

TRANSPORTOPIA PROJECT

Surrey Citizens Transportation Initiative (SurreyCITI) has spent 3 years studying how we move in the City of Surrey. First, with a little team varying with time from 6 to 12 people, we searched how to improve transportation, and organized a few debates that gathered each around 20 people. We produced a dossier that was introduced to the City Hall's Transportation Committee in September 2010. Finally, in November 2011, we organized 2 debates on our preferred subject during the Municipal Election Campaign which gathered around 50 people each.

The Transportopia Project is the logical outcome of those three years. We came to the conclusion that if we wished our suggestions to be realized we had to start implementing them concretely on our own, with our means. So, the idea to begin with a local, flexible Car-Pooling Co-op was worked on, followed by an extension of it through a phone call service. Then, for not only promoting cars traffic, we had the idea of favouring bicycling through making it secure to park bikes in city centres and offer bike rentals, and that it could be done through the same co-operative way to make renting affordable, but obviously in partnership with malls or city halls of the Surrey area.

The Car Pooling part of the co-op being easier to start, with less means and no obligatory partnership, we could start them in a near future. Bike parking lots demanding partnership can be started when contacts with businesses and city halls come to fruition.

This project could seem either utopian (which it is in a way) or almost the opposite: insignificant, compare to big projects like Street Cars or Rapid Transit Buses, but it actually could transform the way we move in the Surrey/ Langley/North Delta/White Rock area. Ideally it could even, if successful beyond imagination, make the improvements of public transportation and of new street pavements not necessary.

Imagine a group of cities where people move either through car-pooling or through biking! The extension of sky train, construction of street cars lines or even a rapid buses network wouldn't be necessary. Less cars driving in the streets would make paving new roads and enlarging existing ones not necessary either. So much tax payer money saved! Therefore, this money, actually much less, could be used for developing separate bike lanes and as subsidies to help the Transportopia Project come to fruition and being implemented in a bigger way than through only non-profit organizations. Nonetheless and through those, it could be a success but would need more time.

Imagine how other cities would envy us and ask us to help them to realize their own Transportopia. The Surrey/Langley/North Delta/White Rock people could be proud of having started this Transportopia Project. Thinking outside the box is always difficult at the beginning. Then when used to a practice, it seems obvious to have started it. Co-operation between municipalities and the partnership of businesses could be a great asset for this project to come to fruition. See developments and details of this project in the following pages.

GUIDE

|TRANSPORTOPIA MAIN FEATURES:

TRANSPORTOPIA HAS TWO OPTIONS: REGULAR AND SUPER.

REGULAR: CAR-POOLING “DRIVE OR RIDE”

(Regular option is free)

SUPER: PHONE CALL SERVICE, SECURE BIKE PARKING AND ROUTES, WORKSHOP.

(Super Option: \$ 10 membership, reimbursed if leaving the co-op, and \$ 15 annual fee):

A different way of Car-Pooling, mainly locally (regular option, page 3):

Drive: A green flag with **|T|** on members’ car when wishing to transport someone;

Ride: A green breastplate with **|T|** pinned on members’ clothes when wishing to be transported;
(Shared cost of rides: 2 to 10 cents/km depending on how many riders and if agreed detours).

Car-Pooling with phone call service (Super option, page 4):

Through a co-op phone line, you tell where you are and where you go.

So you are always sure to find car-pooling partners at any time anywhere you are.

A bicyclists’ Dream becoming true (Super option, page 5):

A safe way of bicycling through calm routes, with maps provided;

Secure, guarded bike parking lots in town centres in co-operation with malls and city halls;

A system of renting scooters and bikes with baskets to move in town centres and in between them;

Paid members take care of bikes safety and bikes and scooters rental, and register new members.

An innovative Workshop to get eco-friendly vehicles (Super option—page 6):

To improve car efficiency with the help of car mechanics;

To transform gas engines cars into electric engines cars (mechanics and electricians);

To built a prototype of a solar car.

This second phase will be implemented when the co-op has more financial means.



Special Programs (page 6)

Co-op Plan (page 7)

Sample of a flyer (page 9)

Registration Form (page 10)

Ride Record (page 11)

E-mail: Transportopia@yahoo.ca

Website: [www.transportopia.?](http://www.transportopia.)

