

May 27, 1999

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Department of Urban Planning and Public  
Works

Ward/Quartier  
City Wide

- Community Services and Operations  
Committee / Comité des services  
communautaires et des opérations
  - City Council / Conseil municipal
- Action/Exécution

## **Cycling - Urban Cycling Awards Program**

## **Cyclisme - Prix du cyclisme urbain**

### **Recommendations**

1. That the Ottawa Urban Cycling Awards Program as detailed in this report be **APPROVED**.
2. That the Ottawa Urban Cycling Awards Program Selection Committee, comprised of three representatives of the Ottawa Cycling Advisory Group and one City staff, be established for the purpose of determining the recipients of the Ottawa Urban Cycling Awards. Selection Committee membership will be for a one-year term. Selection Committee members (other than staff) may be re-appointed to serve a maximum of three years.



May 31, 1999 (3:32p)

Edward M. Robinson  
Commissioner of  
Urban Planning and Public Works

DH:lf

Contact: Daphne Hope - 244-5300 ext. 1-3225



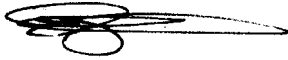
May 31, 1999 (5:06p)

Approved by  
John S. Burke  
Chief Administrative Officer

### **Financial Comment**

Subject to City Council approval, funds are available in the 1998 Comprehensive Cycling Plan Project Account 98085750.

Should funding for the Comprehensive Cycling Plan become unavailable in future years, the Department of Urban Planning and Public Works will have to identify a new source of funding in a report to City Council.



May 31, 1999 (2:59p)

for Mona Monkman  
City Treasurer

JG:cds

## **Executive Report**

### Reasons Behind Recommendations

## **Background**

The Comprehensive Cycling Plan includes encouragement as one component of a well-rounded cycling program. It states that encouragement is essential to create an environment which supports and promotes the use of bicycles as a form of transportation. The CCP further states: “in regard to encouragement initiatives for cycling, City Council shall support promotional events for utilitarian cycling”.

## **Recommendation 1**

The Ottawa Cycling Advisory Group (OCAG) has worked with the City of Ottawa to develop a program for “Urban Cycling Awards”. These awards are intended to encourage businesses and individuals to recognize cycling as an alternative means of transportation and to accommodate those who choose to use a bicycle for travel in the city. Specifically, the Urban Cycling Awards have the following purpose:

- to raise the profile of cycling in the City of Ottawa by recognizing individuals and organizations who contribute to the promotion of cycling as an alternative means of transportation
- to publicly recognize the contributions of those individuals and organizations through an awards presentation and appropriate media coverage
- to publicly recognize organizations that encourage cycling by their employees and/or customers

It is recommended that the Awards Program have two types of recognition:

- an Annual Award presented once a year to both an individual and an organization; and
- designation awards given to Cycling-friendly organizations.

The Annual Awards would be given in September while the Cycling-friendly designation may be awarded anytime throughout the year. This may occur on a monthly basis as determined by the Ottawa Cycling Advisory Group.

The Annual Award presented to an organization would be given to recognize exemplary contributions or investments by a business, organization, government or other entity which demonstrably enhances cycling use by its staff and clients. The Annual Award presented to an individual would be given to honour an individual Ottawa citizen who pro-actively and publicly promotes cycling as a viable, environmentally friendly alternative transportation mode, and/or who demonstrates a commitment to cycling, providing a highly visible example of safe cycling for other to emulate.

The award format for the Annual Awards shall take the form of a framed certificate. The award shall be signed by the Mayor, the Commissioner of Urban Planning and Public Works, and the Chairperson(s) of the Ottawa Cycling Advisory Group (OCAG). These will be presented on an annual basis, in the fall, and an announcement of the award recipient will be given in the community papers.

The awards to Cycling-friendly organizations would be presented to businesses, organizations, or other enterprises who meet certain criteria by which they qualify for recognition by the City of Ottawa. They must demonstrate that they are a “Cycling-friendly” location and that cyclists are welcome on their premises. Announcements of the organizations who have received this designation will be given in the community papers.

