



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Public Works and Transportation Committee
FROM: Gordon Chan, P. Eng.
Manager, Transportation
RE: **BIKE MONTH - JUNE, 2001**

To General Purposes: May 7/01
DATE: April 27, 2001
FILE: 7400-01

STAFF RECOMMENDATION

1. That the overall objectives of the Bike Month campaign planned by Better Environmentally Sound Transportation (BEST) for June, 2001, as outlined in the attached report from the Manager of Transportation, be supported.
2. That the City of Richmond participate in the various regional and local activities, as described in the attached report, to encourage cycling as a sustainable form of transportation and reduce the use of single occupant vehicles during the Bike Month 2001 campaign; and that staff be directed to co-ordinate these activities with BEST and other municipalities in the region.
3. That the City support the regional Bike Month activities by contributing \$1,500 to BEST for campaign costs, with the source of funds to be the 2001 Minor Capital Program (Traffic Safety Initiatives).

Gordon Chan, P. Eng.
Manager, Transportation

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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's mission is to foster a higher quality of life within the region by advocating sustainable transportation policies and better land use planning that incorporate improved public transit and pedestrian and cycling infrastructure.

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 school, to shop, and play, as well as work. 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, 2001 and outlines the City of Richmond participation in these activities.

ANALYSIS

1. Overview of Bike Month Campaign

A number of municipalities have participated in this education and awareness campaign over the past few years including Vancouver, Burnaby, Richmond, New Westminster, Coquitlam, North Vancouver (City and District), West Vancouver, Pitt Meadows, and Port Moody. A wide variety of events including bikeway openings, groundbreaking ceremonies 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.

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

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

2. Regional Bike Month 2001 Activities

The main activities that will be held during Bike Month 2001 across the region are:

- June 1 – Discussion on Sustainable Transportation: the Chair of BEST will lead a discussion of sustainable transportation options;
- June 2 – Evening Lantern Ride: an organized bicycle tour of Vancouver bikeways paths;

- June 6 (National Clear 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 7 – 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 9 – Bikes Feast at Granville Island: mass rides starting from various points in Greater Vancouver will converge at the Public Market courtyard, where a number of activities and demonstrations will be held;
- June 16 – Tour de North Vancouver: a mostly flat ride along the bike routes of North Vancouver;
- June 23 – Forum on Transportation: a forum on regional transportation issues led by BEST; and
- June 23 – UBC Bike Safety Rodeo for Kids: a training course to teach children the basics of handling their bikes with an emphasis on road safety and proper hand signals.

3. Local Bike Month 2001 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.

3.1 Clean Air Day Commuter Challenge on June 6, 2001

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 rather than driving alone. This year's event takes place on National Clean Air Day, Wednesday, June 6, 2001.

Potential Inter-Municipal Commuter Challenge

BEST is currently investigating the possibility of arranging a three-way inter-municipal challenge between staff of the City of Richmond, the City of Vancouver and the City of Burnaby.

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 Services, Finance and Corporate Services, Engineering and Public Works, and Urban Development;
- an **inter-departmental challenge** for the highest staff participation rate among all departments of the City; and
- three **individual challenges**: "longest zero emission distance" contest, "most environmental commuter" contest, and "most unusual 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.

3.2 "Island City, by Bike" Bicycle Tour of Richmond on June 10, 2001

In co-operation with the Richmond Citizens Cycling Committee, a guided recreational bike tour of Richmond along on-street and off-street bicycle routes will be held on Sunday, June 10, 2001. The tour will offer two alternative loops, both starting and finishing at the Thompson Community Centre:

- a short route, approximately 12-km in length, via the designated bicycle lanes on Granville Avenue, Railway Avenue and Williams Road, then along the west and north dyke trails, and finishing along the Lynas Lane designated bicycle route; or
- a long route, approximately 23-km in length, via the designated bicycle lanes on Granville Avenue, Garden City Road and Westminster Highway, then along the Shell Road trail, and then along the designated bicycle lanes on Williams Road to follow the same course as the short route (i.e., Williams Road to the west and north dyke trails and finishing along the Lynas Lane designated bicycle route).

Bicycle riders will meet at the Thompson Community Centre at 10:30 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;
- a rest stop at the half-way point of each route where souvenir stickers/buttons and raffle tickets will be distributed to participants on the tour;
- refreshments and informational displays at the Thompson Community Centre following the finish of the tour around 1:00 pm; and
- raffle draw(s) for donated prizes following the end of the tour.

3.3 Corporation of Delta "Mayor's Rally" on July 7, 2001

In 1999 and 2000, the City of Richmond and the Corporation of Delta challenged each other for the highest staff participation rate on Commuter Challenge Day. This year, Delta is focussing its efforts with respect to promoting cycling on its three-day "Tour de Delta" event to be held July 6-8, 2001 in various locations around Delta, Tsawwassen and Ladner. The event comprises three professional-level bicycle races (i.e., hill climb, criterium and road race) but will also feature a recreational ride, the "Mayor's Rally", along the Boundary Bay dyke that will be led by the Mayor of Delta and other councillors. Delta staff anticipate a forthcoming invitation to Richmond City Council to join their Delta counterparts on the ride. While the timing of this event is outside of Bike Month, it represents an opportunity to maintain and build upon the raised awareness of cycling as a sustainable and practical transportation alternative generated during the various Bike Month activities.

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 June 4, 2001 pending advertising space availability. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.

BEST has requested a contribution of \$1,500 from the City to cover 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. It is proposed that the requested contribution be funded from the 2001 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 6, 2001, the "Island City, by Bike" bicycle tour of Richmond on June 10, 2001, and the Corporation of Delta "Mayor's Rally" bike ride on July 7, 2001. City participation in these activities during and beyond Bike Month will demonstrate its leadership in actions to reduce the use of single occupant vehicles in the region. It is recommended that the City support the regional Bike Month activities by contributing \$1,500 to BEST for campaign costs, with the source of funds to be the 2001 Minor Capital Program (Traffic Safety Initiatives).



Joan Caravan
Transportation Planner

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