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**To:** Public Works and Transportation Committee      **Date:** May 8, 2002  
**From:** Gordon Chan, P. Eng.  
Director, Transportation      **File:** 7400-01  
**Re:** **Bike Month and Commuter Challenge – June 2002**

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**Staff Recommendation**

1. That the overall objectives of the Bike Month campaign planned by Better Environmentally Sound Transportation (BEST) for June 2002, as outlined in the attached report, 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 2002 campaign; and that staff be directed to co-ordinate the undertaking of these activities with BEST and other municipalities in the region.
3. That the City support the regional Bike Month activities by remitting to BEST \$500 for registration in the annual Commuter Challenge and \$250 to support Bike Month campaign costs, with the source of funds to be the 2002 Minor Capital Program (Traffic Safety Initiatives).

Gordon Chan, P. Eng.  
Director, Transportation

Att. 1

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<b>CONCURRENCE OF GENERAL MANAGER</b>

## Staff Report

### Origin

Better Environmentally Sound Transportation (BEST) is a non-profit organization that promotes sustainable transportation policies 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 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 2002 and outlines the City of Richmond's participation in these activities.

### Analysis

#### 1. Overview of Bike Month 2002 Campaign

A number of municipalities regularly participate in this education and awareness campaign including Vancouver, Burnaby, Richmond, New Westminister, 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 2002 Activities

The main activities that will be held during Bike Month 2002 across the region are:

- June 5 (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 6 – 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 – Tour de North Vancouver: guided ride along the bike routes of North Vancouver for riders of all ages and abilities;
- June 15 – MEC Bike Drop Off: Mountain Equipment Co-op will collect donated bikes for repair and distribution to Covenant House as part of a program to promote freedom of mobility for Vancouver's street youth;
- 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; and
- June 30 – Central Valley Greenway: a guided tour of the proposed route from False Creek in Vancouver to the New Westminster waterfront.

### 3. Local Bike Month 2002 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 5, 2002

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 5, 2002.

#### 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 form of transportation" contest, "shortest zero emission distance" contest and "longest transit 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.

### 3.2 "Island City, by Bike" Bicycle Tour of Sea Island on June 30, 2002

In co-operation with the Richmond Community Cycling Committee, a guided recreational bike tour of Sea Island along on-street and off-street bicycle routes will be held on Sunday, June 30, 2002. 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 20-km in length, that follows much of the short route but travels out to Iona Beach Regional Park before returning to Sea Island School via Grauer Road, Russ Baker Way, and Wellington Crescent in Burkeville.

Bicycle riders will meet at Sea Island School on June 30, 2002 at 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;
- 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 June 4, 2002 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 registration fee of \$500 from the City to participate in the Commuter Challenge. The fee will help support administration of the event, as BEST no longer receives funding support for the program from the provincial government. In return for payment of a registration fee, the City will be eligible for the following benefits:

- receipt of prize packages that include a variety of promotional materials and posters associated with the Commuter Challenge and clean air issues;
- access to a pool of prizes to be distributed among participating organizations;
- 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 2002 to recognize achievements; and

- inclusion in an advertisement listing all participants and category winners in both *Business in Vancouver* and the *Vancouver Sun* in mid June 2002 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 15 t-shirts for volunteers at the "Island City, by Bike" tour. BEST's budget for Bike Month 2002 is shown in Attachment 1.

It is proposed that \$500 for the Commuter Challenge registration fee and \$250 for Bike Month campaign costs be remitted to BEST from the 2002 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 5, 2002 and the "Island City, by Bike" bicycle tour of Sea Island on June 30, 2002. 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. It is recommended that the City support the Commuter Challenge and Bike Month activities by contributing a total of \$750 to BEST for event costs, with the source of funds to be the 2002 Minor Capital Program (Traffic Safety Initiatives).



Joan Caravan  
Transportation Planner

JC:jc

<b>Bike Month 2002 Budget</b>			
<b>Revenues</b>			
		\$	In Kind Donations
<b>From other sources:</b>			
B.E.S.T. Contributions to Programs		12,110.00	
Donations - Provincial Government		3,500.00	
Donations - Regional Government		30,000.00	
Donations - Municipal Government		10,000.00	
Donations - Individuals		200.00	
Donations - Corporations		14,500.00	
Events / Fundraisers		700.00	
Interest Income		50.00	
<b>From sale of goods:</b>			
Sales of Goods		2,500.00	
<b>TOTAL REVENUES -</b>	<b>\$</b>	<b>73,560.00</b>	
<b>Expenses:</b>			
<b>Overhead:</b>			
Advertising		6,000.00	5,000.00
Bookkeeping / Accounting		1,000.00	
Delivery / Postage		900.00	
Expenses - Other		110.00	
Events (including prizes and food)		2,300.00	2,000.00
Fundraising Costs		500.00	
Graphic Design		5,500.00	
Insurance		225.00	
Office Supplies		500.00	
Printing-bustails		2,300.00	
Printing-bus shelters		2,450.00	
Printing-posters		1,425.00	
Printing-postcards and bookmarks		3,125.00	
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		630.00	
Tools & Equipment		100.00	
Training / Professional Development		200.00	
Utilities		95.00	
Volunteer time (680 hours)			9,300.00
<b>Staff costs:</b>			
Expenses - Volunteers		250.00	
Subcontractors		3,000.00	
Wages and Benefits		36,710.00	
<b>TOTAL EXPENSES -</b>	<b>\$</b>	<b>73,560.00</b>	