



Active Transportation Promotion and Education Toolkit

A tactical guide to encourage more trips made by sustainable modes

JANUARY 2025

Created by TransLink's TDM Team | translinktdm@translink.ca

translink.ca



Table of Contents

Executive Summary	4
Introduction	6
What is Transportation Demand Management?	6
How Does TDM Benefit Infrastructure?	6
Research Supporting Promotions for Infrastructure	6
Toolkit Purpose & Background.....	7
Audience for this Toolkit.....	7
Necessity of Funding Promotion.....	8
Allocation of BICCS Funding (Before Applying!)	8
Promotional Planning Process	9
Step 1: Scoping	10
Step 2: Customizing	13
Step 3: Coordinating	20
Step 4: Monitoring and Evaluating	21
FAQs	23
Appendix A:	
Inventory of Partner Programs	27
Appendix B: Example Promotional Projects Library	35
Appendix C: Active Transportation Resources	37



Executive Summary

Safe and extensive walking, cycling, and rolling infrastructure is critical to supporting growth, population health, and mobility across Metro Vancouver. Active travel infrastructure also supports transit connectivity and the goal of 50% of all trips being made by sustainable transportation by 2050, as directed in **Transportation 2050** and the **Access for Everyone** plan. The physical infrastructure alone, however, will not always translate to more active travel trips if people do not know it exists, do not know how to use it, if there are significant barriers for access, or if they are not incentivized to change their travel behaviour. Behaviour change tactics, education, awareness, and promotional initiatives can cost a fraction of the total infrastructure costs, raising the desirability of walking, cycling, and rolling while maximizing the use of new and existing infrastructure. Traditionally, local governments have not taken full advantage of promotional funding available through TransLink's **Local Government Funding Program** and often lack staff capacity and local funds to support this work.

In early 2024, a review was conducted by TransLink to determine the barriers and reasons for the lack of promotional funding uptake. It was then presented to the TDM Roundtable and the Transportation Planning Subcommittee (TPSC) of the Regional Transportation Advisory Committee (RTAC) for discussion.

This toolkit is designed to showcase and recommend initiatives to help reduce barriers and effectively utilize and scale promotional funding available to local governments. To help achieve this, TransLink has prepared this resource to outline promotional and educational options along with a step-by-step guide to implementing the selected initiatives. For those local governments without adequate capacity for planning, we recommend you work with one of our partners who can offer guidance and specific recommendations to deliver programming on behalf of your local government. TransLink's Transportation Demand Management (TDM) team is also available for guidance at: translinkTDM@translink.ca

“

This toolkit was created to help move people! 100% of local governments indicated limited staff capacity for promotional and education initiatives as a barrier, with 37% of local governments citing this as a significant barrier.



Introduction

WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

Transportation Demand Management (TDM) is an important component to encourage the use of Active Transportation infrastructure. TDM focuses on understanding how people make transportation choices and influences behaviour to use infrastructure in more efficient and sustainable ways. Developing strategies and initiatives through education, engagement, awareness, and promotion tactics are all ways to encourage positive behaviour change for new and existing infrastructure.

HOW DOES TDM BENEFIT INFRASTRUCTURE?

Combining safe and connected walking, cycling, and rolling infrastructure with behaviour change tactics significantly increases the desirability and usage of these modes of transport. TDM strategy maximizes the benefits of new and existing infrastructure at a fraction of the total infrastructure cost and plays a key role in monitoring success as well as integrating new projects into community transportation plans.

RESEARCH SUPPORTING PROMOTIONS FOR INFRASTRUCTURE

Extensive research corroborates the positive impact of promotional programming on infrastructure usage.

For newcomers and immigrants facing barriers to transportation, programs like the Vancouver Bike Mentorship Program offer recognition and support, increasing feelings of belonging, overall health, cycling comfort, city familiarity, and cycling frequency¹. Education programs have proven to increase infrastructure usage amongst participants, who report improved cycling confidence and frequency following programs that build familiarity with new infrastructure². Investing in programming for school-age children has been thoroughly researched and proven globally as an effective investment to increase infrastructure usage near schools and influence behaviour towards active transportation^{3,4}. Finally, events that celebrate and encourage active travel — such as a mass bike ride — can build community, bring awareness to new infrastructure, and significantly improve ridership, particularly among first-time participants or inexperienced riders⁵.

¹ Transport-Literature-Review-GWLIP_FINAL.pdf (guelphwellingtonlip.ca)

² Encouraging cycling through a pilot cycling proficiency training program among adults in Central Sydney (researchgate.net)

³ Evaluation of Australian TravelSmart Projects in the ACT, South Australia, Queensland, Victoria, and Western Australia 2001-2005 (ttsitalia.it)

⁴ Promoting Safe Walking and Biking to School: The Marin County Success Story (aphapublications.org)

⁵ Mass community cycling events: Who participates and is their behaviour influenced by participation? - PMC (nih.gov)

TOOLKIT PURPOSE & BACKGROUND

This toolkit was prepared by TransLink's TDM team to assist local government staff in identifying and implementing tactics for encouraging walking, cycling, and rolling on new and existing infrastructure. Promoting active transportation supports the region in reaching **Metro Vancouver's** sustainable transportation goals, **CleanBC's** target of 30% sustainable mode-share by 2030, and **Transportation 2050's** target of 50% sustainable mode-share. Promotional tactics have inherent value for supporting active transportation and can be a cost-effective way for local governments to support a mode-shift on the existing network when new infrastructure is not feasible.

In cases when infrastructure is added through TransLink's **Local Government Funding Program**, there is a requirement for local governments receiving funds through TransLink's Bicycle Infrastructure Capital Cost Share (BICCS) funding to spend 1-5% of their funding on promotion and enabling activities that will help ensure infrastructure investments are maximized. In early 2024, a review was conducted to determine the barriers and reasons for the disconnect between the promotional funding available for new infrastructure projects and the limited take-up of this funding. The findings were presented to the Transportation Planning Subcommittee of the Regional Transportation Advisory Committee (RTAC) for discussion, where it was determined that local governments lack staff capacity and look to TransLink to support and facilitate this work. This toolkit will provide local governments with valuable information and access to promotional program and initiatives in alignment with project budget, objectives, and staff capacity.

AUDIENCE FOR THIS TOOLKIT

This toolkit is intended for local government staff responsible for TDM, community engagement, sustainability, planning, and infrastructure that support walking and cycling. Local government planning and engineering teams are encouraged to coordinate with colleagues who lead social media, communications, and events to plan and budget for the planned initiatives.

The value of the relative balance in funding allocation between promotional programming and infrastructure development is highlighted in the UK Cycle Towns and Cities Budgets. From 2008 to 2011, when the UK Department for Transport issued cycling infrastructure funding to municipalities across the UK, up to 38% of this funding was dedicated to promotions, in contrast to only 1.7% in Vancouver.

NECESSITY OF FUNDING PROMOTION

TransLink's BICCS program requires the greater of \$1,000 or 1-5% of the total project costs be allocated to promotion and/or education that is 'in some way related' to the new or improved infrastructure. While the promotional tactics must be linked to the infrastructure project, the initiative can also support broader active travel campaigns or cycling education programs.

