

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

Re: ACCESS AWARENESS WEEK ACTIVITIES

RECOMMENDATION:

1. **THAT** Council support the public awareness-raising activities outlined in the *attached* report.

REPORT

The Community Issues and Social Planning Committee, at its meeting held on 1998 May 27, received the *attached* report seeking endorsement of the proposed activities of Burnaby's Access Advisory Committee during Access Awareness Week.

Respectfully submitted,

Councillor C. Redman
Chair

Councillor N. Volkow
Vice Chair

:COPY - CITY MANAGER
- DEPUTY CITY MANAGER - CORPORATE SERVICES
- DIRECTOR FINANCE
- DIRECTOR ENGINEERING
- DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES
- OIC, R.C.M.P.
- DIRECTOR PLANNING AND BUILDING

TO: COMMUNITY ISSUES
AND SOCIAL PLANNING COMMITTEE 1998 MAY 27

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 17.908

SUBJECT: ACCESS AWARENESS WEEK ACTIVITIES

PURPOSE: To seek the Committee's endorsement of the proposed activities of Burnaby's Access Advisory Committee during Access Awareness Week.

RECOMMENDATION:

1. **THAT** the Committee support the public awareness-raising activities outlined in this report.

REPORT

1.0 BACKGROUND

At its meeting of 1998 April 20, Burnaby City Council considered letters from both the Union of B.C. Municipalities (UBCM) and the Social Planning and Research Council (SPARC of B.C.) inviting Burnaby, along with other B.C. municipalities, to proclaim June 1, 1998 as the first annual Access Awareness Day. A proclamation declaring the day will be read by the Mayor at the Council meeting of 1998 June 1. The Mayor will also read a proclamation designating the week of June 1 to June 5, 1998 as Access Awareness Week in Burnaby, reflecting Burnaby Council's continued support for the annual week.

The letter from SPARC outlined that organization's plans to organize a one-day province-wide event on June 1, 1998 to educate drivers of the importance of specially-designated parking spaces for people with disabilities. The letter requested that Burnaby consider participating in the event. A staff note attached to the letter advised Council that Burnaby's Access Advisory Committee would be meeting with representatives from SPARC to discuss ideas for Burnaby's possible participation.

As envisioned by SPARC, the event would consist of volunteers monitoring designated parking spaces in public and semi-public parking lots (ie. those in shopping centres, medical clinics) on June 1, 1998. Their aim would be to determine the extent to which the spaces are mis-used during business hours. The volunteers would leave information pamphlets and mock tickets on the windshields of cars which are parking in designated spaces illegally. They would not confront drivers abusing the designated spaces.

Burnaby's Access Advisory Committee is willing to undertake the organization and co-ordination required to stage a modest event if the Community Issues and Social Planning Committee supports Burnaby's participation. The members of the Committee acknowledge that this is the first annual Access Awareness Day in British Columbia and that, from both time and resource perspectives, it would be best to keep Burnaby's participation to a minimum in 1998. In this way, the Committee members could learn from the experience and, if it were deemed appropriate, expand participation in future years.

This report outlines the proposed activities for the Access Awareness Day event, as well as other potential initiatives during Access Awareness Week.

2.0 THE JUNE 1, 1998 EVENT

As the proposed co-ordinating body for the event in Burnaby, the role of Burnaby's Access Advisory Committee would be to:

- ▶ ascertain which other Burnaby-based organizations with an interest in disability issues are interested to provide volunteers for the event
- ▶ identify - with the help of the other groups - the parking lots which will be monitored
- ▶ assign organizations and their volunteers to specific locations
- ▶ provide volunteers with a clear description of their role
- ▶ ensure volunteers are provided with the SPARC-produced information pamphlets and mock tickets
- ▶ debrief with participating organizations regarding the use/mis-use of designated parking spaces

SPARC has provided the Access Advisory Committee with a list of Burnaby-based organizations with an interest in disability issues. At the time of writing, the following groups, in addition to the Access Advisory Committee itself, have indicated that they would commit volunteers for the event:

- ▶ Burnaby Association for the Mentally Handicapped
- ▶ Canadian Mental Health Association - Burnaby Branch

The focus of the activities would be a limited number of parking lots in selected shopping centres, medical clinics, libraries, and recreation and community centres. Parking spaces in other lots which have proved problematic in the past could also be considered at the request of participating organizations or individuals. Should the event be endorsed by the Community Issues and Social Planning Committee, staff would seek authorization from representatives of semi-public parking lots for the monitoring activities. As well, each organization which has indicated an interest in participating would be sent a letter outlining the expectations of the volunteers. A copy of the proposed letter is *attached* as **Appendix 1**. Copies of the mock ticket and information pamphlet which would be handed out are *attached* as **Appendix 2**. SPARC has indicated that both television and print media are interested in covering the event and has asked Burnaby staff to identify a location where the monitoring activity can be covered. With the Committee's concurrence, staff would do so.

