

REPORT  
Regular Council Meeting  
1991 February 18

THE CORPORATION OF THE DISTRICT OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE  
(TRANSPORTATION AND TRANSIT DIVISION)

HIS WORSHIP, THE MAYOR  
AND ALDERMEN

A. ENVIRONMENT AND TRANSPORTATION AWARENESS WEEK  
FOLLOW-UP PROGRAMS

RECOMMENDATIONS:

1. THAT staff be directed to allocate 15 spaces in the Municipal Hall/Deer Lake complex as shown on the attached Figure 1 for use by carpools at an estimated cost of \$600.
2. THAT Council approve for consideration within the 1991 Annual Operating Budget the initial Transit Pass Subsidy Program in the amount of \$13,300.
3. THAT staff be directed to make available for sale, BC Transit FareSaver tickets in the Municipal Hall.

R E P O R T

"1.0 BACKGROUND

At the regular Council meeting held 1990 November 13, Council adopted a series of recommendations outlining follow-up actions in support of Environment and Transportation Awareness Week. Included in these actions were the following recommendations:

- 1) THAT Council direct staff to develop a plan, together with implications, to allocate a percentage of parking spaces in the Municipal Hall/Deer Lake Complex for use by carpools.
- 2) THAT Council direct staff to develop a program for municipal participation in the Transit Options Program (TOP), and identify options and financial implications for a full or partial subsidy of employee monthly transit passes and purchase of transit pool passes.

This report is in response to these directives and outlines actions available to Council in relation to these two recommendations.

INTERNAL DISTRIBUTION:  
AGENDA - 1991 FEBRUARY 18  
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- DIRECTOR ENGINEERING  
- DIRECTOR PLANNING & BUILDING INSPECTION  
- DIRECTOR FINANCE

## 2.0 CARPOOL PARKING

The results of the Environment and Transportation Awareness Week follow-up survey were utilized to determine the most probable number of vehicles, within the Municipal Hall staff parking lot, which arrived carrying two or more employees. Approximately 10 percent of all vehicles in the lot met this criteria. As such, of the 217 parking spaces available, at any one time approximately 20 could be allocated to employee car pools. Initially, it is suggested that 15 spaces be allocated strictly for use by employee car pools with these spaces monitored for use and, if required, a further 5 or 10 spaces could be added with Council approval at a later date.

The suggested locations for these spaces are indicated in Figure 1 attached. These spaces have been chosen on the basis of two criteria. Firstly, the proximity to the Municipal Hall entrances and entrance walks has been used with the aim of registering Council's favourable regard towards more efficient use of private vehicles. Secondly, locations have been chosen on the basis of visibility with the aim of visibly emphasizing carpool spaces.

Designated spaces would be marked with a 'Carpool Parking Only' sign similar to the 'Disabled Parking' signs commonly used. A specific logo for this purpose has been designed and the suggested sign incorporating the logo is illustrated in Figure 2 (attached). The cost of producing and installing these signs is estimated to be \$100 per sign with one sign being required on either end of each group of spaces. The total cost for the three groups of spaces originally planned would be approximately \$600.

## 3.0 TRANSIT OPTIONS PROGRAM (TOP)

A further indication of Council's support for alternate modes of travel to work would be the partial subsidization of monthly transit passes. BC Transit has an employee transit pass program called the Transit Options Program (TOP). This program involves the distribution of monthly transit passes directly at the workplace. The commuter TOPS transit pass allows the employee to travel within a specific (1, 2 or 3) zone group during working hours during the entire month purchased. It can also be used by the employee during off-peak hours in all transit zones. The pass must be carried in a corporate sleeve imprinted with the corporation's logo providing some security against use by non-municipal staff. BC Transit information brochures are provided in Appendix 1 attached for the information of Council.

It is suggested that a pilot program be initiated with funding approved for a period of one year and a review to be carried out after a six month period. Two separate objectives can be dealt with under this pilot program. Firstly, employees who presently use the usual BC Transit monthly pass or who regularly use public transport for their work trips, can be partially subsidized. Secondly, departmental 'pool passes' can be purchased with the aim of introducing typical single vehicle users to transit through occasional access to these passes. In addition, more convenient access to the BC Transit Faresaver tickets has also been identified as an incentive for less frequent transit users. Each of these programs is discussed in more detail in the following.

