

# SUSTAINABLE TRANSPORTATION TASK FORCE

## Attendance

Mark Nener (Cities & Environment Unit)  
Ali Shaver (Cities & Environment Unit)  
Scott MacPhee (Clean Nova Scotia)  
Jennifer Watts (Councillor, Connaught-Quinpool)  
Jonathan Lampier (Director, Urban Development Action Team, FUSION Halifax)  
Frank Palermo (Dalhousie Faculty of Architecture and Planning)

## Agenda

1. Welcome & introductions
2. Update on Ciclovía Working Group
3. Introduction to Fusion Urban Development Action Team (Jonathan Lampier)
4. Update on Council initiatives
  - AT Committee
  - Crosstown Connector
  - New HRM Committee structure (with new Transportation Committee)
5. Discuss Public Engagement strategy (goals and objectives)
6. Next steps

## Discussion

### *Ciclovía Update*

- Two sub-committees (Route Committee and Promotions/Sponsorship Committee)
- Developed first draft of promotional package text
- Connect route to Crosstown Connector, Seaport Farmer's Market
- Route committee to explore incorporating Crosstown Connector as part of the Ciclovía route

### *Fusion Halifax Urban Development Action Team*

- Education focus
- Last event was *Viva City: Downtown Symposium* at the Nova Scotia Art Gallery (invited developers to display current projects)
- Team will be determining this year's goals and projects at next Urban Development Team meeting. At this meeting, Jonathan will update Team on ST Task Force
- New Sustainability Action Team Director: Kaija Belfry

### *Regional Council Update (Jennifer Watts)*

- AT Advisory Committee now has an Education Subcommittee that focuses on training and educating people on safe cycling and walking. Sub-committee is open to new members. Next meeting: December 2 (9am @ Bloomfield Centre)
- Crosstown Connector staff report (<http://www.halifax.ca/council/agendasc/documents/101102ca1113.pdf>) went to council a few weeks ago. Council agreed to support staff in developing the idea of a connected bike corridor, which will involve some public consultation.
- New committee structure created at HRM; will be implemented in January 2011. There will be a new Transportation Committee. Transportation Committee will have sub-committees (e.g., AT Committee).
- Recent reports:
  - Metro Transit Strategic Ferry Operations Plan: <http://www.halifax.ca/council/agendasc/documents/101109ca1014.pdf>
  - Metro Transit's Access-A-Bus Strategic Plan: <http://www.halifax.ca/council/agendasc/documents/101109ca1015.pdf>

### *Task Force Public Engagement Strategy*

- Develop series of "What if?" sessions to unfold over time. Sessions and/or events would allow opportunities to explore different topics.
- Connect with and partner with local schools to explore different transportation options and ideas.
- Steve Bedard (HCC) met with schools along the proposed Crosstown Connector.
- Active and Safe Routes to School - an intensive, effective model for engaging & educating youth
- Ideal would be a curriculum-based program (on sustainable transportation).
- Schools are inundated with requests for programs.
- HRM program trains youth mentors that work with younger kids - AT education subcommittee discussed youth being AT advocates.
- Possible "What if?" sessions: What if we had a bike lane on this street? What if you don't own a car on the peninsula?
- One or two sessions around the Ciclovía project to build awareness and support.
- Marie-Claude knows an accountant who has researched the economics of mode choices;

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- calculated the savings from not owning a car.
- Enable public to articulate ideas as input into the Regional Plan review.
- Concern that so many different groups are doing similar transportation work. We need to highlight the overlap that exists between these groups. Need to create some central point for all of these groups; help disseminate information to specific networks.
- Hold general public meetings and/or arrange meetings with specific groups typically in opposition to sustainable transportation. Pick main arguments and deal with them head-on.
- Education/awareness gaps?
  - business community (parking vs. bike lanes)
  - cyclists not aware of regulations, e.g., where to ride, helmet requirement
  - misconception that cyclists do not pay for infrastructure
  - post natal car seat safety - other modes are not considered.
- Challenge people's assumption of who is a cyclist
- Develop great social marketing for the Task Force (e.g., photos of different 'types' of cyclists, etc.)
- What kind of funding could the Task Force tap into for these initiatives?
- Doctors Nova Scotia Golden Apple award (\$5000 grant to advance health promotion initiatives, deadline was Jan. 14, 2011) <http://www.doctorsns.com/en/home/goldenapple/default.aspx>
- Transport Canada offers \$5000 grants for workshops

## Next Steps

- Think about specific content for a few different "What if?" sessions
- Explore funding options

## Next Task Force Meeting

**DATE:** Wednesday January 19, 2011

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

**WHERE:** Cities & Environment Unit offices

**ADDRESS:** 5257 Morris Street

## Next Ciclovia Working Group Meeting

**DATE:** Wednesday February 2, 2011

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

**WHERE:** Cities & Environment Unit offices

**ADDRESS:** 5257 Morris Street