



City of Richmond

Report to Committee

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**To:** Public Works and Transportation Committee *To PW & T - Apr 24, 2003*  
**Date:** April 3, 2003  
**From:** Gordon Chan, P. Eng.  
Director, Transportation **File:** 7400-01  
**Re:** **BIKE MONTH AND COMMUTER CHALLENGE – JUNE 2003**

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**Staff Recommendation**

1. That the overall objectives of the Bike Month 2003 campaign planned by Better Environmentally Sound Transportation (BEST) be supported and that June 2003 be declared Bike Month.
2. That the City of Richmond participate in various regional and local activities during the Bike Month 2003 campaign by registering in the annual Commuter Challenge to encourage cycling as a sustainable form of transportation and reduce the use of single occupant vehicles; and
3. That staff be directed to co-ordinate the undertaking of the proposed activities with BEST and other municipalities in the region as outlined in the attached report.

Gordon Chan, P. Eng.  
Director, Transportation  
(Local 4021)

Att. 1

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CONCURRENCE OF GENERAL MANAGER

## Staff Report

### Origin

Better Environmentally Sound Transportation (BEST) is a non-profit organization that promotes sustainable transportation policies and practices throughout Greater Vancouver as part of its mission to foster a higher quality of life within the region. Each year, BEST has a bicycle education and awareness campaign during the month of June to encourage people to make more trips by bike to work, shop, school, and play. Since the program's inception as Bike to Work Week in 1996, the City has supported the campaign by participating in a variety of activities, including the annual "Commuter Challenge" event.

This report presents an overview of the objectives and activities planned for Bike Month in June 2003 and outlines the City of Richmond's participation in these activities. Council endorsement of this event is requested for a number of reasons: achieving an environmentally friendly system of community mobility has been identified as a Council priority; endorsement of the event is expected to generate increased attention and awareness across a broader audience; and endorsement will reinforce the City's long-term commitment to and leadership in promoting alternative transportation options.

### Analysis

#### 1. Corporate Plan and Bike Month 2003

City participation in Bike Month 2003 is particularly relevant given the core strategies of the City's Corporate Plan for 2003-2005, which include making significant progress towards an integrated and environmentally friendly system of community mobility and developing sound environmentally sustainable practices that will enhance the community's liveability. The promotion of cycling as a viable means of transportation supports both of these goals by encouraging a sustainable transportation choice that has personal and environmental benefits. The Community Mobility Team will be encouraged to take an active role in the Bike Month events.

#### 2. Overview of Bike Month 2003 Campaign

The key goals identified by BEST for the annual Bike Month event are to:

- raise awareness of the benefits of cycling as an efficient, healthy and environmentally responsible transportation mode;
- increase the number of individuals cycling to work, school, shop and play;
- reduce the number of single occupant vehicle trips and thereby reduce CO<sub>2</sub> emissions;
- provide education on cycling safety;
- encourage community input in local planning for bicycles; and
- raise awareness of existing and planned bike routes within the Greater Vancouver area.

A number of municipalities regularly participate in this education and awareness campaign including Vancouver, Burnaby, Richmond, New Westminster, Coquitlam, and North Vancouver (City and District). A variety of events including bikeway openings and organized rides have

been held by these municipalities to promote cycling as an environmentally responsible mode of transportation. Municipal participation in and support of the Bike Month campaign makes a positive contribution towards reducing the number of single occupant vehicle trips in the region.

### **3. Regional Bike Month 2003 Activities**

The main activities that will be held during Bike Month 2003 across the region are:

