

TO: CITY MANAGER

2001 February 06

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: APPLICATION FOR COST SHARING
BICYCLE MAP PRINTING

PURPOSE: To seek Council approval of a grant submission to the Ministry of Community Development, Cooperatives and Volunteers under the Greening Communities Initiative Demonstration Projects Fund.

RECOMMENDATIONS:

1. **THAT** staff be authorized to apply to the Ministry of Community Development, Cooperatives and Volunteers for cost sharing assistance under the Greening Communities Initiative Demonstration Projects Fund for printing of the Burnaby Bicycle Map as described in this report.
2. **THAT** a copy of this report be forwarded to the Environment and Waste Management Committee and the Bicycle Advisory Committee for information.

REPORT

1.0 BACKGROUND

The Greening Communities Initiative Demonstration Projects Fund is a cost sharing program funded by the province and administered by the Ministry of Community Development, Cooperatives and Volunteers. The purpose of the program is to provide up to 75% funding assistance to communities and local governments in developing and expanding efforts to address climate change at the local level. This initiative forms part of the British Columbia Climate Change Business Plan, the province's comprehensive strategy for meeting climatic environmental challenges.

2.0 PROPOSED APPLICATION - BURNABY BICYCLE MAP

The Burnaby Bicycle Map is a valuable tool to encourage recreational and commuter cycling and way-finding within Burnaby. In previous years, the Burnaby Bike Map has been widely sought after by the cycling community as well as the general public. The current edition originally printed in 1999 May has been out of stock for some time.

In response to the City's expanded cycling network and requests for bicycle map and route information from the public, staff have developed a revised and improved bicycle map (see *attached* Figure 1). The proposed new edition indicates the three levels of bicycle facilities identified within the Council adopted Burnaby Transportation Plan (Urban Trails, Alternative Cycle Roads, and Cycle Roads), as well as the Trans Canada Trail, major parks, schools, community facilities, shopping areas, large institutions such as BCIT and SFU, and TransLink bus routes with permanent bike rack service. The back of the map contains information about cycling safety, etiquette, public transportation and other cycling-relevant information. The map would be two colour and approximately 16" x 18" in size when unfolded, and when folded would fit within a typical brochure distribution cabinet.

It is felt that an application for cost shared funding to the Greening Communities Initiative Demonstration Projects Fund for printing of the bicycle map would be successful for several reasons:

- cycling is an alternative to vehicle transportation and hence supports climate change initiatives;
- inclusion of TransLink bus routes with permanent bike rack service allows for multi-modal bike-transit-bike trips. The potential partnership between bikes and buses is again an alternative to the single occupant vehicle as it offers the door to door convenience and independence of the single occupancy vehicle and can be used for trips of greater distance.
- a map informs potential cyclists of safe routes for their journeys and hence reduces barriers to cycling;
- a map can act as a motivational tool for exploration of the City's cycling network;

3.0 MAP PRODUCTION AND COSTS

The print run for the previous edition was 5,000 copies. As this supply was exhausted within eight months staff suggest that 15,000 copies of the revised map be printed at a total cost of approximately \$4,000 including all taxes. Maps would be free to the public and would be distributed to all City facilities including community and recreational centres, libraries, the Burnaby Tourist Information Centre at Metrotown, and City Hall. A printable copy would also be available upon the City's web page.


If so directed, staff would apply for 75% funding from the Greening Communities Initiative Demonstration Projects Fund. The remaining 25% funding would utilize the current Planning operating budget.

