

RE: DISTRIBUTION OF THE TRANSPORTATION POLICY REVIEW BROCHURE

Following is a report from the Director of Planning regarding a problem involving the distribution of the Transportation Policy Review Brochure.

The Municipal Solicitor has been asked to report on whether it is worthwhile attempting to recover all or part of the printing and distribution costs incurred by the Municipality from United Flyers Distributors Limited.

RECOMMENDATIONS:

1. THAT the recommendations of the Director of Planning be adopted.

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SUPPLEMENTARY

TO: MUNICIPAL MANAGER 1978 OCTOBER 30  
FROM: DIRECTOR OF PLANNING  
SUBJECT: DISTRIBUTION OF TRANSPORTATION POLICY REVIEW BROCHURE

RECOMMENDATIONS:

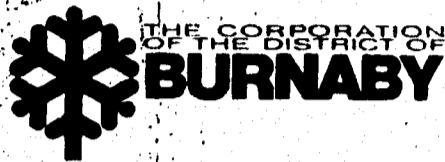
1. THAT this report be forwarded to the Burnaby Transportation Committee.
2. THAT an additional newspaper notice be placed extending the public submission deadline to 1978 November 17 as well as once more advising residents of the availability of the brochure.

REPORT

As a result of the recent postal disruptions, the Municipality retained United Flyers Distributors Limited of 3115 Underhill Avenue Burnaby to distribute the above captioned brochure to every household and business in the Municipality. This distribution was undertaken on a pre-payment basis on 1978 October 20, 21 and 23 at a cost of \$2,091.04.

During the latter part of last week, the Planning Department undertook a sample survey to determine the success of the distribution undertaken by United Flyers. On the basis of approximately 67 responses received, it was determined that roughly 40 per cent of those contacted were aware of receiving the brochure.

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## ATTENTION BURNABY CITIZENS

Burnaby is developing a comprehensive transportation policy for the Municipality. This policy will influence such issues as major road construction, public transit, land use and through traffic. A brochure entitled "Towards a Comprehensive Transportation Policy for Burnaby" was distributed to every household and business in the Municipality on October 20 and 21. The purpose of this brochure is to provide our citizens with background information, outline some of the major issues, and most importantly to provide an opportunity to participate in the formulation of revised transportation policies.

In the event that any resident or business did not receive this brochure, a copy may be obtained by calling 294-7420.

A. L. Parr  
DIRECTOR OF PLANNING