ALLOCATION OF BICCS FUNDING (BEFORE APPLYING!)

Local governments are responsible for deciding how much of the BICCS funding is allocated to promoting and enabling the use of the infrastructure. Coordination with TDM and marketing and communications teams at the application stage is essential to identify projects and allocate the necessary budget for promotional initiatives. TransLink does not mandate the specifics of the initiatives but provides guidance upon request and requires proof of promotional activities when submitting invoices.



Promotional Planning Process

This toolkit outlines the process for planning a promotional initiative to support new infrastructure through four steps:

Step 1: Scoping

Step 2: Customizing

Step 3: Coordinating

Step 4: Monitoring and Evaluation

While the toolkit outlines several approaches and includes case studies of successful initiatives across Canada, the specific context of a community and a project should be considered. Initiatives can be customized and combined to celebrate and build support for active transportation projects within each unique community context.



Step 1: Scoping

The first step in planning a successful promotion is understanding the basic objectives and scope. The budget, staff capacity, timeline, objectives, data collection, and audience will all influence the type of promotion that is most fitting or feasible. Be sure to identify the key considerations and constraints that will shape the promotion before jumping ahead to the brainstorming.

OBJECTIVES

While the broad goal is for new infrastructure to be utilized, four main objectives are accomplished through the different promotional tactics.

These include:



BUDGET

Identify how much budget is allocated to the promotion.

Pricing legend:

\$	\$\$	\$\$\$	\$\$\$\$
\$1,000+	\$5,000+	\$10,000+	\$50,000+

If **capacity** is a concern, our partner organizations can plan and facilitate the promotion or support your team.

Cross-dimensional analysis

Think beyond monitoring the metrics of new trips or total kilometres travelled and include dimensions like:

- Demographics
- New active mode users
- AT trips replacing car trips
- Multi-modal trips
- Trip purpose (recreation, commuting, care trips, errands, etc.).

CAPACITY

Assess how many staff members from your team can contribute to this initiative and how much time they have. We offer a list of partner organizations who can support your team in carrying out promotions (Appendix A). Local government staff can also reach out to TransLink’s TDM team for guidance.

TIMING

Identify when this promotion will be most effective, in addition to what is possible within your team’s internal calendars. Align active travel initiatives with Spring and Summer to take advantage of warmer weather. Fall is also optimal for setting peoples’ travel behaviour for return to school and work patterns.

Consider “fresh start” times for your targeted demographic. The start of a new stage of life, such as a new school year, job, parental role, or physical ability changes, may be more effective at building new active transportation habits.

MARKET RESEARCH

Targeting specific audiences can improve the likelihood of changing travel behaviour amongst the selected group(s). A key question is which audience is the most amenable to changing their transportation behaviour — this is usually the demographics that already use active modes and are “interested but concerned” about increasing their walking or rolling.

MONITORING AND EVALUATION STRATEGY

Monitoring and evaluation should be planned at an early stage and be considered in each step, as this may influence or inform the program design and its execution. Think about the kind of data that your team will want or need following the event and incorporate that into the design process. Always start with the baseline data to ensure you can successfully monitor change.



Bike Walk Ride & Roll Campaign, Metro Vancouver, 2024 (page 19)

Step 2: Customizing

Step 2 involves choosing a promotion or a combination of promotions that meet the objectives and scope identified in Step 1. While promotions can be as creative and innovative as the people who plan them, promotions broadly fall under four main categories:



Each of the promotional categories detail the related objectives, initiative descriptions, budget, and capacity considerations. The accompanying case studies highlight examples of how these tactics can successfully support and promote infrastructure.



Play Streets, operated by Society for Children and Youth of BC (page 33)



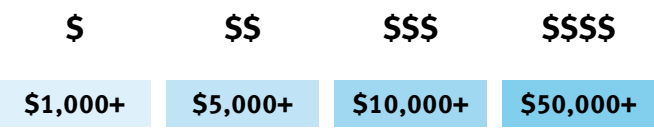
This Is How We Roll Campaign, Vernon BC, 2018 (page 14)

EDUCATION

Education initiatives aim to increase walking and cycling literacy within the communities benefitting from new or existing infrastructure. Education can target any age, from children to seniors, and requires lower capacity from internal staff since educational curriculums and programs are often prepared and delivered by partner organizations. Resources that are tailored to the audience will have the greatest influence on behavioural changes.



Initiative	Description	Cost	Staff Capacity Requirements
Learn2Ride course at nearby elementary school (HUB Cycling)	Learn2Ride is an introductory cycling course for grade 4 & 5 students. Taught by trained instructors, it teaches basic road rules, safe cycling concepts, and bike handling skills.	\$	Low
Ride the Road Course at nearby elementary school (HUB Cycling)	Trained instructors lead lessons for grade 6 & 7 students that demystify bike mechanics, practice bike handling skills, and solidify rules of the road, all of which culminate in a supportive ride through their school's neighbourhood.	\$	Low
StreetWise - Adult cycling education course (HUB Cycling)	In-person cycling education courses for adults and specific audiences (women, seniors, micromobility users, families etc.). Beginner to Advanced Skills, Basic Bike Maintenance, and E-bike Skills are popular options.	\$	Low
Webinars (HUB Cycling, Society of Children and Youth BC, BEST)	Webinar creation and promotion to support planned or completed infrastructure projects.	\$	Low-Medium



Case Study This Is How We Roll educational resource, Vernon B.C.

The City of Vernon recently enacted a fresh Traffic Bylaw, which modernized regulations governing transportation methods within the city, encompassing cars, pedestrians, cyclists, and “small-wheeled transportation” such as skateboards, longboards, foot-operated scooters, and bicycles ridden by children 12 and under. In response, the city has crafted an educational resource titled ‘This is How We Roll’ to acquaint residents with the guidelines concerning small-wheeled transportation and to assist them in traversing Vernon’s transportation infrastructure. Presented in a visually appealing and accessible format, this guide is readily available online. It acquaints residents with various types of facilities across Vernon and equips them with essential information for navigating these pathways effectively.



ACTIVATIONS / EVENTS

Activations and events are designed to increase awareness around new infrastructure, celebrate, and/or engage with the community. This can range from smaller pop-up events to larger media events and mass rides. Staff capacity can range depending on your involvement, although activations and events usually involve frequent or ongoing communications with partner organizations.



Tip:
Incorporating peer support may boost the accessibility and efficacy of your events and activations. Facilitating buddy programs and knowledge sharing between novices and seasoned riders will reduce barriers for people who are new to active modes.

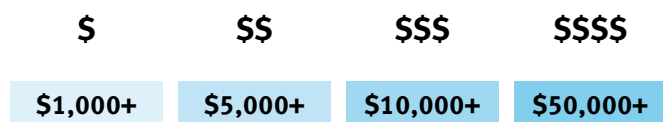
Case Study Fort Street Rollout Celebration, Victoria B.C.

