

SUSTAINABLE TRANSPORTATION TASK FORCE

Attendance

Peter Wunsch (Breakhouse)
 Leo Artalejo (MT&L)
 Christina Macleod (Heart and Stroke Foundation of NS, AT Alliance)
 Derek Gillis (Clean Nova Scotia, Fleetwiser project)
 Peter Williams (NS Bikeways Coalition, AT Alliance)
 Christine Krochak (Mountain Equipment Co-op)
 Derek Robinson (Dalhousie Office of Sustainability)
 Mark Nener (Cities & Environment Unit)
 Ali Shaver (Cities & Environment Unit)
 Kate Mackay (Cities & Environment Unit)

Agenda

1. Welcome & Introductions
2. Report back from sub-committees
3. Naming the Halifax Ciclovía project?
4. Identify next steps

Discussion

General

- Need better communication between groups working on AT and transportation issues. AT Alliance was formed for this reason.
- Connect Dal bikeways plan with HCC Crosstown Connector.
- Province has sustainable transportation task force, working on a sustainable transportation strategy for NS. Our Task Force could feed info and ideas to the provincial task force.

Route Sub-Committee Update

- Used GIS data from School of Planning and HRM to identify current AT routes, transit routes and proposed AT routes from HRM's AT Functional Plan. Started in north end, connect with downtown and down to Seaport Market.
- Laena met with individuals at the 4 Days Mobility event to discuss possible routes. Suggestions included extending the route to Dartmouth.
- Criteria for picking route:
 - Goals of overall project
 - Constraints: topography, minimize interference with transit routes & access to emergency services
 - Opportunities: HRMs proposed AT Network, Important destinations, connections to other activities along the route, entrance points to the peninsula, connections to "park & bike"

opportunities

- How much of the roadway is necessary for the route? Is a parking lane enough? One traffic lane?
- Need to input proposed "ideal" route as a GIS layer, and create map to share with group.
- Ciclovía event could be at first a smaller portion of the ideal route and we could work up to extending the route
- No target at this point for a certain number of kilometres of route
- More than bikes: joggers, walkers, skateboarders, street hockey, games for kids, large chess games, zumba classes
- Connect route and event to other races, parades, etc.
- Other cities in Canada and the States do this to cut down on costs (i.e., police costs)
- Brand and communications strategy for the event is important. Name and reach of event should connect globally. Scale of project is important.
- Kids are key to the success of this event and a shift in overall transportation mindset.
- Need to reach a new part of the cultural fabric of the city.
- Must be an event that Haligonians feel proud about (to facilitate cultural shift).
- Tap into existing events in Halifax: farmer's market, cruise ship traffic

Promotion/Sponsorship/Partners Sub-Committee Update

- Need a promo package with name and logo for event
- List of initial project supporters
- Quick description of project
- Links to other cities (check out Wikipedia for links to other events)
- Target launch date, proposed frequency
- Need someone within Mayor's office to push this from the inside (LA event had this and they were able to get volunteer police)
- Police costs could be reduced - In Chicago, over time the number of police needed was reduced as people's experience running the event grew (which in turn reduced costs associated with policing)
- List of confirmed supporters "in principle":
 - Breakhouse

