



City of Richmond

Report to Committee

To: Public Works and Transportation Committee *To Public Works & Transportation*
 From: Victor Wei, P. Eng. Director, Transportation *Date: April 19, 2007 May 16, 2007*
 Re: "GO GREEN" COMMUNITY EVENTS – MAY AND JUNE 2007 *File: 10-6460-01/2007-Vol 01*

Staff Recommendation

1. That the overall objectives of the 2007 Bike to Work Week, Bike Month and Commuter Challenge campaigns, as outlined in the attached report, be endorsed.
2. That the City of Richmond participate in various regional and local activities associated with the above campaigns to encourage sustainable transportation options that will contribute to reduced greenhouse gas emissions.
3. That this report and all information on event activities be forwarded to the Richmond School Board for their information.

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

Att. 1

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Sport and Events		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Community Recreation		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
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

Encouraging non-polluting transportation options is critical to reducing greenhouse gas emissions, which in turn contribute to climatic changes. The City can encourage sustainable and healthy transportation choices by the community by participating in regional events that seek to encourage people to walk, bike, take transit, or carpool. This report presents an overview of several regional “Go Green” events planned in May and June 2007 and outlines the City’s participation in these activities.

Analysis

1. Corporate Context

With over 30% of the region’s greenhouse gas emissions coming from light-duty vehicles, encouraging sustainable transportation modes is essential to reducing greenhouse gas emissions. Council endorsement of regional events that promote sustainable transportation choices is recommended as it:

- will reinforce the City’s long-term commitment to and leadership in promoting an active healthy community and sustainable environmentally-friendly transportation options; and
- is expected to generate increased attention and awareness across a broader audience.

2. Bike to Work Week Campaign: May 28 to June 3, 2007

Presented by the Vancouver Area Cycling Coalition (VACC), Bike to Work Week is a marketing and education awareness program that brings the concept of commuter cycling to the workplace with the goals of:

- encouraging new cyclists to try cycling during Bike to Work Week, and to continue cycling after the event;
- helping Bike to Work Week participants learn to cycle safely and confidently in traffic;
- raising the profile of commuter cycling in the Lower Mainland so that more people see it as a viable transportation option; and
- strengthening the sense of community throughout the different regions in the Lower Mainland.



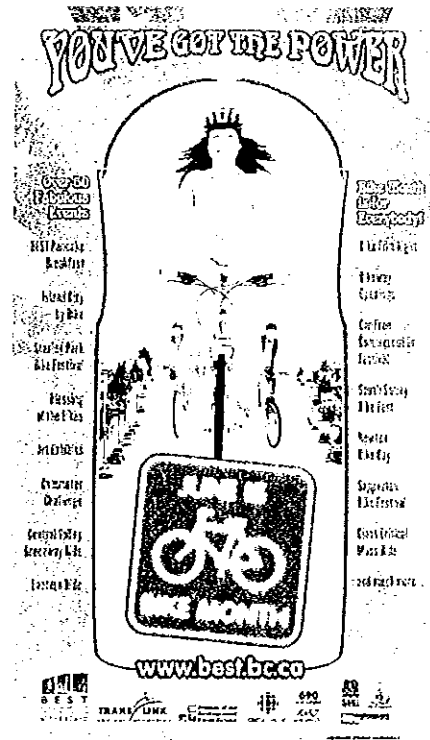
Workplaces across the GVRD are encouraged to register and compete against each other to get their co-workers onto bicycles. Prizes will be awarded based upon participation rates and kilometres commuted. A highlight during the week will be commuter stations – gathering places for cyclists – set up along bicycle routes that offer free food, drink and mechanical expertise. Municipalities participating in this inaugural event include Vancouver, Surrey, Burnaby, North Vancouver City, and Richmond.

3. Bike Month Campaign: June 2007

Presented by Better Environmentally Sound Transportation (BEST), the key goals of 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; and
- raise awareness of existing and planned bike routes within the Greater Vancouver area.

A variety of events including bikeway openings and organized rides are typically held by municipalities across the Lower Mainland 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. In 2006, 80,000 individuals rode their bikes because of Bike Month, up from 64,000 in 2005. Over 30,000 people and nine municipalities, including Richmond, participated in Bike Month events in 2006. The City has supported and participated in the Bike Month campaign since its inception in 1996.



4. Commuter Challenge Event: June 6, 2007 (Clean Air Day)

The Commuter Challenge is a nation-wide 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 City of Richmond has participated in the Commuter Challenge since its inception in 1996. Over the past few years, the level of City employee participation in the event has steadily increased. In 2006, City employees logged a total of 4,400 kilometres (up from 2,618 kilometres in 2005) via sustainable modes, which means 750 fewer kilograms of greenhouse gases and pollutants were released into the air as a result of their efforts.

5. Local “Go Green” Activities involving Richmond

A number of local activities are planned to encourage community participation in the regional events. The City of Richmond’s involvement in these activities is outlined below.

