

SUSTAINABLE TRANSPORTATION TASK FORCE

Attendance

Peter Wunsch (Breakhouse)
 Cameron Jantzen (Breakhouse)
 Harry Olsen (Breakhouse)
 Therese Bombardier (EAC transportation issues committee)
 Leo Artalejo (MT&L)
 Peter Williams (NS Bikeways Coalition, AT Alliance)
 Christine Krochak (Mountain Equipment Co-op)
 Mark Nener (Cities & Environment Unit)
 Kate Mackay (Cities & Environment Unit)
 Scott MacPhee (Clean Nova Scotia)

Agenda

1. Welcome & Introductions
2. Sub-committees update
3. Project name proposals
4. Expanding our list of potential partners

Discussion

General

- Leo participated in El Paso's Ciclovía - a great experience. Route follows a scenic mountain road. Road has limited access - helps keep costs down. Emphasis is on health and being active. Lots of families participate, a playground feel. Really exciting to see so many people experience a street in such a different way. Includes cycling and other activities.
- Waterfront might provide a similar route in Halifax
- Waterfront problematic, not suitable for cycling, not a very visible route.
- Citadel hill could provide a similar, scenic route with limited access points.

- For launch of first Ciclovía event, consider connecting to:
 - NS AT week in June 2011 (?)
 - MEC Bikefest in June
 - HRM Bike week in May/June 2011
 - Could we make Ciclovía happen every Sunday in June?

Route Sub-Committee Update

- Committee has not managed to meet since the last meeting. Have not advanced the route planning work.

Promotion/Sponsorship/Partners Sub-Committee Update

- Committee has not met since last meeting. Still need to flesh out some of the content for the promo package.
- CicLAvia (Los Angeles) presentation is well done [http://ciclavia.files.wordpress.com/2010/05/ciclavia_presentation_042010_lo.pdf]. Good visuals and a clear message.
- We should prepare a similar presentation that is easy to present for anyone - can be hosted online. Can be presented by someone outside the group, shared as often as possible.
- Opportunity to promote project alongside HCC, they are doing presentations to the business community.



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Name Proposals

- Open Street Sundays (obvious, shows people its more than one day)
- Hali Action (Hali Action Days/Streets)
- Livable Streets HRM
- Downtown Connection (Emphasizes downtown as destination, a new type of connection to get there, image of central business district - link to it from other parts of HRM)
- SeaClovvia (connects to Halifax's ocean setting)
- Sea-nic Sundays
- Active Streets (HRM) (descriptive of what's going on on the streets)
- Streets Alive (same as Atlanta)
- StreetXchange or HFstreetXchange (good possibilities for a logo, street "exchange" & street "change." Can work HFX into the name. Perhaps more of an "activist" name.
- StreetSpace (Sundays) (brings in idea of streets as public space - normally streets are dead space and yet they take up much of our cities)
- Moving/Move to the Market
- Cycling by the Sea

Naming Discussion

- Is it important to connect to the original "Ciclovía" name? Likely not a lot of recognition in Halifax of a latin american name.
- The "Ciclovía" brand of event is gaining international recognition. We don't necessarily have to use the Ciclovía name to connect our event to other similar events elsewhere.
- People often assume a focus on cycling when they hear "Ciclovía." Our event is not just about cycling, but all active modes.
- What day and where are important
- "Move", "Space", "Active" are good elements for the name
- Who is our target? As many people as possible!
- Seaclovvia a nice take on the Ciclovía name, connects to Halifax's unique setting, but doesn't say anything about what the event is. Could maybe work with a subtitle.
- Something in the name needs to be very descriptive
- Essentially there are two genres of names: 1. names that clearly connect to the "Ciclovía" brand, and 2. names that are descriptive of what the event is.

Preferred Options

These are the names we kept coming back to:

- Streets Alive
- HFstreetXchange
- Seaclovvia

Potential Partners

- Why are we only asking for support "in principle?" We could ask for more, i.e., we will need sponsors, volunteers, \$\$, etc. and we should say this. If this support is not an option, then support in principle is still helpful.

Next Steps

- Sub committees will advance their work.
- Breakhouse will further explore preferred name options and come back with one or two proposed concepts at the next meeting.
- Breakhouse will work on developing a blog for the project. Assuming we're still trying to launch first event this spring/summer, launching blog in February gives us plenty of time to build awareness online.
- Everyone should think about potential partners and feel free to contact people in your networks.
- Everyone should work to expand participation on the Working Group

Next Ciclovía Working Group Meeting

DATE: Wednesday January 5, 2011

TIME: 12pm - 1:30 pm

WHERE: Cities & Environment Unit offices

ADDRESS: 5257 Morris Street



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Links

If you build it, they will ride: Bicycle use jumps where city invests in paths and lanes (Article in Montreal Gazette)

<http://www.montrealgazette.com/travel/build+they+will+ride/4022475/story.html>

The Street Plans Collaborative (plans for an open streets/Ciclovia database)

<http://www.streetplans.org/>

Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany (Article from Transport Reviews, July 2008)

<http://www.policy.rutgers.edu/faculty/pucher/Irresistible.pdf>

City of Vancouver Cycling projects

<http://vancouver.ca/engsvcs/transport/cycling/plans/projects.htm>

Helmet law complicates Vancouver's bike share plan

<http://thethunderbird.ca/2010/11/25/helmet-laws-throw-wrench-into-vancouver-public-bike-share-plan/>