



news release

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Drive Out the Tax Coalition Launches Honk Friday

Vancouver, BC—The Drive Out the Tax Coalition responding to incredible public opposition to the 200% parking tax increase implemented by Translink on January 1, 2010 is launching **“Honk Friday”** at 5:30 pm today.

“Honk Fridays” encourages drivers in Metro Vancouver to demonstrate their opposition to the parking tax increase in unison. Honk Fridays adds to the thousands of direct calls and emails sent by the public to Metro Vancouver Mayors and Translink over the last week since the launch of the campaign.

“We are encouraging the public at 5:30 pm today on their commute home to honk their horns in unison to show their opposition to this outrageous and unfair Translink tax,” stated Charles Gauthier spokesperson for the Drive Out the Tax Coalition. “We suggest that commuters honk their horns at 5:30 pm especially, if they can, in Honk Friday Zones (**known as HUFZ**) near city halls around the Metro Region.”

“The opposition to this tax has been significant as evidenced by over 4500 participants through our website or 1.877 line in the first few days of the campaign deciding to directly contact their Mayor and Translink who are responsible for the tax increase,” stated Mark Startup, member of the Drive Out the Tax Coalition. “This campaign and the opposition to the tax increase is resonating with the public in a way you rarely see. This is reflected in comments made to the media, on blogs and our site by the public that clearly demonstrate the unintended consequences to parkers, businesses, students, patients, and those who must drive for a living, with people telling Translink Enough is Enough.”

“We will encourage Honk Fridays every Friday at 5:30pm until Translink hears the public’s opposition to this inequitable tax and rescinds it in favour of more equitable and effective revenue sources,” stated Gauthier. “When participating in HUFZ or Honk Friday generally we ask the public to be respectful in areas of the region in close proximity to hospitals, senior care facilities and other areas where noise from horns could be disturbing to residents or patients alike.”

“The Coalition is not opposed to reasonable and fair funding of Translink’s legitimate needs and has requested Translink and elected officials to work with us, through meaningful discussion, to develop solutions that are sustainable and equitable,” stated Gauthier. “Solutions must also reflect true transportation demand management outcomes, not arbitrary taxes on a small group of parkers, businesses or building owners, which is the case with the new parking tax increases.”

The Drive Out the Tax Coalition is a growing broad based coalition of over 30 businesses, organizations and associations from retail, hospitality, and business, representing parking at businesses post secondary institutions, healthcare and office buildings in Metro Vancouver.

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