The award format for the Cycling-friendly Organization designation shall take the form of a decal suitable for display in a window as well as a certificate. The certificate shall be signed by the Mayor, the Commissioner of Urban Planning and Public Works, and the Chairperson(s) of the Ottawa Cycling Advisory Group. These will be presented by a representative of the OCAG either at their monthly meeting or by personal delivery to the recipient’s business address.

Nominations for all of the above awards may be made by any resident of Ottawa. Nominations for the two Annual Awards (organization and individual) must clearly state the reason for which the person/organization is being nominated. Nominations for the Cycling-friendly Organization designation must indicate how the nominee meets at least two of the following criteria:

- Provides bicycle parking to current standards in a convenient, accessible, secure, well-lit location
- Provides reserved “Bicycle Messenger” parking spaces at the most convenient courier entrance
- Provides changing and/or shower facilities for employees who commute to work by bicycle
- Provides use of washroom facilities and access to water for refilling water bottles for cyclists
- Maintains stock of local/regional bicycle route maps for sale/distribution
- Acknowledges benefits from “active non-polluting transportation” (via contribution to sustainable transportation objectives and CO<sub>2</sub> reduction) by providing an incentive program whereby:

- ▶ employees may accumulate credits towards extra vacation days (or some similar incentive) for each trip to/from work made by bicycle in lieu of an internal combustion engine vehicle;
- ▶ employees may suspend their corporate parking privileges for pre-determined periods during which they bicycle to/from work but are guaranteed access to their parking space in inclement weather (i.e. cycle to work in the summer/spring/fall, but may drive to work in the winter);
- ▶ reimburses employees using a bicycle for work-related trips using a pre-determined “mileage” rate;
- ▶ other similarly environmentally sustainable or non-polluting incentive to encourage cycling.

## **Recommendation 2**

As detailed in Recommendation 1, the nominations for both categories of awards (Annual Award and Cycling-friendly designation) would be reviewed by a Selection Committee. It is recommended that the Selection Committee be comprised of representatives from the Ottawa Cycling Advisory Group (OCAG) (three persons) and one City staff. The Selection Committee membership will be for a one-year term. Selection Committee members (other than staff) may be re-appointed to serve a maximum of three years.

With respect to the representation by cycling interest groups, both the Ottawa Bicycle Club and Citizens for Safe Cycling have positions on OCAG. Given the mandate of OCAG, which is to represent all cycling interests within the City of Ottawa, it is appropriate that the interests of these other organizations be addressed through their representatives on OCAG.

It is recommended that the Selection Committee have the following mandate:

- i) with respect to the Annual Awards (Individual and Organization), the Selection Committee would make a recommendation to the Community Services and Operations Committee on the proposed recipients of the Annual Awards (once per year);
- ii) with respect to the Cycling-friendly Organization designation, the Selection Committee would review the applications against the criteria specified in Recommendation 1 and award the designation on a monthly basis. This may occur throughout the year. These awards are intended to be a visible message that bicycles are welcome and therefore, it is desirable that as many qualifying organizations as possible be recognized in a timely fashion throughout the year.

Should a member of the Selection Committee or his/her immediate family or business interests be in a position where one of their activities is nominated or applies for the Award in any category, the member will immediately declare a conflict of interest and withdraw from the committee’s deliberations in that category until that nomination is no longer under consideration.

It is recommended that a report to Committee and Council be made on an annual basis to identify the recipients of the awards (both Annual Awards and those organizations that have been designated Cycling-friendly).

### Environmental Impact

No environmental impact anticipated as recommendations fall within the MEEP Automatic Exclusion List - Section I (f) Routine Operations.

### Consultation

A brochure outlining the awards program have been developed and will be distributed through bicycle shops, City community centre and recreation facilities as well as by volunteers of the Ottawa Cycling Advisory Group. The OCAG has participated in the development of the guidelines for this program and supports staff recommendations.

### **Disposition**

The Licensing, Transportation and Buildings Branch, Department of Urban Planning and Public Works, to co-ordinate the distribution of the promotional brochures, review of applications and presentation of awards.