### 3.1 Transit Passes (Farecards) - Partial Subsidization

Employees who frequently commute to and from work should be partially subsidized. This subsidy is in acknowledgment of the benefit that their transit usage has on 1) direct municipal costs through a decrease in the requirement for employee parking spaces and 2) less direct societal costs such as decreased environmental and roadway infrastructure costs.

Administration would involve employee purchase of the pass from the cashier followed by submittal of the receipt for partial reimbursement based on a 25 percent subsidy. The transit pass subsidy would be deemed a taxable benefit and at the time of reimbursement the necessary administrative details would be carried out.

The projected costs for this portion of the program are shown in Table 1 attached. The estimated cost for the frequent user monthly pass for 1991 is \$5,226. The initial use is based on a ridership estimate of 3 percent of all work trips to the Municipal Hall as derived from responses to the Environment and Transportation Awareness Week follow-up questionnaire and includes all employees currently using transit 3 days or more per week. The maximum usage of this program would be 'capped' at 312 monthly passes over a one year period. This would equate to approximately 31 persons in the organization purchasing a monthly pass for 10 months of the year. The larger proportion (9%) of 'occasional' transit users (1-2 days per week) can be expected to take advantage of the Faresaver tickets as described below.

The monthly cost of the transit pass is such that 40 trips per month (20 work days) are required to pay off the cost. These 40 trips, equivalent to 20 work days, signify that without the subsidy, passes would be worthwhile only for employees utilizing to transit 5 days per week. With the subsidy, employees willing to commit themselves to transit use 4 days per week would justify purchase of a pass as well.

### 3.2 Departmental Pool Passes

A pilot program of departmental pool passes is also proposed to be established. These passes would be made available to employees for use, over short trial periods (say one week), for trips to and from the workplace. The program is intended to encourage occasional transit use by eliminating the initial reluctance typically experienced by the private vehicle commuter. These passes would also be available for use for business conveniently linked to the Municipal Hall by transit. Departmental representatives would equitably allocate these passes to employees on a first-come first-served basis for the limited periods. The number of passes would be allocated to the departments on the basis of number of employees discounting employees which require their private vehicles for work purposes, for example community nurses.

### 3.3 Faresaver Tickets

As indicated above, there is a large number of 'occasional' transit users who utilize transit once or twice per week. This group would not benefit from the transit pass subsidies but are important in the effort to encourage occasional transit use. BC Transit Faresaver tickets could be offered for sale from the municipal cashier thereby enhancing the convenience and financial benefits of occasional transit use.

### 4.0 CONCLUSION

The programs identified above underscore Council's commitment to leading the drive in reducing the impact of the private vehicle on the environment. Emphasis is maintained on encouraging individuals to continue to seek alternatives to single occupant vehicles. Car pooling, while maintaining the flexibility of the private vehicle, reduces the volumes of vehicles on the road and increased transit use removes trips from our congested roadways. As such, programs such as those described in the foregoing, not only reduce the negative impacts of auto emissions on the environment, but also reduce the overall use of the road system leading to direct savings to the taxpayer.

The effectiveness of the carpool parking and farecard subsidization programs would be assessed at the end of the six month trial period and be the subject of a further report to Council at that time."