- June 4 (National Clean Air Day) – Commuter Challenge: a nation-wide event that promotes friendly competition between organizations to encourage commuter travel by sustainable alternatives such as cycling, walking, public transit, carpooling, and teleworking as opposed to single occupant vehicles;
- June 4/11/18/25 – New Westminster Wednesday Evening Rides: guided rides around New Westminster organized by the Vancouver Area Cycling Coalition;
- June 5 – Bike to School Day: schoolchildren throughout the region are encouraged to ride a bike or walk to school rather than being driven in a car;
- June 8 – Trans Canada Trail Ride: guided tours of the Trans Canada Trail in Burnaby;
- June 15 – Stanley Park Bike Fest: organized family rides around the park, bike maintenance and safety courses, and the 3<sup>rd</sup> annual Brockton Criterium race;
- June 21 – Central Valley Greenway: a guided tour of the proposed route from False Creek in Vancouver to the New Westminster waterfront; and
- June 29 – Sanctuary Foundation Bike Rally: choice of two guided routes in Burnaby along the BC Parkway or a longer 30-km route through four municipalities (Burnaby, New Westminster, Richmond, and Vancouver).

### **4. Local Bike Month 2003 Activities involving Richmond**

In addition to the above regional activities, a number of local activities are planned in co-ordination with BEST, cycling organizations and other municipalities during Bike Month. The City of Richmond's involvement in these activities is outlined below.

#### **4.1 Clean Air Day Commuter Challenge on June 4, 2003**

The Commuter Challenge is a friendly competition between municipalities, businesses, and other organizations that highlights the benefits of reducing vehicle trips to the workplace and introduces people to sustainable methods of transportation. The goal is to get as many people as possible to use active and/or sustainable modes of transportation, such as walking, bicycling, taking transit, and car/vanpooling. The campaign includes encouraging people to switch from using single occupancy vehicles as well as celebrating those who choose sustainable transportation on a regular basis. Increasing the use of sustainable transportation makes the region more liveable by reducing traffic congestion, harmful vehicle emissions and improving employee and public health. The City of Richmond has participated in the Commuter Challenge since its inception in 1996. This year's event takes place on National Clean Air Day, Wednesday, June 4, 2003.

#### *City of Richmond Commuter Challenge*

Staff propose to include the following challenges as part of the City of Richmond Commuter Challenge event:

- an *inter-divisional challenge* for the highest staff participation rate among Community Safety, Finance and Corporate Services, Engineering and Public Works, Urban Development, and Parks, Recreation and Cultural Services;
- an *inter-departmental challenge* for the highest staff participation rate among all departments of the City; and
- three *individual challenges*: “most unusual commute” contest, “most consistent non-automobile user” contest and “longest walking distance” 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 centre, aquatic and arena passes, bus passes, mugs, water bottles, etc.

#### 4.2 3<sup>rd</sup> Annual “Island City, by Bike” Bicycle Tour – June 8, 2003

In co-operation with the Richmond Community Cycling Committee, guided recreational bike tours starting/ending at Sea Island along on-street and off-street bicycle routes will be held on Sunday, June 8, 2003. The tour will offer two alternative loops, both starting and finishing at Sea Island School:

- a short route, approximately 12-km in length, out to MacDonald Beach Park via existing and proposed bike routes on Templeton Road, Grauer Road, Russ Baker Way, and finishing along Wellington Crescent in Burkeville; or
- a long route, approximately 25-km in length, out to Steveston via a combination of on-street bike facilities and the dyke trail system along Russ Baker Way, Railway Avenue, the recently completed bike lanes on Williams Road, Springmont Drive, 7<sup>th</sup> Avenue, Garry Point Park, the west and north dyke, Russ Baker Way, Grauer Road, and Templeton Road.

Bicycle riders will meet at Sea Island School on June 8, 2003 at 9:30-10:00 am for a scheduled departure time of 11:00 am. Planned activities during the event include:

- pre-ride bicycle safety checks, including helmet fit and position;
- distribution of free reflective stickers and a souvenir item;
- a rest stop at the half-way point of each route;
- refreshments and informational displays at Sea Island School following the finish of the tour around 1:00 pm; and
- raffle draw for donated prizes following the end of the tour.

#### Financial Impact

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 26, 2003 pending advertising space availability. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.

