City of Richmond

Report to Committee

To:	General Purposes Committee	**Date:**	May 2, 2005
From:	Victor Wei, P. Eng. Acting Director, Transportation	**File:**	10-6460-01/2005-Vol 01
Re:	**BIKE MONTH AND COMMUTER CHALLENGE – JUNE 2005**		

Staff Recommendation

1. That the overall objectives of the Bike Month 2005 campaign, as outlined in the attached report, be endorsed.

2. That the City of Richmond participate in various regional and local activities during the Bike Month 2005 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.

3. That staff be directed to co-ordinate the undertaking of the proposed activities with various campaign participants and other municipalities in the region as outlined in the attached report and forward all information on event activities to the Richmond School Board for their information.

Victor Wei, P. Eng.
Acting Director, Transportation
(4131)

Att. 1

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:	**CONCURRENCE**		**CONCURRENCE OF GENERAL MANAGER**		
Parks Recreation & Cultural Services ..... Y ☑ N ☐					
REVIEWED BY TAG	YES ☑ DW	N/A ☐	**REVIEWED BY CAO**	YES ☑	N/A ☐

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Staff Report

Origin

The City's Official Community Plan seeks to "promote cycling as an appealing and environmentally friendly travel choice." The City can encourage greater and safer cycling by the community by participating in regional bike events, such as the annual Bike Month campaign organized by Better Environmentally Sound Transportation (BEST). BEST is a non-profit organization that promotes sustainable transportation policies and holds an annual 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. During this time, the City has inaugurated a popular annual bike tour for the community to raise awareness of local bike routes and increased the level of City employee participation in the Commuter Challenge event, which encourages commuters to travel to work by any means other than alone in a vehicle.

This report presents an overview of the objectives and activities planned for Bike Month in June 2005 and outlines the City of Richmond's participation in these activities.

Analysis

1. Corporate Context

Council endorsement of this event is recommended for a number of reasons:

- achieving an environmentally friendly system of community mobility and developing sound environmentally sustainable practices that will enhance the community's liveability have been identified as Council priorities for its 2003-2005 term;
- Council 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 an active healthy community and sustainable transportation options.

The promotion of cycling as a viable and active means of transportation supports corporate goals by encouraging a sustainable transportation choice that has health and environmental benefits.

2. Overview of Bike Month 2005 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_2 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 2005 Activities

Some of the main activities that will be held during Bike Month 2005 across the region are:

- *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;
- *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;
- *Trans Canada Trail Ride*: guided tours of the Trans Canada Trail in Burnaby;
- *Stanley Park Bike Festival* – organized family rides around the park, bike maintenance and safety courses, and the 5th annual Brockton Criterium race;
- *Central Valley Greenway Ride* – a guided tour of the proposed route between False Creek in Vancouver and the New Westminster waterfront; and
- *Sapperton Bike Festival* – bike races, children's bike rodeo, mountain bike riding demonstrations, and displays along Columbia Street in New Westminster.

4. Local Bike Month 2005 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 – June 8, 2005

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. 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.

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, Human Resources, and Parks, Recreation and Cultural Services;

- an ***inter-departmental challenge*** for the highest staff participation rate among all departments of the City; and
- ***individual challenges*** with prizes awarded to sustainable commuters travelling by transit, bicycle, carpool/vanpool, or walking/other.

Staff's goal for the event is to increase the level of staff participation and encourage staff to make healthy lifestyle and sustainable transportation choices year-round and not just on Clean Air Day.

4.2 Stanley Park Bike Festival – June 11, 2005

To help encourage attendance at the Stanley Park Bike Fest, members of the Richmond Community Cycling Committee will lead a ride from Brighouse Library to Stanley Park via the Arthur Laing Bridge and the Cypress Bike Route in Vancouver. The ride will leave at 9:00 am and will pick up additional participants at the Kerrisdale Arena (5670 E. Boulevard) in Vancouver at 9:30 am.

4.3 5th Annual "Island City, by Bike" Tour – June 12, 2005

In co-operation with the Richmond Community Cycling Committee, guided recreational bike tours along on-street and off-street bicycle routes will be held on Sunday, June 12, 2005. The tour will offer two alternative loops, both starting/ending at the Britannia Heritage Shipyard:

- *Short Route* – approximately 8.5-km in length, along West Dyke Trail and returning via Williams Road and Railway Avenue; or
- *Long Route* – approximately 24-km in length, out to the Shell Road Trail via Railway Avenue, Granville Avenue, Garden City Road, and Westminster Highway, returning via Williams Road and the West Dyke Trail.

