

THE CORPORATION OF THE DISTRICT OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

TRAFFIC AND TRANSPORTATION COMMITTEE

HIS WORSHIP, THE MAYOR
AND ALDERMAN:

REPORT OF THE ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

AND

TRAFFIC AND TRANSPORTATION COMMITTEE

RE: PROGRAM FOR ENVIRONMENT AND TRANSPORTATION AWARENESS WEEK

RECOMMENDATIONS:

1. THAT Council declare 1990 October 01-05 as "Environment and Transportation Awareness Week" in Burnaby and approve the proposed program of events for the week.
2. THAT copies of this report be forwarded to the GVRD and its member municipalities and selected agencies, businesses and institutions in Burnaby, to request them to participate in an awareness program similar to that outlined in this report.

R E P O R T

1.0 INTRODUCTION

Our use of motor vehicles, particularly private automobiles, contributes significantly to a variety of environmental problems including air pollution (i.e. smog, carbon dioxide, particulates, lead), the "greenhouse effect", water quality problems, and land use conflicts (i.e. roads and parking lots vs. parks and neighbourhoods). Raising awareness of the environmental impacts associated with various transportation alternatives is the first step in identifying actions that can be taken to reduce these impacts. As private automobiles are major contributors to these environmental problems, the actions and choices of every individual will be critical to our success or failure in solving these problems.

At the regular Council meeting of 1990 May 28, Council adopted a recommendation (Manager's Report No. 33, Item 20, p. 28, Council Meeting 1990/05/07) to direct staff to prepare for an environmental event to be held during 1990 October 01-05 to raise public awareness of the impact of transportation on the environment. The recommendation and report were received by the Environment and Waste Management and Traffic and Transportation Committees.

This report is a result of the deliberations of the two committees and outlines a program for Environment and Transportation Awareness Week, an event designed to raise individual awareness of the negative environmental effects of private motor vehicles, to provide information about transportation alternatives, and to encourage individual action and municipal leadership in solving a regional environmental problem by "thinking globally, acting locally."

2.0 PROGRAM FOR ENVIRONMENT AND TRANSPORTATION AWARENESS WEEK

It is proposed that the week of 1990 October 01-05 be declared as "Environment and Transportation Awareness Week" in Burnaby and that the activities described below be sponsored during this week. These activities are described in terms of specific objectives and associated actions that will contribute to achieving these objectives.

1. Information on the Environmental Impacts of Transportation

Objective: To publicize Environment and Transportation Awareness Week and the negative effects of private motor vehicles within the community and to request Burnaby businesses, institutions and other municipalities in the GVRD to sponsor similar events.

Actions

- o Distribute information on the environmental impacts of transportation and Environment and Transportation Awareness Week through community centres, libraries, malls, Municipal Hall, etc.

Dates: September 24-28; October 01-05

Coordination: Planning & Building Inspection

- o Through media publicize "Environment and Transportation Awareness Week".

Dates: September 24-28; October 01-05

Coordination: Mayor's Office; Planning & Building Inspection

- o Request Burnaby businesses and institutions and other GVRD municipalities to sponsor similar events through press announcements and a letter and information package including this report from the Mayor and Council.

Dates: October 01-05

Coordination: Mayor's Office; Planning & Building Inspection

2. Education and Awareness of Transportation Alternatives

Objective: To advise the community, municipal employees and elected and appointed officials of transportation alternatives by providing information on public transit, bicycle routes, potential car pooling opportunities and alternative vehicle fuels.

Actions

- o Station vintage B.C. Transit bus in Municipal Hall courtyard to distribute information on transit routes, schedules and fares; distribute information on bicycle and pedestrian trails, environmental impacts of transportation.

Dates: October 01-05

Coordination: Planning & Building Inspection;
Engineering; B.C. Transit (arrangements confirmed)

- o Provide "car pool" bulletin board for exchange of information between prospective drivers and riders.

Dates: September 24-28; October 01-05

Coordination: Planning & Building Inspection

- o Display B.C. Gas information on conversion of vehicles to natural gas.

Dates: October 01-05

Coordination: Planning & Building Inspection; B.C. Gas (dates confirmed)

3. Participation and Individual Action of Municipal Staff

Objective: To encourage each municipal employee, elected and appointed official who normally commutes to the Municipal Hall via private motor vehicle to use an alternative form of transportation (e.g. public transit, bicycle, walking, car pool, vehicle with alternative fuel) at least once during the week of October 01-05.

Actions

- o Encourage individual departments to establish a voluntary charge or other mechanism to encourage employee parking in the Municipal Hall parking lot with suggested fee based on number of vehicle occupants; distribute proceeds from parking to transit users to assist in offsetting cost of transit. (Disbursements not to exceed cost of transit).

Dates: October 01-05

Coordination: Planning & Building Inspection; Finance

- o Hold a prize draw with entry limited to those who use alternate transportation during the week of October 01-05.

Dates: October 05

Coordination: Planning & Building Inspection; Finance

- o The Chair of the Environment and Waste Management Committee and Traffic and Transportation Committee to promote the Environmental and Transportation Awareness Week amongst staff.

Coordination: Alderman Young and Alderman Sawicki

- o Initiate a survey through B.C. Transit with those staff utilizing transit to help ascertain potential problems.

Coordination: Planning and Building Inspection; B.C. Transit.

3.0 CONCLUSION

Environment and Transportation Awareness Week provides an important opportunity for the Municipality to take a leading role in the region in promoting awareness of the environmental impacts of transportation, particularly at the level of the individual. This awareness on the part of every individual is a critical first step in efforts to reverse the process of degradation of our environment by encouraging individuals to make environmentally appropriate choices of transportation alternatives. It is therefore recommended that Council approve the proposed program of events and the actions to implement these events.

Respectfully submitted,

Alderman J.M. Sawicki
Chair
Environment and Waste
Management Committee

Alderman J. Young
Chair
Traffic and Transportation
Committee

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AGENDA 1990 SEPTEMBER 04
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