



To: Public Works and Transportation Committee To Public Works & Transportation -  
 Date: May 5, 2008 May 22/08

From: Victor Wei, P. Eng. File: 11-7400-01  
 Director, Transportation

Re: "GO GREEN" COMMUNITY EVENTS – MAY AND JUNE 2008

Staff Recommendation

1. That the overall objectives of the 2008 Bike to Work Week, Bike Month and Commuter Challenge campaigns, as outlined in the attached report, be endorsed.
2. That the City of Richmond continue to participate in various regional and local activities associated with the above annual 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.

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

Att. 1

| FOR ORIGINATING DIVISION USE ONLY |  |                                 |  |
|-----------------------------------|--|---------------------------------|--|
| ROUTED TO:                        | CONCURRENCE  | CONCURRENCE OF GENERAL MANAGER  |  |
| Sports and Events .....           | Y <input checked="" type="checkbox"/> N <input type="checkbox"/>     |                                 |  |
| Community Recreation .....        | Y <input checked="" type="checkbox"/> N <input type="checkbox"/>     |                                 |  |
| Sustainability.....               | Y <input checked="" type="checkbox"/> N <input type="checkbox"/>     |                                 |  |
| <b>REVIEWED BY TAG</b>            | YES <input checked="" type="checkbox"/> N/A <input type="checkbox"/> | <b>REVIEWED BY CAO (Acting)</b> | 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 supporting and 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 2008 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’s continued 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 26 to June 1, 2008

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.

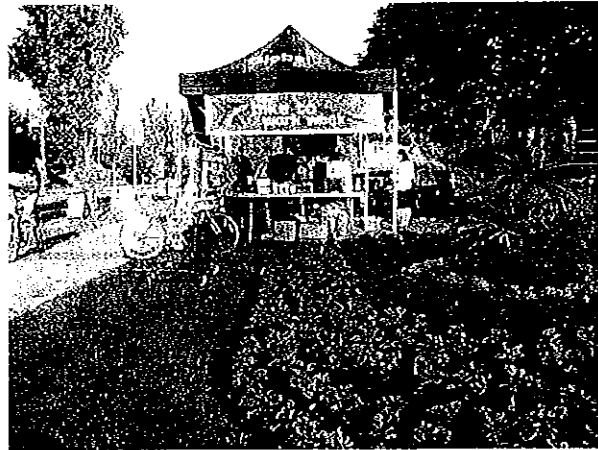


Workplaces across the GVRD are encouraged to register and compete against each other to get their co-workers onto bicycles. Prizes will be awarded based upon participation rates and kilometres commuted. A highlight during the week will be commuter stations – gathering places for cyclists – set up along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

## 2.1 City of Richmond Participation

Three bike commuter stations (up from two in 2007) 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:

- Crestwood Business Park: No. 6 Road and International Place on Monday, May 26<sup>th</sup> from 6:30 am to 9:00 am;
- City Hall: southeast corner adjacent to the bike lane on Granville Avenue on Tuesday, May 27<sup>th</sup> from 6:30 am to 9:00 am; and
- Flight Path Park: next to Russ Baker Way on Thursday, May 29<sup>th</sup> from 4:00 pm to 6:00 pm.



Bike Commuter Station at City Hall in 2007.

During the 2007 event, the following participation levels were recorded at the two bike commuter stations in Richmond:

- Flight Path Park: held on Monday, May 28<sup>th</sup> from 3:30 pm to 6:30 pm, a total of 40 cyclists stopped in (almost all were commuter cyclists returning home from work in Vancouver or YVR) while about an equal number passed by without stopping; and
- City Hall: held on Thursday, May 31<sup>st</sup> from 7:00 am to 9:00 am, a total of 45 cyclists stopped in while about 55 passed by without stopping.

Counts will be recorded at the three bike commuter stations during the 2008 event to track cyclist participation levels over time. In addition to the three commuter bike stations in Richmond, the VACC will also provide two free cycling skills workshops for City staff in May 2008.

## 3. Bike Month Campaign: June 2008

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 CO<sub>2</sub> 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. Bike Month 2007 events had an estimated 30,000 participants. With respect to Richmond, 13,134 copies of the Bike Month flyer were distributed in the *Richmond News*. The City of Richmond's logo appeared on 110,000 flyers, 3,000 colour posters, 67 bus

tail/side ads, 350 interior ads on busses and SkyTrain, and 49 transit shelters throughout Metro Vancouver. The Bike Month website also featured a section on cycling in Richmond.

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); and
- supply of Bike Month promotional material (posters, flyers and signs).

