

# SUSTAINABLE TRANSPORTATION TASK FORCE

## Attendance

Cameron Jantzen (Breakhouse)  
Peter Williams (NS Bikeways Coalition, AT Alliance)  
Christine Krochak (Mountain Equipment Co-op)  
Mark Nener (Cities & Environment Unit)

## Agenda

1. Welcome & Introductions
2. Sub-committees update
3. Name & logo presentation (Breakhouse)
4. New partners?
5. Next Steps

### Route Sub-Committee Update

- Committee will meet Thursday, January 13th at 1pm at 5257 Morris Street to advance route selection work.

### Promotion/Sponsorship/Partners Sub-Committee Update

- No update

## Name & Logo Presentation

- »» Download the presentation [[pdf, 1.6MB](#)]
- *Streets Alive*
  - Started looking like “Participaction”
- *Seaclovia* – does not work, doesn’t mean anything, not engaging, not interesting in type, confusing, didn’t communicate anything
- *Street Exchange*
  - Quite long, jumbled
- *Open Streets* – works quite well
  - Banner concept: festival feel, homegrown idea, easy to apply to anything,

- communicative, includes people and bicycle
- Connected letters concept: font is transportation oriented – focus on connectivity, set of iconography
- *Switch* – speaks loosely of switch from car to people
- *Interchange* – “interchange” has negative associations in Halifax. What if we gave this word a positive spin? Similar meaning to exchange. Could make a poster with big map of city with focus on element that is the Ciclovia route. “Interchange” is a flat word, not very nice word, make it friendly through clover leaf interchange image, flower feature, arrow feature.

### Discussion

- Name & logo needs explanation, need a tag line
- Working with “open” as a word easier than “alive.” Alive is exciting, but not necessarily as engaging as open, open is a very inviting word
- Open Streets banner is accessible, family friendly, feels sophisticated, organized, a “whiz bang” event
- Open Streets connected letters concept is more hip, modern
- Cameron’s preference is Open Streets connected letters or banner; banner is probably most appropriate for this event, but he personally prefers the Open Streets connected letters concept.
- Interchange as a word is hard to work with
- Used this test for each name: “Are you going to “Switch?” Are you going to “interchange?” Open Streets works well in this sentence.



# SUSTAINABLE TRANSPORTATION TASK FORCE

- Breakhouse tried to make the name & tag line not sound exclusive, targets a broad audience, event could grow to include many festival type activities
- Switch is like the name “Nocturne”, which is a successful event and a recognizable name. Switch is short and snappy, easy to remember.
- Is person over car icon anti car? Too activist? Switch to people with priority over cars for just one day.
- Icons use traffic language, walking man can walk wherever he during Ciclovía event.
- I like the word “festival” in the tag line
- Word “festival” is more event based, indicates a once-a-year event. We want Ciclovía to be a regular event.
- Does Open Streets & Festival sound too much like a street party? Doesn't seem to communicate the nature of a Ciclovía event.
- Open streets connected letters is nicest “mark”, much cooler as a logo on a tee shirt than Switch

## Next Ciclovía Working Group Meeting

**DATE:** Wednesday February 2, 2011

**TIME:** 12pm - 1:30 pm

**WHERE:** Cities & Environment Unit offices

**ADDRESS:** 5257 Morris Street

## Next Steps

- Sub committees will advance their work.
- Share the name & logo presentation with other Working Group/Task Force participants.
- Decision regarding name & logo for the event will be made **at** the next Working Group meeting.
- Send feedback on name & logo concepts to Mark (m.nener@dal.ca) and he can share it with the larger group before the next meeting.
- Route committee will present proposed route options at the next meeting.
- Content for promotional package still needs to be fleshed out & refined.

