

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"

"Pickard, Gail" <Gail.Pickard@vancouver.ca>

"Dobrovlny, Jerry" <jerry.dobrovlny@vancouver.ca>

"Wittgens, Margaret" <Margaret.Wittgens@vancouver.ca>

Date: 1/23/2019 1:49:36 PM

Subject: Memo - RTS 12515 - 2019 City Support of Mass Participation Cycling Events

Attachments: Memo - RTS 12515 - 2019 City Support of Mass Participation Cycling Event....pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovlny on RTS 12515–2019 City Support of Mass Participation Cycling Events. A short summary of the memo is as follows:

- Engineering staff will pursue a competitive procurement process to deliver a mass participation bike ride in the city for 2019.
- In past years support was in response to an unsolicited proposal and awarded through a Council-approved pilot sponsorship.
- Supporting mass participation bike rides and public special events helps the City deliver on key Transportation 2040, Greenest City and Healthy City objectives.
- A procurement process will ensure a transparent process and may allow for reduced support or only one event in 2019.

If you have any questions, please feel free to contact Jerry Dobrovlny at 604-873-7331 or jerry.dobrovlny@vancouver.ca.

Best,
Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston



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MEMORANDUM

January 22, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Civic Engagement and Communications Director
Katrina Leckovic, City Clerk
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office

FROM: Jerry Dobrovolny
General Manager, Engineering Services

SUBJECT: RTS 12515–2019 City Support of Mass Participation Cycling Events

This memo provides an update to Council on the City Support for Mass Participation Cycling Events in 2019.

Background

The City of Vancouver's Transportation 2040, Greenest City and Healthy City plans include policy and goals to support walking and cycling as fun, practical, healthy forms of active transportation. Transportation 2040 includes specific actions to support mass participation bike rides and cycling promotion. Large-scale public bicycle rides allow people of all ages and abilities to enjoy car-free streets for a celebratory event.

Cities around the world host family-friendly, non-competitive celebration events that encourage cycling and multimodal activity. The City of Portland hosts an annual recreational walk and cycle event that spans the city, crosses several bridges and draws 20,000-40,000 participants. In the City of Los Angeles a CicLAvia open street event encourages residents to walk, bike, skate, dance or play in the streets. The event attracts thousands of participants and occurs four times per year. The City of Winnipeg has hosted an annual Ciclovía event to celebrate the benefits of active transportation since 2009. These events began with significant municipal and regional government support and funding, and once established have sustainably grown and diversified over time. These events build social connections and community, raise awareness about the environment, and celebrate all forms of active living.

In 2017, two event organizers approached the City with unsolicited proposals for mass participation rides. Staff considered the proposals according to the unsolicited proposal policy. Because these events were well-aligned with directions within Transportation 2040, staff

recommended supporting them as a pilot sponsorship through a grant from the City, which was approved by Council (see Appendix A). Our City Ride hosted their event in August and Bike the Night hosted their ride event in September. In March 2018, when considering the second year of support, Council passed a motion approving a further grant to support the two cycling events for a second pilot year and asked staff to report back on the approach for future mass participation bike rides.

Alignment with Transportation 2040

The City's policy goals in Transportation 2040 and the Active Transportation Promotion and Enabling Plan support the encouragement and promotion of cycling through mass participation special events.

Post-event evaluation for Our City Ride and Bike the Night has shown the rides were safe and well run, low-barrier, non-sport and family-friendly. The events attract a diversity of people, including children (see Appendix A). Both events provided educational information regarding safe riding practices and rules of the road through promotional materials and on-site at the events. This directly supports Transportation 2040 goals to support education and awareness to improve safety and reduce conflicts (E 2.1) and support cycling skills training to build confidence and safety (E 2.2).

Post-event surveys provide evidence that mass participation rides have advanced active transportation goals. Eighty-three percent of Our City Ride participants reported they were more likely to use a bike for transportation in the future. Twenty-four percent of Bike the Night participants reported it was the first time they had ever ridden at night and their comfort level riding at night had increased, with participants saying they use lights all the time when riding at night (an increase of nine percent from before the event). Both events contribute to City goals to make the majority of daily trips on foot, bike and transit and move toward zero-traffic-related fatalities.

Proposed Approach Going Forward

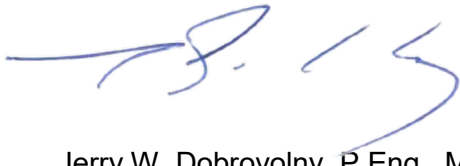
In past years support was in response to unsolicited proposals and awarded through a Council-approved sponsorship through a grant from the City. For 2019, staff will pursue a competitive procurement process to deliver a mass participation bike ride in the city. Shifting the process to the competitive procurement will ensure an open and transparent process to identify a best value event organizer and allow the City to support events that align with City goals and procurement policy. In addition, based on 2019 budget constraints, financial support has been reduced relative to the 2018 budget. With a budget of \$100,000 for 2019, the procurement process may result in only one event being selected. Furthermore, a Special Event Policy Update is currently being developed which will provide a framework for City supported special events, such as mass participation bike rides. The policy will establish clear criteria and guidelines for future events and will be reported back to Council in mid-2019.

Vancouver has hosted two years of successful mass participation bike rides which are fun, family-friendly and support active living. Transportation 2040 includes policy and action to develop a recurring cyclolvia-style event that celebrates active transportation. Staff will review options for mass participation bike rides including a more open street multimodal event, reviewing the cost, impact, and partnerships opportunities for Vancouver in 2020 and beyond.

Conclusion

Supporting mass participation bike rides helps the City deliver on key Transportation 2040, Greenest City and Healthy City objectives. City sponsorship grants over the two year pilot has allowed the events to grow and build participation in citywide cycling. Moving to a competitive procurement process will allow the City to ensure an open and transparent process and allow the opportunity to continue to shape the events relative to policy goals. Support for all special events will be reviewed as part of the Special Event Policy Update which will be reported on in mid-2019.

If you have any questions, please do not hesitate to contact me directly.



Jerry W. Dobrovolny, P.Eng., MBA
General Manager, Engineering Services

604.873.7331 | jerry.dobrovolny@vancouver.ca

Appendix A

Table 1. City Sponsorship Grants for Mass Participation Bike Rides 2017-2018

City of Vancouver Sponsorship Grants	2017	2018
Cash contribution	\$80,000	\$35,000
Value-in-kind and service cost offsets	\$155,000	\$160,000
Total	\$235,000	\$195,000

Council approved \$250,000 in 2017 and \$200,000 in 2018.

Note: The offsets were applied to expenses directly related to the planning, management and execution of the rides, including, but not limited to, traffic planning, signage, street closures, traffic management and support such as medical services.

Table 2. Mass Participation Bike Rides Participant Numbers 2017-2018

Attendance (self-reported)	2017	2018
Our City Ride	2,500	4,000
Bike The Night	3,500	3,300
Total	6,000	7,300

Note: In 2018, Our City Ride reported attendee ranged in age from 4 to 82 years old and Bike the Night reported 495 children participated.