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- Conserve Nova Scotia (to be confirmed)
- Nova Scotia Bikeways Coalition
- Halifax Cycling Coalition
- ADAPT
- Dalhousie Office of Sustainability
- Ecology Action Centre
- Mountain Equipment Co-Op
- Heart and Stroke Foundation of Nova Scotia
- NS Bikeways Coalition
- Cities & Environment Unit/Planning and Design Centre
- Need to contact to request support (among others):
 - Fusion
 - Union of Nova Scotia Municipalities
 - Canadian Forces
 - Waterfront Development Corporation
- List of elements for the 2-3 page promo package:
 - Project name and logo
 - Initial project supporters (i.e., potential partners that support the project “in principle”)
 - One paragraph description of the project (i.e., the pitch)
 - Links to examples of similar projects in other cities
 - Background on Task Force
 - Target audience for the event
 - List of benefits
 - Ideas for programming connected to the Ciclovia event
 - Possible connections to other events
 - Key destinations
 - Proposed route
 - Target date for launch of first Ciclovia event, frequency of event, time & day of event (we would like to connect the first event to HRM’s Bike Week)
- Mark N. circulated a first draft of some of the promo package content
- Derek R. circulated a first draft of a template for the package
- Focus of the event is opening up the streets to more people with a few group activities throughout the route. List of activities needs to be more focused instead of an à la carte approach. Need to ensure cohesion.
- First event needs to be large with many activities to draw people in. Over time, we could reduce the number of ‘festival’ like activities.
- Use neighbourhoods as activity centres. Explore your city.
- Is there a way to do some sort of survey to see what people would like to see as part of the event? Could lead to self-organizing of some activities.
- Should we start with the existing Open Streets Party area around the North Commons? Start small and then grow. Footprint isn’t bigger than Open Streets, but frequency would be.
- Limiting the route to the Open Streets Party route around the Commons wouldn’t achieve our goals for the project the same way a cross-peninsula route that connects neighbourhoods, destinations, commercial streets, etc. would.
- Implement different routes from the AT Plan each event day. Problem with this is that it doesn’t build up a consistent picture of the event in people’s minds. People won’t become familiar with the route if it changes each week - too confusing.
- Start with implementing the proposed Crosstown Connector.
- What do you need police for? Police direct traffic at intersections, make sure vehicles don’t enter the Ciclovia route, direct traffic across the route to access driveways when necessary. Some cities use volunteers or paid staff to supplement the police, work as route monitors.
- Compare money spent at businesses on non-event days versus event days to demonstrate benefits to merchants.
- Launch first Ciclovia event during Bike Week 2011 (May 29 - June 4).
- Naming the project - should we continue to use the “Ciclovia” name or invent a new name unique to Halifax?
- Is there/could there be much consumer brand equity in the Ciclovia name in Halifax? Some sense from people that it’s not very likely.
- Names of similar events from other places:
 - Winnipeg – Ciclovia
 - Vancouver – Summer Streets (Live Streets ?)
 - Montreal - In Town Without My Car
 - Mexico City - Ciclotón
 - Guadalajara, Mexico - Vía RecreActiva
 - Santiago, Chile - CicloRecreoVía
 - Quito, Ecuador – CicloPaseo
 - El Paso - CicloVía (now Scenic Sundays)
 - Portland - Sunday Parkways

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- Chicago - Sunday Parkways / Paseo Dominical
- New York - Summer Streets
- San Francisco - Sunday Streets
- St Louis - Open Streets
- Kentucky - Second Sunday
- Miami - Open Streets (or Bike Miami ?)
- Los Angeles, CA – CicLAvia
- Atlanta, Georgia – Atlanta Streets Alive
- Tokyo, Japan – Palace Cycling (cycling around the Imperial Palace)

Links

London's Cycle Superhighways

<http://www.youtube.com/watch?v=ezwWf9Hk7hY&feature=youtu.be&ref=nf>

Wikipedia "Ciclovía" entry

<http://en.wikipedia.org/wiki/Ciclov%C3%ADa>

Next Steps

- Everyone to propose one possible name for the project/event at the next Working Group meeting
- Everyone to think of and contact potential partners
- Route group to think about how Ciclovía route can incorporate the Crosstown Connector
- Create a blog for Task Force and Ciclovía project (Peter W. will ask a designer at his office to help)
- Working Group will meet again in one month
- Sub-Committees will meet in the interim
- Next regular meeting of the Sustainable Transportation Task Force is Wednesday November 17, 2010, 12noon - 1:30pm at 5257 Morris St. - everyone is welcome

Next Ciclovía Working Group Meeting

DATE: Wednesday December 1, 2010

TIME: 12pm - 1:30 pm

WHERE: Cities & Environment Unit offices

ADDRESS: 5257 Morris Street