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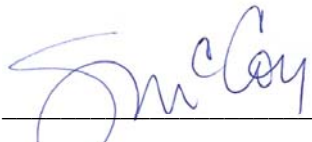
**NOMINATION FORM for the Transportation Association of Canada
 Environmental Achievement Award**

PROJECT: Bow Corridor Regional Mobility Strategy

NAME OF ORGANIZATIONS: Town of Canmore, Town of Banff, (MD of Bighorn and Parks Canada)

NAME OF CONTACT: Elaine McCoy, Macleod Institute

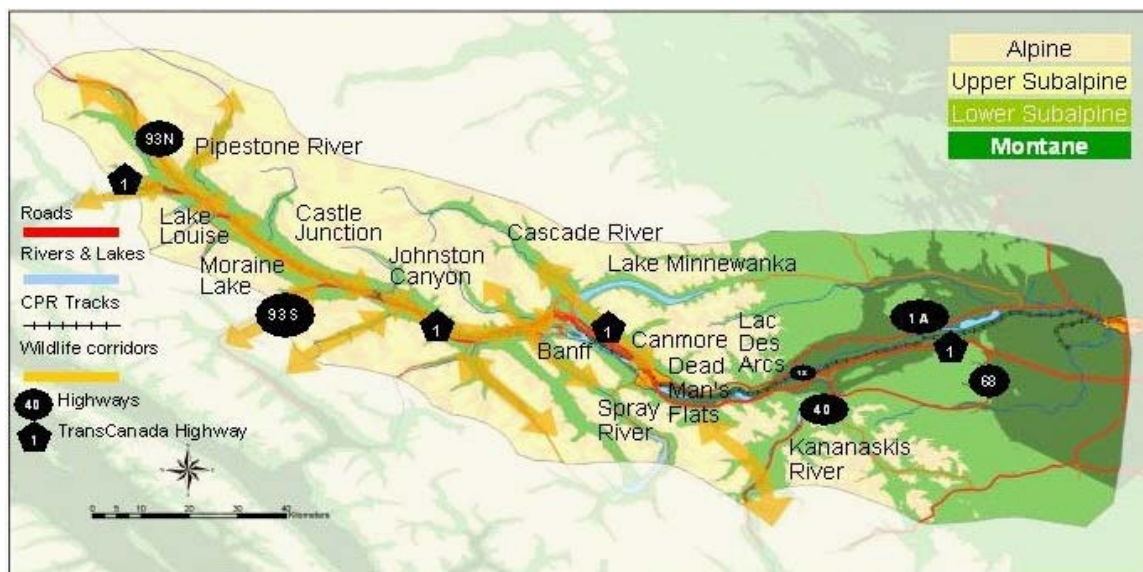
By signing below, I certify that the information provided in or with this form is true and accurate to the best of my knowledge. I authorize the Transportation Association of Canada (TAC) to use any information provided in or with this form to promote TAC and the Environmental Achievement Award. If selected as a finalist, I agree that I, or my representative, will attend the Environmental Achievement Awards ceremony.

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Submitted by the Macleod Institute

Bow Corridor Regional Mobility Strategy



"Moving People and Animals with Ease..."

The Initiative: BOW CORRIDOR REGIONAL MOBILITY STRATEGY (RMS)

Summary of Activity:

The objective of the Strategy was to create an overall framework to absorb or manage the major types and modes of transportation traffic in the Bow Corridor without negatively affecting ecological integrity. The Strategy developed a justified and reasoned list of transportation solutions for the region that can be practically implemented. The project was undertaken in four steps – Issues Scan, Situation Analysis, Best Practices and Alternatives, and the Strategy itself.

The Bow Corridor, as defined for the purposes of the RMS, extends westward from the TransCanada Highway / Highway 68 junction to the Alberta / BC border west of Lake Louise. It takes in the communities of Canmore, Banff and Lake Louise and includes lands up to the trailheads on either side of the TransCanada Highway (TCH).

The RMS is the product of over a year's work, but is in reality the culmination of over a decade of gradual transition toward prudent and ecologically sensitive transportation planning in the Bow Corridor.

Detailed Project Description:

The Bow Corridor Regional Mobility Strategy (RMS) was commissioned by the MD of Bighorn, the Towns of Canmore and Banff, and Parks Canada to create a joint planning framework for regional mobility over a 30-year horizon, addressing present and future transportation challenges in the area.

Charged with the task of reducing pressures on both wildlife and human mobility, the RMS manages through-traffic and will improve visitor experience in the Bow Corridor, even as regional demands increase over time.

The Strategy will:

- expedite the movement of more people and more animals;
- take action to meet demand as needed over time; and
- adopt simple solutions that link together within a long-term, regional framework.

Everyone becomes part of the solution. The Bow Smart Regional Mobility Partnership is the key to success. Involving governments, the private sector and non-governmental organizations, the Partnership will work collaboratively to implement their shared vision of future mobility solutions in the Bow Corridor.

Tangible Environmental Benefits or Results:

For the first time, a pan-jurisdictional mobility strategy has been created to address wildlife mobility needs on par with human mobility needs in the Bow Corridor over the long term. Wildlife mobility and habitat connectivity are addressed along with human transportation and infrastructure throughout the 150 km Bow Corridor, treating human and non-human interests as equal stakeholders in the region.

The Bow Corridor Regional Mobility Strategy is designed to facilitate mobility for people and wildlife in efficient and environmentally conscious ways. It is an integrated mobility plan and framework for regional coordination.

The Strategy also emphasizes use of fuel-efficient vehicles and renewable fuels, producing fewer airborne emissions in the Bow Corridor. Perhaps more fundamental is the Strategy's aim to improve coordination between services such as parking and shuttles, and between modes, such as bike and vehicle or foot and vehicle, thus reducing traffic as well as the number of trips or kilometres driven in the Corridor.