See videos at: ?

Address: ?

Phone # : ?

Write your member # here: _____

|T| A DIFFERENT WAY OF CAR-POOLING, MAINLY LOCALLY:

Its purpose is mainly for transportation in between (with abbreviations):

North Delta (ND), White Rock (WR), Langley Centre (LC), Langley Brookwood (LB), Langley Murrayville (LM), Walnut Grove (WG), and Surrey: City Centre (CC), Guildford (G), Fleetwood (F), Newton (N), Strawberry Hill (SH), Kennedy Heights (KH), Fraser Heights (FH), Port Kells (PT), Cloverdale (C), Clayton/Willowbrook (CW), Sullivan/Woodward Hill (SW), Reedville (R), Panorama Ridge (PR), South Surrey (SS), Grandview Heights/Kensington (GK), Semiahmoo (SH), Sunnyside (S), Elgin (E), Ocean Park (OC), Crescent Beach/Heights (CB).

Rules: Visible, simple, practical, saving money and safe:

Visible: |T| as |Transportopia

Each member receives a green flag, a breastplate, both with |T|, and a co-op card.

Simple:

When you drive your car and wish to save money on gas, you get your flag on.

When you wish to save money on car or on bus, pin the breastplate on clothes.

School students can pin the banner on backpack and walk along sidewalk,

They are picked up when a secure place is found by driver to stop safely.

A list of other co-op members is given to parents (See school program further).

Practical:

Be waiting on a place for the car to stop safely, with the pinned banner.

Eventually, you can write on a card board the letters of the area you go to.

The pick-up is done in secure places like streets with large shoulders, or

At intersections where the car can turn right to calm streets where it's safer to stop.

No stopping allowed on busy streets except if they have large shoulders.

Exceptionally, pick-up can be done at intersections (at red light) when cars are stopped.

The driver and the rider show their co-op ID card to each other.

For security and statistical purposes, the ride is recorded on a sheet.

Saving money:

The cost of the rides is shared (free for -16 years old to go to school):

Cost for gas is approx 10 ¢/km for a small car;

Shared cost: 5 ¢/km for 1 rider; 3 ¢/km for each of 2 riders; 2 ¢/km for each of 3 riders.

For agreed detours: 10 ¢/km for 1; 6 ¢/km for 2; 4 ¢/km for 3.

Safe:

You can refuse to go with anyone if you feel like it, for any reasons.

For example, ladies can choose to be driven only by ladies.

Membership can be stopped for inappropriate behaviour.

An elected board decides on conflicting issues.

Quarterly general and monthly local meetings allow discussion and friendship.

ICBC insures liabilities of each member other than usual ones.

T | CAR-POOLING WITH PHONE CALL SERVICE (Super option):

(This service is mainly for member who have a cell phone)

Basic Principles:

Either a driver or waiting for a ride (rider), you can phone the co-op operator.

You then tell your location at the moment (and where you go).

If driving, you update your location every few minutes.

Of course, you do it with your cell phone only when stopped.

This allows you to be told where there is someone to car-pool with.

The rider is warned so as to be ready to be picked up soon.

As a rider, if no driver is on the way to your location, a car can make a detour.

But you have to accept that the ride is going to be more expensive.

It's going to be 10 ¢/km for the whole detour (approx number of km given).

Same for destination, driver and rider can agree on the cost of a detour.

Sharing other costs and detours:

This phone call service also allows drivers to ask for sharing other costs.

It can cost as much as 40 ¢/km for all car owners' expenses of a small car.

(Gas, maintenance, insurance, price of car, etc)

So, drivers are allowed to ask for 20 ¢/km as share from the rider.

They can ask even for more, until 40 ¢/km if they wish, for detours.

Shared costs have to be written on ride sheet (see last page).

The extra cost for pickup is given and agreed on during the phone call.

Detours can be outside the Surrey/North Delta/Langley/White Rock area.

It only has to be agreed on between driver and rider.

Numbers given in previous page (more riders) can be doubled for 20 ¢/km.

They can be multiplied by 4 for 40 ¢/km.

Special Pickup Volunteers:

A member can agree to pick up another member even if not driving.

