

TRANSPORTATION COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BIKE TO WORK WEEK 2007

RECOMMENDATION:

1. THAT Council authorize the expenditure of \$2,000 from the Boards, Committees and Commissions budget to the Vancouver Area Cycling Coalition for Bike to Work Week 2007 as outlined in this report.

REPORT

The Transportation Committee, at its meeting held on 2007 March 14, received and adopted the *attached* report seeking funding approval in support of Bike to Work Week 2007. Bike to Work Week is a proven model for encouraging greater commuting by bicycle. It raises the profile of cycling in the community, and organizations such as the City that support it.

Respectfully submitted,

Councillor N. Volkow
Chair

Councillor S. Dhaliwal
Vice Chair

Councillor L. Rankin
Member

Copied to:	City Manager Director Finance Director Parks, Recr. & Cult. Services Director Planning & Building
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TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE **DATE:** 2007 March 8

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** PL 90400 – 02
*Ref: Cycling Network
Program General*

SUBJECT: BIKE TO WORK WEEK 2007

PURPOSE: To request funding in support of Bike to Work Week 2007.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the expenditure of \$2,000 from the Boards, Committees and Commissions budget to the Vancouver Area Cycling Coalition for Bike to Work Week 2007 as outlined in this report.

REPORT**1.0 BACKGROUND**

The City's Transportation Plan states that "...greater efforts must be made to promote alternative modes of transportation...", including cycling. Our on-going promotional tool is the Burnaby Bike Map. The City has also provided funding support for promotional work done by others: the regional Cycling Guide produced by Better Environmentally Sound Transportation in 2005, and the Commuter Cycling Skills Courses conducted by the Vancouver Area Cycling Coalition (VACC) in 2006.

For 2007, the non-profit VACC is proposing to introduce the Bike to Work Week program to Greater Vancouver. Developed in Victoria more than ten years ago, Bike to Work Week is a community-building event that promotes values associated with healthy, active living. The Victoria event is shown in *Figure 1*. It has grown steadily from year to year, reaching 5,500 participants in 2006. For each of the past three years, an estimated 800 people who had never cycled to work before participated in the event.

Bike to Work Week is a fun, focused and successful program that combines incentives, workplace camaraderie, healthy living and environmental responsibility. The Bike to Work Week event has many components designed specifically to reduce the barriers that keep some people from cycling. The target audiences are workplaces, communities and individual commuters throughout the Lower Mainland. The event complements the City's cycling initiatives and encourages greater use of our cycling facilities.

Figure 1: Bike to Work Week, Victoria 2006



For Greater Vancouver, Bike to Work Week 2007 is proposed for May 28 to June 3. The components of the program are:

- **Media Kick off:** lunch-time event in advance of Bike to Work Week
- **Registration:** employer-based teams register and submit their results on-line.
- **Commuter Stations:** tents and tables set up along cycling commuter routes providing free food and beverages, prize draws and free bike mechanic services.
- **Bike-Car-Bus Race:** a friendly competition that demonstrates that commuting by bicycle does not take any longer than commuting by car.
- **Barbecues:** to celebrate Bike to Work Week.
- **Bike to Work Week Workshops:** workplace-specific workshops to promote Bike to Work Week in the workplace.
- **Commuter Cycling Skills Courses:** one-day commuter cycling skills courses to help build traffic cycling proficiency for adults who want to cycle for transportation.
- **Prizes:** Participants in Bike to Work Week are entered in daily and grand prize draws.

2.0 SPONSORSHIP

The project is budgeted at \$134,000. To date, the VACC has received commitments from TransLink (\$45,000 cash and in-kind contributions), Surrey (\$6,500), Vancouver (\$5,000), Richmond (\$5,000), City of North Vancouver (\$2,000), and corporate sponsors. Burnaby's

To: Transportation Committee
From: Director Planning and Building
Re: Bike to Work Week 2007

2007 March 8..... Page 3

central location in the region and growing network of bike routes makes us an important sponsor for an event on this scale. City of Burnaby support is recommended in two forms:

- A contribution of \$2,000 to the VACC for Bike to Work Week. Aside from the direct benefit to Burnaby citizens, the City benefits through sponsorship recognition on posters, transit ads, web site, T-shirts, team sign-up sheets, newspaper ads, and the wrap-up promotional package. The City will also be invited to speak at the media kick-off event. One or more Commuter Stations would be established in Burnaby (for example, along the BC Parkway), with City staff in attendance to promote Burnaby cycling initiatives.
- Promotion of Bike to Work Week in our own advertising for Environment Week. Since Bike to Work Week is immediately before Environment Week, our existing advertising program can promote both events. This fits well with our "Green Alternatives" theme for Environment Week this year.

3.0 FINANCE

This report recommends a \$2,000 contribution to the VACC in support of Bike to Work Week 2007. In keeping with our other bicycle promotion expenditures, it is recommended that this be funded through the Boards, Committees and Commissions Budget.

4.0 CONCLUSION

Bike to Work Week is a proven model for encouraging greater commuting by bicycle. It raises the profile of cycling in the community, and organizations such as the City that support it. It is recommended that Council be requested to authorize the expenditure of \$2,000 from the Boards, Committees and Commissions budget to the Vancouver Area Cycling Coalition for Bike to Work Week 2007.



B. Luksun, Director
PLANNING AND BUILDING

SR:jc

Copied to: City Manager
Director Finance
Director Parks, Recreation & Cultural Services
City Clerk