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June 26, 2002

DVBIA POSITION: **DOWNTOWN TRANSPORTATION PLAN (DTP)**

Preamble:

- During the past twenty years, the decrease in vehicle trips to and within the downtown and a relative absence of congestion within the core have been as a result of two occurrences: the construction of new downtown residential units and the introduction of SkyTrain.
- During this same time, very few, if any punitive TDM (transportation demand management) measures were employed to get single occupant vehicle commuters to switch to other, more environmentally friendly modes of transportation.
- It is important to note that even during last year's four-month transit strike that the dire predictions that the roadways would get clogged with commuters in their own respective private vehicles did not materialize. Downtown commuters walked, biked and carpoled to work during the strike, and many have opted to continue to do so after the buses were rolling again.
- What the above points illustrate is that the residents of the Lower Mainland will opt for more environmentally friendly modes of transportation when given practical and affordable choices (money and time). Modifying behaviour with incentives is much easier than doing so with disincentives.

The DVBIA Position on the DTP:

- The DVBIA believes that the DTP must, first and foremost, maintain and enhance the economic viability of downtown as the premier business address in the region and province. The businesses located downtown should be regarded as a cherished asset that requires nurturing and care because commerce is both the economic generator for the City and its primary source of tax revenue.
- The DVBIA supports any initiative that retains and improves downtown's accessibility by all modes of transportation. However, new and never tried initiatives (i.e. bike lanes on major arterial roadways downtown) must be implemented with caution so as to not negatively impact on other users (i.e. transit riders) and business, or create unwanted results such as increased congestion and pollution.
- The DVBIA proposes that the City establish a Benchmarking, Implementation and Review Committee comprised of City staff, residents, and representatives from TransLink, the downtown business community and other stakeholders. This committee would establish benchmarks, advise City staff on the implementation of programs, facilitate more consultation with the stakeholders, assess the effects of the various programs being implemented, and recommend changes to City Council's appropriate standing committee for its consideration.



- The establishment of this committee would result in participation from the community in transforming the plan into reality and making City staff, City Council and the community as a whole accountable for the plan and its outcomes.
- The DVBIA applauds City Council for its decision in regards to contracting with Jacobs and Macdonald to redesign Granville Street. In the spirit of this bold step, we urge Council to defer all DTP recommendations pertaining to Granville Street (i.e. Recommendations RN2, RN6, RN7, TR7, TR8, TR15, TR16 and perhaps others) while the consultants undertake their work.