In May 2018, the City of Victoria organized a festive event known as the ‘Fort Street Roll Out’ to commemorate the inauguration of newly established protected bicycle lanes and enhancements to the streetscape along Fort Street. The celebratory affair boasted live musical performances, family-oriented activities, interactive exhibits, safety advocates, photo opportunities, and complimentary bicycle rentals. Each block of the event was teeming with engaging activities, complemented by a ‘passport’ system devised to promote pedestrian and cyclist exploration along the corridor. Attendees were encouraged to collect stamps from various stations, thereby entering a draw for a chance to win one of four brand-new bicycles or other enticing prizes. Collaborating closely with community partners such as Fabulous Fort, the Downtown Victoria Business Association (DVBA), and PARC Retirement Residences, the event fostered a sense of communal celebration and engagement.





Initiative	Description	Cost	Staff Capacity Requirements
Bicycle Valet (event or seasonal) (BEST)	Better Environmentally Sound Transportation (BEST) offers a secure bike parking solution with a maximum capacity for 500 bikes, akin to a coat-check system for events and seasonal locations.	\$-\$\$\$\$	Medium
Walking School Bus or Bike Bus (Society of Children and Youth BC)	Groups of children walk or bike to school on set routes along new infrastructure with either a paid leader or community volunteers.	\$\$\$	Low - Medium
Mass Ride Event (HUB Cycling)	An organized mass bicycle ride event that builds community and spreads awareness about an improved cycling facility.	\$	Medium - High
Business Activations (HUB Cycling)	Bike-friendly business/employer outreach through email and partner organizations near new BICCS infrastructure can assist their employees and tenants to take up active transportation.	\$	Medium
Pop-up / Media event (HUB Cycling, Our Community Bikes)	Promote new infrastructure with a pop-up cycling celebration that could include staffing, supplies, giveaways, bike mechanic services, media release, and online promotions.	\$\$	Medium - High
Celebration Station near infrastructure during Go By Bike Week or Bike to Shop Days (HUB Cycling)	Celebration stations near new infrastructure encourage and support its use through bike maintenance, snacks, activities, and information.	\$	Low-Medium
Guided ride or Walking tour (HUB Cycling, BEST)	Walking or cycling events promote the use of new infrastructure and walking/cycling as a sustainable mode of transportation, while building community amongst participants.	\$	Low
Scavenger hunt	A family-friendly event designed to engage children and youth nearby new infrastructure, encouraging them to familiarize themselves with the space and its usage.	\$	Medium
Bike Maintenance Event Station (Our Community Bikes)	Pop-up bike repair station with two bike mechanics. Includes supplies; ensure flats fixed, chain lubed, etc.	\$	Low
Newcoming Bike Mentorship Program (HUB Cycling)	A program that matches new immigrants and refugees with local volunteer "mentors" for companionship and cultural orientation to Metro Vancouver's active transportation landscape and lifestyle.	\$	Low



TARGETED OUTREACH

Targeted outreach is designed to engage specific demographics that are impacted and/or could benefit from the new infrastructure. Nearby businesses, residents, seniors walking groups, people who work in the area, and local school districts are all examples of groups who could benefit from targeted information to increase awareness and education about new infrastructure. As outreach is customizable to the unique context of the community, input and support from knowledgeable local government staff will increase promotional success.

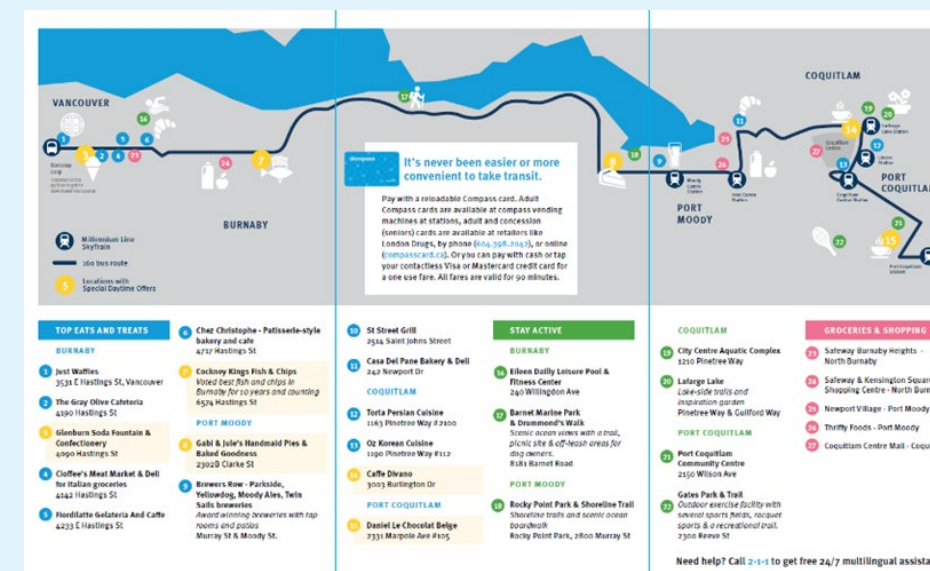
Initiative	Description	Cost	Staff Capacity Requirements
Digital Ads	Targeted digital advertisements that increase awareness about new infrastructure.	\$-\$\$\$	Medium
Educational and promotional pamphlets	Pamphlets with mode-specific messaging distributed to targeted audience.	\$	Medium
Mailouts to residents with incentives/ information	Information and incentives delivered by mail to targeted audience.	\$	Medium
Newsletter	A newsletter distributed to a targeted audience with information, tips, and insight involving new infrastructure.	\$	Medium



Case Study

Encouraging off-peak trips for Seniors on the 160 bus, Metro Vancouver

A pamphlet was developed for seniors' groups with local incentives to encourage off-peak trips on the 160 bus. Incentives included discounts at eateries along the route, as well as highlighting opportunities to shop and recreational spaces to enjoy. While this pamphlet promotes a bus route, a similar strategy could be employed to promote destinations that appeal to a certain demographic along new walking or cycling infrastructure, such as family-friendly spots and discounts along a new cycling path.



SOCIAL & DIGITAL CAMPAIGNS

Social and digital campaigns are designed to increase awareness, educate, and celebrate new infrastructure. Both social and digital campaigns are highly effective at reaching specific audiences, with the budget contingent on the campaign’s scope and length. Many campaigns combine several tactics for maximum reach. Cost and internal capacity requirements are dependent on whether the media is created in-house or externally. Social media campaigns can be very cost effective and can successfully increase awareness of new infrastructure amongst local residents when shared with the community.

Building a Brand

Consider building a brand or identity associated with your active transportation initiatives, which will connect and legitimize active transportation efforts across your local government. Referencing a brand in your campaigns builds awareness and a positive reputation for your local government that can consistently communicate the value of active modes to residents.