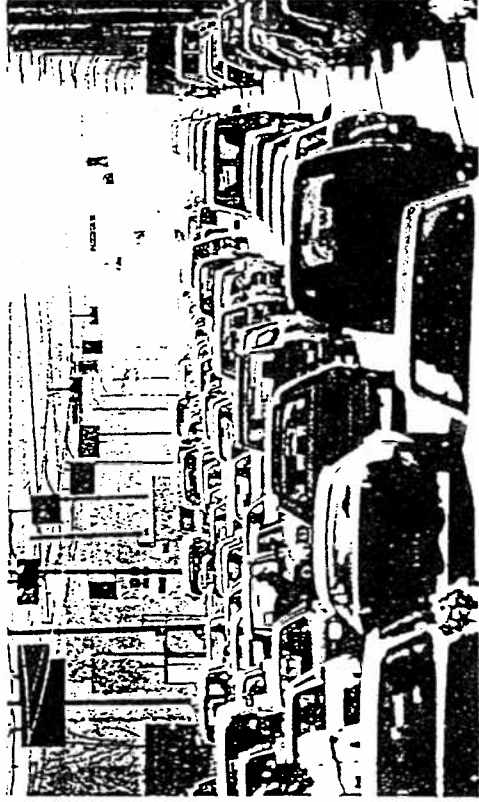
Respectfully submitted,

Alderman J. Young  
Chairman

Alderman D.G. Evans  
Member

Alderman D.A. Lawson  
Member

Alderman C. Redman  
Member



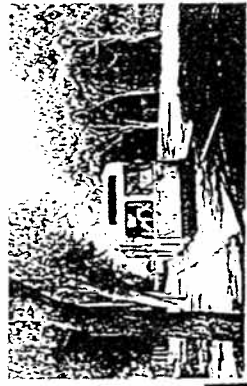
### *The Real Costs of Driving to Work*

Just for a minute, think about the real costs of driving to work.

Most of the kilometres we put on our cars are logged driving to and from work. Every day thousands of us get into our cars, at approximately the same time, and drive - a single occupant per vehicle - in the same direction to get to work.

The result? Traffic congestion, stress, air pollution and significant costs each month just to operate, insure, maintain and park our vehicles.

Air pollution in the Lower Mainland is one of our most serious environmental problems. In fact, motor vehicle emissions are the single greatest contributor to ground level ozone and smog,



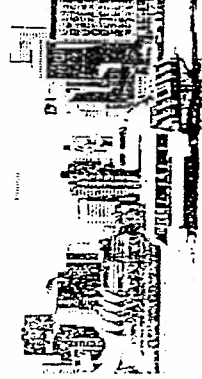
impacting more than three-quarters of the pollutants found in Lower Mainland air.

Then there's stress. It's no fun spending mornings and evenings in bumper to bumper traffic. And the more cars there are, the more time we waste going nowhere.

Insurance, fuel, maintenance and payments can really add up. According to the 1986 Family Expenditure Survey conducted by Statistics Canada, Canadians spend on average \$6,100 a year, about \$500 per month, for their vehicles.

And finally, parking. About 85% of Lower Mainland companies provide employee parking. This is an obvious benefit to employees who drive. But companies committed to cleaning up the environment are beginning to reconsider parking privileges. Even "free" parking isn't really free when you consider mortgage and lease costs.

There must be a better way!

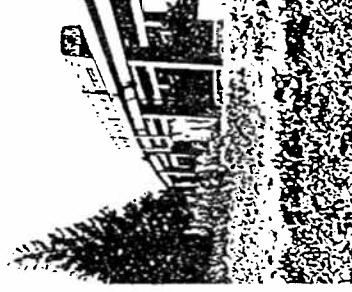


### *Transit: Today's Cure for the Common Commute*

The average car in a Canadian city carries only 1.3 people at a time. Car pooling to work can decrease the number of single occupancy vehicles during rush hour. But as the ultimate car pool, public transit is really the solution.

Already, many commuters use transit. If they didn't, there would be an additional 25,000 cars needing parking spaces in downtown Vancouver every day. Every bus full of passengers at rush hour removes 40 cars from the road.

But if we want to make a serious effort to improve our air quality, more people will have to switch to transit.



## ■ *Reach for the TOP*

BC Transit has developed a program that gives employers a unique opportunity to take positive action against pollution, congestion and the real costs of commuting.

It's called TOP - the Transit Options Program - and it's designed to make it easy for your employees to choose transit as their primary means of getting to work.

TOP is a new kind of monthly transit pass that's available only through employers. Distributed right where people work, each TOP Pass offers employees maximum transit flexibility. And, because it must be carried in a plastic sleeve imprinted with the employer's logo, each TOP Pass is secured against use by anyone outside the participating company.

By putting your company on TOP, you'll be adding the weight of your corporate commitment to that of other business leaders in a concerted effort to protect the environment.

