

BICCs Promotion & Enabling Opportunities



What is the promotion budget within BICCS and why is it important?

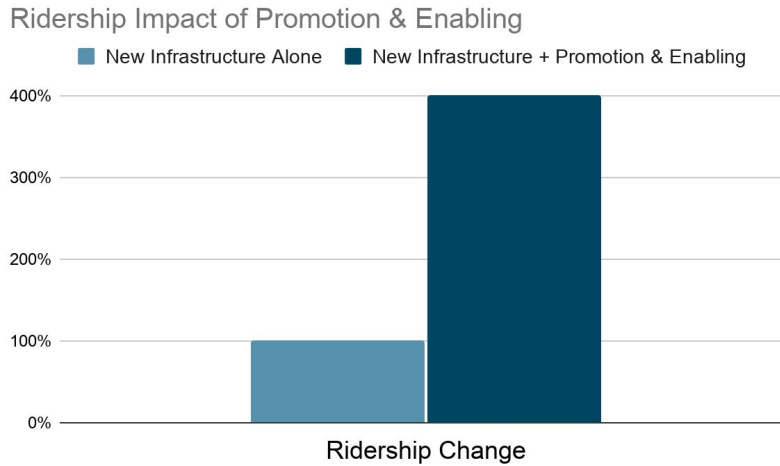
The Bicycle Infrastructure Capital Cost-Sharing (BICCS) program focuses on building physical cycling infrastructure. 1-5% of the cost-sharing budget is recommended (and a minimum of \$1,000 is mandated by TransLink) for **promoting and enabling people** to use the new infrastructure. Most municipalities are currently not taking advantage of this funding, and the significant increases in ridership that may result from effective promotion. An increase in ridership from promotion and enabling people to cycle will provide a higher return on investment for all the consultation, planning and construction efforts involved.

Who decides how BICCS promotional funding is used?

It is up to you, as the municipal project manager, to decide how much BICCS funding is put towards promoting and enabling people to use new infrastructure. TransLink in partnership with HUB Cycling has produced guidance on this, but TransLink will not mandate how the funding should be used. Project managers are closer to the project and target audiences, so are better placed to make that decision.

What evidence shows that promotion and enabling make a difference?

Research of 9 North American cities from 1990-2000 identified how the inclusion of new infrastructure developments alone doubled bike share, but when infrastructure was effectively coupled with community promotion and enabling, bike mode share quadrupled.



Promotion and encouragement is comparatively less expensive than investments in physical infrastructure, yet can be very effective at changing behavior. Comparing the approaches used in Chicago and Salt Lake City can demonstrate how complementary promotional programs can significantly increase the use of new infrastructure. In Chicago, promotion and encouragement programming were used in combination with new bicycle infrastructure, while in Salt Lake City bicycle infrastructure was installed with little direct promotion. The resulting cycling mode share shift in Salt Lake City stayed relatively flat: 1.52% in 1990 to 1.49% in 2000, while in Chicago where promotion and enabling were included, mode share doubled, from 0.28% to 0.50% over the same period.



Menu of Opportunities

We want to make it as easy as possible for municipalities to provide promotion and encouragement to use new cycling infrastructure. [HUB Cycling](#) is available to consult with any municipality and make recommendations about the publicity or activations that will best serve project locations, timing, and budgets. Funding required is indicated by \$ for minimal cost and \$\$\$ for maximum impact items with a higher budget. Some items have a range depending on what is selected and the depth of engagement chosen by the municipality. HUB Cycling can deliver the following cycling promotion and enabling activations:

Publicity:

- Outdoor advertising, targeted social media, videos, and reports on # impressions and reach. Can include footage of elected officials at infrastructure opening \$-\$\$\$
- Media releases, ads in local papers, media events and earned media coverage \$-\$\$



Education:

- Cycling education at a school near new infrastructure \$\$
- An adult or family cycling course at nearby community centre \$\$
- Geographically targeted promotion of Learn2Ride online course \$

In-person Activations:

- Pop up events including ribbon cutting, guided rides, Shop Local Challenges, Bike to Shop stations, Bike to Work Week stations \$\$-\$\$\$
- Tactical urbanism activations like temporary parklets or street openings and others found in [TransLink's toolkit](#) \$\$\$

Online Engagement:

- Webinars showing completed or planned infrastructure, how to use it, destinations it connects, opportunities to ask questions, make comments. \$\$
- Webinars with e-bike and/or cargo bike demonstrations that help people of all ages and abilities use new infrastructure \$\$

Examples of Promotion and Enabling with BICCS Funding

Case study - the City of Vancouver

The City of Vancouver used BICCS funding to partner with HUB Cycling in 2020 to:

- Host a Bike to Work Week celebration station at Alexander and Main where there had been recent cycling improvements
- Support Bike to Shop Days and curate a Shop Local Challenge to attract people cycling to Quebec and 1st and highlight new infrastructure and local businesses in the area



- In 2019, HUB Cycling created and marketed a video connecting new infrastructure to Bike to Shop Days in partnership with the City of Vancouver. [Watch the video here.](#)

Act now to utilize your BICCS funding! HUB Cycling is available to advise on activations for your proposed BICCS project application. TransLink looks favourably on projects that include plans for promotion and enabling.

Contact Tim@bikehub.ca or 604-250-2853 for more information.