4.0 CONCLUSION

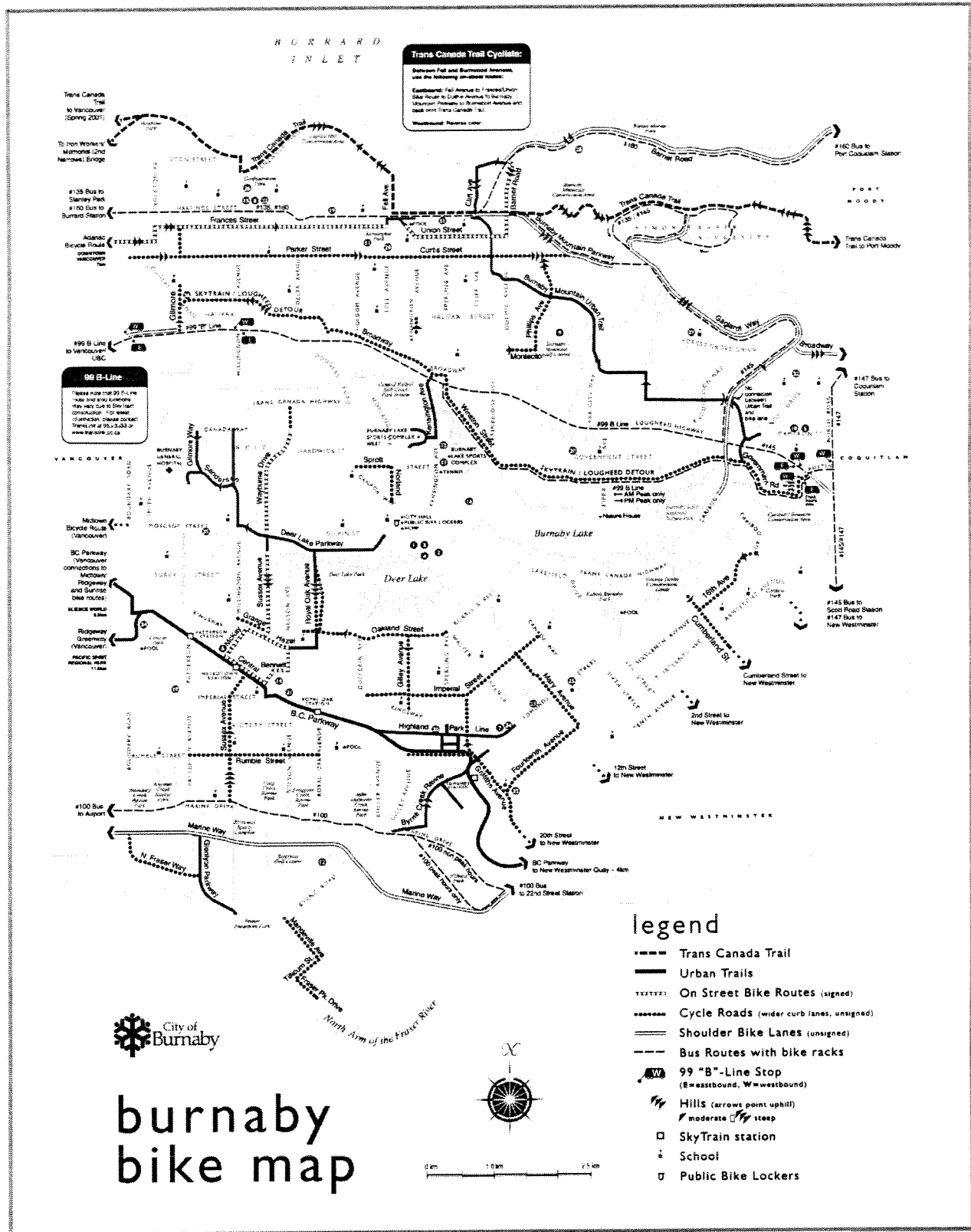
Printing of a revised edition of the Burnaby Bicycle Map would support the alternative transportation goals of the Burnaby Transportation Plan and the Official Community Plan, and is anticipated to meet the Greening Communities Initiative Demonstration Projects Fund's selection criteria.

It is requested that Council authorize staff to pursue application to the Ministry of Community Development, Cooperatives and Volunteers for 75% cost sharing assistance under the Greening Communities Initiative Demonstration Projects Fund for printing of the Burnaby Bicycle Map as described in this report. The remaining 25% funding would be met by the City.

Application for funding to assist in printing of the bicycle map would not jeopardize other future City funding applications to the Greening Communities Initiative Demonstration Projects Fund.


D.G. Stenson
Director Planning and Building

MP:lf
Attachment
cc: Director Engineering
Director Finance
Director Parks, Recreation and Cultural Services



Scale: N.T.S.
 By: DAC
 Date: 2001 January 31

Project:
Existing Bike Routes

Figure 1