## ■ *The Benefits of Being on TOP*

From life insurance and medical/dental coverage to personal savings plans and fitness programs, your employees probably receive a wide variety of benefits already. Added to your existing benefit package, TOP can make working for your company even more attractive to employees, while making a big difference to the environment.

Each month, many people who commute via BC Transit purchase a monthly transit pass known as a FareCard. A TOP Pass works like a FareCard, but with the added convenience of being available right where the pass-holder works.

We set out to make the Transit Options Program flexible for employers and convenient for employees. You can custom tailor TOP to suit your individual corporate circumstances. Structure your program as a fully or partially subsidized benefit or as a simple employee cash purchase or convenient payroll deduction.

## ■ *TOP is Convenient*

Employees will appreciate the convenience of picking up their monthly transit pass at work whether they pay by

- Cash purchase; or
- Payroll deduction.



## ■ *An Employee Benefit Whose Time Has Come*

TOP enables you to encourage employees who don't ride transit to consider it. And recognize those who do ride transit with a benefit that makes it easier for them to keep up the good work.

- Full subsidy. Employer pays all.
- Partial subsidy. Employer/employee cost sharing.
- Pool passes. Employer buys a number for employees to use for out-of-office meetings. Note: TOP passes are transferable amongst company employees.





### ■ *Here's What You Get When You Sign on TOP*

- A monthly supply of TOP Passes timed to meet your distribution schedule.
  - A supply of TOP Corporate Identity sleeves imprinted with your logo. No charge. (Minimum 25).
  - One-on-one advice from a TOP Counsellor about introducing and administering TOP in your company.
  - A Transit Information Kit containing transit guides, fare brochures, and system timetables for your employees. You will be supplied with updated transit information materials on a regular basis.
  - The convenience of central billing.
- The satisfaction of knowing that your company is taking a leadership role in the fight against air pollution.

### ■ *TOP is for Top Dogs, too*

Many of your employees already use public transit to get to work. But how many of these are middle and upper management? When you offer TOP to your Top Dogs, you offer them the chance to lead by example.

Here are a few ways that your company can encourage your executives to use public transit as part of the regular working day:

- Introduce rotating Transit Days. Executives who use their cars during working hours would take transit on their Transit Day, and schedule their out-of-office appointments accordingly.

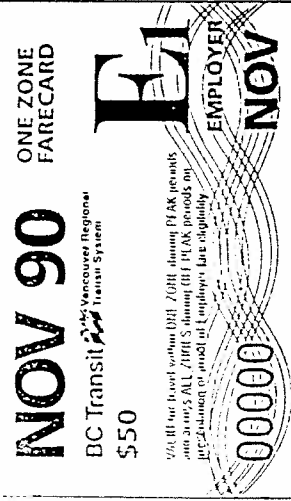
- Encourage use of transit for business meetings to and within Greater Vancouver's various business cores.

- Keep a supply of TOP "Pool" Passes in the office and encourage your executives to set the example by using transit to travel to out-of-office meetings during the work day.

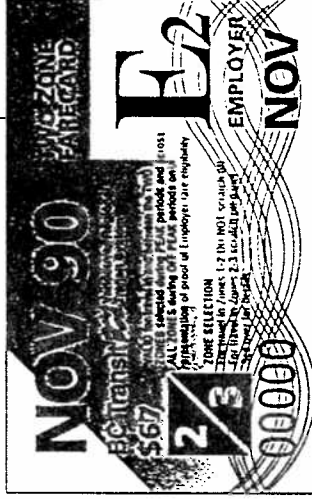


## ■ The Bottom Line

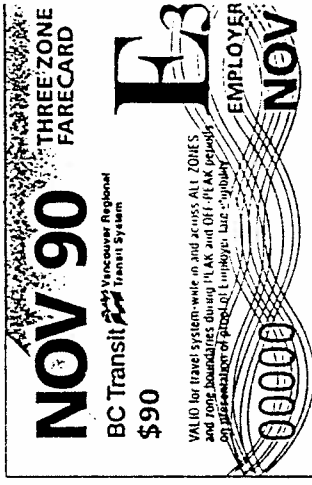
TOP Passes are available for one-zone, two-zone and three-zone travel. They are valid only when carried in your Corporate Identity sleeve, and thus secure against misuse.



