

Cycle track pilot and Stephen Avenue pilot engagement and communication summary

Pre-Construction

The project team shared the final plans for the cycle track network with Calgarians in early 2015. In March 2015, an email was sent to existing stakeholders and a letter and project fact sheet was mailed to approximately 60,000 stakeholders and property managers, business owners and residents along the cycle track routes and across Centre City. The fact sheet provided a construction update and educational information for people driving, cycling and walking.

Over 600 people attended the four public information sessions in April 2015 where the project team shared final designs for the cycle track routes and for the Stephen Avenue pilot. The sessions were advertised through:

- email distribution
- elevator ads
- posters placed at venues along the routes and in parkades
- bold signs
- online (City of Calgary News Blog, Facebook, Twitter and project webpage)
- Newspaper articles and radio or television broadcasts

Businesses along each of the routes were also invited to route-specific open houses. The project team emailed businesses to inform them of the open houses as well as hand delivered letters inviting people to attend the sessions.

Construction

Project construction began in May and weekly construction updates were posted online and on social media and a monthly e-newsletter was sent to stakeholders. Additionally, the project team informed commuters of upcoming changes to the roadway through 230 elevator displays, three phases of transit shelter advertisements in 15 locations, posters in CPA parkades and on-street renderings of cycle tracks.

Launch

The cycle track pilot network opened in three phases as construction finished along each route (June 2, June 12 and June 18). As each route opened, the project team held a media opportunity to inform Calgarians about the opening. The cycle track network project has had considerable media interest with 50 media stories to date.

A cycle track Report to Calgarians was created and aired from June 15 to June 21, 2015. Four pop-up opening events were held along cycle track routes after the network opened (the week of June 22- 26, 2015). People were invited to stop by and were provided education and project information.

Cycle track pilot project communications included web and social media elements. The project webpage was streamlined to include project update information, data collection and separate 'Background and History' and 'Education' pages. Regular Facebook and Twitter updates from The City of Calgary, Transportation Department and The City of Calgary Bicycle Program accounts shared project updates and education.

Operations

The City hired a team of Bicycle Ambassadors to help people walking, cycling and driving understand how to use the new network. The Ambassador team reached over 20,000 Calgarians between May 19 and August 28, 2015. A summary of the Bicycle Ambassador Program is provided in Attachment 8.

Education information was also provided through:

- On-street educational A-frame sandwich boards located at key intersections
- Online ideas
- Distributing educational postcards and project fact sheets at community festivals, office buildings and on-street
- A Thank You Campaign with the help of Calgary Police Service and Animal and Bylaw Services the week of August 17-21, 2015.

As adjustments were made along a cycle track route the project team updates stakeholders of the changes by email or hand delivered letters. From September to November the project team emailed targeted project education messages to bicycle courier companies, taxi cabs, school bus companies and schools in the project area. Property managers and businesses were emailed snow storage messages in the October newsletter.

The project team continues to work with Calgary Police Service and Animal and Bylaw Services on education and enforcement efforts. A project fact sheet with key education and enforcement messages was sent to the Calgary Police Service Traffic Section, District One Community Resource Officers and the District One Mountain Bike Unit. CPS and Bylaw officers met with Transportation Planning in November 2015 and will meet again in 2016.

The Stephen Avenue Bicycle Advisory Committee met five times in 2015. Stephen Avenue and Olympic Plaza stakeholders were emailed a targeted newsletter and street level businesses were visited with educational materials prior to the Calgary Stampede. Bicycle Ambassadors provided targeted awareness during the busier lunchtime hour and 19% of their interactions were along Stephen Avenue.

The Stephen Avenue Bicycle Advisory Committee is composed of representatives from:

1. 20VIC
2. A courier company that employs bicycle messengers downtown
3. A Stephen Avenue vendor
4. Bike Calgary
5. Brookfield
6. Building Owners & Managers' Association
7. Businesses along Stephen Avenue: restaurants, merchants, service providers
8. Calgary Chamber of Commerce
9. Calgary Downtown Association
10. Calgary Economic Development
11. Calgary Hotel Association
12. Calgary Police Service
13. Telus Convention Centre
14. Tourism Calgary

The Centre City Bicycle Projects Committee met in Q1 and Q4 in 2015. The Committee renewed its Terms of Reference until the end of 2016 (previously the committee dissolved by the end of 2015) and will meet in Q2 and Q4 in 2016.

The Centre City Bicycle Projects Committee is composed of representatives from:

Business Organizations

- o 20VIC
- o 4 Street SW BRZ
- o 17 Avenue BRZ
- o BOMA
- o Brookfield
- o Calgary Chamber of Commerce
- o Calgary Chinese Merchants Association
- o Calgary Downtown Association
- o Calgary Hotel Association
- o Tourism Calgary
- o Victoria Park BRZ

Community Associations

- o Beltline Planning Group
- o Calgary Chinese Community Service Association
- o Downtown West Community Association

- o Eau Claire Community Association
- o East Village Neighbourhood Association

Bicycle Advocacy Groups

- o Bike Calgary
- o Calgary Pathways and Bikeways Advisory Council
- o Elbow Valley Cycle Club
- o Tour de Nuit

City of Calgary

- o Calgary Parking Authority
- o Transportation Planning liaison
- o Parks liaison
- o Technical staff as required
- o Ward 7, Ward 8 and The Mayor's Office

The project team will continue to communicate and engage with stakeholders during the pilot project period. A smaller Bicycle Ambassador team will be hired to continue education efforts from May to August 2016.