

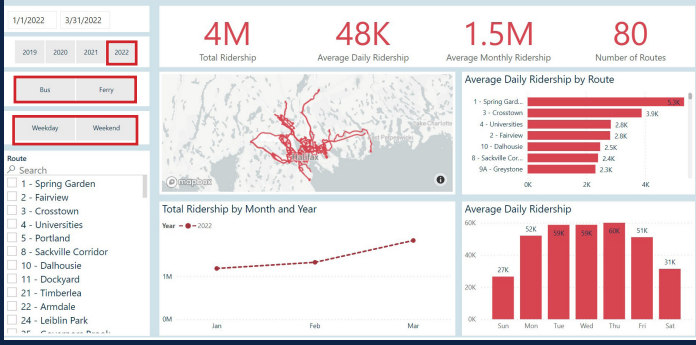
# INTEGRATED MOBILITY PROGRAM NEWSLETTER

Q1 (January - March) 2022. Produced in July 2022

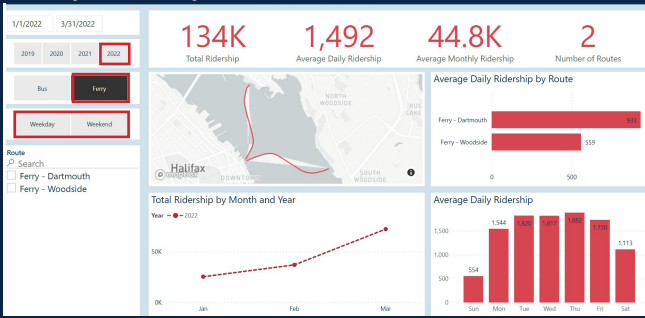
## MOBILITY IN HRM

The Integrated Mobility Dashboard provides daily transit ridership data. The information below summarizes transit ridership data for buses and ferries from January to March 2022.

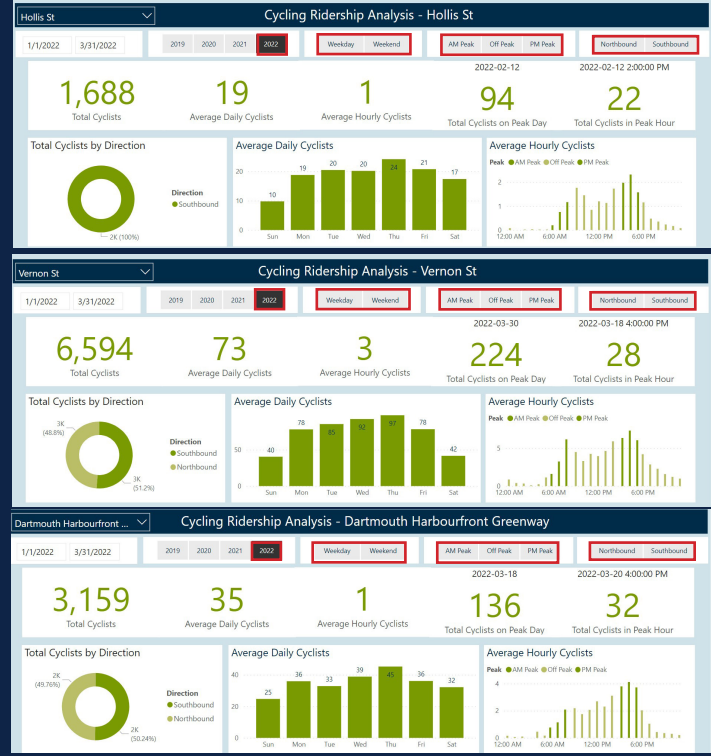
### Buses & Ferries - January 1 to March 31, 2022



### Ferries only - January 1 to March 31, 2022



The IMP Dashboard also includes cycling data collected in multiple locations throughout the region. The information below summarizes bicycling counts collected between January & March 2022 for Hollis Street, Vernon Street & the Dartmouth Harbourfront Greenway.



