

CITY OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE
(TRAFFIC SAFETY DIVISION)

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: TRAFFIC AND CYCLIST SAFETY BROCHURES

RECOMMENDATIONS:

1. **THAT** Council approve in principle the production of Traffic Safety and Bicycle Safety brochures discussed in this report and the intended distribution to primary school aged children attending school within Burnaby.
2. **THAT** Council authorize staff to pursue outside sources of funding for the production of the safety brochures.
3. **THAT** a copy of this report be sent to the Burnaby School Board and ICBC

REPORT

The Traffic and Transportation Committee (Traffic Safety Division), at its meeting held on 2001 June 05, received and adopted the *attached* report to respond to the Committee request for the development of safety brochures modelled on those produced by the City of Richmond.

Respectfully submitted,

Councillor D. Evans
Chair

Councillor B. Der
Vice Chair

Councillor G. Begin
Member

<p>: COPY - CITY MANAGER - DIRECTOR ENGINEERING - DIRECTOR FINANCE - OFFICER-IN-CHARGE, R.C.M.P.</p>
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City of Burnaby

INTER-OFFICE COMMUNICATION

TO: TRAFFIC SAFETY COMMITTEE **DATE:** 2001 05 28

FROM: ASST. DIRECTOR ENGINEERING,
TRAFFIC & ENGINEERING SYSTEMS **FILE:** 55-11-01

SUBJECT: Traffic and Cyclist Safety Brochures

PURPOSE: To respond to the Committee request for the development of safety brochures modelled on those produced by the City of Richmond

RECOMMENDATION:

1. **THAT** the committee approve in principle the production of Traffic Safety and Bicycle Safety brochures discussed in this report and the intended distribution to primary school aged children attending school within Burnaby.
2. **THAT** staff be authorized to pursue outside sources of funding for the production of the Safety brochures.
3. **THAT** a copy of this report be sent to the Burnaby School Board and ICBC.

R E P O R T

1.0 INTRODUCTION

During the New Business portion of the 2001 March 06 Traffic safety Committee, two information brochure's produced by the City of Richmond addressing bicycle safety and traffic safety around school and playground zones were discussed. Arising from this discussion, staff were directed to pursue production of similar brochures for Burnaby. The modified brochures have now been completed and are attached and marked as exhibit's 1 and 2 for review. As the brochures draw heavily on the ones developed by Richmond permission from that City to use their design as a base has been sought an obtained.

2.0 DEMAND

To estimate demand we have assumed that these brochures would be distributed to all primary school aged children attending public and private schools in Burnaby. Current attendance figures indicate that almost 13,500 children attend public primary schools, while an additional 1,650 attend private schools throughout the City. This equates to a potential distribution total of approximately 15,150.

3.0 COST

The difference in scope between the traffic safety brochure and cycling insert results in a significant difference in unit cost of printing. The estimated costs to produce the Traffic Safety brochure would be \$ 0.30 each, compared to a unit cost of \$ 0.10 for the Bicycle Safety brochure for a range of possible production \$0.40. Applying these cost to the expected distribution, the total cost of production would be in the order of \$ 6,000.00

4.0 FUNDING

The Richmond brochure received funding from a number of sponsors including most significantly ICBC Auto Plan agents. A request for funding from this source needs to originate with the City School District which will also be asked to share in costs. Accordingly the City's share, if the project proceeds, is not known.

5.0 CONCLUSION

Should this program be approved in principle by the Committee, staff would pursue funding from the ICBC Road Sense Program and the school board. It is noted that funds for the production of the brochures are not budgetted for by the City.

Prior to printing and distribution, staff would report back to the Committee on the details of the potential funding sources, as well as any cost implications to the City.



P. Liivamagi, P. Eng.
ASST. DIRECTOR ENGINEERING,
TRAFFIC & ENG. SYSTEMS

AE
cc: City Manager
RCMP

