



## ADMINISTRATIVE REPORT

Report Date: March 31, 2017  
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Meeting Date: April 12, 2017

TO: Standing Committee on City Finance and Services  
FROM: General Manager of Engineering Services  
SUBJECT: City Sponsorship of Mass Participation Cycling Events

### **RECOMMENDATION**

- A. THAT Council support a total combined sponsorship funding, value-in-kind and services of up to \$250,000 to sponsor a pilot involving two mass participation bike rides to be held in August and September of 2017.
- B. THAT the General Manager of Engineering Services and the Director of Legal Services be authorized to enter into one or more sponsorship agreements with the event organizers subject to each of them being satisfied with the terms and conditions of such agreements.
- C. THAT no legal rights or obligations will be created by Council's adoption of these recommendations unless and until the sponsorship agreements are executed by the City's authorized signatories.

### **REPORT SUMMARY**

Two event organizers have submitted sponsorship requests for mass cycling events for summer 2017 via the Film and Special Events branch. Both events are low-barrier, non-sport and family-friendly. Combined ridership is anticipated to be over 20,000 participants of all ages and abilities. The proposed rides take important steps to achieve goals and actions set out in Transport 2040. A combination of sponsorship funding and in-kind support of up to \$250,000 for both events is being sought.

### **COUNCIL AUTHORITY/PREVIOUS DECISIONS**

The Council-approved Transportation 2040 Plan includes a commitment to the encouragement and promotion of cycling. Section E.1.1.4 states:

*"Develop recurring cyclovia-style event(s) that celebrate active transportation."*

## **CITY MANAGER'S/GENERAL MANAGER'S COMMENTS**

### **REPORT**

#### ***Background/Context***

Cities around the world hold non-sport, "all ages and abilities" bike rides to celebrate and encourage cycling and active living. For example, Bike Montreal features 4 events over a week including the festive "Tour La Nuit", and England's "RideLondon" is a 6-event celebration of cycling featuring the famous "RideLondon FreeCycle", where tens of thousands of cyclists enjoy a car-free route through central London. These events and other similar ones began with significant support and funding from municipal and regional bodies and have sustainably grown and diversified over time.

The City has policy direction to encourage and promote cycling through mass participation events. In 2016, two non-sport rides took place in Vancouver with a combined 800+ participants.

- The "Dutch Ride" was held August 20, 2016. Purposefully held to a maximum of 150 participants, this route flowed through downtown and Stanley Park and tested high-impact, daytime routes and models for traffic management. The event was organized by Our City Ride, Vancouver-based organizers with significant experience in managing cycling, sport and special events in the Lower Mainland and North America.
- "Bike the Night" was held on September 16, 2016, and organized by HUB, Vancouver's principal advocate for cycling opportunity and education in the Lower Mainland. A nighttime ride with over 700 participants, this event brought the Arbutus Greenway to life with a festive, brightly lit stream of cyclists.

The above two event organizers have approached the Film and Special Events Branch for support in mounting larger mass participation rides in 2017; these rides will build on the experience and excitement from 2016 and lay the groundwork for larger scale events in the future.

Both events aim to build community, promote cycling and healthy living as well as celebrate the City.

**Our City Ride** brings considerable experience mounting mass participation sport and non-sport events in Vancouver and other cities. The ride organizers are M1 Sports Management, who manage the Gastown Grand Prix and other cycling and triathlon events, and NGU consultants, who bring a strong sponsorship and marketing background to the event.

Building on learnings from 2016's "Our Dutch Ride" the organizers have proposed an approximately 15 km route through Downtown, Gastown, Stanley Park and the West End, thereby celebrating areas not typically available to car-free cycling. It will involve entertainment and celebration before and after the ride and is expected to draw over 10,000 participants.

**Bike the Night 2017** is again organized by HUB and is inspired by Vélo Québec's annual 'Tour La Nuit' ride held each year in Montréal. The Vancouver cycling experience will include the added spectacle of decorated and lit bikes travelling at night along a proposed route from David Lam Park over Burrard Bridge, and then east back to David Lam Park. Bike the Night is targeting participation of over 10,000 riders.

The proposed sponsorship will cover or off-set expenses related to traffic and route planning and preparation, policing and traffic management, engineering services and other event related costs.

### *Strategic Analysis*

It is recommended that Council supply one-time support for these events as a pilot for mass participation rides. Based on the learnings from these events, staff will assess the level of public interest and support and the logistics and feasibility of enabling mass participation rides in future years.

The proposals received by Our City Ride and Bike the Night are unsolicited and were considered according to the City's internal Unsolicited Proposals Policy. Staff believe it is appropriate for the City to sponsor and enable these events as a pilot. These events have unique logistical and other challenges and require organizers who have this specific experience, combined with a deep knowledge of Vancouver, to be able to do it well.

Both Our City Ride and Bike the Night have proposed events that are an important step towards implementing direction in Transport 2040 and are consistent with policy goals to support active living and sustainable transportation. Both events are credible, well run and have potential to sustainably grow, become tourism assets and contribute to Vancouver's profile as a desirable place to work and play.

Route-based events are expensive to mount; City support is needed in order for the events to take place and to keep the rides low-barrier. The proposed contribution is consistent with municipal support given to cycling events in other local jurisdictions.

### *Financial*

It is recommended that combined sponsorship funding, value-in-kind and services of up to \$250,000 will be provided. The funding for this event will be made available from within the 2017 approved Engineering Services Operating Budget.

### *Environmental*

This event supports Greenest City goals to increase travel by sustainable modes.

### **CONCLUSION**

The two proposed events cannot be mounted without City of Vancouver support up to \$250,000 (cash and value in kind). Both events will deliver on directions in Transport 2040, will grow excitement for and participation in mass participation cycling events. As a pilot, these events will also provide valuable lessons and will act as building blocks for larger, more diversified events in future years.