



To: Public Works and Transportation Committee **Date:** April 10, 2006
From: Victor Wei, P. Eng. **File:** 10-6460-01/2006-Vol
Acting Director, Transportation 01
Re: **ANNUAL BIKE MONTH AND COMMUTER CHALLENGE – JUNE 2006**

Staff Recommendation

1. That the overall objectives of the Bike Month 2006 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 2006 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 related to Richmond 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 <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>He Greig</i>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>

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 2006 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:

- 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 2006 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 CO₂ 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. As a result of the continuing support of municipalities and community organizations, each year Bike Month is able to build momentum encouraging a wider audience to cycle. Over 30,000 people and nine municipalities, including Richmond, participated in Bike Month events in 2005. Approximately 774,000 people in the region had heard of Bike Month and 64,000 people rode their bikes because of it.

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, 2006. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.

3. Regional Bike Month 2006 Activities

Some of the main activities that will be held during Bike Month 2006 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;
- *Stanley Park Bike Festival* – organized family rides around the park, bike maintenance and safety courses, and the 6th 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 2006 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 Installation of Temporary "June is Bike Month" Signage

To enhance local awareness of Bike Month and further promote cycling, the City will temporarily install approximately 35 "June is Bike Month" signs (see **Figure 1**) along selected bike routes throughout the city. These 45-cm square signs, made of corrugated plastic and re-used each year, will remain posted during June.



Figure 1

4.2 6th Annual "Island City, by Bike" Tour – June 4, 2006

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 4, 2006. The tour will offer two alternative loops, both starting/ending at the Britannia Heritage Shipyard:

- *Short Route* – approximately 8.9-km in length, along West Dyke Trail and returning via Williams Road and Railway Avenue; or
- *Long Route* – approximately 25-km in length, along the West and Middle Arm Dyke Trails to Capstan Way, and returning via Garden City Road, Granville Avenue, and Railway Avenue.

Riders will meet at Britannia Heritage Shipyard at 9:30 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. In 2005, the event attracted over 100 participants of all ages and abilities (see **Figure 2**).



4.3 Clean Air Day Commuter Challenge – June 7, 2006

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. In 2005, City employees logged a total of 2,618 kilometres via sustainable modes, which means 476 fewer kilograms of greenhouse gases were released into the air as a result of their efforts.

City of Richmond Commuter Challenge – Internal Competition

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

- an **inter-departmental challenge** for the highest staff participation rate among Finance, Corporate Services, Engineering and Public Works, Planning and Development, Law and Community Safety, and Parks, Recreation and Cultural Services;
- an **inter-divisional challenge** for the highest staff participation rate among all divisions 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.

City of Richmond Commuter Challenge – External Competition

In 2005, the City accepted a friendly challenge from the Worker's Compensation Board of BC (WCB) to see which organization had the most number of employees using alternative and sustainable modes of transportation on national Clean Air Day. The City had 10.15% (171) of its 1,685 employees participate in the 2005 challenge, which surpassed the 9.24% (186) of WCB's 2,014 Lower Mainland employees. City staff have been in contact with WCB staff and anticipate that this challenge will again take place in 2006.

4.4 Commuter Skills Cycling Course – June 24, 2006

The Vancouver Area Cycling Coalition (VACC), with the partial sponsorship of TransLink, is offering free one-day cycling skills courses in various Lower Mainland municipalities in the spring and summer of 2006. The 7½-hour course combines classroom and on-road training and is intended to build traffic cycling proficiency for those who want to cycle for transportation. Instructors are experienced commuter cyclists with Can-Bike 2 certification. The City is hosting a course to be held in Richmond on June 24, 2006 at City Hall.

Financial Impact

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 2006 to recognize achievements; and

- public acknowledgement of all participants and category winners in both *Business in Vancouver* and the *Vancouver Sun* in mid June 2006 following the event.

BEST has requested a contribution from the City to cover various 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:

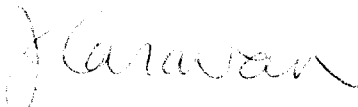
- identification of the City as a supporter of Bike Month on the BEST web site;
- listing of the "Island City, by Bike" tour on Bike Month promotional material (e.g., in past years the bike tour has been listed on posters and on bus shelter ads);
- supply of Bike Month promotional material (posters,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

In 2005, almost 12,000 flyers were distributed in Richmond. This year BEST plans to increase this number to around 16,000. Bike Month's success is due largely to media, publicity and advertising to raise awareness of cycling.

BEST's budget for Bike Month 2006 is shown in **Attachment 1**. Similar to 2005, it is proposed that \$300 for the Commuter Challenge registration fee and \$450 for Bike Month campaign costs be remitted to BEST with the source of the total funds of \$750 to be Account No. 4426-10-550-00000-0000 - Special Events.

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 7, 2006 and the "Island City, by Bike" bicycle tour on June 4, 2006. 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 committing a total of \$750 to BEST to cover the registration fee and support campaign costs, with the source of funds to be Account No. 4426-10-550-00000-0000 - Special Events.



Joan Caravan
Transportation Planner (4035)

JC:lce

**BETTER ENVIRONMENTALLY SOUND TRANSPORTATION (BEST)
Regional Budget for Bike Month - June 2006**

REVENUES

Sources:	Cash	In Kind	Total
Grants - Corporations	\$16,000	\$32,000	\$48,000
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	\$2,400	\$0	\$2,400
Sales of Goods	\$1,000	\$0	\$1,000
TOTAL REVENUES	\$64,700	\$137,200	\$201,900

EXPENSES

Item:	Cash	In Kind	Total
Accounting and Bookkeeping	\$603	\$0	\$603
Office Supplies	\$247	\$0	\$247
Printing	\$0	\$2,000	\$2,000
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	\$1,000	\$0	\$1,000
Newsletter Cost	\$423	\$0	\$423
Fundraising	\$25	\$2,000	\$2,025
Events	\$6,000	\$2,000	\$8,000
Expenses - Volunteers	\$300	\$0	\$300
Rent	\$3,500	\$0	\$3,500
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	\$39,000	\$0	\$39,000
Volunteer Time (600 hours)	\$0	\$7,200	\$7,200
TOTAL EXPENSES	\$64,700	\$139,200	\$203,900