

TIC Planning Session - Brainstorm Results

July 6th, 2009

Objective #1: Decrease the number of single occupancy vehicles

- Policy and infrastructure:
 - No more roads/implement road diets/Context-Sensitive Design (CSO) (8)
 - Employer-provided bus passes and parking disincentives (5)
 - Commuter rail (1)
 - Tours/exchanges with other cities (for ideas) (1)
 - Get planners and engineers to a CSO workshop
 - Workplace policy
 - Get Metro Transit to expand its focus beyond buses

- Programming and on-the-ground action:
 - Bus and bike buddies (4)
 - Incentives to use other modes of transportation (1)
 - Educate rural residents on options
 - Promote carshare as a rural alternative

- Partnerships:
 - Smart Trips and carpooling (HRM)
 - Carshare HFX

Objective #2: Promote increased investment in and better design of infrastructure

- Policy and infrastructure
 - Transit outside of HRM (10)
 - Promote changing the Motor Vehicle Act to the “People and Public Pavements Act” (7)
 - Push for a Sustainable Transportation Plan for NS (government committed to this by 2010) (6)
 - Rail – preserve what we have (4)
 - Gateway (4)
 - Advocate for Mill Cove multi-modal terminal
 - Network hub

- Programming and on-the-ground action:
 - Rail success demo projects (8)
 - Creative ideas for what’s possible (i.e. create a “Sustainable Transportation Doers and Dreamers Guide”) (5)
 - Comic books and video games (1)
 - Bus stop design contest

- Partnerships:
 - Trucking – get them on board with better roads and decreased lanes
 - GPI
 - Larry Hughes (Dal)

Objective #3: Advocate for sustainable transportation principles incorporated in decision-maker decisions

- Policy and infrastructure:
 - Variable bridge tolls (incl. vehicle occupancy) (8)
 - Demand NS Transit rural incentive program be revived (6)
 - Increase use of trains for freight (4)
- Programming and on-the-ground action:
 - Get politicians/senior civil servants to use sustainable transportation at least once per week (11)
 - Walk to School Month (1)
 - Develop 1/3/5/10 year plan for TIC
- Partnerships:
 - GPI (3)
 - Larry Hughes (Dal) (2)
 - Tourism (i.e. for bike lanes/provincial Route Verte) (1)
 - Transport 2000 Atlantic (1)
 - Halifax Cycling Coalition
 - Shifting to Sustainable Transportation

Objective #4: Encourage active transportation

- Policy and infrastructure:
 - More bike lanes and racks (5)
 - Share the Road campaign (5)
 - HRM AT missing links (i.e. Northwest Arm, Penhorn, Woodlawn, yellow points on bike map, etc.) (5)
 - School siting report – advocate for NS policy (4)
 - For every road repave (provincial and municipal), other modes are considered (i.e. paved shoulders, bike lanes, etc.) (3)
 - Snow removal (1)
 - Bring back front license plates (aggressive drivers)
 - Mandatory retesting of drivers and increased “Share the Road” education
 - Increased crosswalk signal timing
 - Route network
 - Bus shelters
 - Transit and AT links
 - Shopping cart corrals by bus stops

- Programming and on-the-ground action:
 - Make cycling cool – sexy cycling calendar (7)
 - Awards for things like snow removal “bads” and “goods” (4)
 - Bike shopping bags (1)
 - Seniors’ bike program
 - Halifamous bands’ bike song CD for Bike Week
 - Making Tracks program – more expert trainers, and promotion

- Partnerships:
 - Bike Again! (3)
 - Critical Mass – promote more (1)
 - Halifax Cycling Coalition
 - Share the Road partnership
 - Velo Cape Breton
 - RECAP

Objective #5: Strong media and public profile

- Policy and infrastructure:
 - Get a documentary made on a transit ride (i.e. long distance route) (AFSCOOP, CBC?) (4)
 - Celebrity role models used in AT promotion (4)
 - CKDU (Dal radio) audio documentaries (2)
 - Public discussion on Atlantic Gateway (1)
 - TIC blog/wiki (1)
 - Promote “Commuter of the Month” (1)
 - Encourage outrageous people (i.e. Naked Bike Ride)
 - Streetsblog.com

- Programming and on-the-ground action:
 - AT film project with high school students (2)
 - Film nights on AT and sustainable transportation (1)
 - Naked Bike Ride, etc. – events/programs to get attention
 - Voice for issues such as road widening
 - Watch inspiring street films (internet)
 - Contests!

- Partnerships:
 - Atlantic Film CO-OP (AFSCOOP)
 - Citizens and Residents for Sustainable Transportation (CREST HRM)