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Vehicle Scrappage Program



General Scrap

MANDAK

Manitoba Hydro

MMDA

TRADE TOURISM LOGISTICS E-COMMERCE

RED RIVER COLLEGE OF APPLIED ARTS, SCIENCE AND TECHNOLOGY

Environment Canada / Environnement Canada

- Presented June 4, 2003

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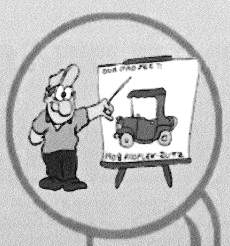
Scrappage Program Goals



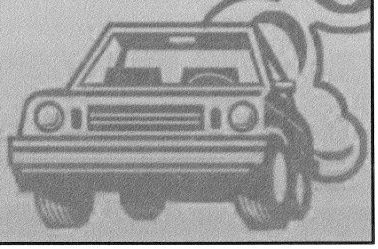
- Permanently remove older high polluting vehicles and replace with newer low emissions vehicles or cleaner forms of transportation
- Improve air quality
- Educate public and increase awareness on vehicle emissions and encourage the use of less polluting modes of transportation such as Transit
- Offer incentives to help decision making

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The Opportunity



- **To position Winnipeg Transit as a major partner along with the Manitoba Lung Association, Environment Canada, Manitoba Hydro, and many others.**



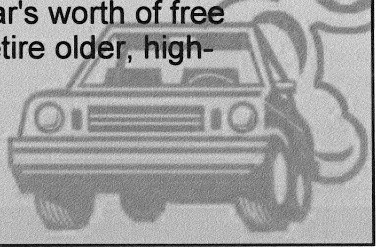
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CUTA Resolution

Board of Directors endorses vehicle scrappage programs

"In the context of ongoing co-operative efforts between the federal government and CUTA, and upon suggestion from Environment Canada, the Board of Directors recently passed a resolution endorsing and encouraging its members to consider participation as "in-kind" contributors to accelerated in-use vehicle scrappage programs. Such programs have to date been implemented in Vancouver and Calgary, where vehicle owners are offered one year's worth of free transit passes as an incentive to retire older, high-polluting vehicles."

November 2002 Calgary



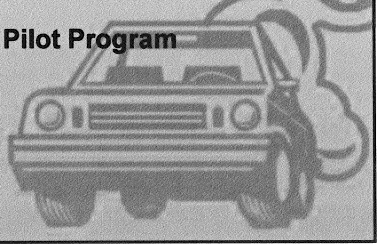
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Transit Facts



- **Other Scrappage Programs - 60% are choosing Transit**
- **Vancouver Program – Of those who chose Transit, 72% were not regular Transit users before – and 9 out of 10 of these expected to continue Transit use in the future.**

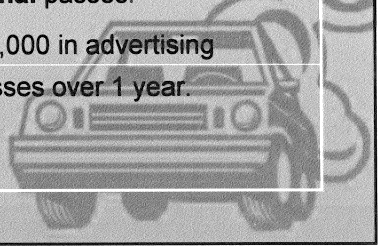
Reference: Evaluation of the Scrap-It Pilot Program



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Other Transit Authorities

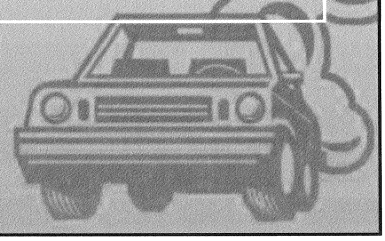
Vancouver – Scrap-It Program	Pilot Program **450 passes**, since then averaging **200 passes** per year, but will give as much as program requires. Also, donating marketing expertise - free advertising, designing ads.
Calgary – Breathe-Easy Vehicle Scrappage Program	**300 passes** over 1 year After first 6 weeks waiting list of over 100 applicants. Calgary Transit responded by offering **50 additional** passes. Also, donating $20,000 in advertising
Fredericton – Fredericton Vehicle Scrappage Program	**Unlimited** free passes over 1 year.



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Other Transit Authorities

Montreal – Faites de l'air!	Approximately **1,000** 3-month passes. Launching June 18
Ontario – Car Heaven London Transit	**100 passes** from London Transit
Ottawa – Green Mobility Pilot Project	Launching June 16

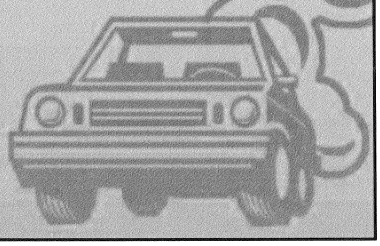


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Why Participate?

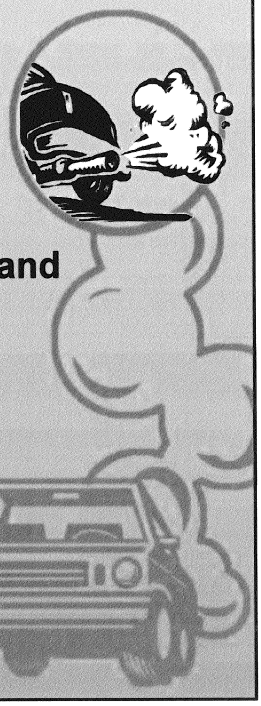


- **Winnipeg is an environmental leader in Canada, and has a commitment to provide clean air to its citizens**
- **True cost is zero as long as Transit has any empty seats to fill – in fact, program will bring new riders!**
- **Right thing to do!**



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Closing Remarks



- Voluntary pilot program
- Help reduce levels of polluting emissions affecting human health and the environment
- Promote increased use of more environmentally friendly forms of transportation such as Transit

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