

NORTH SHORE SRA LETTER CAMPAIGN

COMMUNITY LETTERS TO NORTH VANCOUVER DISTRICT COUNCIL

Our children's safety plays a large role in our transportation choices, and parents have a louder voice than we expect. The North Shore Safe Routes Advocates, a small group of 6 parents in 2 years have:

- Achieved a number of active transportation infrastructure enhancements
- Been awarded 2 grants to fund our active transportation initiatives
- Assisted 12 schools with active school travel
- Sit on traffic and safety committees with all 3 North Shore municipalities
- Have built strong partnerships with the RCMP, Community Speed Watch, ICBC, HUB, BC Biking Coalition, TravelSmart, Heart & Stroke, Coastal Health, Bike Right, HASTE, and North Shore Safety Council
- Featured in the North Shore News and CBC Radio
- Spoken at the North Shore Active Transportation Workshop
- Participated in the Kids in Hall City of North Vancouver event

Now we need your support.

North Vancouver District Council is currently planning their upcoming budget. With the population growth on the North Shore, the current traffic congestion and the lack safe routes for active modes of travel, we feel the DNV is missing a key staff position: a Mobility Manager.

The District requires a dedicated Mobility Manager, who will optimize budgets by turning to lower-cost, non-traditional solutions to reduce traffic congestion, increase safety for all road users, improve efficiency of the movement of goods, invigorate local businesses, and attract outside investment – all by better balancing the needs of motorists with a more hospitable environment for people walking and biking. These solutions are sometimes unconventional, almost always less expensive than conventional infrastructure responses, and tend to be highly inclusive, bringing communities together and improving quality of life. Solutions are only possible if the challenges are approached with a decidedly creative mindset.

Here is a link to more information on mobility management:

<http://wcel.org/transportation-demand-management>

Our 6 voices now need your help. Please write an email to the mayor and council, below is an easy template.

Dear Mayor Walton and Council,

My name is _____ and I have lived for ____ years at _____. I am writing in support of the SRA's request for a dedicated Mobility Manager in the upcoming budget.

Pick a paragraph or write your own

The speed and sheer volume of vehicles in the school zone is staggering. The SRA has increased the awareness of school zone safety, and feel a Mobility Manager at the DNV could leverage this parent power to increase active transportation and reduce the school zone traffic.

The DNV is missing out on several grant funding opportunities (ICBC, provincial government, etc.) mainly because we don't have a staff position dedicated to Mobility Management. As a result, we are leaving money on the table! Let's invest in a dedicated staff position for Mobility Management, someone who can facilitate and optimize transportation improvements and foster behaviour change—so that we can address the traffic issue and improve quality of life in the North Shore.

The congestion on the North Shore is at a breaking point; as Councilor Hicks pointed out, "You can't spend your way out of congestion". We need to consider unconventional, less expensive, creative solutions. It is time the DNV budget for a Mobility Manager to try and solve the gridlock.

I feel that monies allocated to the Active Transportation Fund are a great start: use them to fund a dedicated Mobility Manager, and increase the safety for all road users.

I want our streets to be safer for walking to and from school. I understand there may be potential concerns about the cost benefit of such a position. However, similar jurisdictions (Vernon, Kamloops and Whistler) have invested in this position. By establishing a staff position dedicated to Mobility Management, the DNV would optimize the return on investment of our infrastructure improvements, making our tax dollars go the extra mile.

Thank You,

Cut and paste the following Email address:

Richard Walton - rwalton@dnv.org

Roger Bassam - rbassam@dnv.org

Lisa Muri - lmuri@dnv.org

Doug MacKay-Dunn dmackay-dunn@dnv.org

Gavin Joyce - gjoyce@dnv.org

Steve Ono - sono@dnv.org

Carol Sartor – carol.northshoresra@gmail.com

Matthew Bond - mbond@dnv.org

Jim Hanson - hansonj@dnv.org

Robin Hicks - hicksr@dnv.org

David Stuart - dstuart@dnv.org