selected intersections in both directions for two hours in the morning and two hours in the afternoon. Count dates in 2012 were: May 15th -17th, July 3rd – 5th, and October 2nd – 4th. The methods of data collection used in these counts are designed to meet the best practices recommended by the National Bicycle and Pedestrian Documentation Project<sup>27</sup>.

The bike count exercise on Salt Spring Island serves many purposes, including:

- Establishing a baseline and trend line for future counts,
- Learning the ropes so that today's volunteers can be tomorrow's trainers,
- Cultivating a close working relationship with the CRD,
- Transitioning Salt Spring Island into the CRD bicycle initiative and masterplan process.
- Building support for needed cycling infrastructure on Salt Spring Island, and
- Establishing a solid base of empirical evidence regarding cycling on the island that will be useful in search of funding down the road.

The bike count exercises conducted in 2012 were a great success thanks to the many people who generously volunteered their time and efforts.

It is recommended that these bike count exercises continue, following the same methodology in future years.

### Cycling and the TransLink Trip Diary Survey

TransLink, Metro Vancouver's regional transportation authority, recorded a 26% increase in bike-only trips between 2008 and 2011. The share of bike trips in combination with other modes of transit also increased during this time. TransLink uses a trip diary survey, which provides a snapshot of weekday travel patterns for close to 22,000 households across the region, to collect data on percentage mode share for cycling and other information such as age, gender, and purpose of trip. (Source: "The Future on Two Wheels", 29 October 2012, <http://www.translink.ca/en/About-Us/Media/2012/October/The-Future-on-Two-Wheels.aspx>)

Regardless of how this data is collected, it is necessary that it is collected regularly and in a methodologically sound manner in order to show improvements in cycling uptake and to demonstrate the value of providing excellent cycling infrastructure, events, and programs. Imagine one day having proof of a 26% increase in cycling on Salt Spring Island – with the counting exercise currently in place, this is something that the people of Salt Spring Island can strive for!

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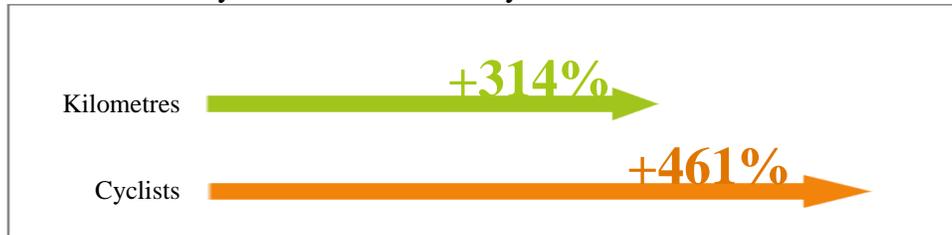
<sup>27</sup> Alta Planning + Design, Institute of Transportation Engineers Pedestrian and Bicycle Council. "National Bicycle and Pedestrian Documentation Project". <http://bikepeddocumentation.org/>

## Salt Spring Island Selected Bicycling Indicators

Evaluating existing numbers of cyclists requires a multi-faceted approach, with no one indicator telling the whole picture. However, a snapshot of selected bicycle indicators shows that interest in cycling and numbers on the Fulford-Swartz Bay Ferry are growing, while the bicycle counts show common seasonal and daily variations up and down.

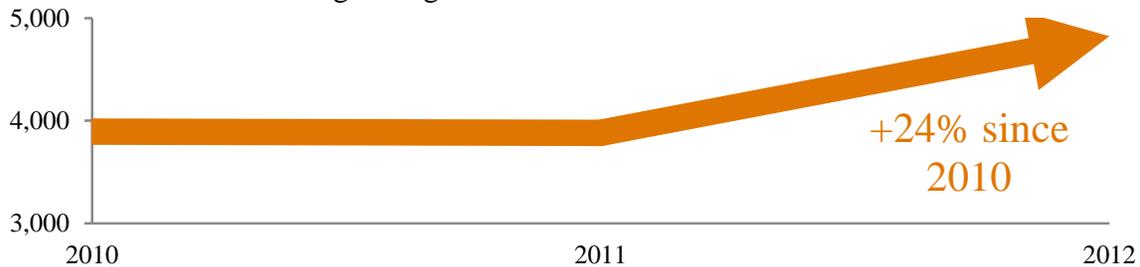
### Bike to Work Week

Salt Spring Island started participating in Bike to Work Week in 2012 and saw spectacular gains in both numbers of cyclist and kilometres cycled in 2013.



### Bicycles on the Fulford-Swartz Bay Ferry

The Fulford- Swartz Bay Ferry is the main entry point to Salt Spring Island and the numbers of cyclists that carries has been growing.



### Regional Bicycle Count Program

The Regional Bicycle Count program has been running since 2011 and counts are conducted on Salt Spring Island in May, July and October.

Figure 3: Afternoon Bicycle Volume Change - October 2011 to 2012

