

INAUGURAL NATIONAL SUSTAINABLE URBAN TRANSPORTATION STUDY RANKS 27 CITIES

Victoria first and St. John's last in joint GreenApple Canada -UBC study

VANCOUVER (Sept. 21, 2007) – The first ever national ranking of sustainable urban transportation practices has placed Victoria and Vancouver first and second and St. John's, Newfoundland last in a study of 27 Canadian metropolitan areas. Ottawa-Gatineau and Winnipeg rounded out the top placing cities.

The inaugural [GreenApple Canada Smart Transportation Rankings](#) were announced today by the Appleton Foundation, in conjunction with the Sauder School of Business at the University of British Columbia. The GreenApple Canada Ranking Report addresses public interest in transportation policies that can be taken by municipal governments to address climate change. The GreenApple Canada Report hopes to assist governments in stimulating debate and adopting best sustainable urban transportation practices. This is the first sustainable urban transportation ranking done in Canada.

"Urban governments have primary responsibility for making decisions about transportation and urban planning, but they often lack the full resources to meet these demands," said Barry Appleton, National Director of the GreenApple program. "It is hard for cities to know how they are performing if they do not know how they compare with others."

The GreenApple Canada Report is the most comprehensive report of its kind. The GreenApple Report secretariat spent more than 4,000 hours completing this comprehensive study. More than 2000 telephone calls were made so that the Report could provide primary data on policy indicators that were not previously available, such as the numbers of alternative fuel vehicles used in municipal transit or taxi fleets or the amount of carbon dioxide generated by fuel emissions in each of the 27 Canadian municipal regions.

In constructing the inaugural 2007 GreenApple Canada Ranking Report, 27 municipal regions across Canada were ranked on performance in four policy categories:

- **Transportation Policy** such as public transit infrastructure, expenditure and transit ridership;
- **Air quality measures** such as ozone and carbon dioxide emission levels;
- **Public policies** such as anti-idling laws and trip reduction programs; and
- **Technology Adaptation** such as the total number of hybrid or alternative fuel vehicles (AFVs) in the public transit and municipal fleets.

"Our business school is proud to be a partner in this groundbreaking environmental transportation ranking," said Daniel F. Muzyka, Dean of the Sauder School of Business at UBC. "It will help governments and other agencies enhance environmental and public health benefits while accommodating the economics of public transportation."

GREENAPPLE CANADA RANKINGS		
1. Victoria	10. Kingston	19. Edmonton
2. Vancouver	11. Halifax	20. Saskatoon
3. Ottawa-Gatineau	11. London	20. Regina
4. Winnipeg	13. Saguenay	20. Oshawa
5. Montreal	14. Abbotsford	23. St. Catharines-Niagara
5. Toronto	14. Kelowna	24. Barrie
7. Sherbrooke	16. Kitchener	24. Moncton
7. Hamilton	16. Calgary	26. Greater Sudbury
9. Quebec	18. Windsor	27. St. John's

The GreenApple Canada Report has received funding from the Appleton Charitable Foundation. The Appleton Foundation was graciously supported by an expert team based at the Sauder School of Business, which was also assisted by other units at the University of British Columbia. Faculty members from UBC have provided independent expert advice on design methodology, economics, atmospheric science and urban transportation best practices.

An interactive wiki site has been released in conjunction with the GreenApple Canada Report. The report can be downloaded from the foundation site (www.appletonfoundation.org) or from the wiki at www.greenapple.wikispaces.org.

About The GreenApple Program

GreenApple is a project of the Toronto-based Appleton Charitable Foundation (www.appletonfoundation.org). This Canadian Foundation was established in 1998 with the objective of enhancing human health, education and environmental sustainability. The GreenApple Project arose from a collaboration with the New York City based Jack D. Hidary Foundation's SmartTransportation.org project and is based on a commitment made by the Appleton Foundation at the 2006 Clinton Global Initiative.

About The Sauder School of Business

The Sauder School of Business at the University of British Columbia is Canada's leading academic business school, recognized globally for its contributions to the transformation of business practices through innovative research and teaching. The school has over 28,000 alumni in 70 countries around the world.

Contact :

Greg Descantes
greg@pacegroup.com
(604) 646-3564

Derek Moscato
UBC Sauder School of Business
derek.moscato@sauder.ubc.ca
(604) 822-8345