3.0 OTHER RELATED ACTIVITIES

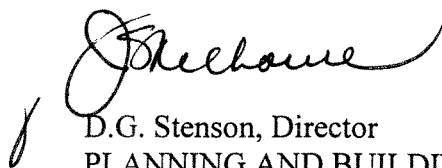
In addition to the concerted effort on June 1, 1998, the Access Advisory Committee and SPARC are hoping to educate the general public about designated parking for persons with disabilities through posters and the media. SPARC has produced posters which will be posted in City Hall and the City's libraries and recreation/community centres. An information bulletin which would be forwarded to the two local community newspapers has been prepared by staff. A copy of the information bulletin is *attached* as **Appendix 3**. The information bulletin would be accompanied by a letter written by a Burnaby resident with disabilities which focuses on the importance of designated parking spaces in the daily lives of persons with disabilities. It is the Access Advisory Committee's hope that, prompted by these materials, the newspapers would promote both June 1 and Access Awareness Week in general.

4.0 CONCLUSION

British Columbia's first Access Awareness Day has been designed to raise awareness among drivers of the importance of designated parking spaces to persons with disabilities. Acknowledging the need to start a new project on a small scale in order to learn from experience, and given time and resource constraints, Burnaby's Access Advisory Committee proposes to co-ordinate Access Awareness Day activities in Burnaby on a modest scale for

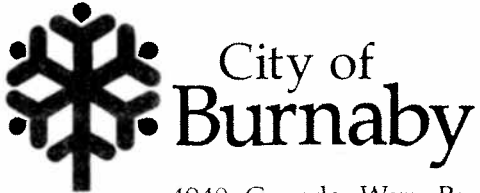
1998. The event would involve a small number of volunteers monitoring the use of designated parking spaces in selected public and semi-public parking lots, and providing offending drivers with information about the purpose of such parking spaces.

The Access Advisory Committee requests the support and endorsement of the Community Issues and Social Planning Committee in participating in this province-wide initiative.


D.G. Stenson, Director
PLANNING AND BUILDING

JS\sa
Attachments (3)

cc: City Manager
Deputy City Manager - Corporate Services
Director Engineering
Director Finance
Director Parks, Recreation and Cultural Services
Officer-in-Charge, RCMP



City of
Burnaby

4949 Canada Way, Burnaby, B.C. V5G 1M2
Community Issues and Social Planning Committee
c/o Office of the City Clerk

Telephone: (604) 294-7295
Fax: (604) 294-7537

May 27, 1998

Dear :

Thank you for agreeing to participate in Access Awareness Day activities in Burnaby on June 1, 1998.

As you are aware, Social Planning and Research Council of B.C. (SPARC) is organizing a province-wide event on that day to educate drivers of the importance of specially-designated parking spaces for people with disabilities. The City of Burnaby's Access Advisory Committee, an advisory committee to the Planning Department, has agreed to co-ordinate the event in Burnaby.

By now, volunteers with your organization will have volunteered or been assigned to monitor a particular public or semi-public parking lot in Burnaby during business hours on June 1, 1998. Please ensure that the volunteers understand their role, which is:

- ▶ to monitor the use of the designated parking spaces at that location
- ▶ to leave an information pamphlet and mock ticket on the windshield of any vehicle parked in a designated space without a valid SPARC parking placard. (Volunteers will be provided, through the Planning Department, with the SPARC-produced pamphlets and mock tickets.)
- ▶ to record the number of abuses of designated parking spaces over the course of the day for submission to Burnaby's Access Advisory Committee

The purpose of the event to provide drivers, in a polite and courteous manner, with information as to the importance of designated parking spaces in the daily lives of people with disabilities. **Under no circumstances are volunteers to engage in a confrontational exchange with drivers of identified vehicles.** After the June 1, 1998 event, you will be contacted by City staff to discuss the experience of your volunteers at their particular locations and to make arrangements to collect their record of abuses.

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Once again, thank you for agreeing to participate in this event. If you have any questions about the role of volunteers or about the co-ordination of the event in Burnaby, please do not hesitate to call Joan Selby, Social Planner, at 294-7299.