Initiative	Description	Cost	Staff Capacity Requirements
Social Campaign	A campaign designed to engage people and share a message, often including physical advertisements on billboards, buses, bus shelters, SkyTrain platforms, and other spaces. Digital advertisements may also be included.	\$\$-\$\$\$\$	Medium-High
Video	An engaging and easily shareable asset that promotes and highlights new infrastructure.	\$\$-\$\$\$	Medium
Digital Campaign	An online campaign promoting new infrastructure, either through web, video, social media, or a combination of mediums.	\$-\$\$\$\$	Medium-High
Media kit	A collection of digital/print assets that can be shared across social media channels or distributed physically.	\$ +	Medium-High

\$	\$\$	\$\$\$	\$\$\$\$
\$1,000+	\$5,000+	\$10,000+	\$50,000+

Case Study

Bike Walk Ride & Roll Campaign, Metro Vancouver

A multi-media and outreach campaign launched in June 2024 to celebrate new cycling and multi-use infrastructure in Langley, Port Coquitlam, and Surrey, which was supported through the Local Government Funding Programs. The campaign leveraged social media, posters, a media kit, and a series of short videos to highlight new infrastructure and build excitement and awareness in their respective communities. The Bike Walk Ride Roll brand will continue to be used to promote active travel infrastructure partnerships across the region, building recognition and awareness.



Watch the [Bike Ride Walk & Roll Summary Video](#)

Case Study

Ride and Shine Promotional Campaign, Metro Vancouver

Ride and Shine was a campaign from June 9th – August 22nd, 2023, that targeted families and young adults to use active modes and transit connectivity for weekend leisure activities in Metro Vancouver. Specific transit routes and bike routes were promoted through a bus wrap, advertisement posters, community engagement at events, a digital ad campaign, and a website page. The campaign led to notable behaviour change, including 11.1% increase in ridership on designated campaign routes. The campaign also garnered 34.6 million digital ad impressions and 1.3 million event attendees reached



Step 3: Coordinating

Once you have identified your promotional plan, it's time to coordinate what outputs are needed, who will prepare these outputs, and the project timeline.

OUTPUTS

- What do you need to create or procure for this promotion? Outputs can be digital (a social media post) or physical (the maps and stickers at a Celebration Station).

PEOPLE

- Who will be preparing these outputs? Think about the capacity you have available within your local government team. Teaming up with the partners who operate the initiatives in Step 2 is a great way to carry out a successful promotion without overloading your team (see Appendix A).
- Who are the other stakeholders that would benefit, support, and help share these initiatives? Hint: Let TransLink's TDM team know what your plans are!
- Establish clear communication channels within your team and with community partners.

SOLIDIFY THE TIMELINE

- Assign deadlines, milestones, and dates to each of the promotional outputs. Coordinating the outputs with the timeline ensures that all parties are aware of what needs to be accomplished and when

Timing is Everything

Timing is a key factor when launching a promotional initiative.

A campaign in the summer or spring is likely to be more effective at attracting interested but concerned active transportation users than fall or winter.

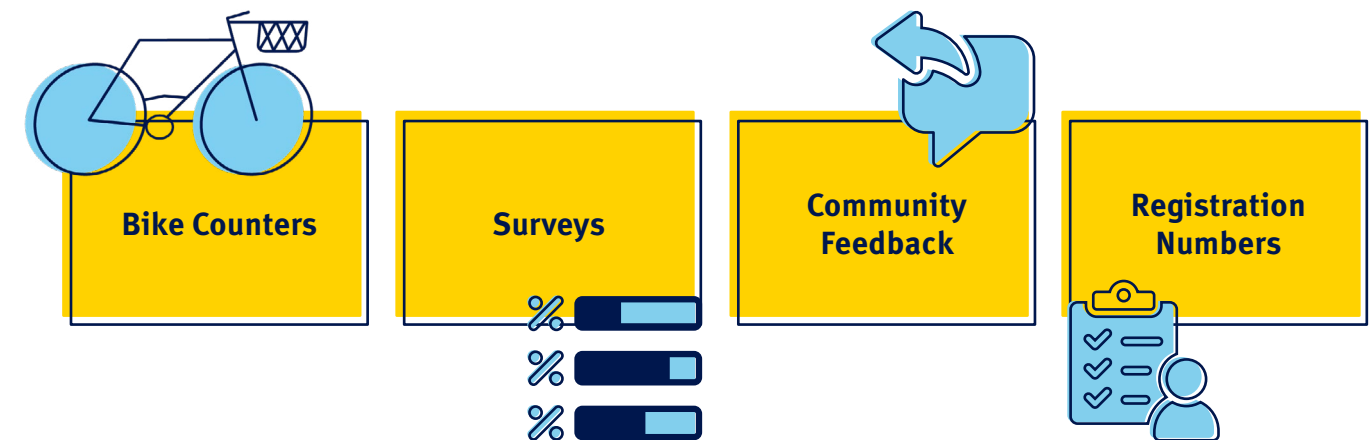
Likewise, a campaign that coincides with a local initiative such as the launch of a new transportation or climate emergency plan, Car Free Day, or an event like Go By Bike Week, is likely to be more effective. For example, a local government might announce the completion of the new infrastructure via a media release but save most of its promotion budget to coincide the 'launch' with a relevant event at a later date to maximize impact of the funding.

Tip: Promotional Point Person
Designate a Point Person from within your local government team to check in with any partners, answer questions, and facilitate the data collection during and after the promotion.

Step 4: Monitoring and Evaluating

Step 4 involves implementing the monitoring and evaluation strategy planned in Step 1. Monitoring and evaluation should be considered at each step of the planning process, with the majority of data collection and evaluation taking place after implementation. Measuring the impact of the employed tactics with the baseline data ensures that promotional funding is effectively utilized while informing future infrastructure and promotions.

Methods to capture data may include:



Key Metrics to monitor and evaluate promotional initiatives include:

- Awareness: Impressions, engagement, reach, and digital metrics.
- Education/Engagement: Participation in workshops, programs, and events.
- Behaviour Change: Mode shift, vehicle kilometers traveled (VKT) reduction, vehicle trip reduction, drive-alone rate, new active mode users, new active travel trips, multi-modal trips, active kilometres travelled, and vehicle ownership rate.
- Demographics/Trip Purpose: Who is accessing the new infrastructure and who is not, and which types of trips are most common or absent (recreation, commuting, car trips, errands, etc.).

Building these metrics into the project report will ensure that the impact of the promotion or education is considered as part of the overall project success while supporting your team in deciding how to effectively encourage active travel in the future. This also helps prove the case for continued funding towards education and promotion for active travel.



FAQs

As part of a BICCS-funded project, is project completion signage required and does it have to come out of the promotion and education budget?

Project completion signage is not an eligible expense through the 1-5% promotion and education budget; rather, it is required through the general project cost through Section 3.5.6 of the BICCS funding agreement. Project completion signage is not to be confused with wayfinding signage, which as of the 2025 program year, is no longer an eligible expense through the 1-5% promotion and allocation budget and should instead be included as part of the project cost. Route branding and promotion through signage falls under the wayfinding category and is not an eligible expense.



Project completion signage



Cycling wayfinding signage



Does the entire promotion and education budget need to be spent by the completion of the project?

The timeframe for the promotion budget will follow the same as the project payment reimbursement. As stated in the 2024 guidelines:

“Promotion and/or education are typically done once construction of the project is complete and the facility is available for public use.”