Bike Month’s success is due largely to media, publicity and advertising to raise awareness of cycling. Those estimated to ride a bike or cycle more frequently by seeing or hearing something about Bike Month almost doubled in 2007 from 2006 (from 5% to 9%). This equates to an estimated 77,822 people who were influenced to ride a bike or to ride more often. BEST’s budget for Bike Month 2008 is shown in **Attachment 1**. Similar to 2007, it is proposed that \$550 for Bike Month campaign costs be remitted to BEST.

### 3.1 City of Richmond Participation

#### 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 26, 2008. All costs and service charges related to the installation of the Bike Month posters will be absorbed by BEST.



#### 8<sup>th</sup> Annual “Island City, by Bike” Tour: June 1, 2008

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 1, 2008. The tour will offer two alternative loops, both starting/ending at Sea Island School:

- Short Route: approximately 9 km in length, out to MacDonald Beach and back via Templeton Street and Grauer Road; or
- Long Route: approximately 20 km in length, out to Iona Island Beach and returning via Grauer Road, Russ Baker Way and Wellington Crescent.

Riders will meet at Sea Island School 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.

#### 4. Commuter Challenge Event: June 3, 2008 (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.



##### 4.1 City of Richmond Participation

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 2007, City employees reported a total of 2,480 kilometres via sustainable modes, which means 691 fewer kilograms of CO<sub>2</sub> (which contributes to climate change) were released into the air in one day as a result of their efforts.

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.

#### 5. Commuter Cycling Skills Courses

The VACC will be providing 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.

## 5.1 City of Richmond Participation

Courses will be held in Richmond on two dates:

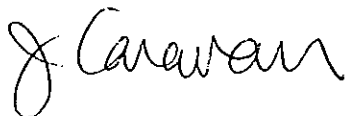
- Saturday, May 17<sup>th</sup> at Thompson Community Centre; and
- Saturday, July 12<sup>th</sup> at Steveston Community Centre.

### Financial Impact

All costs associated with participation in Bike to Work Week 2008 (\$5,000 for three commuter bike stations, two cycling skills workshops for City staff, and all promotional activities) and the 2008 Commuter Challenge (\$300 registration fee) as well as the contribution to Bike Month campaign costs (\$550) can be funded from the Transportation Division's existing operating budget with the source of the total funds to be Account No. 4426-10-550-00000-0000 - Special Events.

### 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 continued 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.



Joan Caravan  
Transportation Planner (4035)  
JC:lce

**BETTER ENVIRONMENTALLY SOUND TRANSPORTATION (BEST)**  
**Regional Budget for Bike Month - June 2008**

**REVENUES**

| <i>Sources:</i>               | Cash            | In Kind          | Total            |
|-------------------------------|-----------------|------------------|------------------|
| Grants – Corporations         | \$10,000        | \$30,000         | \$40,000         |
| Grants – Federal Government   | \$0             | \$0              | \$0              |
| Grants – Municipal Government | \$7,000         | \$38,000         | \$45,000         |
| Grants – Regional Government  | \$35,000        | \$60,000         | \$95,000         |
| Donations – Individuals       | \$0             | \$7,200          | \$7,200          |
| Events / Fundraisers          | \$0             | \$0              | \$0              |
| <b>TOTAL REVENUES</b>         | <b>\$52,000</b> | <b>\$135,200</b> | <b>\$187,200</b> |

**EXPENSES**

| <i>Item:</i>                                    | Cash            | In Kind          | Total            |
|---|-----------------|------------------|------------------|
| Accounting and Bookkeeping                      | \$2,000         | \$0              | \$2,000          |
| Office Supplies                                 | \$500           | \$0              | \$500            |
| Printing  | \$0             | \$2,000          | \$2,000          |
| Graphic Design                                  | \$4,000         | \$0              | \$4,000          |
| Advertising                                     | \$4,000         | \$6,000          | \$10,000         |
| Promotion                                       | \$500           | \$120,000        | \$120,500        |
| Distribution of Educational Material            | \$500           | \$0              | \$500            |
| Events  | \$6,800         | \$2,000          | \$8,800          |
| Expenses – Volunteers                           | \$300           | \$0              | \$300            |
| Rent  | \$5,500         | \$0              | \$5,500          |
| Telephone                                       | \$500           | \$0              | \$500            |
| Insurance                                       | \$500           | \$0              | \$500            |
| Bank Charges and Credit Card Fees               | \$100           | \$0              | \$100            |
| Utilities                                       | \$200           | \$0              | \$200            |
| Wages: Office Administration / Program Delivery | \$30,100        | \$0              | \$30,000         |
| Volunteer Time (600 hours)                      | \$0             | \$7,200          | \$7,200          |
| <b>TOTAL EXPENSES</b>                           | <b>\$55,500</b> | <b>\$137,200</b> | <b>\$192,700</b> |

NET INCOME (LOSS)

(\$3,500)