



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Public Works and Transportation Committee

DATE: March 29, 2000

FROM: Gordon Chan, P. Eng.
Manager, Transportation

FILE: 7400-01

RE: BIKE MONTH - JUNE, 2000

STAFF RECOMMENDATION

- 1 That the overall objectives for the *Bike Month* campaign to be organized by Better Environmentally Sound Transportation (BEST) in June, 2000, as outlined in the attached report from the Manager of Transportation, be supported.
- 2 That the City of Richmond participate in the various activities to reduce the use of single occupant vehicles during the Year 2000 *Bike Month* campaign and that staff be directed to co-ordinate these activities with BEST and other municipalities in the region.

Gordon Chan, P. Eng.
Manager, Transportation

Att. 1

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CONCURRENCE OF GENERAL MANAGER

STAFF REPORT

ORIGIN

Better Environmentally Sound Transportation (BEST) is a non-profit organization working to promote all forms of alternative transportation throughout Greater Vancouver. BEST strives to make the region's communities a healthier place for people to live by promoting sustainable transportation policies, land use planning, and pedestrian, cycling, and transit-oriented neighbourhoods.

Each year, BEST has a major education and awareness campaign during the month of June. This year the campaign has been expanded from "Bike Week" to "Bike Month" in order to increase participation throughout the region (see letter from BEST in Attachment 1). Since 1996, the City has supported the campaign by participating in the "Commuter Challenge" event each year.

This staff report presents an overview of the objectives and planned activities for Bike Month in June, 2000 and provides information on participation by the City of Richmond in the Bike Month activities.

ANALYSIS

1. **Overview of Bike Month (June, 2000)**

A number of municipalities have participated in this education and awareness campaign over the past few years, including: Vancouver, Burnaby, New Westminster, Coquitlam, North Vancouver (City and District), West Vancouver, Pitt Meadows, and Port Moody. A wide variety of events including bikeway openings and commuter challenge have been held by these municipalities to raise the profile of cycling as an environmentally responsible mode of transportation. By participating in the Bike Month campaign, municipalities make an important contribution toward reducing the number of single occupant vehicle trips to work in the region.

The key goals identified by BEST for Bike Month are:

- To raise awareness of the benefits of cycling as a transportation option;
- To increase the number of individuals cycling to work, to shop and to participate in recreational activities;
- To reduce the number of single occupant vehicle trips to work and thereby reduce the environmental impacts;
- To reduce the number of cars on the road;
- To provide education on cycling safety; and
- To raise awareness of existing and planned bike routes within the Greater Vancouver area.

The main activities that will be held during Bike Month across the region are:

- The "Commuter Challenge";
- The "Evening Lantern Ride" on Vancouver bikeways and paths;
- Bicycle route openings;
- "Bike to School Day";
- A forum to discuss current regional transportation issues;

- "Bike to Market Day" to the East Vancouver farmer's market; and
- The "Bike for Clean Air" 40-km bike-a-thon.

2. Rationale for Richmond Participating in Bike Month

The City's OCP states that "cycling has particular relevance for Richmond because the land is flat, making it easier to travel for longer periods without tiring. Cycling is also a flexible alternative to transit and the car, as it can be used for both short and long distances, and provides health and environmental benefits similar to walking." The objective for cycling outlined in the OCP is:

"To promote cycling as an appealing and environmentally friendly travel choice."

In staff's assessment, the Bike Month campaign supports the objectives for cycling that are laid out in the City's OCP and it will be worthwhile for the City to take part in this regional cycling awareness campaign.

3. Bike Month Activities Involving Richmond

A number of activities are being planned by BEST, cycling organizations, and municipalities to take place throughout the region during Bike Month. The Commuter Challenge is a friendly competition between municipalities, businesses, and other organizations to encourage individuals to travel to work by an alternative mode of transportation (other than driving alone). A number of municipalities are also opening a bikeway during Bike Month to promote cycling as a mode of transportation. These activities are outlined below:

3.1 The Inter-Council Commuter Challenge on May 30, 2000

Council may be interested in joining other municipalities across the region in an inter-Council challenge. Vancouver Councillor Gordon Price has challenged all Councils in the region on achieving the highest rate of participation in taking alternative transportation on May 30, 2000. The Councils of Vancouver, Burnaby, North Vancouver (City), and New Westminster will be participating in this inter-Council challenge. The May 30, 2000 date was chosen for the inter-Council challenge because many Council members across the region will be attending a conference in Ontario on Clean Air Day.

3.2 The Clean Air Day Commuter Challenge on June 7, 2000

Staff are proposing to include the following challenges as part of the City of Richmond Commuter Challenge event on Clean Air Day, June 7, 2000:

- At a recent Delta Council meeting, Mayor Lois Jackson expressed interest in taking part in an inter-**municipal challenge** with the City of Richmond on highest participation rate. Last year Richmond won the challenge against Delta staff. As a result, Mayor Beth Johnson wore a Richmond hat at the following Council meeting.
- An **inter-divisional challenge** among Community Services, Finance and Corporate Services, Engineering and Public Works, and Urban Development.
- An **inter-sectional challenge** among all departments of the City.

- Three ***individual challenges***: the "zero emission distance" contest, "most environmental commuter" contest, and "most unique form of transportation" contest.