5.1 Commuter Cycling Skills Courses: May 12th and June 16th

The VACC will be providing free one-day courses throughout the Lower Mainland that are intended to build traffic cycling proficiency for adults who want to cycle for transportation. The 7½ hour course combines classroom and on-road training and participants will learn to:

- ride safely and confidently in traffic, including at night and in the rain;
- perform a bike safety check and adjust their bike for fit;
- choose equipment and clothing; and
- plan the best routes.

Courses will be held in Richmond on two dates: Saturday, May 12th at City Hall and Saturday, June 16th at the Steveston Community Centre.

5.2 Bike to Work Week Commuter Stations: May 28th and May 31st

Two commuter stations will be set up in Richmond along cycling routes during Bike to Work Week that will feature free food and beverages, free coffee (at the morning stations), free bike mechanics, cycling maps and information, and prize draws. The locations and dates are:

- Flight Path Park: adjacent to Russ Baker Way (which has bike lanes) on Monday, May 28th from 3:45 pm to 6:00 pm; and
- City Hall: southeast corner adjacent to the bike lane on Granville Avenue on Thursday, May 31st from 6:45 am to 9:00 am.

5.3 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 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. BEST will also be using the City’s public service announcement space in bus shelters to promote Bike Month for a period of four weeks commencing May 28, 2007. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.



5.4 7th Annual “Island City, by Bike” Tour: June 3, 2007

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 3, 2007. The tour will offer two alternative loops, both starting/ending at the Britannia Heritage Shipyard:

- Short Route: approximately 8.5-km in length, along the West Dyke Trail and returning via Williams Road and Railway Avenue; or
- Long Route: approximately 22-km in length, along the West Dyke Trail and Williams Road, and returning via Shell Road, Horseshoe Slough Trail and Dyke Road.

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; 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. Over the past few years, the event has attracted 85-100 participants of all ages and abilities.

5.5 Clean Air Day Commuter Challenge: June 6, 2007

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

For the second time in 2006, the City accepted a friendly challenge from the WorkSafeBC 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 16.3% (253) of its 1,556 employees participate in the 2006 challenge (up from 10.15% in 2005), which surpassed the 3.8% (77) of WorkSafeBC's 2,012 Lower Mainland employees. City staff anticipate that this challenge will again take place in 2007.

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.

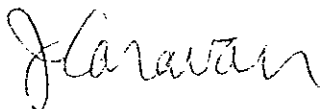
BEST has requested a contribution from the City to cover various Bike Month event costs such as publicity (design and production of posters, flyers and bus tails) and advertising costs. In return for its support towards these costs, the City will receive the following benefits:

- 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 2006, around 16,000 flyers were distributed in Richmond. Bike Month's success is due largely to media, publicity and advertising to raise awareness of cycling. BEST's budget for Bike Month 2007 is shown in **Attachment 1**. Similar to 2006, it is proposed that \$300 for the Commuter Challenge registration fee and \$550 for Bike Month campaign costs be remitted to BEST with the source of the total funds of \$850 to be Account No. 4426-10-550-00000-0000 - Special Events within the existing Transportation Division's operating budget.

Conclusion

In support of the health and environmental benefits for the community of the "Go Green" events planned for the region, the City is encouraged to participate in the Bike to Work Week, Bike Month and Clean Air Day Commuter Challenge events. City participation in these activities 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 \$850 to BEST to cover the registration fee and support campaign costs, with the source of funds to be the existing Transportation Division's operating budget for special events.



Joan Caravan
Transportation Planner
(4035)

JC:lce

**BETTER ENVIRONMENTALLY SOUND TRANSPORTATION (BEST)
Regional Budget for Bike Month - June 2007**

REVENUES

<i>Sources:</i>	Cash	In Kind	Total
Grants - Corporations	\$14,000	\$30,000	\$44,000
Grants – Federal Government	\$2,000	\$0	\$2,000
Grants – Municipal Government	\$2,000	\$38,000	\$40,000
Grants – Regional Government	\$35,000	\$60,000	\$95,000
Donations – Individuals	\$0	\$7,200	\$7,200
Events / Fundraisers	\$500	\$0	\$500
TOTAL REVENUES	\$53,500	\$135,200	\$188,700

EXPENSES

<i>Item:</i>	Cash	In Kind	Total
Accounting and Bookkeeping	\$600	\$0	\$600
Office Supplies	\$500	\$0	\$500
Printing	\$0	\$2,000	\$2,000
Graphic Design	\$7,000	\$0	\$7,000
Advertising	\$4,000	\$6,000	\$10,000
Promotion	\$500	\$120,000	\$120,500
Distribution of Educational Material	\$500	\$0	\$500
Events	\$5,800	\$2,000	\$7,800
Expenses – Volunteers	\$300	\$0	\$300
Rent	\$3,500	\$0	\$3,500
Telephone	\$300	\$0	\$300
Insurance	\$200	\$0	\$200
Bank Charges and Credit Card Fees	\$100	\$0	\$100
Utilities	\$131	\$0	\$131
Wages: Office Administration / Program Delivery	\$30,000	\$0	\$30,000
Volunteer Time (600 hours)	\$0	\$7,200	\$7,200
TOTAL EXPENSES	\$53,500	\$137,200	\$190,700