It has to be noticed to the operator when a driver-member is available to do it.

However, the share from the rider can be as much as for detours.

Big Cars Costs:

Gas cost for vans, pick-ups, big cars can be as much as 20 ¢/km.

It can be as much as 80 ¢/km if one includes all other expenses.

So, shared costs vary from 20 ¢ to 40 ¢/km (as much as 80 for detours).

All the numbers given previously for small car shared cost can be doubled.

For detours or special pickup they can be multiplied by 4.

Again, it has to be agreed on before the ride or during the ride.

Members without cell phones can participate in that service as riders.

They can phone from home and be picked up there with a detour cost.

| T | A BICYCLISTS' DREAM BECOMING TRUE (Super option):

No more risk of bike theft!

Malls, businesses and schools are encouraged to install more bike racks:

In malls, bikes are guarded there for 25 ¢ during on foot errands;

Schools install locked bike enclosures to favours biking (see school program);

Moving through city centres is made easy!

Bikers can rent scooters at the malls guarded racks (50 ¢ per hour):

Car drivers (members) are also able to rent a scooter.

They can be used by kids, but not under 6 and with parent supervision.

Respect of pedestrians goes through having appropriate speed on scooter;

In some places, like in shops, only walking with the scooter is allowed;

They will have baskets to bring back goods.

Risks of bike riding injuries are decreased through:

Maps provide by the co-op to ease bicycling, including:

VACC's showing the safest and less polluted routes;

Ecolocoop Oops Loops' hooping Surrey (Bike routes in calm streets and parks)

Members can go to www.surrey.ca/cycling to see bike maps: Surrey City's maps;

Then scrolling down to bottom of page for "other cycling routes:"

Tim's VACC maps and Michel's Oops Loops.

Those maps will be given to members who ask for them.

You can also ask for the Oops Loops at ecolocooplib@yahoo.com.

Later, and with cities agreement, bike routes will be shown:

Signs on poles and green paint on asphalt.

Those routes are mainly for ease of going from one town center to another.

A different motivation could be to make people discover parks in between.

The goal is to bike and discover calm and beautiful routes in our city.

Later, bike rental can be organized also in parks.

A bike rental is organized to ride between racks and between town centres:

A \$ 1 fee for each hour.

A bike can be picked up at a location and given back to another.

Bike racks security and bikes & scooters rentals are serviced by members.

They are paid 25 % of the fees, and 25 % of fees given through them.

They are an important part of the promotion of the co-op through their visibility.

A closed canopy-tent makes the facility more casual.

Coffee and drinks are sold for conviviality and making it more profitable.

| T | AN INNOVATIVE WORKSHOP TO GET ECO-FRIENDLY VEHICLES: (Super option)

For members to:

- Work on their car, helped by car mechanics.
- Install proven systems to consume less gas.
- Transform gas engines cars into electric engines cars with help.
- Do so many other things in order to make vehicles more eco-friendly.
- Work on a prototype of a solar vehicle.

It has already been done by handy men elsewhere, so why not in Surrey?

See www.youtube.com: search for solar or electric vehicles.

Lots of small inventors made their own vehicle.

Actually, we look for those interested to help in those domains.

This workshop will be open when enough financing is found

| T | SPECIAL PROGRAMS:

School program:

Parents (members of the co-op) can motivate schools to participate in:

- Promoting biking to school
- Promoting Carpooling to school
- Promoting biking can be pretty simple:
 - Bikes have to be secured in safe locked enclosure.
- School principals have to be convinced of investing in those enclosures.
 - Promoting Carpooling can be done through the co-op.
 - Parents (members) can get special material for their kids:
 - A small T-banner to pin on backpack;
 - A card to show to member-drivers.

Parents get a list of other parent-members of the co-op in same school.
So they know the names and phone numbers of other parent-members.

Colleges and universities of Surrey can be involved in the co-op too.
Because they are adults, they can become members as any other people.
However special stops can be made in front of their college for carpooling.

Red Nose program:

All over Canada, there are Red Nose programs for people who can't drive.

They help people with too much alcohol in their blood to go home.

The co-op can be part of this program, motivating people to be members.

Professional associations' Program:

A partnership is possible with professional associations.