Yours truly,

Councillor Celeste Redman, Chair
COMMUNITY ISSUES AND
SOCIAL PLANNING COMMITTEE

JS:sa

**If you don't want to be in my place,
then please, don't park in my space!**

ACCESS AWARENESS DAY
is an initiative of the Social Planning and Research Council of BC.
This event is jointly organized by SPARC of BC and the Union of BC Municipalities,
UBCM #15 - 10551 Shellbridge Way, Richmond, BC V6X 2W9. Phone (604) 270-8226

Did you know...



that the people allowed to park in these specially designated spots may have either a hidden disability such as arthritis, heart disease, emphysema, stroke, cancer, multiple sclerosis, fibromyalgia, lupus, diabetes, asthma, brain tumor. Or, they could also have a visible disability resulting from polio, spinal problems, degeneration

of the bones, frail quadriplegic, paraplegic, amputation, Parkinson's disease, muscular dystrophy, or cerebral palsy?

DID YOU KNOW that it is an offense under the Motor Vehicle Act to park in the designated spots without proper permit?

DO YOU KNOW that you can apply for a permit at Sparc of BC?

ACCESS AWARENESS DAY is an initiative of the Social Planning and Research Council of BC. This event is jointly organized by SPARC of BC, and the Union of BC Municipalities.

For more information contact:
Sparc of BC
#106 - 2182 West 12th Avenue
Vancouver BC V6K 2N4
Phone (604) 718-7733

PLEASE NOTE THAT YOU ARE PARKED IN A DISABLED ZONE WITHOUT A VALID PERMIT!

This space has been reserved for the use of people who, because of an illness or accident, find it very difficult to move about. As good citizens, we should show some compassion and understanding by leaving these few parking spaces free for their use. It is just possible that you may have to legally use this space yourself sometime in the future. If you feel that you might qualify for a permit and would like an application form, contact :

SPARC of B.C. Parking Permit Program for People with Disabilities
106A - 2182 West 12th Avenue, Vancouver, B.C. V6K 2N4

Tel: (604) 718-7744

twist slightly to hang THIS SIDE FACES & remove from mirror THE WINDSHIELD

PLACARD NUMBER
[Blank box for placard number]

RECOGNIZED BY OVER 85 MUNICIPALITIES IN THE PROVINCE OF BRITISH COLUMBIA

JAN		JUL
FEB		AUG
MAR		SEP
APR		OCT
MAY		NOV
JUN		DEC

1996	1997	1998	1999	2000
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INFORMATION BULLETIN

This year, SPARC of B.C. (Social Planning and Research Council) is sponsoring the first annual Access Awareness Day on June 1, 1998. Endorsed by the Union of B.C. Municipalities, the one-day province-wide event will coincide with the beginning of National Access Awareness Week, June 1 - 5, 1998. All B.C. municipalities have been asked to become involved by proclaiming June 1, 1998 as Access Awareness Day, and by participating in an event to highlight the importance of specially-designated parking spaces for persons with disabilities.

At the Burnaby City Council meeting of 1998 June 1, Mayor Douglas Drummond will read a proclamation declaring Access Awareness Day. He will also declare June 1 - 5, 1998 Access Awareness Week in Burnaby. Also on Monday, June 1, 1998, volunteers with various Burnaby-based organizations with an interest in accessibility issues will be monitoring the use of designated parking spaces in selected public and semi-public parking lots. The volunteers will leave information pamphlets and mock tickets on the windshields of cars which are parked in designated spaces illegally. The hope is that once drivers understand how critical designated parking spaces are to disabled persons, they will not park in them but leave them available for use by those who really need them. The volunteer effort is being co-ordinated by Burnaby's Access Advisory Committee. The Committee, comprised of Burnaby residents with disabilities, and City and health region staff, is advisory to the City's Planning Department.

There is an increasing need for public education about the use of designated parking spaces. Having the use of designated parking spaces really makes a difference in the lives of people with disabilities. The extra-wide, conveniently-placed parking spaces make it possible for people with a broad range of mobility impairments to get safely to work, school, recreational activities, and medical appointments, and to take part in community life. Despite efforts over the past eleven years (through National Access Awareness Week activities) to raise awareness about the needs of people with hidden and visible mobility problems, able-bodied drivers continue to park in the specially-signed spaces. Activities during Access Awareness Day will focus on raising public understanding of this issue and others facing people with disabilities. The hope of Burnaby's Access Advisory Committee is that by promoting issues affecting people with disabilities during a specially-proclaimed Day and Week, public awareness will be increased EVERY day all year long.

This Information Bulletin is accompanied by a letter written by a Burnaby resident with disabilities which focuses on the importance of designated parking spaces in the daily lives of persons with disabilities.

For more information on the June 1, 1998 designated parking event in Burnaby or on Access Awareness Week in general, contact Joan Selby in the Burnaby Planning Department at 294-7299.

* To be forwarded to the *Burnaby Now* and the *Burnaby News Leader*.