Participation in the Commuter Challenge entails a \$300 registration fee to support administration of the event. In return for this payment, the City will be eligible for the following benefits:

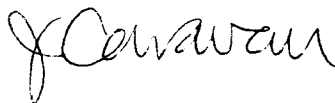
- receipt of a prize package that includes a variety of promotional materials and posters associated with the Commuter Challenge and clean air issues;
- participation in a ½-day planning seminar;
- access to the national database to input results and generate calculations of the emissions saved and the ranking of the organization by employer size;
- invitation to an Awards Ceremony in late June 2003 to recognize achievements; and
- public acknowledgement of all participants and category winners in both *Business in Vancouver* and the *Vancouver Sun* in mid June 2003 following the event.

In addition, BEST has requested a contribution from the City to cover Bike Month campaign costs such as the co-ordination of activities, publicity (design and production of posters, bus shelter posters, and bus tails) and advertising costs. In return for the City's support towards these costs, the City of Richmond logo will be displayed on all promotional material. BEST is also supplying the City with Bike Month promotional material (posters, postcards and signs) as well as t-shirts for volunteers at the "Island City, by Bike" tour. BEST's budget for Bike Month 2003 is shown in Attachment 1.

It is proposed that \$300 for the Commuter Challenge registration fee and \$700 for Bike Month campaign costs be remitted to BEST from the 2003 Minor Capital Program (Traffic Safety Initiatives).

### Conclusion

In support of the cycling-related objectives stated in the OCP, the City is encouraged to participate in the regional Bike Month cycling awareness campaign by taking part in the Clean Air Day Commuter Challenge on June 4, 2003 and the "Island City, by Bike" bicycle tour of Sea Island on June 8, 2003. City participation in these activities during Bike Month will demonstrate its leadership in actions to reduce the use of single occupant vehicles in the region as well as support identified goals in the City's Corporate Plan. It is recommended that the City support the Commuter Challenge and Bike Month activities by contributing a total of \$1,000 to BEST for event costs, with the source of funds to be the 2003 Minor Capital Program (Traffic Safety Initiatives).



Joan Caravan  
Transportation Planner  
(Local 4035)

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## BEST Bike Month 2003 Budget

## REVENUES

<i>Sources:</i>	Amount	In Kind Donations
B.E.S.T. Contributions to Programs	\$5,245.00	
Sales Advertising	\$10,000.00	
Donations - Regional Government	\$35,000.00	
Donations - Municipal Government	\$2,000.00	
Donations - Individuals	\$200.00	
Donations - Corporations	\$30,000.00	
Events / Fundraisers	\$700.00	
Interest Income	\$50.00	
<i>From Sale of Goods:</i>		
Sales of Goods	\$1,000.00	
<b>TOTAL REVENUES</b>	<b>\$84,195.00</b>	<b>\$0.00</b>

## EXPENSES

<i>Overhead:</i>	Amount	In Kind Donations
Advertising	\$6,000.00	\$5,000.00
Bookkeeping / Accounting	\$600.00	
Delivery / Postage	\$3,600.00	
Expenses - Other	\$110.00	
Events (including prizes and food)	\$2,300.00	\$2,000.00
Fundraising Costs	\$500.00	
Graphic Design	\$7,000.00	
Insurance	\$300.00	
Office Supplies	\$450.00	
Printing-bustails	\$2,300.00	
Printing-bus shelters	\$2,450.00	
Printing-posters	\$1,425.00	
Printing-flyers	\$6,000.00	
Promotion-t-shirts	\$3,500.00	
Promotion-website	\$200.00	
Promotion-television (sponsorship)		\$10,275.00
Promotion-radio (sponsorship)		\$8,500.00
Promotion-transit shelter advertising		\$33,450.00
Promotion-bustail advertising		\$57,700.00
Rent	\$2,490.00	
Resource Materials / Books	\$50.00	
Telephone	\$300.00	
Tools & Equipment	\$100.00	
Training / Professional Development	\$200.00	
Utilities	\$70.00	
Volunteer time (680 hours)		\$9,300.00
<i>Staff costs:</i>		
Expenses - Volunteers	\$250.00	
Subcontractors	\$4,000.00	
Wages and Benefits	\$40,000.00	
<b>TOTAL EXPENSES</b>	<b>\$84,195.00</b>	<b>\$126,225.00</b>