Participants will earn points based on their mode of travel to work. Individuals who walk, cycle, in-line skate, telecommute, carpool/vanpool or use public transit will earn points. Individuals who drive alone will not earn any points. Prizes will be awarded to winners for each challenge. Examples of prizes that may be donated include: fitness passes, umbrellas, water bottles, etc.

3.3 Bike Route Opening

The Garden City Bicycle Route from Granville Avenue to Williams Road is expected to be completed shortly. The completion of this bicycle route will provide an opportunity for the City to hold a bicycle route opening event during Bike Month to raise public awareness of existing bicycle routes in Richmond. Members of the press could be invited to attend this opening along with Council members, City staff, and members of the Richmond Citizen's Cycling Committee.

3.4 Other Related Activities

In advance of Bike Month, staff are also planning two additional activities to encourage cycling and the use of other modes of alternative transportation by staff and members of the community.

- Transportation Fair - Staff are planning a "Transportation Fair" on April 26, 2000 to provide staff with information on alternative modes of travel to work at the new City Hall. Representatives from the City Employee Carpool Program, BEST, TransLink, and Jack Bell Foundation will be available to answer questions. Given that the new City Hall will have been open for a few weeks at the time of the Commuter Challenge, the event is an opportunity to encourage staff to initiate a change in their mode of travel to work.
- City Hall Official Opening - The official opening of the new City Hall will be held shortly before Bike Month on May 20, 2000. Members of the community will be encouraged to cycle to the event to reduce the number of car trips being made to the City Hall area of City Centre. The official opening committee is arranging for additional bike racks to be available to accommodate the expected demand.

4. **Promotion of Bike Month**

Bike Month is an important campaign to raise public awareness of cycling and other alternative travel modes as a viable transportation choice. BEST will be using the City's public service announcement space in bus shelters to promote Bike Month for a period of four weeks commencing May 29, 2000 pending advertising space availability. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.

FINANCIAL IMPACT

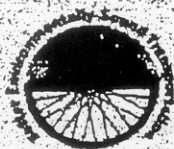
None.

CONCLUSION

In support of the cycling-related objectives laid out in the OCP, the City is encouraged to participate in the regional Bike Month cycling awareness campaign by taking part in the inter-Council Commuter Challenge on May 30, 2000, the Clean Air Day Commuter Challenge on June 7, 2000, and opening a bicycle route during Bike Month in June, 2000. By taking part in these activities during Bike Month, the City can show leadership in taking steps to reduce the use of single occupant vehicles in the region.

Tegan Smith, M.C.P.
Transportation Planning Analyst

TS:lce



B.E.S.T. education • advocacy • example
**Moving for
 Change**

April 7, 2000

Mr. Gordon Chan, Manager of Transportation
 City of Richmond
 7577 Elmbridge Way
 Richmond, BC V6X 2Z8

Sent by Fax: 276-4177

Dear Mr. Chan,

Better Environmentally Sound Transportation (B.E.S.T.) is a non-profit organization working to promote all forms of alternative transportation throughout the GVRD. B.E.S.T. strives to make our communities a healthier place for people to live by promoting sustainable transportation policies, land-use planning, and pedestrian, cycling and transit-oriented neighbourhoods.

Each year, BEST has a major education and awareness campaign during the month of June. This year the campaign has been expanded from "Bike Week" to "Bike Month" due to the enthusiasm generated by last year's Bike Week festivities. The idea is to increase the level of participation and to give communities a wider time frame within which to organize their events. Last year festivities happened all over the region and this year we hope the number of regional events and participants will grow.

Bike Month Goals:

- to raise awareness of the benefits of cycling as a transportation option;
- to increase the number of individuals cycling to work, to shop and to play;
- to reduce the number of single occupant vehicle trips to work and thereby reducing the environmental impacts;
- to reduce the number of cars on the road;
- to address and remove existing real and perceived barriers to cycling;
- to provide education on cycling safety; and
- to raise awareness of existing and planned bike routes within the GVRD

The main activities that will be held during Bike Month across the region are:

- The "Commuter Challenge";
- The "Evening Lantern Ride" on Vancouver bikeways and paths;
- Bicycle Route openings;
- "Bike to School Day";
- A forum to discuss current regional transportation issues;
- "Bike to Market Day" at the East Vancouver Farmers' Market, Granville Island, the Coquitlam Farmers' Market, Pitt Meadows and the New Westminster Quay

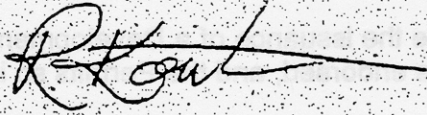
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SEN. BILL BROWN

Since 1996, the City of Richmond has supported the event by participating in the "Commuter Challenge" event each year. Again this year, we encourage the City of Richmond to take an active role in this campaign by participating in the Commuter Challenge, opening a bikeway, etc. You may also be aware that Vancouver Councilor Gordon Price issued an inter-Council challenge. He challenged Councils across the region to participate by taking alternative transportation on May 30, 2000. Your Council may be interested in taking part in this challenge.

We would also like to take this opportunity to thank you for the use of your public service announcement bus shelter advertising space during Bike Month.

Sincerely,



Rita Koutsodimos
Bike Month Coordinator