



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Transportation Planning and Parking Division

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	December 10, 2018
SUBJECT/REPORT NO:	2019 Volunteer Committee Budget Submission – Hamilton Cycling Committee (PED18224) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Rachel Johnson (905) 546-2424 Ext. 1473
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That the Hamilton Cycling Committee (HCyC) 2019 base budget submission, in the amount of \$10,000, as described in Appendix “A” to Report PED18224, be approved and referred to the 2019 budget process for consideration;
- (b) That, in addition to the base funding, a one-time budget allocation for 2019 of \$3,500, funded by the Hamilton Cycling Committee (HCyC) reserve, be approved and referred to the 2019 budget process for consideration.

EXECUTIVE SUMMARY

The Hamilton Cycling Committee (HCyC) has developed a request for funding, for planned activities in 2019. With the endorsement of the HCyC members, this request for funding is submitted to the Public Works Committee as Appendix “A”. This report presents this proposed budget to the Public Works Committee for consideration as part of the 2019 budget process.

The HCyC is proposing a 2019 budget of \$13,500. Their proposed budget would be financed with \$10,000 from the levy and \$3,500 from their reserve. This budget would, therefore, have a zero impact on the 2019 budget as their approved budget in 2018 also had \$10,000 funded from the levy.

Alternatives for Consideration – See page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: For 2019, the HCyC has requested a budget of \$13,500. The proposed budget will finance community educational activities, plus, the production of safety and promotional materials.

A comparison of the budgeted projects for 2019, versus 2018, reveals that the HCyC continues to focus on safety and cycling promotions.

Item	2018 Budget	Proposed 2019 Budget	Difference
Share the Road Ad Campaign	\$1,500	\$0	- \$1,500
Promotions - Cycling Safety	\$3,000	\$4,000	+ \$1,000
Promotions - Local Cycling	\$500	\$500	0
Special Cycling Events	\$4,000	\$4,000	0
International Bike Show Booth	\$1,500	\$1,500	0
Cycling Conferences	\$1,000	\$1,000	0
Meeting Expenses	\$1,000	\$1,000	0
Ontario By Bike Tourism Promotions	\$0	\$500	+ \$500
Cycling and Gender Research	\$0	\$1,000	+ \$1,000
Total	\$12,500	\$13,500	+ \$1,000
Funds from Levy	\$10,000	\$10,000	0
Funds from Reserve	\$2,500	\$3,500	+ \$1,000

Staffing: Planning and Economic Development, Transportation Planning staff will continue to act as the staff liaison to the HCyC, thus, no changes to staffing.

Legal: N/A

HISTORICAL BACKGROUND

The HCyC advises the City of Hamilton on all matters related to cycling - monitoring the implementation of the Cycling Master Plan (CMP), planning for bicycling facilities (e.g. bike parking), educating citizens on matters of traffic safety, and promoting cycling both for recreation and commuting. Cycling helps to maintain personal health, thus, it helps to foster a healthier community. In 2018, approximately 40,000 bike maps were distributed, and approximately 24 kms of cycling infrastructure was installed in Hamilton. The HCyC provided valuable input into these cycling projects. The HCyC's activities also help to achieve the objectives of the Transportation Master Plan. (TMP).

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

This report strongly aligns with the City's Vision Statement, the City's Mission Statement, and, the City's Priorities in the Strategic Plan; as these statements make reference to engaged citizens, children, health, safety, and sustainability. The City's TMP and CMP both advance a well-connected cycling network, the promotion of active transportation, and safety education, all supported by an engaged HCyC.

RELEVANT CONSULTATION

In preparation of this report, Public Works staff consulted the HCyC and Corporate Services Finance and Administration staff.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Feedback received by members of the HCyC ensures cycling projects are well vetted by the community, thereby, improving the quality of cycling facilities - both for recreation and commuting.

In 2018, a number of highly successful special events were hosted by the HCyC, including a Planning and Economic Development Talk (PEDTalk), which attracted over 200 individuals, a meeting of western Lake Ontario cycling committees, a documentary screening, and a bike ride entitled, Jane's Ride: A Trail of Two Cities.

The Committee promotes cycling safety through their very successful distribution of Share the Road car magnets and stickers, and the distribution of bicycle lights at special events, to stress the message of improved visibility of cyclists.

Committee members, in conjunction with community groups, promote cycling in Hamilton during events like Bike for Mike, Bike to Work Day, Supercrawl, and other City festivals. The HCyC also proposes to grow the profile of cycling in Hamilton by promoting and hosting more cycling events in Hamilton. The committee plans to work with stakeholders to conduct research exploring the relationship between gender and cycling in Hamilton.

The committee members serve as volunteer staff for the HCyC booth at the Toronto International Bike Show, promoting Hamilton as a cycling destination, and receiving feedback from people that cycle on Hamilton facilities – including Hamilton residents attending the show. The Committee works with Tourism Hamilton to promote the City's recreational assets by distributing the City map "Bike Routes, Trails & Parks", pamphlets printed by the Hamilton Conservation Authority, and plans to financially contribute to the Ontario cycling organization, Ontario By Bike, to provide Hamilton specific information online.

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ALTERNATIVES FOR CONSIDERATION

The Public Works Committee could choose to modify the funding level of this Volunteer Committee of Council. If the HCyC's 2019 budget request is not approved, they would have to adjust their proposed 2019 work plan to accommodate the approved funding level. The members feel that their planned budget for 2019 reflects a commitment to improving safety in Hamilton, promoting cycling as an economic engine in tourism, and fostering a healthier community.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

Clean and Green

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" – 2019 Volunteer Committee Budget Submission HCyC

RJ:cr