For all completed cycling projects including Multi-Use Paths funded by MRNB, BICCS, and/or WITT projects, “local governments must submit a Request for Payment within 60 days after the project completion with proof of all costs expended by the deadline.” Proof of BICCS promotion/education activities is required with invoices. If you have questions please reach out to the TransLink Project Lead. For example, if the project completion date is December, 31 2024, requests for payment must be submitted to TransLink before March 1, 2025.

Please note that invoice extensions for promotional funding will be considered upon request, to ensure the timing of the project completion and TDM tactics are aligned.



How can local governments ensure promotion and education is included in infrastructure project applications?

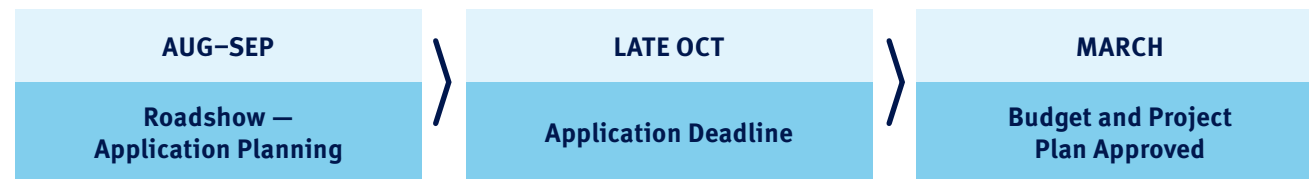
It is the responsibility of Local Government TDM staff to keep up to date on approved cost-share infrastructure projects. TDM staff should identify and reach out to out to internal project PMs during the application cycle to discuss funding opportunities to be included in the application. Key dates to communicate internally and understand what is being applied for/what to plan for include, the Local Government Funding Program roadshow in August-September, before the application deadline at the end of October. March is when applications are approved, which is an important time for TDM staff to ensure promotion and education costs are included.

Local government staff can also apply for access to the regionalroads.com website, where they can view the list of approved local government infrastructure projects and completion deadlines. Once granted access, users click through to the “Municipal Funding Programs” tab to view project details. For any issues with the sign-up process or questions, please contact ipme@tranlink.ca.

When is the payment deadline for local governments promotion and education costs?

Promotion and education costs, along with all capital costs, need to be incurred by the completion date in the local government’s contribution agreement. Consult your local infrastructure project manager (PM) or the Regional Roads website to confirm this date. The completion date is when the project’s initial 4-year requirement comes to an end.

LGFP TIMELINE



Can local government’s submit an extension for promotion and education programs?

Project PMs can submit an official project deadline extension to TransLink if there are delays anticipated to be able to complete the infrastructure project. TransLink’s local government funding programs team will assess extension submissions on a case-by-case basis. An extension cannot be granted for promotion and education alone, it must be attached to a delay to the infrastructure project completion.

Do local governments have to ‘return’ any promotional funding that they do not spend?

As noted in the 2024 BICCS guidelines, “Allocated BICCS funding that is not used by local governments could be potentially forfeited for the program year or combined with the BICCS Competitive funding program but is dependent on the approval of the transfer.

Is the local government required to indicate the funding percentage amount (minimum \$1,000 or 1-5% of total project cost) and use in the application or can it be declared later?

The amount that a local government plans on spending is up to the local government, however, the figure must be a minimum of whichever is greater of \$1,000 or 1% of the total project cost. Local governments have the discretion to spend up to a maximum of 5% of the total project cost on promotion. Yes, best practice is to indicate the amount of funding that is to be allocated towards promotion/ education. The amount will need to be determined and set aside in Step 1: Scoping of the project.

In the event a local government does not allocate promotional funding in the initial application, and there is remaining capital funding available later in the project cycle, the local government can allocate funding to promotion and education provided the local government’s PM is consulted and agrees to this use of the funding. It is the local government’s responsibility to communicate with its project PM(s) and advocate for the funding to be used for promotion and education.

Is a project application amendment needed if promotion and education expenses are factored in at a later time?

No. TransLink does not need to approve or deny an amendment to the application for this purpose. The local government PM and TDM staff should connect directly with one another to determine the appropriate use of remaining funds that serves the local government’s needs.

Local government staff can contact TransLink directly to help advise on proposed TDM programming to ensure it fits within the parameters of infrastructure-based promotion

Does the TDM funding need to be spent on projects directly around the project site?

While there are currently no geographically defined boundaries in the policy, the language states that the project needs to ‘in some way relate’ to the infrastructure project. Local governments should make every effort to tie the promotion and education to the new or improved infrastructure as closely as possible. For example, bike education courses at schools close to or adjacent to the project, with communications and/or materials to promote the project, would be permissible, but school education courses on the opposite side of the city to the project or city-wide, with no link to the infrastructure project, would not.

Can local government’s spend promotion and education funding on private facilities, for example, residential bike parking?

No. A requirement of the funding program is that the infrastructure and promotion and education are targeted to public use. In addition, bike parking facilities would not be considered a promotion and education tactic. If for example, capital cost-share funding is approved for a public bike share station, there would be a case to spend promotion and education on a campaign, for example, to promote the new infrastructure.

Are bike counters included in the promotional and education or capital projects budget?

The cost for bike counters is considered as part of the capital budget.

What are the branding requirements and documentation protocol?

As noted in 2024 BICCS guidelines, “Promotional and educational material should include TransLink’s logo and some recognition of TransLink’s Local Government Funding program in the communications. Examples of this include acknowledging TransLink’s cost-share funding amount and how the funding programs support, for example, the expansion of the local active transportation network and Major Bike Network (MBN). Local governments will also need to provide pictures of the event(s) or a copy of the promotional material(s) as proof when submitting a payment request for the project.”

Can promotional funding go towards major road and walking projects?

Yes, it can! and it is just as important to the success of all active travel projects. Promotions are a powerful and cost-effective tactic to increase walking and cycling mode share on new and existing infrastructure.

Appendix A: Inventory of Partner Programs

\$	\$\$	\$\$\$	\$\$\$\$
\$1,000+	\$5,000+	\$10,000+	\$50,000+

*Prices quoted are approximate. Please contact partner organizations for additional information.

BETTER ENVIRONMENTALLY SOUND TRANSPORTATION (BEST)

best.bc.ca / info@best.bc.ca



Service	Type	Est. Cost	Program Details	Impact
Transportation Workshops/ Excursions	Educational Workshop	\$ - per workshop, 30 participants \$ - per excursion, 15 participants	<p>BEST offers tailored workshops addressing local government-specific challenges in sustainable transportation and driving cessation.</p> <p>These workshops cover comprehensive information on public transportation, including riding the bus, passes, and system navigation. Guided excursions provide hands-on experience with bus routes, translating theoretical knowledge into practical understanding.</p> <p>With a focus on accessibility, BEST’s specialized content addresses mobility and language barriers, promoting inclusivity in transportation planning for diverse participant needs.</p> <p>These workshops/excursions are customized for participants by researching their specific needs</p>	<ul style="list-style-type: none"> Increased knowledge about alternative transportation options to driving Acquired tangible skills in use of public transportation Increased confidence in use of multi-modal modes of transportation Learning from peers in a safe space. Cascade impact by instructing what they have learned to the peers in their community. <p>Measurable metrics:</p> <ul style="list-style-type: none"> Pre- and post-surveys will help gauge the program’s impact on travel habits. Track shifts in transportation preferences, knowledge, and practices. Monitor post-program social media engagement and community involvement. Tracking records of participant numbers. Measure impressions with online analytics and participant feedback. A comprehensive evaluation of workshops and excursions through a committee.