**One Zone TOP Pass \$50 per employee**  
Valid during the month shown for unlimited transit via Bus, SkyTrain and SeaBus, within one zone during peak hours, and across all zones during off-peak hours.



**Two Zone TOP Pass \$67 per employee**  
Valid during the month shown for unlimited transit via Bus, SkyTrain and SeaBus, in and between two zones during peak hours, and across all zones during off-peak hours.



**Three Zone TOP Pass \$90 per employee**  
Valid during the month shown for unlimited transit via Bus, SkyTrain and SeaBus, in and across all zones and zone boundaries during peak and off-peak hours.

## ■ How to Get on TOP

Application

1. Fill in the enclosed form to apply for credit clearance. This is essential because TOP Passes are as good as cash.
2. After your credit application has been successfully processed, a BC Transit representative will contact you to complete a contract and establish a monthly ordering and billing arrangement.
3. We will ask you to supply camera-ready artwork of your corporate logo for imprinting on your TOP Corporate Identity sleeve.

## ■ Administration

Once you've decided to put your company on TOP, a BC Transit TOP Counsellor can help you determine an administration and distribution system that will best suit your circumstances.

**Note:** Under current tax laws, the amount of the employers' transit pass subsidy is considered to be a taxable benefit.

## ■ Want to know more?

Call 264-5283 and ask for an appointment with a TOP Counsellor. These trained professionals will help you evaluate the transit requirements of your employees and choose a plan that's right for your needs.



## **A Go Green on TOP**

We can no longer take for granted the clean, clear air that has distinguished our municipalities in North America.

Canadian traffic has been measured as a single lane of vehicles that wraps around the globe one-and-a-half times (and growing!). Obviously, the time has come for us all to consider the serious threat that motor vehicles pose to our environment.

That's why environmental task forces are being established across the country. And why Canada and 23 other nations signed the Declaration of the Hague, a document that commits all Canadians to immediate action to protect the environment.

### **The Transit Options**

Program is an ideal environmental platform for your company. It enables your employees to take direct action just by going to work each day.

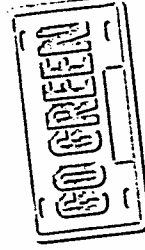
And it can add an extra dimension to your corporate benefits package.

Put your company on TOP today!

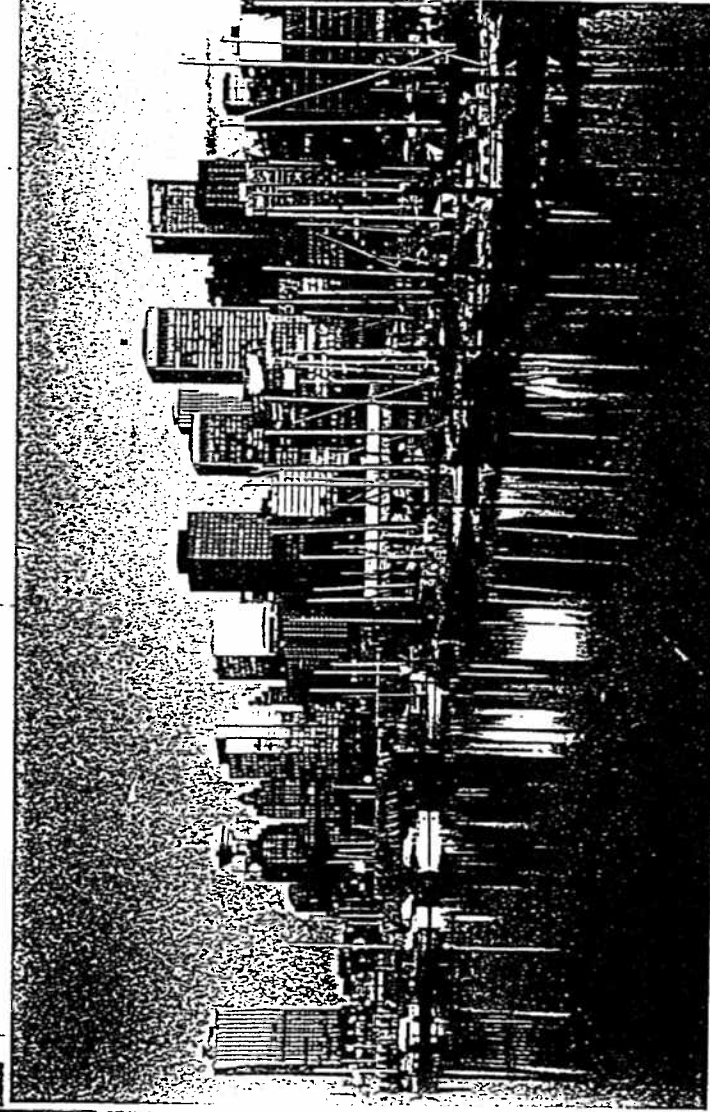
## **A Go Green. Go Transit or Carpool.**

