

SUSTAINABLE TRANSPORTATION TASK FORCE

Attendance

Cameron Jantzen (Breakhouse)
Peter Williams (NS Bikeways Coalition, AT Alliance)
Mark Nener (Cities & Environment Unit)
Peter Wünsch (Breakhouse)
Leo Artalejo (MT&L)

Agenda

1. Welcome & Introductions
2. Decide on name & logo
3. Review route proposal from Route sub-committee
4. Next Steps

Name & Logo

Discussion

- Open Streets banner – area for sub-title can be used to convey information such as the date of the next event, or “every Sunday”
- Open Streets banner not at all abstract – where can you go with this logo? Good way to get going, but could be weak in 5 years.
- Open Streets banner avoids exclusivity of more cool, abstract logos such as Switch or Open Streets connected letters. Exclusivity can be powerful, don’t want to have sense of exclusivity for the event.
- Switch can take on a life of it’s own over time.
- Open Street Sundays tag line with Switch can be modified as necessary, e.g., open street July 15th, Open Streets in the Summer, etc.
- What does/can Switch mean? Switch it up; Switch is on, etc. Lots of possibilities!
- **Our preferred name & logo is Switch: Open Street Sundays. Let’s go with this!**

Route

Discussion

- Important factor is a feeling of safety, pylons wouldn’t provide feeling of safety for young children – need a more solid barrier. Without this would it be special enough to bring people back?
- Closing of a street (temporarily) makes the event very special.
- Could have complete closures on the loop, and then pylons on the other feeder segments.
- Providing the feeling of safety & isolation from traffic is key to making this a special event, a Ciclovía-type event. We can achieve this in a few ways:
 - use roads that have the physical separation built in (e.g., boulevards with a median such as Robie).
 - install temporary barriers between Ciclovía route and traffic lanes (barriers need to be fairly continuous and impermeable, traffic cones might not be enough).
 - provide such a wide route that the barrier between traffic and participants is not so significant – in photos of the Bogota Ciclovía you can see that some routes are three lanes wide.
- What are the options for barriers/barricades? Bogota seems to use plastic versions of temporary median barriers
- Route sub-committees proposal is 3 feeder arms and one central loop around the downtown. Important not to make the loop too large so there is no sense of it being a “community” event, want a feeling of the route being busy, populated. The



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skating oval is apparently getting 3000 skaters in one evening (need to confirm this) – we should be able to get these numbers at a minimum.

- Proposed route seems like a well balanced approach. Lower Water is a better option than Hollis, truck traffic relies on Hollis, Lower Water a much more attractive route for public.
- Could shorten north segment of loop by using Cogswell to connect Ahern to Lower Water.

Next Steps

- Pull the promotional package together. Leo's going to work on fleshing out some of the gaps in the content.
- Promotions committee to work on work plan & timeline.
- CEU will prepare map illustrating proposed route to include in promo package.
- Continue to approach potential partners.

Next Ciclovía Working Group Meeting

DATE: Wednesday March 2, 2011

TIME: 12pm - 1:30 pm

WHERE: Cities & Environment Unit offices

ADDRESS: 5257 Morris Street