

PLANNING AND DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: MOVING IN A LIVABLE REGION LITERACY CAMPAIGN

RECOMMENDATION:

1. THAT Council authorize staff to promote and participate in the Moving in a Livable Region Campaign dialogues and public literacy campaign on mobility pricing with the SFU Morris J. Wosk Centre for Dialogue.

REPORT

The Planning and Development Committee, at its meeting held on 2021 November 23, received and adopted the attached report requesting Council authorization to promote and participate in the Moving in a Livable Region Campaign with the SFU Morris J. Wosk Centre for Dialogue.

Respectfully submitted,

Councillor P. Calendino
Chair

Councillor S. Dhaliwal
Vice Chair

Copied to: Chief Administrative Officer Deputy Chief Administrative Officer / CFO Director Corporate Services Director Engineering Director Planning and Building

TO: CHAIR AND MEMBERS
PLANNING AND DEVELOPMENT COMMITTEE

DATE: 2021 Nov 16

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 94000 20

SUBJECT: MOVING IN A LIVABLE REGION LITERACY CAMPAIGN

PURPOSE: To request Council authorization to promote and participate in the Moving in a Livable Region Campaign with SFU's Centre for Dialogue.

RECOMMENDATION:

1. **THAT** the Committee request Council authorization to promote and participate in the Moving in a Livable Region Campaign dialogues and public literacy campaign on mobility pricing with the SFU Morris J. Wosk Centre for Dialogue.

REPORT**1.0 INTRODUCTION**

Moving in a Livable Region (MLR) is a stakeholder-led consortium convened by Simon Fraser University's (SFU) Morris J. Wosk Centre for Dialogue, to advance public understanding and discourse on issues of regional mobility and land use priorities.

The consortium is now launching a two part civic literacy campaign aimed at raising public awareness and understanding on the topic of mobility pricing, through the provision of impartial, clear information on the definitions, background, and context for the ongoing mobility discussions in Metro Vancouver. The City of Burnaby has been requested by the Centre for Dialogue to participate in the MLR campaign.

This report seeks Council authorization for staff to collaborate on this civic literacy campaign and subsequent community dialogues to increase citizen awareness on mobility pricing.

2.0 POLICY SECTION

The proposed campaign supports direction provided by numerous Council policies including the *Corporate Strategic Plan* (2017), *Climate Action Framework* (2020), *Environmental Sustainability Strategy* (2016) and *Social Sustainability Strategy* (2011). The campaign also aligns with the policy directions contained within the draft *Burnaby Transportation Plan*, "Connecting Burnaby," expected to advance for Council consideration in the near term.

3.0 BACKGROUND

Led by the SFU Morris J. Wosk Centre for Dialogue, Moving in a Livable Region (MLR) is a broad based consortium with representation from a wide range of stakeholders including provincial, regional

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and municipal governments, environmental, active transportation and mobility organizations, non-profits, boards of trade, business associations, academics and student organizations, industry, health authorities, Simon Fraser University, and the University of British Columbia.

In the past, the MLR has sought to engage and educate residents and stakeholders of the Metro Vancouver region on various transportation issues, in pursuit of a more resilient, equitable, economically strong, and healthy region. It has worked to build understanding and support with the public and other stakeholders on regional mobility and land-use priorities around the following themes:

- shaping a healthy region;
- growing the economy;
- combating climate change; and
- building equity for all.

3.1 Mobility Pricing in Metro Vancouver

Mobility pricing is a broad term which encompasses a range of fees for use of transportation services. However, there is often confusion or lack of understanding about what the term means, and the options it includes. In general terms, mobility pricing refers to how we pay for different parts of the transportation system, including through user fees. One such type of user fee is road pricing – a tool used to manage demand and increase the efficiency and fairness of the transportation network, while raising funds for transportation infrastructure or services. Other forms or mechanisms of user fees include such items as transit fares, car insurance, fuel taxes, parking fees and tolls, to name a few.

Discussion of mobility pricing has a long history within the Metro Vancouver region. In the 1990s the Greater Vancouver Regional District's *Transport 2021 Long Range Plan (1993)* and the *Livable Region Strategic Plan (1994)* introduced the idea of road pricing as a tool to shape travel demand, reduce congestion and raise revenues for transportation improvements. Since that time, there have been numerous studies and public engagement efforts that included mobility pricing in the region. These include:

- 2011 – Metro Vancouver's regional growth strategy *Metro Vancouver 2040: Shaping Our Future* called for the implementation of demand management measures such as user-based pricing within the transportation sector.
- 2013 – *Moving in Metro*, hosted by MLR, included public engagement on road pricing in the region.
- 2014 – The 10 Year Vision released by the Mayors' Council on Regional Transportation included mobility pricing as a funding mechanism to pay for investments in transportation infrastructure in the region.
- 2017/2018 – The Mayors' Council on Regional Transportation and TransLink established the Mobility Pricing Independent Commission to explore and report on the potential of a pricing system for the region that could manage congestion, promote fairness and support investment.

Through these processes it has become increasingly clear that there is a lack of public understanding of mobility pricing options, pointing to the need to raise civic literacy about the topic. Further, as evidenced through the COVID-19 pandemic which saw shifting priorities on how road space is prioritized and allocated, and the ever-growing challenges faced by the regional transportation system,

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an opportunity has arisen to engage citizens in gaining a better understanding on how the region funds and pays for mobility, and what options are available moving forward.

3.2 Moving in a Livable Region Campaign

The MLR consortium is launching a two part civic literacy campaign aimed at raising awareness and understanding of mobility pricing without advocating for a particular policy outcome. The campaign aims to elevate the public's understanding of how we currently pay for mobility, identifying and understanding what the underlying issues in our mobility and land use systems are, and what options are available to advance the conversation. The aim is to ensure that there is a more nuanced understanding of mobility pricing and its relationship to congestion, affordability, equity and climate change in the region.

The first part of the campaign focusing on civic literacy launched in mid-October, and will run to into December. It includes a mobility pricing information website, and an opportunity to provide feedback or seek additional clarification. In the spring of 2022, the second part of the campaign will commence with in-community public engagement dialogues across the region. These more in-depth activities will enable residents and city leaders to discuss issues around mobility and land-use planning, and discuss their own values and priorities within a mobility context. This campaign provides the City with an appropriate opportunity to advance civic awareness, understanding and engagement on an important topic facing the City and the region as a whole.

Staff recommend support of the campaign through the provision of marketing and communication support, and promotion and participation of the dialogues in Burnaby. This work would be undertaken with existing staff resources and within existing budgets.

4.0 CONCLUSION

This report provides a broad outline of the civic literacy campaign on mobility pricing launching across Metro Vancouver.

It is recommended that the Committee recommend that Council authorize the promotion and participation in the Moving in a Livable Region consortium with the SFU Morris J. Wosk Centre for Dialogue on the Literacy Campaign on Mobility Pricing.



for: E.W. Kozak, Director
PLANNING AND BUILDING

LL:sa/tn

cc: Chief Administrative Officer
Director Corporate Services
Director Engineering
City Clerk