## NEW ACCESSIBLE TRANSPORTATION PROVIDER

A new accessible taxi service is anticipated to launch in summer 2022. On March 1, 2022 Regional Council unanimously approved a staff recommendation to grant an award to SeniorsTransit Inc., and a contract was subsequently signed with the service provider in late March 2022.

When service launches, it is anticipated that a fleet of five accessible vans will operate within the municipality under the name [Extra Care Taxi](#). Another five vehicles will likely be added later in the year. Driver certification is underway and is the determining factor for when the service will ultimately launch. (Action 3 & 13)



## REGIONAL PLAN UPDATE

The Regional Plan reached an important milestone - on January 25, 2022, staff presented the workplan for the Regional Plan Review to Committee of the Whole. Many Councillors expressed some urgency for strategic planning not only at a regional level but also to continue the momentum for walkable, transit-supportive communities beyond the recently completed Centre Plan, extending out to the suburbs and beyond. The next phases of the Regional Plan Review will further integrate the IMP and its principles into planning policy.

For more information, [visit the project website](#) (Action 14, 17, 22, 23, 26)



## IMP ACTION ITEMS

The *Integrated Mobility Plan (IMP)*, adopted by HRM Regional Council in December 2017, is a priorities plan that informs the municipality's approach to mobility and land use planning. HRM is in the midst of implementing the IMP's 137 actions.



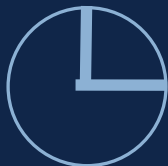
**38**

COMPLETE



**40**

ON-GOING FOR THE  
LIFE OF THE PLAN



**47**

IN PROGRESS



**12**

NOT STARTED

## IMP PROJECTS

Planned IMP projects continue.  
Here's a sample of some of the work:



- Regional Council approved free bus, ferry & Access-A-Bus on Fridays and free ferry service on Saturdays through the summer. (Action 105)



- Initiated a data collection process that will monitor the number of people walking/rolling and cycling along IMP AAA bikeway corridors for ongoing monitoring as well as to inform upcoming functional planning projects. (Action 86)



- Working on this year's tactical infrastructure projects, which aim to provide quick, low cost public realm enhancements. Installations are being planned for Crichton Avenue, Jubilee Road, & Dutch Village Road. (Action 48)



## ROUND UP FOR JANUARY - MARCH 2022

### Active Transportation

- Regional Council approved the Rural AT Program on February 8. The program establishes a framework for AT in HRM's rural areas including a list of candidate rural communities eligible for future sidewalk development and an AT spine network along Provincial highways. Staff will return to Council later this year with reports recommending the addition of the proposed candidate rural communities and spine network to the Active Transportation Priorities Plan, and establishing a new Administrative Order outlining the implementation of funding for rural sidewalks through an area rate. (Action 81 & 82)
- Issued an RFP to hire a marketing firm to develop a strategy for the second year of the "Get There By Bike" marketing campaign. This second annual campaign will build on the success of last year's campaign, using some of the same photographic, video and audio assets. (Action 78)
- Issued a Request for Proposal (RFP) for a community organization to deliver in-person education and skills training under the "Get There by Bike" banner. The "Get There by Bike" Education Project aims to deliver education to three communities where new AT infrastructure has recently been built and to help and encourage residents to use AT facilities. The communities have yet to be determined. (Action 60)
- Funded community organizations, through the AT Education & Promotion Grants, to deliver nine projects during the winter months. One of these events was Winter Bike Week, which took place from Feb 5 – 12, 2022. Active Transportation staff presented a public webinar, as part of the week's activities, that focused on new AT projects in Halifax and Dartmouth as well as the new Rural AT Strategy. Another supported winter activity was a holiday trail event, hosted by the St. Margaret's Bay Trail society, that included games and holiday caroling. (Action 45)