Service	Type	Est. Cost	Program Details	Impact
The Bike Valet	Bike Parking Solution	\$-\$\$ - per event service \$\$\$\$ - Seasonal service	<p>BEST offers a secure bike parking solution with a maximum capacity for 500 bikes, akin to a coat-check system for events and seasonal locations.</p> <p>The Bike Valet Service employs a structured approach where attendees check in their bikes, receiving assigned tags for retrieval later. Trained attendants ensure the organized storage and retrieval of bikes and other micro-mobility devices, including e-scooters, wheelchairs, skateboards, and strollers.</p>	<p>Measurable metrics:</p> <ol style="list-style-type: none"> 1. Bike valet utilization rate and numbers 2. Peak hours, days, and months 3. Type of micro-mobility devices parked 4. Patron's survey indicating commuting behaviour 5. Cost per bike parked 6. Exhaustive analysis and report 7. Carbon emission reduction estimate <p>Impact:</p> <ol style="list-style-type: none"> 1. Security & Convenience: A secure coat-check style system minimizes the possibility of bike theft incidents. Trained attendants ensure organized storage and easy retrieval. 2. Sustainability & Accessibility: Promotes eco-friendly transportation alternatives. Enhances event and public facility accessibility with complimentary service. 3. Community & Event Value: 4. Fosters a biking culture by encouraging more individuals to use bikes and creating inclusivity by accommodating not only bikes but also mobility-assisting devices, strollers, skateboards, and rollerblades in the bike valet service. 5. Green Initiatives: Significant reduction in carbon emissions; choosing a bike over a car just once a day reduces the average person's carbon emissions from transportation by 67%. Aligns with broader goals of eco-friendly event practices.

Service	Type	Est. Cost	Program Details	Impact
Living Street walks	Walking and Mingling Events	\$	BEST organizes walking events followed by informal mingling gatherings to promote walking as a sustainable mode of transportation and to foster social connections among participants. These events have proven to be highly effective in establishing bonds among newcomers who wish to acclimate themselves to the community and explore the city's attractions.	<p>Impact:</p> <ul style="list-style-type: none"> • Encouraging walking as a sustainable mode of transportation • Raising awareness about the physical, mental, social, and environmental benefits of walking and other sustainable modes of transportation • Enhancing social integration and reducing feelings of isolation, particularly among newcomers • Providing a platform for sharing information about the community and its attractions <p>Measurable metrics:</p> <ul style="list-style-type: none"> • Number of sign ups • Number of participants. • Surveys to receive participant feedback • Tracking post-program social media engagement
Research Projects on sustainable modes of transportation	Research	Rates are different case by case and depend on the research project's goals, objectives, scope, approach, and audience.	BEST conducts context-based research on walkability, accessibility, and multimodality of urban areas at different scales. Most of our research applies a community engagement approach to engage with individuals with lived experiences and learn from the community to inform decision-makers. While we engage with a wide range of audiences and community groups, our work primarily focuses on engaging with and learning from equity-seeking populations, particularly seniors, persons with disabilities, and newcomers. Our rates depend on the research project's goals, objectives, scope, approach, and audiences.	

HUB CYCLING

bikehub.ca | info@bikehub.ca



Service	Type	Est. Cost	Program Details	Impact
Learn2Ride Course	School Cycling Workshop	\$ - per school	Learn2Ride is an introductory cycling course for grade 4 & 5 students. Over two days, it teaches basic road rules, safe cycling concepts, and bike handling skills. Taught by trained instructors, students learn through interactive activities and on-bikes skills practice on the school ground.	average 100 students participate per course, 4-5 school staff involved. 100 families receive take home certificate with access to more resources. Evaluations report students, staff, and families increase cycling frequency
Ride the Road Course	School Cycling Workshop	\$\$ - per school	Ride the Road is an immersive active travel course for grade 6 & 7 students. Over five days, students participated in hands-on activities to build cycling and pedestrian confidence regardless of their incoming skill level. Trained instructors lead lessons that demystify bike mechanics, practice bike handling skills, and solidify rules of the road, all of which culminate in a supportive ride through their school's neighbourhood.	average 100 students participate per course, 4-5 school staff involved. 100 families receive take home certificate with access to more resources. Evaluations report students, staff and families increase cycling frequency
StreetWise Courses	Education Workshops	\$ - per course	In-person cycling education courses for adults and specific audiences (women, seniors, micromobility users, families, etc). Beginner to Advanced Skills, Basic Bike Maintenance and E-bike Skills are popular options. Course details and costs dependent on course type and locations	In-person courses reach 10-18 people with demonstrated increases in cycling frequency, skills, and confidence
Workplace Cycling Workshop	Education Workshops	\$ - per course	These one to two hour in-person or online workshops or 'lunch n' learns' are for staff or private groups. These interactive presentations or hands on workshops encourage cycling in staff teams or private groups located near new infrastructure. They support participants to get outside, move, and remain healthy while working from home or commuting to their destinations.	Workshops can accommodate 12 to 100 people/course with demonstrated increases in cycling frequency, skills, and confidence
Go by Bike Week	Celebration Stations, Group rides, Bike Maintenance Workshops & Webinars	\$ - per station	Go by Bike Week (formerly Bike to Work Week) happens twice a year and is a week-long celebration of cycling, encouraging everyone to give cycling a try. Since 2007, Go by Bike Week has motivated 170,000 participants to cycle their daily commute including 26,000 people new to city cycling.	5,744 participants registered (Spring 2023) 3,093 participants registered (Fall 2023) +22K social media Measure: GBBW survey results

Service	Type	Est. Cost	Program Details	Impact
Pop Up / Media Events	Celebration Stations, Group rides, Bike Maintenance Workshops & Webinars	\$ - per station	Go by Bike Week (formerly Bike to Work Week) happens twice a year and is a week-long celebration of cycling, encouraging everyone to give cycling a try. Since 2007, Go by Bike Week has motivated 170,000 participants to cycle their daily commute including 26,000 people new to city cycling.	5,744 participants registered (Spring 2023) 3,093 participants registered (Fall 2023) +22K social media Measure: GBBW survey results
Pop Up / Media Events	Promotion	\$\$ - per activation	Promote new BICCS infrastructure with a pop-up cycling celebration that could include staffing, supplies, giveaways, bike mechanic services, media release, and online promotions. Example: Great Richards Street Giveaway	Range of attendees depending on location - 100-300. Additional measures: social media impressions + earned media impressions
Bike to Shop	Cycling shop local event	\$	Bike to Shop showcases the convenience and joy of cycling to local businesses, including the health and affordability benefits to individuals, and the economic benefits to businesses.	Since 2016, over 25,000 people have directly participated in HUB's Bike to Shop event, and our partners have been promoted to residents across the region, to local businesses, and in regional and local media outlets.
Businesses Activation	Events	\$\$	Bike friendly business/employer outreach through email and partner orgs like BOMA, UDI, BIAs to increase awareness of being a bike friendly business/building/ employer, including new nearby BICCS infrastructure that can assist their employees and tenants to take up active transportation. HUB could partner with Langley, Poco, and Surrey BIAs and boards of trade specifically to spread the word in those focus areas.	Reach: >10,000 corporate entities Measure: click through rates, QR code scanned, and/or follow up survey in ad with prize
Webinars	Webinars	\$ - per webinar \$\$ - for three webinars	Webinar creation and promotion to focus areas Specific project highlights - TL digital brochure about specific infrastructure. Geo-targeted social and traditional media	Reach: 300 (deeper engagement than promotion alone) Measure: # participants, follow up survey
Marketing Campaign/ Video	Marketing Campaign and Video	\$\$\$	Could include different assets depending on budget - videos, photoshoot, online/print advertising, media release with focus on new infrastructure.	Measure: social media mentions, marketing impressions, engagement.

