

## Halifax Cycling Coalition

### Who We Are

The Halifax Cycling Coalition (HCC) is an organization of concerned citizens dedicated to improving cycling conditions and raising awareness of cycling issues in the Halifax Regional Municipality.

The HCC believes that increased bicycle use has the potential to:

- Reduce traffic congestion
- Reduce HRM infrastructure spending
- Improve our health
- Enhance our urban environment

We want to change the circumstances that discourage bicycle use: inadequate cycling facilities, and lack of education for both cyclists and motorists.

### What We Do

The HCC has been involved in a variety of projects, events and initiatives since its formation:

- Open Street Parties during Bike Week
- Social Marketing Campaign
- Bike Movie Nights
- Nocturne Bike Tours
- Bike related lectures and presentations



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### Easy Actions to Become Bike Friendly

- Install bike parking at your business
- Sponsor bike events (Bike Week, Nocturne etc)
- Support the development of new facilities
- Encourage customers and employees to participate in Bike Week (offer cyclist discounts; challenge employees to ride to work)

### Actions to Develop a Bike Culture in HRM

- Solicit and include articles on cycling in your organization's publications and marketing materials
- Support work by the HRM to identify a route for a cross – peninsula (north south) bicycle lane (The "Cross Town Connector")
- Host speakers on the subject of bicycling (i.e. NYC Transportation Commissioner Janet Sadik-khan, Dutch Consulate etc)
- Encourage employees to cycle to work by providing training and incentives (encourage the use of flex time for workers who bicycle to work)
- Develop a bicycling discount program where customers are rewarded for cycling (opposite of free parking)
- Develop ongoing dialogue and relationships with local cycling groups to understand future issues and opportunities to partner



Stay in touch with us!

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