Riders will meet at Britannia Heritage Shipyard at 10:00 am for scheduled departure times of 11:00 am (long ride) and 11:30 am (short ride). Planned activities during the event include:

- pre-ride bicycle safety checks, including helmet fit and position;
- distribution of a free souvenir item;
- informational displays and booths by the City and local cycling shops at the site;
- a rest stop at the half-way point of each route; and
- refreshments and raffle draw for donated prizes following the end of the tour.

This event is a fun, family-oriented opportunity for the community to become familiar with Richmond's extensive on-street and off-street cycling network and realize the potential for cycling as a viable means of transportation as well as promote the health benefits of cycling versus travelling by a vehicle. Staff's goal is to increase participation over previous years' events and are pleased to acknowledge that Krusty's Cycles, a local bike shop, has donated a vintage Peugeot road bike as the grand prize of the raffle draw for this year's milestone 5th annual event.

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 6, 2005. 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 2-hour 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 2005 to recognize achievements; and
- public acknowledgement of all participants and category winners in both *Business in Vancouver* and the *Vancouver Sun* in mid June 2005 following the event.

BEST has requested a contribution from the City to cover Bike Month event costs such as publicity (design and production of posters, flyers and bus tails) and advertising costs. In return for its support towards these costs, the City will receive the following benefits:

- identification of the City as a supporter of Bike Month on the BEST web site;
- listing of the "Island City, by Bike" tour on Bike Month promotional material (e.g., in past years the bike tour has been listed on posters and on bus shelter ads);
- supply of Bike Month promotional material (posters, flyers and signs); and
- supply of Bike Month t-shirts for volunteers at the "Island City, by Bike" tour.

BEST's budget for Bike Month 2005 is shown in Attachment 1. It is proposed that $300 for the Commuter Challenge registration fee and $450 for Bike Month campaign costs be remitted to BEST. Staff also propose that $250 be allocated for expenses associated with the City's bike tour (i.e., provision of bike safety check services and refreshments). The source of the total funds of $1,000 would be the 2005 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 8, 2005 and the "Island City, by Bike" bicycle tour on June 12, 2005. 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 $750 to BEST and $250 to the City's bike tour for event costs, with the source of funds to be the 2005 Minor Capital Program (Traffic Safety Initiatives).

Joan Caravan
Transportation Planner
(4035)
JC:lce

BETTER ENVIRONMENTALLY SOUND TRANSPORTATION (BEST)
Regional Budget for Bike Month - June 2005

REVENUES

Sources:	Cash	In Kind	Total
Grants - Corporations	$15,000	$32,000	$47,000
Grants – Federal Government	$2,100	$0	$2,100
Grants – Municipal Government	$5,000	$38,000	$43,000
Grants – Regional Government	$35,000	$60,000	$95,000
Donations –Individuals	$200	$7,200	$7,400
Events / Fundraisers	$3,000	$0	$3,000
Sales Advertising	$17,000	$0	$17,000
Sales of Goods	$1,000	$0	$1,000
TOTAL REVENUES	**$78,300**	**$137,200**	**$215,500**

EXPENSES

Item:	Cash	In Kind	Total
Accounting and Bookkeeping	$603	$0	$603
Office Supplies	$247	$0	$247
Publishing of Educational Materials	$14,000	$0	$14,000
Graphic Design	$7,000	$0	$7,000
Advertising	$4,000	$6,000	$10,000
Promotion	$2,000	$120,000	$122,000
Distribution of Educational Material	$4,600	$0	$4,600
Newsletter Cost	$423	$0	$423
Fundraising	$25	$2,000	$2,025
Events	$6,000	$2,000	$8,000
Expenses – Volunteers	$300	$0	$300
Rent	$3,550	$0	$3,550
Telephone	$221	$0	$221
Insurance	$200	$0	$200
Bank Charges and Credit Card Fees	$50	$0	$50
Utilities	$131	$0	$131
Wages: Office Administration / Program Delivery	$35,000	$0	$35,000
Volunteer Time (600 hours)	$0	$7,200	$7,200
TOTAL EXPENSES	**$78,300**	**$137,200**	**$215,500**