OUR COMMUNITY BIKES

ourcommunitybikes.org | info@ourcommunitybikes.org



Service	Type	Est. Cost	Program Details	Impact
Roadside Mechanics	Educational Workshop 1hr	\$	Workshop can be hands on or presentation style depending on number of participants	5-20, tracked via attendance and people stopping by
Preventative Maintenance & Flat Fix	Educational Workshop 2 hr	\$	Workshop can be hands on or presentation style depending on number of participants	5-20, tracked via attendance and people stopping by
Bike Mechanics / Bike Recycling (tailored to interest of the group)	Educational Workshop 3 hr	\$	Workshop can be hands on or presentation style depending on number of participants	5-20, tracked via attendance and people stopping by
Bike Maintenance Event Station	Event repair 2 hours	\$	pop up bike repair station with two bike mechanics. Includes supplies; ensure flats fixed, chain lubed etc.	16-20, tracked via tally of attendance
Bike Maintenance Event Station	Event repair 4 hours	\$	pop up bike repair station with two bike mechanics. Includes supplies; ensure flats fixed, chain lubed etc.	16-20, tracked via tally of attendance

SOCIETY FOR CHILDREN AND YOUTH OF BC (SCY)

scyofbc.org | info@scyofbc.org



Service	Type	Est. Cost	Program Details	Impact
Play Streets	Active Transportation and Outdoor Play Promotion Program	\$\$ – Core cost (for up to four schools, 1/3 term, one local government)	Outdoor play activation, including a bike-roll ramps course on a city run School Street or other initiative Examples: Play Streets 2022, Play Streets 2023	People count, on-site engagement board designed for all ages
Play or Bike-Roll Pop-Up Events	Active Transportation and Outdoor Play Promotion Program	\$ - per event (four-hour activation, three SCY staff)	One-time pop-up activations in a park or AAA bikeway to encourage children's outdoor play and active transportation. Includes a bike-scooter-skate ramps and skills course.	People count, on-site engagement board designed for all ages
School Street – Play Streets	Active Transportation and Outdoor Play Promotion Program	\$\$\$ – Core cost (for three schools, 1/3 term, one local government)	School Street implementation, including school outreach and recruitment, permitting, traffic management for weekly street closures, volunteer/staff coordination, and Play Street play and bike-roll activations.	Pre- and post-program surveys with school staff and families, baseline and intervention data on activity levels, travel modes, satisfaction, etc. Direct engagement with children and youth.
Kid Commute - A walking school bus	Active Transportation Program	Cost per route (one local government, 1/4 term): \$ - Volunteer-Led \$\$ - Paid Leader	Walking School Bus – groups of children organized to walk to school on set routes with either a paid leader or parent/community volunteers.	Surveys with school staff and families; baseline and intervention data participation rates, satisfaction, travel modes, etc.
Urban Explorers Child and Youth Engagement in Planning	Sustainability Education/ Participatory Planning Program	\$\$ - per class, 12-session engagement \$\$ per additional class (engagement in the same planning project).	K-12 Sustainability and Civics education in schools Deep child and youth engagement for planning through six to 12 sessions, utilizing participatory planning methods. Includes in-class sessions, youth led city or transportation network assessments, active and sustainable transportation module, capstone project. Examples: Imagine West End Waterfront Downtown Public Space Strategy	Pre- and post-program surveys; interviews; (reflection essays); Participant counts; qualitative assessment of child and youth input/recommendations.
Child & Youth Engagement Camps or Workshops	Sustainability Education/ Participatory Planning Program	\$\$ - for a five to six session (15-hour total) out-of-school group engagement. \$ - for additional group	Pre-school and school-age short engagement (three to six workshops delivered as out-of-school programming). Includes in-class lessons, fieldtrips, co-design projects. Example: Youth-led Transit and Active Transportation network assessments	Post-program surveys; Participant counts; qualitative assessment of child and youth input/recommendations
Child and Youth Friendly Community Strategy Development	Consultation Services for Strategy/Policy Development	\$ - hourly basis	Supporting city-wide or neighbourhood plan or strategy development. Includes research and analysis, strategic support, public engagement, writing, and reporting. Example: New Westminster Child and Youth Friendly Community Strategy	TBD as required

ADDITIONAL PARTNERS

Reach out to our additional partner organizations for more information on their programs and pricing.

PROJECT 529

project529.com | info@project529.com

Project 529 is a non-profit global bike registration initiative that reduces bike theft and supports bike recovery. Cyclists can register their bikes for free on the 529 Garage platform, which protects bikes by connecting bike owners with law enforcement and the cycling community.

Project 529 registration can be included as part of promotional initiatives, such as Bike Valet or Celebration Stations, to encourage safe bike parking practice and divert bike thieves.



GO BY BIKE BC SOCIETY

gobybikebc.ca | info@gobybikebc.ca

Go By Bike BC Society is a non-profit organization dedicated to supporting cycling – for work, for play, for well-being, and for the planet. Go By Bike BC supports GoByBike Weeks around the province, including hosting the website where participants in Metro Vancouver can log their GoByBike Week kilometres to track greenhouse gas emission reductions, participate in teams, and win prizes.



BC CYCLING COALITION (BCCC)

bccycling.ca | admin@bccycling.ca

BC Cycling Coalition is a non-profit organization dedicated to providing a voice for more accessible cycling and active transportation in British Columbia. BCCC partners with government agencies, local governments, and communities to make cycling safer, more accessible, and fun. BCCC created Bike Sense: The How-to Guide for Cycling in British Columbia as a trusted source of information on bicycles and cycling in BC.



Appendix B: Example Promotional Projects Library

CYCLING WITHOUT AGE – DISTRICT OF NORTH VANCOUVER, BC

The District of North Vancouver (DNV) used promotional funding in 2024 to support the Cycling Without Age (CWA) program (operated by Silver Harbour Seniors' Activity Centre Society) to expand their fleet and run cycling education and tours along BICCS funded infrastructure in the North Shore. The routes included new cycling upgrades on Lynn Valley Road, Welch Street, and the Spirit Trail. CWA provided program marketing, photos, and media content in collaboration with the DNV and TransLink to promote the partnership and program.



