



Getting Mileage from Park Board Vehicles

Excerpted from Minutes 2015-12-14

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MOVED by Commissioner Kirby-Yung

SECONDED by Commissioner Coupar

WHEREAS:

1. The Vancouver Park Board is one of the only elected bodies of its kind in Canada;
2. Vancouverites have great reason to be proud of their Park Board as it works to protect and expand green space, as well as deliver valued recreational services and leisure activities;
3. Despite growing demands on the Park Board as its scope of service delivery increases with new and expanded parks, community centres, and urban forest requirements, the operating budget provided by the City of Vancouver to meet the Board's mandate has been a declining percentage of the City's overall budget;
4. The Park Board has been successful in generating revenue to supplement and support its annual operating budget; this revenue is generated through a number of Park Board operated assets, which include: three golf courses, three pitch and putts, two marinas, the Stanley Park miniature train, the Bloedel Conservatory, and VanDusen Gardens, as well as a number of independently-operated restaurants and attractions;
5. The Park Board has a large fleet of service vehicles comprised of cars, buses, boom trucks, dump trucks, pickup trucks, and vans, which currently numbers 168 vehicles in total; and
6. The recommendations in this motion have been unanimously endorsed by the Park Board's Marketing & Business Development Committee.

THEREFORE BE IT RESOLVED:

- A. THAT the Vancouver Park Board direct staff to commence a pilot initiative wrapping a number of Park Board vehicles to promote Park Board facilities and attractions as the marketing and communications budget allows;
- B. THAT consideration be given to vehicles that are on the road frequently, such as pickup trucks, and to ones that are based out of different maintenance yards across the city; and



- C. FURTHER THAT such car wraps focus on Park Board branding to raise awareness of the services delivered to Vancouverites, as well as to profile special events and festivals such as VanDusen Festival of Lights or the Stanley Park Easter, Ghost, and Christmas Trains.

CARRIED UNANIMOUSLY