



November 7, 2015

Mayor and Council of the District of North Vancouver
355 West Queens Road
North Vancouver, BC

Re: Support for Dedicated Transportation Demand Management Position

Dear Mayor Walton and Councillors,

Through this letter the HUB North Shore Committee would like to voice its support for the District of North Vancouver to hire a dedicated resource for Transportation Demand Management.

We understand that the North Shore Safe Routes Advocates will be presenting to Council on November 9th, 2015 about transportation demand management and that healthy and sustainable transportation is important to District of North Vancouver residents. The HUB North Shore Committee supports this initiative and encourages Council to take action on their request.

The benefits of transportation demand management to the community and municipality include greater return on infrastructure investments, reduction in traffic congestion, a stronger local economy, improved affordability and better community health. Managing transportation demand can be more cost-effective than increasing road capacity, especially where land is constrained and the population is growing as in North Vancouver.

We believe the goals of the District's transportation plan and Official Community Plan can only be reached through proactive transportation demand management. A dedicated transportation demand management resource would help advance



walking, cycling and transit use throughout the District by coordinating and integrating departmental efforts; and building strong partnerships with other municipalities, governments, and governmental agencies. It would allow the District to take full advantage of the opportunities from new developments and infrastructure improvements.

A staff position dedicated to transportation demand management could also help the District take better advantage of the opportunities presented by HUB to Council on October 26, 2015 where we encouraged planning for all ages and abilities cycling connections between the District's new centres, the Ironworkers Memorial Bridge, and at the new Keith Road and Mountain Highway Interchange.

In support of transportation demand management,

Tony Valente,
Chair, HUB North Shore Committee

CC:

Gavin Joyce, General Manager Engineering, Parks & Facilities, District of North Vancouver

Steve Ono, Engineering Services Manager/Deputy General Manager, District of North Vancouver

Erica Geddes, Section Manager Transportation, District of North Vancouver

Barry Rueger, Chair Transportation Consultation Committee, District of North Vancouver

Carol Sartor, North Shore Safe Routes Advocates

Alice Miro, Manager Health Promotion BC & Yukon, Heart and Stroke Foundation