

BURNABY BICYCLE ADVISORY COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: STATUS OF BICYCLE RACK ADVERTISING PROGRAM

RECOMMENDATION:

1. *THAT* Council receive the *attached* report for information.

REPORT

The Burnaby Bicycle Advisory Committee, at its meeting held on 1999 January 28, received the *attached* correspondence from the Director Planning and Building providing an update on the status of the Bicycle Rack Advertising Program.

The Committee requested that the correspondence be forwarded to Council for information.

Respectfully submitted,

Mayor D. Drummond
Chair

Councillor D. Lawson,
Vice Chair

Copy - CITY MANAGER - DIRECTOR PLANNING - DIRECTOR ENGINEERING
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TO: **BICYCLE ADVISORY COMMITTEE** 1999 JANUARY 20

FROM: **DIRECTOR PLANNING AND BUILDING**

SUBJECT: **STATUS OF BICYCLE RACK ADVERTISING PROGRAM**

A long standing initiative of the Burnaby Bicycle Advisory Committee was the 1995 June 26 recommendation that staff be authorized to pursue implementation of an advertising-based bike rack program for commercial districts. This recommendation followed a 1995 May 25 report to Council identifying the general need for bicycle parking facilities on City property in established commercial districts. Staff pursued an advertising-based bike rack program where bike racks equipped with a panel for advertising would be supplied, installed and maintained by a private advertising company at no direct cost to the City. All advertising racks would remain the property and liability of the advertising company.

The City initiated a process to select a private operator and developed an acceptable agreement under which to operate the program. An agreement was reached with Seaboard Advertising Company and the first phase of installation of 68 racks is now complete. It is anticipated that 150 bicycle advertising racks will eventually be installed in both existing and redeveloped commercial districts. The anticipated completion date of this project will coincide with redevelopment in commercial districts.

Operational administration of this program is by the Traffic Division of Engineering while Seaboard Advertising Company supplies, installs, and maintains the racks and administers the advertising space. The City reserves the right to not allow advertising it deems inappropriate or which raises objections from adjacent businesses. The term of the agreement is for five years, with assessment after one year of operation.

The bicycle rack advertising program is seen as an effective means of encouraging cycling as a means of everyday transportation and is in support of the Burnaby Transportation Plan goals of cycling as an alternative mode of transportation.

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D.G. Stenson
Director Planning and Building

MP:lf
cc: Director Engineering
Attention: Traffic Division
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