

HALIFAX

Active Transportation

Education & Promotion



Active Transportation Advisory Committee
April 20, 2023

AT Education and Promotion Overview

Our 2023/2024 Active Transportation education and promotion initiatives will focus on three main activities:

- **Campaigns:** Using social media, web, and other marketing channels to promote active transportation and existing walking, rolling, and cycling facilities.
- **Outreach:** Hosting and attending events to promote active transportation and the work that HRM is doing to make it more comfortable and convenient.
- **Infrastructure Activation:** Celebrating the completion of new facilities and using that opportunity to educate and encourage people to change how they get around in Halifax.



Campaigns

Get There By Bike: A campaign designed to communicate the work that we are doing to make it better to cycle in Halifax with our AAA Bikeway Network.

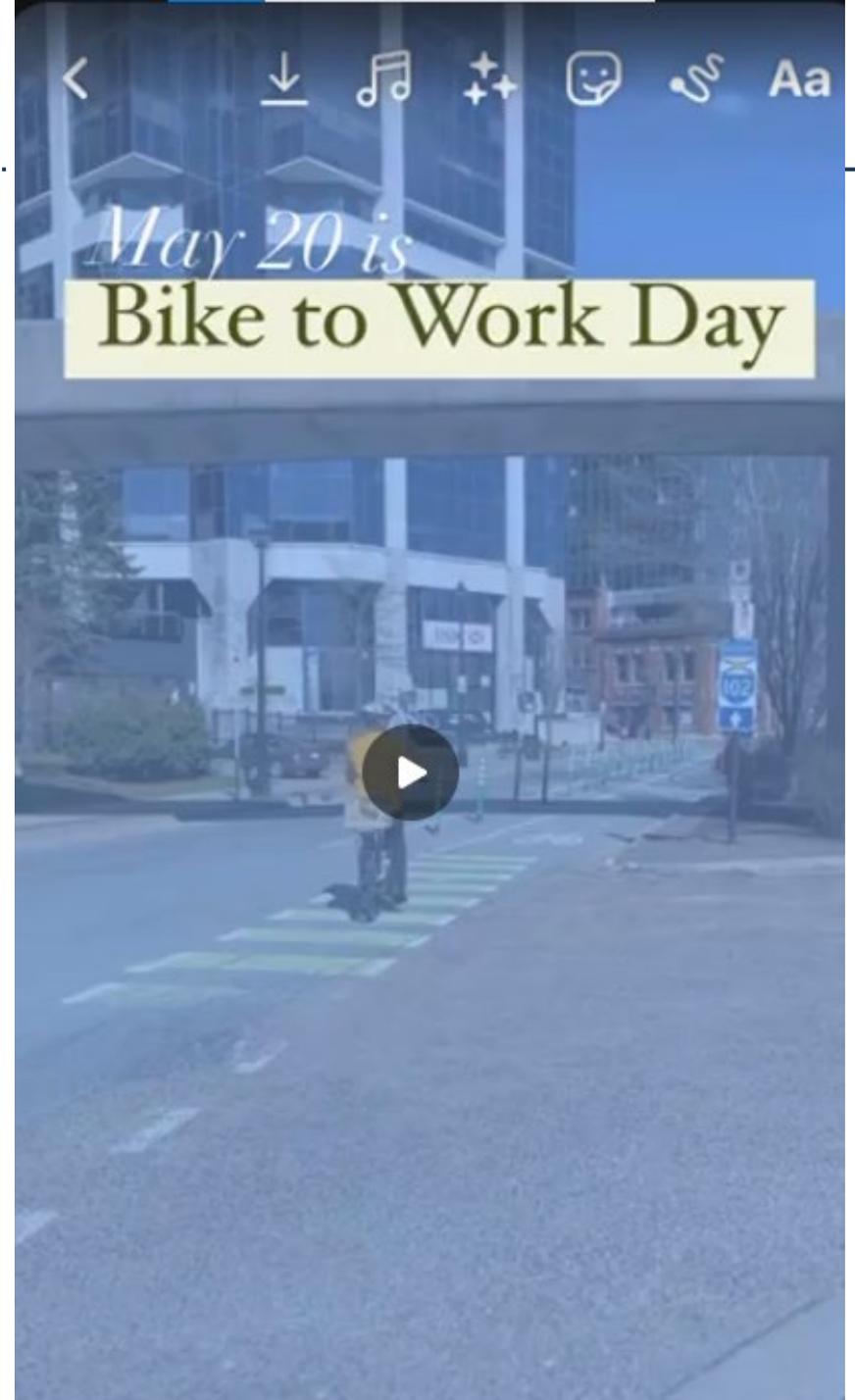
Campaigns – Get There By Bike

- Focus for this year will be on video content demonstrating trips/connections that can be made using AAA bikeways
- E.g. Flower Streets > Downtown Halifax

Campaigns

Other Marketing/Promotion

Activities: Using social media and web at key opportunities to promote active transportation facilities and how to get around using active transportation.



Outreach

Our team plan to either take part in or host a number of outreach events to share information and connect with community. Some of these events include:

- Bike To Work Day pop-up
- Jane's Walks
- Open Streets
- Car Free Day/Commuter Challenge



Infrastructure Activation

Along with other outreach, we'll be hosting several pop-ups along routes with new cycling facilities to celebrate the expansion of the network.

Some of the locations we're thinking of for this year include:

- Almon street
- Terminal Road/Hollis Street
- Bayers > COLT connection
- Other tactical projects

Community-Based Programming

- Working with EAC to deliver cycling skills education with their Pop-Up Bike Hub and through their partnerships with other cycling organizations
- Supporting programming in communities across HRM
- AT Education & Promotion grants program also allows for delivery of events and activations in communities led by volunteers and NGOs

How ATAC Can Get Involved

- Share any ideas or thoughts you have for other education and promotion initiatives
- Tell us about events that are happening in the community that we can attend
- Highlight potential partnership opportunities for expanding participation in events e.g. Car Free Day

Thank you!

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