In addition to TOP, BC Transit has introduced a comprehensive new program in cooperation with the Ministry of Transportation and Highways, Environment Canada and the Greater Vancouver Regional District to encourage all area residents to commute by transit or carpool.

For information about introducing a Go Green campaign in your company, call 261-6555.



**Go Transit or Carpool.**



**BC Transit** Member of TransLink  
Transit System

1200 West 73rd Avenue, Vancouver, B.C. V6P 6M2



Printed on Recycled Paper



Date \_\_\_\_\_

COMPANY NAME \_\_\_\_\_  
Address \_\_\_\_\_  
Postal Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Contact \_\_\_\_\_

Type of Business \_\_\_\_\_  
Number of Employees \_\_\_\_\_  
Ownership \_\_\_\_\_  
Commenced \_\_\_\_\_

**BANK REFERENCES**

Bank Name \_\_\_\_\_  
Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

Bank Name \_\_\_\_\_  
Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

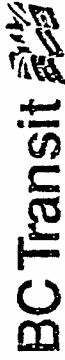
**TRADE REFERENCES**

Name \_\_\_\_\_  
Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

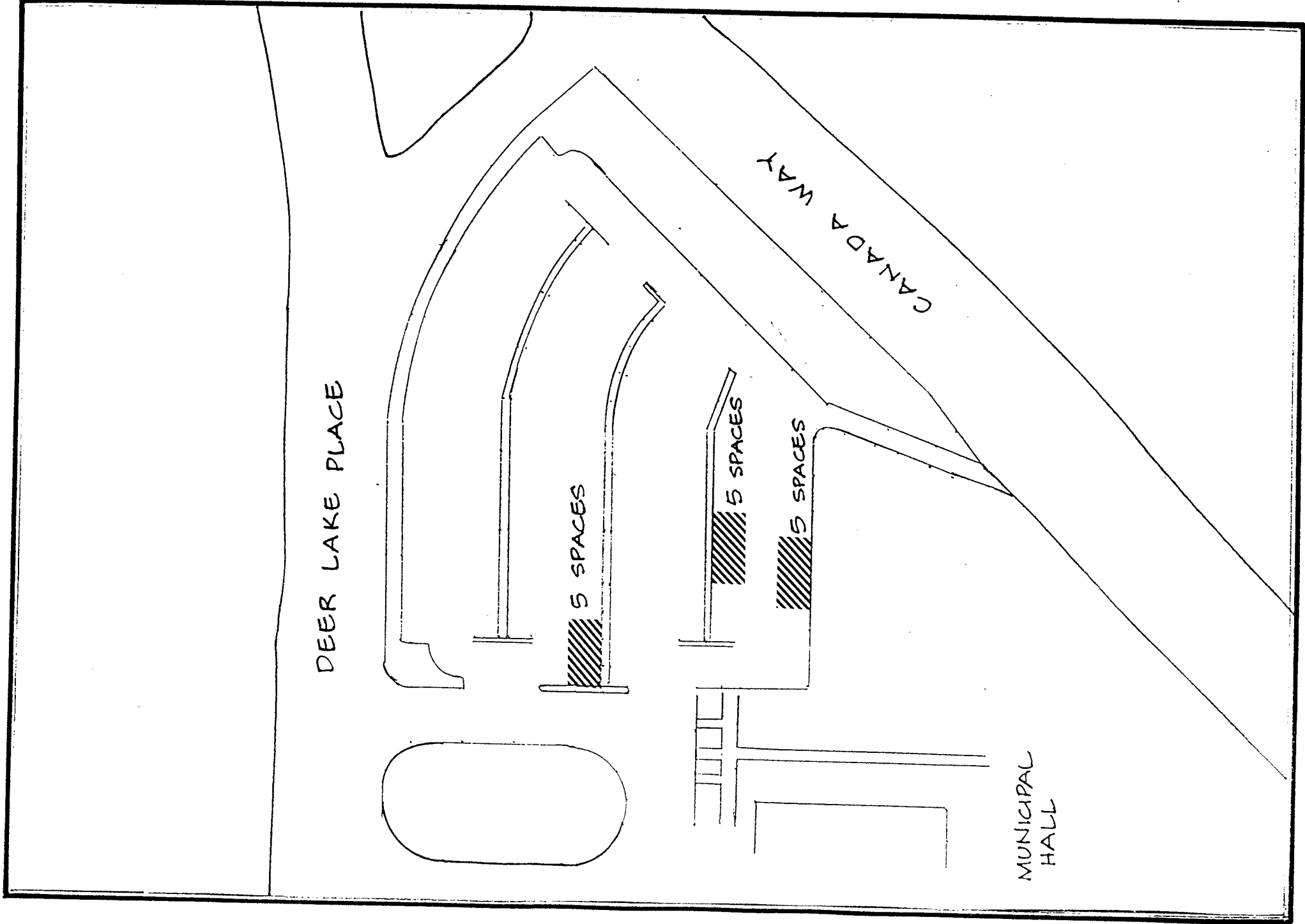
Signed \_\_\_\_\_ Title \_\_\_\_\_

Please forward completed application form to: BC TRANSIT, FINANCE DEPARTMENT, 14TH FLOOR



1200 WEST THIRD AVENUE, VANCOUVER

BRITISH COLUMBIA, V6P 6M2, P.H. 264-5000



Date: 1991 02 07

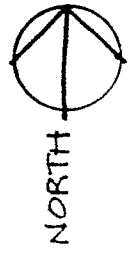
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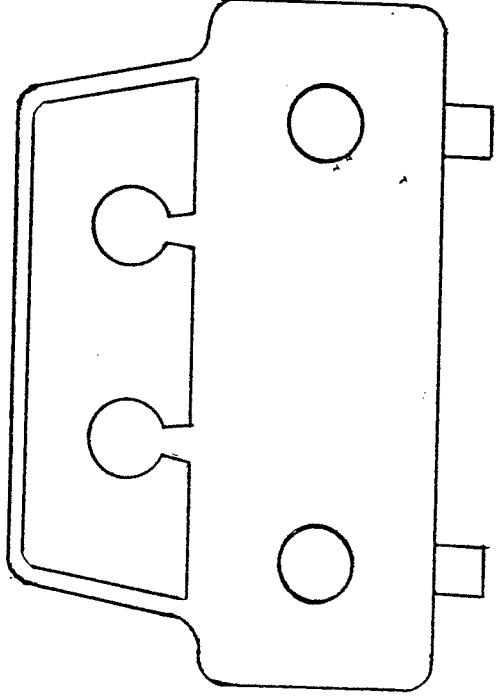
Planning & Building Inspection Department

CARPOOL PARKING SPACE ALLOCATION



NORTH

40



**CARPOOL PARKING  
ONLY**

Date: 1991 02 07

Scale: NTS

Drawn By: MG



Planning &  
Building Inspection  
Department

CARPOOL  
PARKING  
SIGNAGE

FIGURE 2

TABLE #1

TOPS Transit Subsidy - Projected Costs

a) Projected Initial Use

Category	No. Passes (per year)	Costs		Total \$	Subsidy %	Subsidy \$
		Per Pass \$				
Frequent User Monthly Pass	312	67		20,904	25	5,226
Departmental Pool Pass	120	67		8,040	100	8,040
Total						<u>\$13,266</u>

