

CITY OF BURNABY

TRANSPORTATION COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: CITY CONTRIBUTION FOR CYCLING GUIDE

RECOMMENDATIONS:

1. **THAT** Council authorize payment of \$8,500 from the Boards, Committees and Commissions budget to Better Environmentally Sound Transportation, for preparation and distribution of a customized Cycling Guide in the City of Burnaby.

REPORT

The Transportation Committee, at its Open meeting held on 2005 March 09, received and adopted the *attached* report requesting financial support for publication of a customized Cycling Guide in the city.

Respectfully submitted,

Councillor Nick Volkow
Chair

Councillor D. Evans
Vice Chair

Councillor L. Rankin
Member

COPY:	CITY MANAGER CITY CLERK DIRECTOR ENGINEERING DIRECTOR FINANCE DIRECTOR PARKS, REC. & CULT. SERVICES DIRECTOR PLANNING AND BUILDING
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TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

2005 March 9

FROM: DIRECTOR PLANNING AND BUILDING

OUR FILE: PL 90400 - 01

SUBJECT: CITY CONTRIBUTION FOR CYCLING GUIDE

PURPOSE: To request financial support for publication of a customized Cycling Guide in the city.

RECOMMENDATION:

1. **THAT** Council be requested to authorize payment of \$8,500 from the Boards, Committees and Commissions budget to Better Environmentally Sound Transportation, for preparation and distribution of a customized Cycling Guide in the City of Burnaby.

REPORT

1.0 BACKGROUND

The City's Transportation Plan states that "...greater efforts must be made to promote alternative modes of transportation...", including cycling. Our primary promotional tool to date has been the Burnaby Bike Map, which is available for pick-up at City facilities, or can be down-loaded from our web site.

Now, Better Environmentally Sound Transportation (BEST) is producing a regional Cycling Guide. This will be about 20 pages long, and will, therefore allow for more comprehensive information than can be accommodated in the four-page Burnaby Bike Map. It is anticipated that the Cycling Guide will include things such as:

- safety tips;
- rules of the road;
- examples of bike route signage;
- information for taking your bike on transit;
- where to park your bike;
- tips for children;
- health benefits of cycling;
- how to stay dry in the rainy season; and
- sources of additional information.

The Cycling Guide is based on a similar, successful project in Ottawa. It presents information in an accessible, visual format that is easy to browse through or read in detail.

Though much of the brochure's contents will be the same for the entire region, BEST is proposing that part of the brochure be customized for each municipality. This would include a message from the Mayor and Council, inclusion of the City's bike map, other City-specific information, City recognition on the cover, etc.

The Cycling Guide is to be distributed as an insert to VanNet Newspapers. Locally, this would mean the Burnaby Now. As such, it will reach most properties in the City. To maximize awareness of the Guide, BEST's work program includes a communications plan with a web site, press releases, advertisements, and prizes.

2.0 FINANCE

BEST has already received funding commitments from the federal government and TransLink to cost-share on the Guide. They are also asking the individual municipalities to share in the cost. Because the costs are shared by several different agencies, the cost to any one organization is modest. BEST is requesting \$8,500 from the City of Burnaby, which is less than 4% of the total project cost.

BEST intends to distribute the Guide to half the region in 2005, and the other half in 2006. Cities scheduled for 2005 are Burnaby, New Westminster, Vancouver, and Richmond. It is our understanding that the latter three have already approved their cost-sharing contribution to the Cycling Guide.

3.0 CONCLUSION

It is recommended that Council be requested to authorize payment of \$8,500 to Better Environmentally Sound Transportation, for preparation and distribution of a customized Cycling Guide in the City of Burnaby. Should this recommendation be approved by Council, funds would be drawn from the Boards, Committees and Commissions Budget.



J.S. Belhouse, Director
PLANNING AND BUILDING

SR/jc

cc: City Manager
City Clerk
Director Engineering
Director Finance
Director Parks, Recreation & Cultural Services

