

# SUSTAINABLE TRANSPORTATION TASK FORCE

## Attendance

Kaitlin Pianosi (FUSION, Sustainability Action Team)  
Jonathan Lampier (FUSION, Urban Development Action Team)  
Bernard Smith (Agricola/Gottingen St. initiative)  
Mark Nener (Cities & Environment Unit)

## Agenda

1. Welcome & introductions
2. "What If?" sessions on public transit: topic, format, panelists, timing, venue
3. Next steps

### *Recap of What If? Session Goals and Format*

#### *Goals*

- Open up the transit discussion to the public and explore real possibilities for getting the public transit system citizens want.
- Define the specific things that need to be worked on by HRM leaders and staff – this direction needs to come from the public. Put forward a concrete vision for our transit system.
- Build consensus on Guiding Principles for Public Transit in Halifax: *"Transit: system must be easy, accessible, comfortable, convenient, predictable and permanent; investing in transit is an important investment in public infrastructure."*
- Mobilize public support for improvements to our public transit service.

#### *Format*

- Introductory speaker opens event:
  - Things have to change; there are dramatic reasons for changing; we know what we want (Guiding Principles), but for whatever reason we're not seeing these changes happen fast enough; tonight we have several concrete examples (from the panelists) of possible changes to the system.
- Each panelists will present their proposal for Halifax's public transit system based on their area of expertise, experience and knowledge of Halifax.
- Breakout groups will explore the proposals further, exploring the merits of each idea and the priorities.
- Based on the common themes and conclusions emerging from the groups, we will propose at the end of the evening a topic to explore in more

detail at the 2nd session.

#### *Discussion*

- Idea to video conference panelists into the event rather than fly them in; we could approach the CBC to partner on the event and they could provide the technical requirements, i.e., panelist would just have to go to their local CBC studio. Approach a CBC tv producer with a pitch.
- www.haligoniac.ca could be a potential partner; do they have a presence in other cities?
- We will pursue the video conferencing approach. We need to research the technical requirements and cost.
- FUSION's Viva City example – promoted this event for at least two months, created a good buzz.
- Concern that 4 weeks to plan and promote our event is very tight. Once we have a list of interested panelists and more details worked out we'll rethink the date for the first session (and subsequent sessions).
- Update from Jim Donovan: HRM staff interested in participating, but no strong interest in partnering on the sessions.
- Brynn forwarded pricing for advertising with the Coast (online & print). Waiting for information from other sources.

#### *Panelists*

- Gabryel Joseph: Available April 6 (safest), May 4th may not work, not available on April 20th.
- Mark emailed Christopher Hume. No reply yet.
- Andrew Curran at Translink in Vancouver is happy to participate on a panel, and his colleague Tamim Raad would likely also be interested. Andrew also highly recommended Jarrett Walker, a public transit planning consultant and blogger. Check out his blog at: <http://www.humantransit.org/>
- Mark waiting to hear back from Gerry Hull (VIA Rail) re. two possibilities:
  - Roger Hoather, on Board of Directors of Industrial Rail in Moncton and involved in Montreal & Toronto rail links to airport.
  - Alain Mercier, head of Ottawa rail transit division
- Frank Palermo interested in presenting on the first panel

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- Jonathan contacted Laurie Patterson at Metro Transit re. interest in having someone on the later panels; they would find someone to participate if we like.
- Firm in Toronto, Creative Urban Projects (the Gondola project). Jonathan contacted them - will call him back.
- Benefits to having same panelist for each session: continuity, have time to reflect on each session and prepare for the next, we don't have to worry about booking new panelist for each session (need sufficient lead time).
- David Suzuki. Would attract a big crowd. Might be willing to participate if it only involves a one-hour video conference call. Episode of Nature of Things with big sustainable transportation focus.
- We need to expand this list of potential panelists!

## Next:

### Public Engagement Working Group Meeting

**DATE:** Monday, March 14, 2011

**TIME:** 5pm - 6 pm

**WHERE:** Cities & Environment Unit offices

**ADDRESS:** 5257 Morris Street

## Venue

- No reply from the mayor's office re. request to provide Alderney Landing as in-kind support. Cost to rent the venue for the 3 sessions is approx. \$2000 (without any AV rental).
- Alternate venues if we can't get Alderney Landing:
  - Maritime Museum – no opportunities for breakout groups
  - Dal's SUB, McGinnis Room (\$350 for an evening, \$12/hr for technician for duration of event plus some set-up and take-down time)
  - Italian Club – Kaitlin will check it out
  - World Trade and Convention Centre – need to book long in advance (no availability)

## Next Steps

- MN will research technology requirements
- Jonathan will contact David Suzuki as potential panelist.
- MN will contact Jarrett Walker as a potential panelist.
- Follow-up on previous attempts to contact possible panelists (all).
- Explore other possible venues (Kaitlin to contact the Italian Club).
- Bernie will contact DHBC re. sponsoring event.
- Bernie will follow-up with Mayor's office re. Alderney Landing as venue.