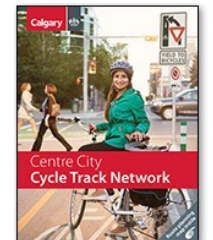
SALTON ROAD PEDESTRIAN AND CYCLING BRIDGE CELEBRATION – ABBOTSFORD, BC

When Abbotsford's new pedestrian and cycling bridge opened in 2019, a key link between the UDistrict and central core, the community had cause for celebration. The Grand Opening was attended by local politicians and city staff, who officially cut the ribbon, a local student jazz band, and hundreds of locals on foot and bikes.



EDUCATIONAL BROCHURES – CALGARY, AB

After implementing a new network of bike lanes in the downtown core, Calgary developed a brochure to support road users in familiarizing themselves with the new infrastructure and its rules. The brochure was available online and at kiosks along the bike network.



BICYCLE AMBASSADORS AND MAYORS, MULTIPLE CITIES

Several cities around Canada have implemented Bicycle Ambassador or Bicycle Mayor positions to help answer questions and concerns from community members on the ground. Ambassadors promote cycling education, share existing resources, attend events, and are visible by the public through recognizable branded bikes and clothing. Bicycle Mayors are usually a volunteer position that supports cities in identifying and leading projects that support cycling and its benefits. Participating cities include the City of Winnipeg, MN, City of Edmonton, AB, City of Calgary, AB, and City of Victoria, BC.



SAANICH CYCLING FESTIVAL, SAANICH, BC

The District of Saanich hosts an annual festival to celebrate cycling, build community, and encourage people to explore the cycling network. The festival is filled with free family activities at a central locale, including a bike rodeo, cycling obstacle course, kids decorated bike parade, face painting, inflatable obstacles, bike safety information, and food. Celebrations Stations are also set up along the designated festival bike route, which are stocked with maps, information, food, and water.



WALKING SCHOOL BUS, MULTIPLE CITIES IN METRO VANCOUVER

Several local governments in Metro Vancouver, including District of North Vancouver, New Westminister, and Vancouver, are supporting the Walking School Bus program at multiple elementary schools. Per route over a school year, an estimated 2,000 walking trips will be made over 2,200 kilometres, avoiding 525 kilograms of GHG's. Not only do parents report increased mental, social, and physical health among participating children, but reduced congestion around school areas improves safety and air quality for the neighbourhood. Routes can be planned to specifically travel along and familiarize children with new walking and cycling infrastructure.



“GIVE SPACE” CAMPAIGN, BRITISH COLUMBIA

On June 3, 2024, British Columbia's new vulnerable road user law came into effect, requiring drivers to give safe space when passing pedestrians and cyclists and other vulnerable road users. The Province rolled out a social media and paid information campaign to promote this new law, including radio and large billboard and transit shelter advertisements that were visible to drivers from the road as well as advertisements on their phones through social media.



WALK ONCE A WEEK (WOW), UNITED KINGDOM

With nearly 2,000 schools participating across England, Scotland, and Wales, WOW is the largest national active school travel program in the UK. Participating schools see a 30% reduction in car trips and a 23% increase in walking trips. Children collect unique, student-designed badges for participating each month. A cost-benefit analysis estimated benefits of £2.8 million (\$5.04 million CAD) compared to costs of £900,000 (\$1.62 million CAD).



CYCLING CITY PROGRAM, YORK, UK

The City of York (population approx. 200,000) combined new cycling infrastructure with a promotional strategy under the framework of the UK Cycling City and Towns Program (2008–2011). The program length was 4 years, with an investment of £4.65 million (\$8.37 million CAD). Between 40%– 50% of the total project budget was allocated entirely towards promotional programs. Results from the program indicate that the cycling mode share doubled from 10% to 20% over the four years.



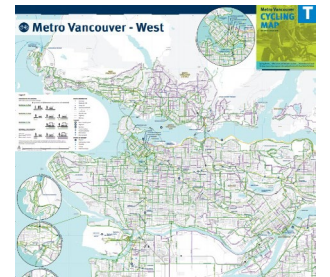
Appendix C: Active Transportation Resources

TRANSLINK CYCLING RESOURCES AND MAPS

Check out TransLink's page on Cycling in Metro Vancouver for information on current cycling initiatives, safety, events, and resources.

TransLink's Metro Vancouver Cycling Maps provide a comprehensive guide to cycling routes, transit hubs, locations of bike lockers and parkades, and areas with steep hills. Full Metro Vancouver maps and Local Area maps are available online or as paper copies. Reach out to translinkTDM@translink.ca to request free maps to support cycling initiatives and infrastructure.

Link: [Cycling in Metro Vancouver](#)

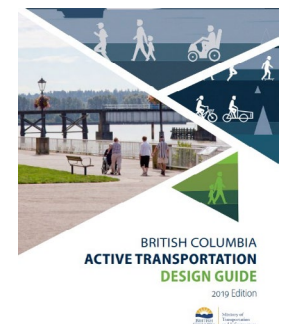


BRITISH COLUMBIA ACTIVE TRANSPORTATION DESIGN GUIDELINES (2019)

The Province created this free design guide to help communities build safe, effective active transportation infrastructure.

Note: the BC Active Transportation Design Guidelines, originally released in 2019, are currently undergoing revisions, with an updated version expected in 2025.

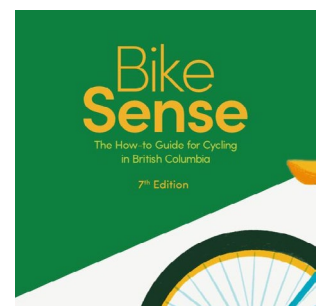
Link: [Active Transportation Design Guide - Province of British Columbia](#)



BIKE SENSE

Bike Sense is a trusted source of information in British Columbia. This on-line handbook educates cyclists on all things bikes! Consult it to learn how to ride (and fix) bikes, what to wear, plan your route, where and how to park safely, ride safely in traffic, get the care and support you need in a crash, combine rides with public transit, access regional trails to explore, and how to build community and advocate for safer routes and laws. The 7th edition of Bike Sense contains passages from the **B.C. Motor Vehicle Act**, including relevant changes to provincial laws and regulations that have occurred since the last edition. Bike Sense is produced and published by the British Columbia Cycling Coalition.

Link: [BC Cycling - Bike Sense](#)



RULES OF THE ROAD

Just like other road users, there are rules of the road that cyclists must follow to keep themselves and others safe. Reference the rules and regulations from the Province to support safe and enjoyable cycling on new and existing infrastructure in your local government.

Link: gov.bc.ca/cyclingrules



CITY OF VANCOUVER'S ACTIVE TRANSPORTATION PROMOTION AND ENABLING PLAN

This Plan outlines a primer on why promoting and enabling efforts for active transportation are an important part of behaviour change, based on extensive research and case studies. The Plan outlines different projects, campaigns, and actions applicable to any local government context to help strategize how to encourage more sustainable transportation behaviour and trips.

Link: [Active Transportation Promotion and Enabling plan](#)

