

July 18, 2014

RE: Response to Transportation and Transit TT2014-0569
Revised Evaluation Plan for Centre City Pilot Cycle Track Network.
Recommendations #1 and #2

Recommendation #1 – Evaluation Plan

General Comments:

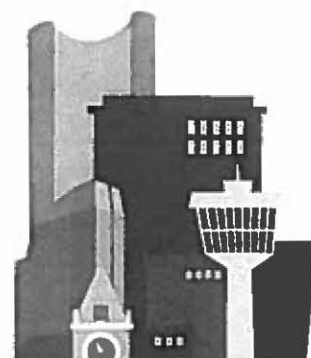
A major component of the discussion at previous SPC and Council meetings has revolved around the definition of success for the cycle track network pilot and it is still unclear as to how that is being defined.

Education is still not referenced in the pilot plan and we believe that it plays a large part in not only the success of the pilot, especially where reduction in collisions are concerned, but in the long term viability of cycling as a mode of transportation in the downtown.

The Calgary Downtown Association (CDA) suggested several targets and measurement methodologies in our submissions to the Transportation and Transit SPC on April 16, and June 18, 2014. Included in our recommended measures of success were: significant reductions in collisions involving cyclists, major increases in the number of cyclists in the central business district, and ensuring the economic viability of businesses, not only along the cycle tracks, but in the vicinity of them.

All of the items suggested in the table for measurement should be addressed for each cycle track in the pilot, and adjacent sidewalks and roadways. Capturing this data is key to understanding if routes for pedestrians and motorists change, and if additional burdens on nearby sidewalks and roadways are realized.

The economic vitality performance measures, as presented, look at only part of the complete picture for businesses. Presenting the measurements for economic vitality as 'secondary' is disrespectful of a major contributor of tax revenue to the City. The CDA, again, recommends that an independent third party consultant, such as Deloitte, KPMG, MNP, or E&Y be engaged to capture current revenues, as well as post-pilot revenues, in a secure and private manner. Without those measures, the City's examples of increases in revenues ranging from 49% to 93% offered to businesses continue to be misleading. At an absolute minimum, success of the pilot should say that any



businesses in the vicinity of the cycle tracks should not suffer any losses. Optimally, they should see at least a 35% increase. These businesses should not just be at ground level, but should include businesses within office towers, and especially at the +15 level, where access to services would have an impact.

The CDA continues to recommend that any data captured using cameras be presented live to the public. Not only would this provide transparency, but it would also provide opportunities to educate the public.

Comments for specific numbers on the evaluation plan*:

1. If the cycle tracks are meant to improve the experience for cyclists, satisfaction with cycling in the Centre City MUST be improved, and should have a target number. Staying the same means that nothing needed to be done. We would say that a 25% increase in satisfaction for cyclists would indicate success. When capturing data for the satisfaction of pedestrians in relation to cycle tracks, it will be important to test their perceptions of travel time. For motorists, there will need to be some measurement of the impact of cycle tracks on their experience with parking. Travel times for pedestrians and parking experiences for motorists are not captured in any other area of the evaluation. The same people should be surveyed before and after the pilot.
2. If cycle tracks are supposed to be the safest way to ride, as well as making pedestrian and motorist safety better, suggesting that success would be indicated by collisions decreasing 10% is still not aggressive enough, especially if unlawful bicycle riding is reduced to 2% or less. A 30% reduction would be the minimum that we would support, especially if the City follows through with any form of education for cyclists, pedestrians and motorists. Using the CPS database for reported collisions would be a minimum requirement, but both current state and pilot numbers should include EMS numbers, along with 3-1-1 reports.
3. An increase of triple the current total number of cyclists, year-round, in the downtown would be a strong indication of the desire for people to use cycle tracks. Double the current numbers, would suffice, but wouldn't send the message that any other infrastructure was required. The measures in the table are reasonable for individual components of the network.
4. Peak period travel times (automobile) need to be monitored electronically, not manually. Something worth consideration is that by tolerating up to a 20% increase in travel time, a motorist normally requiring 20 minutes to clear the downtown, one way, would be spending an additional 32 hours on the road each year, and would spend in the vicinity of an extra \$145 annually on fuel. The environmental impact would be another factor to consider. Pedestrian travel times are not being measured, but should be, as pedestrians hold the highest position in the transportation hierarchy,

and should not experience any delays in travel. This is especially important to those with mobility challenges.

5. Introducing the term 'unlawful bicycle riding', which would reflect both riding on the sidewalk for people over the age of 14, as well as riding in the wrong direction on the roadway, is fully supported. In addition to the measurement methods presented, CPS and Bylaw statistics should also be included.
6. 'Adjacent' must include, at a minimum, businesses on the +15, and across the street from cycle tracks, and not only retail shops and food outlets, but professional services businesses which may be impacted by customer access.
7. As above.
8. Acceptable.
9. Accurately capturing the over 65 years of age demographic may prove unreliable and/or discriminatory. The CDA would like the number of bike couriers captured and measured. They are easily identifiable by their plates. If bike couriers are seen to be regularly utilizing the cycle tracks, that would confirm that the tracks are providing the connectivity that cyclists have been asking for.

*note – there is an error in the table presented in Attachment #3 in that the first column in the time of performance measures should read -10 months, not -14 months.

Recommendation #2 – Development of an Evaluation Plan for Stephen Avenue Walk Shared Space Street

The Calgary Downtown Association's Pedestrian Experience Committee, and selected members of the Board of Directors, would be willing participants in the stakeholder engagement for the proposed introduction of cycling to Stephen Avenue Walk (pedestrian mall). We were hopeful that discussions around the logistics of introducing legalized cycling on the mall would commence prior to the summer of 2014. It was also desired that the current state assessment of the mall would commence July 1, 2014, and would continue through to following spring, so that the comparison of data prior to, and following the introduction of legalized cycling on the mall, could be compared. By not capturing data during the most active time of year on the pedestrian mall, that being the summer, the evaluation will be void of pertinent data and will be severely compromised.

Maggie Schofield
Executive Director