Their members can also be part of the co-op as individuals.

| TRANSPORTOPIA CO-OP MEMBERSHIP FORM # _____

(All pieces of information given here are strictly kept for co-op work)

First Name: _____ **Last Name:** _____

Address: _____ **Postal Code:** _____ **City:** _____

Phone # : _____ **Cell:** _____ **Email:** _____

By signing below, the regular option is automatic for car-pooling.

I also choose the super option (phone call service, bike facilities and workshops):

Yes: _____ No: _____

(If Yes) I give \$ 10 membership fee (reimbursed if I leave the co-op) & \$15 annual fee.

I agree with the rules I read in the guide about the behaviour of a co-op member.

Signature: _____ **Referral from (#):** _____

Put this form filled and signed in the provided envelop with \$ 25 fee if you chose the super option. Seal it, and send it by post mail (stamped) or give it back to the person who gave this material to you. Phone the co-op about it (note your member # in the guide, near the co-op phone #, p 1).

You will receive a flag and a small banner in due time, before the launching of the car-pooling on May 5, 2012.

When there is more than one family member using the services of Transportopia, duplicates of the co-op card can be given.

We have to begin all at the same time in order to make it effective. The bike parking lots may start later, depending on the speed of their installation by the participating malls or city halls. Maps for biking will be given or sent at the launching to members who ask for them. The workshop(s) will start when enough money has been collected for functioning, from members and official, corporate, or associative organizations.

I commit myself to promote the co-op (find people to sign up): Yes: ___ No: ___

(After referring 5 people signing up for the Super Option, you'll get a gift card of \$25 from sponsors.

I would like to be Paid Volunteer at Bike Parking Lots: Yes: ___ No: ___

(25% of fees from bike facilities and from memberships super option are given to members who volunteer to work in them.)

|T| CO-OP PLAN

For spreading the co-op project, several ways:

- 1) Promotion: 10000 flyers, 500 posters, ads every week in local newspapers for 8 weeks, (free and paid). Also articles and interviews, including videos on the Internet (You Tube, Daily Motion, Vimeo) and a website.
- 2) Sponsors shown on flyers and posters for subsidies (City councils, businesses, administrations, associations).
- 3) “Recruiting members”: Each of initial people (10) commit for 8 weeks to get minimum 1 member a week for 8 weeks, and get those new members to commit for the remaining weeks to get themselves 1 member a week. So, the first people contacted for membership must be people we believe to be more motivated and persistent than the ones of the following weeks.

It could work with a program of 8 weeks (March and April 2012):

1 to 4 weeks: 1 relative, 1 friend, 1 colleague, 1 neighbour;

5 to 8 weeks: same; other people (relative, friend, colleague, neighbor)

Each week, there will be a meeting to check the progression: Numbers doubling each week from 10:

10 – 20 – 40 – 80 – 160 – 320 – 640 – 1280 – 2560

Of course, the ideal network marketing doesn't work as perfectly as that, but with motivation we can aim for it. To reach 2500 is our first goal.

However, the most effective promotion lies in being visible through our green T flags and green T clothes banners. So, Saturdays or Sundays, in March and on, can be dedicated to some “Occupy the Streets” programs, where members offer people to sign the membership form and then transport them in their car. In a second phase, when the bike parking locations are ready, scooters and bike can be rented after people have signed up.

Sky train stations are idle for that promotion or bus stops when people are waiting for their bus. For a quarter or less they can be home earlier.

When bike parking facilities have been installed in malls or public places with agreement of city hall, the promotion can also be done on weekends with bike and scooter rentals and cars with flags parked close by, before the big launching on Saturday, May 5, 2012.

- 4) Incentives to make as many members as possible: For the co-op to work efficiently, we need a minimum number of members, so as to have a certain density of flags or clothe banners, enough to occupy the streets with green symbols for assuring riders to be picked-up quickly.

The biggest car pooling network has 40 000 members, starting in 6 years ago, but it's Canada-wide and car pooling is offered through an Internet website and only for car-pooling. We're different, and we propose more options, but we could reach as many people in the Surrey area in a few years.

