

TO: CITY MANAGER

1998 May 27

FROM: DIRECTOR PLANNING & BUILDING

OUR FILE: 8.210

SUBJECT: Jack Bell Foundation Carpooling Programs: Requests for City Support

PURPOSE: To advise Council regarding requests by the Jack Bell Foundation for actions in support of carpooling programs.

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**RECOMMENDATIONS:**

1. **THAT** Council support the actions taken on behalf of the Jack Bell Foundation as outlined in Section 2.0 of this report.
2. **THAT** a copy of this report be forwarded to Heather McLaren, Executive and Marketing Director, Jack Bell Foundation.

**REPORT**

**1.0 BACKGROUND**

At its regular meeting of 1998 May 04, Council received a delegation from the Jack Bell Foundation requesting the City's cooperation in promoting car and vanpooling in Burnaby. Specifically the foundation requested the City undertake a number of actions including the following:

- placing four additional Carpool Info 879-RIDE signs in appropriate areas of the City
- placing a brief article on the benefits of carpooling in our City newsletter
- attaching Jack Bell Foundation registration forms to the City's payroll stubs

This report responds to these requests for the consideration of Council.

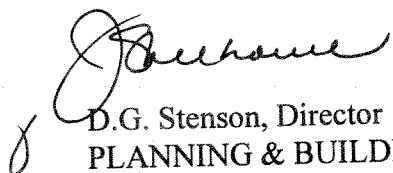
**2.0 PROPOSED ACTIONS**

The programs of the Jack Bell Foundation support the policies of the Burnaby Transportation Plan by promoting carpooling and vanpooling as an alternative mode of transportation to the private vehicle and as a means to carry more people in fewer vehicles. As these programs

have been successful and of benefit to the transportation system and the community as a whole, they are worthy of continuing support from the City. Therefore it is recommended that Council support the following measures on behalf of the programs of the Jack Bell Foundation:

- **Carpool Signs** - since the original twelve signs were placed on arterial roads in the City, the Engineering Department has been working with the Foundation to place additional Carpool Info 879-RIDE signs at appropriate locations in Burnaby. The four additional signs requested can be installed at locations to be determined by the Engineering Department in consultation with the Foundation.
- **Carpooling Article** - an article on carpooling would be placed in the next edition of *InfoBurnaby*. The length of the article, however, would have to reflect the limited space available in the newsletter.
- **Carpool Registration Forms** - the Finance Department is able to attach Jack Bell Foundation registration forms to municipal employee payroll stubs. As this method draws the attention of the most employees, this is a very effective way to distribute information. The Payroll section is prepared to proceed with this on the basis of 1-2 weeks notice.

Council support of these measures would be appropriate among other transportation initiatives being taken by the City of Burnaby during Environment Week 1998. The Jack Bell Vanpooling Programs complement existing City carpooling programs and other alternative transportation initiatives identified in the Burnaby Transportation Plan.

  
D.G. Stenson, Director  
PLANNING & BUILDING

  
RG/sk

cc. Director Engineering  
Director Finance  
Payroll Administrator