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Item No. 6

**Halifax Regional Council
August 11, 2009**

TO: Mayor Kelly and Members of Halifax Regional Council

A handwritten signature in blue ink, appearing to read "Phil Townsend".

SUBMITTED BY: _____
Phil Townsend, Director Infrastructure and Asset Management

DATE: July 21, 2009

SUBJECT: **Individual Marketing Plans - Partnership with the Ecology Action
Centre and Clean Nova Scotia**

INFORMATION REPORT

ORIGIN

The approved Capital Budget for Transportation Demand Management includes funding for marketing of transportation alternatives.

BACKGROUND

Regional Municipal Planning Strategy, subsection 4.3.4.1 *Influencing Travel Habits*.

DISCUSSION

HRM, in partnership with the Ecology Action Centre and Clean Nova Scotia, will develop an individualized travel marketing program, called Travel Wiser Nova Scotia. Individualised travel marketing programs are designed to provide information and support directly to individual households with regards to sustainable transportation options. This in turn allows households to make travel choices tailored to their needs rather than using a generic program that does not take into account what would suit them best.

HRM had intended to develop and implement a program similar to the one being proposed on our own, under the approved budget for the implementation of Transportation Demand Management programs and projects. As per the description of the Transportation Demand Management implementation account (CTR00908), it includes projects and programs whose objective is to reduce the use of single occupant vehicle trips as a transportation mode. We feel that a partnership will provide a much better program than HRM could provide on its own.

The partnership is dependent upon the Ecology Action Centre and Clean Nova Scotia receiving funding from Conserve Nova Scotia. As part of an overall Transportation Demand Management Strategy, HRM is eager to participate in the study, which will be conducted over an eighteen (18) month period beginning in September 2009.

BUDGET IMPLICATIONS

HRM will provide approximately 110,000 towards the project to fund our component. The funding will be drawn from the Transportation Demand Management program implementation account CTR00908. It is estimated that 30% of the expenditures will occur in 09/10 and the balance in 10/11 but this will depend on when the project starts.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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