

CITY OF BURNABY

TRANSPORTATION COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BURNABY BIKE MAP IN 2005

RECOMMENDATION:

1. **THAT** Council authorize the printing and distribution of 5,000 copies of the Burnaby Bike Map as outlined in this report.

REPORT

The Transportation Committee, at its Open meeting held on 2005 April 20, received and adopted the *attached* report to obtain authorization to print and distribute 5,000 copies of the Burnaby Bike Map. The cost of producing the bike map is estimated at \$1,400 and funds may be allocated from the Committees, Boards and Commissions annual budget.

Respectfully submitted,

Councillor Nick Volkow
Chair

Councillor D. Evans
Vice Chair

Councillor L. Rankin
Member

COPY: CITY MANAGER CITY CLERK DIRECTOR ENGINEERING DIR. PLANNING & BLDG. DIRECTOR FINANCE DIRECTOR PARKS, REC. & CULTURAL SRVS.
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TO: CHAIR AND MEMBERS
TRANSPORTATION COMMITTEE

2005 April 13

FROM: DIRECTOR PLANNING AND BUILDING

OUR FILE: PL 90400-10

SUBJECT: BURNABY BIKE MAP IN 2005

PURPOSE: To obtain authorization to print and distribute 5,000 copies of the Burnaby Bike Map.

RECOMMENDATION:

1. **THAT** Council be requested to authorize the printing and distribution of 5,000 copies of the Burnaby Bike Map as outlined in this report.

REPORT

1.0 BACKGROUND

The City's Transportation Plan states that "...greater efforts must be made to promote alternative modes of transportation...", including cycling. Since 1998, one of the means of achieving this has been the production and distribution of the Burnaby Bike Map. Updated every year or two, the Burnaby Bike Map:

- supports alternative modes and the reduction of greenhouse gas emissions;
- includes transit information to support multi-modal trips;
- informs potential cyclists of safe routes for their journeys, and, thus reduces barriers to cycling; and
- can act as a motivational tool to encourage exploration of the City's cycling network.

2.0 CIRCULATION AND COST

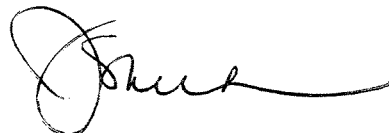
The Burnaby Bike Map is a valuable tool to encourage recreational and commuter cycling and way-finding within Burnaby. The present supply is almost exhausted. For 2005, we are proposing to produce 5,000 updated copies.

The production of 5,000 copies of the map is estimated to cost \$1,400. It is proposed to fund this from the Boards, Committees and Commissions budget, as has been done in previous years. Maps would be free to the public and would be available at City facilities including community and recreational centres, libraries, the Burnaby Tourist Information Centre at Metropolis, and City Hall. It will be available on the City's web site, and will also appear as one page in the May issue of InfoBurnaby (subject to availability of space).

On 2005 March 21, Council approved cost-sharing with various other governments in the production of a regional Cycling Guide. While the two projects are both bike-related, they are quite different in form and purpose from each other. Our regular Burnaby Bike Map is a more map-based information resource, available to residents and tourists who cycle in the city. It is available at many City facilities, and is well received by the target audience (based on number of copies distributed and feedback received). In contrast, the regional Cycling Guide is targeted primarily at people who are not presently cycling, or are only cycling occasionally. It is a 20-page booklet that is able to convey more information and is designed to overcome the obstacles of the new or occasional rider, by providing answers to many of the reasons that people give for not cycling. The two publications are different in their form and presentation, and serve different roles and audiences.

3.0 CONCLUSION

The Burnaby Bike Map supports the alternative transportation goals of the Burnaby Transportation Plan and the Official Community Plan. It is requested that the Transportation Committee request Council to approve this year's printing and distribution of the Burnaby Bike Map.



J.S. Belhouse, Director
PLANNING AND BUILDING

SR/jc

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

