MANITOBA LUNG VEHICLE SCRAPPAGE PROGRAM

BENEFITS TO WINNIPEG TRANSIT AND CITY OF WINNIPEG

Winnipeg Transit can benefit from participating in the pilot. Transit would be positioned as an important supporter of a popular public initiative that is directly related to the core of meeting Winnipeg's transportation needs.

Other Winnipeg Transit benefits include:

1. Greater public awareness of environmental issues and transportation,

2. An opportunity to add rider-ship to Winnipeg Transit that is interested in the environment,

3. An opportunity to promote the Eco-Pass through the participants.

4. An opportunity to quantify environmental advantages in using transit.

5. Added advertising of Winnipeg transit to the driving public.

6. Advertise Transit as a good corporate citizen, concerned about the environment and the health of Winnipeg.

7. An opportunity to survey the 400 car owners for future transit advertising campaigns. Opportunities to better understand the transit consumer.

City of Winnipeg Benefits include:

1. Manitoba Lungs vehicle Scrappage participation in the Urban Transportation Showcase,

2. There will be some marginal impact on road use.