### Transit

- Initiated planning for the proposed Future Growth Node (FGN) at the site of the West End Mall; Mumford Terminal replacement to be integrated into larger redevelopment (Action 18 & 89)
- Advanced work on Phase 1 studies for the proposed Mill Cove ferry service. Explored additional Park & Ride space at the Mill Cove site and launched a market analysis survey. A master planning process for the Mill Cove area, led by Planning & Development, will explore the future of the Mill Cove lands. (Action 24 & 99)
- Presented Halifax Transit's 2022/23 Annual service plan to Council (Action 59)
- Presented an update to the Transportation Standing Committee regarding an interim outbound bus lane on Bayers Road between Windsor and Connolly Street (Action 90)
- Held a bus stop accessibility prioritization workshop, continuing to identify integration opportunities. Planning is underway for 2022 upgrade locations (Action 94)

### Road Network

- Presented the results of the Photo Enforcement Feasibility Study to Regional Council in March. Council gave direction to proceed with the recommendations from the consultant's report. In summary, Council has given the green light to proceed with photo enforcement in the region as legislation permits. (Action 4)
- The Road Safety Dashboard is live! The Dashboard provides an overview of collision data and tracks progress of a number of road safety initiatives. The Dashboard also supports the new Integrated Mobility Dashboard. (Action 4)

### Land Use & Transportation

- Drafted parking requirements for suburban growth centres including Port Wallace and Mill Cove in Bedford by adapting Centre Plan requirements to the suburban context. The draft requirements include an emphasis on housing affordability and pedestrian access (Actions 15, 21)
- Completed draft Land Use By-Law for Port Wallace, using Centre Plan format. (Actions 17, 22, 26)





## ROUND UP FOR JANUARY - MARCH 2022 CONTINUED

### Complete Streets

- Held public engagement for the Water Street Functional Plan Project in March 2022. There was a great response from the public: over 1500 people responded to the survey; there were over 2000 document downloads/views; and over 16,000 unique visitors to the webpage. Overall, concerns about the volume of truck traffic were expressed and many felt accessibility improvements are needed. Improving access to and from the waterfront was important for the majority of survey respondents and most felt more trees should be planted. (Action 131)



### E-BIKE PILOT PROJECT

The Transportation Planning team are launching an e-bike pilot project. We've purchased four e-bikes that municipal staff will be able to use for transportation to meetings and site visits.

This program is intended to build on the successful pilot project pursued last year by the Parking Services team, which saw parking enforcement staff use e-bikes while on patrol (the team has embraced e-bikes, and the improved mobility that they provide, and have since made them a permanent fixture).

This pilot project will give employees the opportunity to try this form of active transportation and see how easy and convenient it is to get around on an e-bike (Action 60).





## WHAT IMP PROJECTS ARE UP NEXT?

- Design work for interim improvements at the Mumford Transit Terminal will be integrated with the ongoing [master planning](#) work that is being completed for the West End Mall Future Growth Node (Action 18 & 89)
- Continue preparation for the final year of Halifax Transit's [Moving Forward Together Plan](#) service changes (Action 59 & 95)
- Construction of an [interim outbound bus lane](#) on Bayers Road between Windsor and Connolly Street in late May 2022 (Action 90)
- Launch the Get There by Bike Marketing Campaign in June 2022, with photographic, video and audio assets being circulated through various forms of media. The campaign will focus on promoting Halifax's new AAA bikeways to residents. Additionally, the Get There by Bike Education Project will begin June 2022, with a community organization delivering cycling skills education to local residents. (Action 78)
- Install a moon mist (coloured like the ice cream flavour) inspired street mural under the tactical pilot program at the corner of Artillery Place and Queen Street. (Action 38 & 39)



- Intake the latest round of applications for the Education & Promotion Grants beginning on April 11, 2022. AT Education and Promotion Grants support community-led projects that aim to address the municipal objectives identified in the 2014 AT Priorities Plan and 2017 Integrated Mobility Plan to increase the number of people walking and bicycling and improving the safety of people using these modes. (Action 60)
- Examine the use of “Big Data” to help with a wide range of transportation planning and engineering projects via a six-month pilot subscription. The subscription will provide staff with unlimited access to high quality multimodal mobility data anywhere in the region that is passively collected 24/7/365 and can look back as far as 2014. Staff from several HRM departments will apply and assess the data to determine how it can be used and if it provides enough value to continue the subscription past the six-month pilot.