Members taking care of the bike facilities will be among our best recruiters

for they will be in locations with passing people and in a position to solicit people to become members if those people wish to use the facilities for parking their own bike or renting a scooter or a bike. 25% of donations and fees are given to them.

In order to motivate “recruiting members” to get new members (regular or super option membership), as for paid volunteers, 25% of the money collected through those recruiting members is given to them through gift cards given by sponsors. Of course, they have to focus on promoting the super option in order to get money. Then, every month a special prize is given to the 5 best recruiters (amount to be discussed – it could again be a gift card given by sponsors). It could go on like that even after the launching of the car-pooling and the bike facilities.

The second goal could be to reach 10000 members at the end of 2012

- 5) Local and general meetings are necessary for checking the progress of the co-op and for people to know each other and then not be afraid of having a ride with an unknown person
- 6) Schools and colleges: we could also get students and under 16 year-old teens as members. Contacting the parents and school teachers associations is necessary to organize a pick-up they agree with. Meetings with them would be necessary for reassuring them, with a list of parents participating in the car-pooling program (with phone numbers and addresses) or biking to school program (With secure bike enclosures).

Students association would be strongly willing to participate for they are more flexible and open-minded for out of the box ideas. Furthermore, there are a lot of them needing cheap transportation.

- 7) Contacting Red Nose program and professional associations.
- 8) More ideas? Email them at transportopia@yahoo.ca.

Payment of bikes for rental

Purchase of scooters and bikes can be done in different ways:

- Through mall owners and then donated to the co-op;
 - Through grants donated by city halls;
- Through our own financing bit by bit with enough “super option” members.
 - Through a loan and the co-op monthly repayments.

The guide given to members will consist of pages 2-8.

A binder is given in with a card, eventually with the flag and the breastplate.
(The 2 latter if they are already available at that time of the promotion)

Next page: sample of ½ page flyer (2 halves are shown on one page)

The front is a questionnaire that passers-by can fill up themselves (top).

It can be done in front of the Transportopia member who gave it.

The back is a summary on how Transportopia works (bottom).

The member motivates passers-by to read it if they circled 1 or more Yes.

| T | TRANSPORTOPLA | T |

An innovative vision of transportation!
A Co-op that reinvents the way we move!

Would you like? (Circle Y or N)

- The cost of your gas to be 60 ¢ / litre, even as little as 30 ¢ / litre! Y N
- To park at home and get a ride for 10 ¢ / km, even as low as 2 ¢ / km! Y N
- To save on public transportation and have a more efficient way to move. Y N
- To bicycle safely and park your bike securely. Y N
- To rent a bike or a scooter for errands in mall areas and between them. Y N
- To work as a volunteer and nonetheless get money. Y N
- To improve your car gas efficiency with the help of mechanics. Y N
- Even to transform your car into an electric one. Y N
- To help build a prototype of a solar car. Y N
- To stop enriching the 1% and practically show them what the 99% can do. Y N

If you answered yes to one of those questions, You have to become member of Transportopia.

And it's free! See over how it works!

(For more info and registration: transportopia@yahoo.ca.) Referral #: _____

| TRANSPORTOPLA: → CAR-POOLING, + PHONE CALL SERVICE, BIKE FACILITIES, WORKSHOP

A different way of Car-Pooling, mainly locally (regular option, free):

A green flag with a T on members' car: they wish to transport someone;

A small green banner with T pinned on members' clothes: they wish to be transported.

Shared cost of rides: 2 to 10 cents/km (how many riders and if agreed detours).

Car-Pooling + phone call service (\$10 membership + \$15 annual fee):

Through a co-op phone line, you tell where you are and where you go.

So you are always sure to find car-pooling partners at any time anywhere you are.

A bicyclists' Dream becoming true (Super Option: same as above):

A safe way of bicycling through calm routes, with maps provided;

Guarded bike parking lots in town centres in co-operation with malls and city halls;

Scooters and bikes rentals (with baskets) to move in town centres and in between them;

Paid members take care of bikes facilities, and register new members.

An innovative Workshop to get eco-friendly vehicles (Super Option):

- To improve car efficiency with the help of car mechanics;
- To transform gas engines cars into electric engines cars (mechanics and electricians);
 - To build a prototype of a solar car.