The RMS addresses aquatic and riparian habitat as well as water quality, recommending appropriate remediation of waterways disturbed by transportation infrastructure. For example, in the Best Practices review, a supporting document supplied with the Strategy, a range of watercourse crossing structures drew from leading practices the world over to address aquatic habitat connectivity. Further, this document recommends exploration of structures for amphibian crossings of the TransCanada Highway, addressing a recently discovered seasonal migration route between adjacent wetlands for tiger salamanders.

Critical, high-profile effects of human activity in the Bow Corridor include habitat fragmentation and alienation, impediments to wildlife movement and migration, and wildlife mortality on roads and railways. The RMS builds upon work by the Bow Corridor Ecosystem Advisory Group, Parks Canada and other researchers to incorporate wildlife movement corridors and habitat connectivity into the shared vision for human stakeholders in the region. This means that land management and wildlife issues will be integrated into initial planning stages for any new developments in the Corridor, and can guide stakeholders in addressing existing pressures from past development.

The RMS is designed to address climate change and greenhouse gas emissions in a consistent and fundamental way by tackling the root of the problem—the way people move through and within the Bow Corridor.

In its support for efficient mobility technology, decreased emphasis on the automobile, and better coordination between vehicles, parking and other modes of movement, the RMS creates an integrated framework for reducing transportation pressures, including greenhouse gas emissions.

Public and Corporate Attitudes Toward the Environment:

One of the principal accomplishments of the RMS is its embodiment of a shared vision and understanding of mobility challenges and, correspondingly, a shared responsibility for finding workable solutions to both local and regional challenges. Embedded in the new vision is a commitment to integrate ecological considerations with engineering practices. In this way, positive public and corporate attitudes toward the environment will be fostered over the long term.

For the first time, stakeholders in the 150 km Bow Corridor have a way of visualizing the whole without losing sight of its many constituent parts as they interrelate over time and space.

The RMS helps public, private and volunteer interests identify synergies that help break down traditional barriers to interjurisdictional solutions. New opportunities for intelligent mobility initiatives and collaborative action can now be explored. Local responses will gain strength and effectiveness by exploiting complementarities with other elements of the regional system.

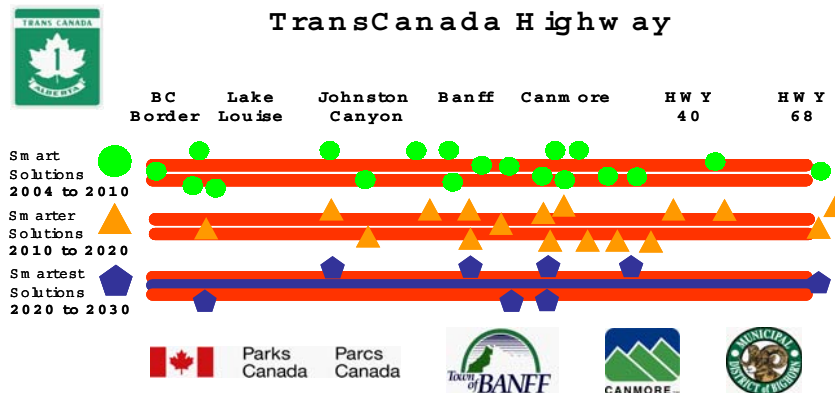
Demonstration of Effort or Commitment:

The four initiating principals (the MD of Bighorn, the Towns of Canmore and Banff, and Parks Canada) demonstrated uncompromising commitment to ecological integrity by constraining the Strategy design within two key parameters: that there should be no further expansion of the TransCanada Highway (TCH) after twinning of Phase 3B (Castle Junction west to the BC border); and that the Strategy be innovative in finding ways to move both people and animals with ease.

The four principals continue to manifest this commitment by actively pursuing the Bow Smart Regional Mobility Partnership. The Partnership is the capstone of the RMS. Partners will be drawn from local, provincial and federal governments, as well as the private and volunteer sectors to ensure that all stakeholder interests are taken into account. The Partnership reflects a shared commitment to act in support of the region's shared vision.

Innovation:

An innovative web-based electronic platform has been created to communicate the RMS. Its strategic elements can be accessed by geographic location, by theme, and by timeframe in an intuitive, dynamic format. The RMS is a framework for integrated planning and coordinated action among stakeholders. It offers multiple options to multiple users over multiple time frames. As can be seen in the stylized TransCanada Highway diagram below, Smart, Smarter and Smartest solutions will be introduced as needed in strategic phases and locations.



The strategy covers a wide scope of subject material and suggests workable options for diverse users in the region. Priority is placed on creating choices for human and non-human users that are convenient, effective and attractive. Solutions are tailored to meet demand as needed in each area of the 150 km Corridor. They are designed to interrelate and build upon one another. Together they create a comprehensive suite of regional responses.

Cost Effectiveness:

A fundamental principle of the RMS is that it seeks practical and cost-effective solutions. The RMS is focussed on smaller, bundled, and achievable changes to a wide range of elements of the regional mobility system. This is in contrast to the more traditional approach of relying on additional highway lanes to accommodate increasing demand. After twinning the TransCanada Highway from Castle Junction to the BC border, the RMS recommends a focus on other elements of the regional mobility system, such as intercept parking and integrated shuttle service, and alternative transportation modes.

With emphasis on pre-trip or early warning information exchange, traveller behaviour can be adjusted by travellers themselves, making small steps toward self-regulation in the transportation system. In the final analysis, there is no 'silver bullet solution' for the region. Future emphasis in the Bow Corridor will be on Transportation Demand Management, Intelligent Transportation Systems, regional synergies and interjurisdictional integration.

To test drive the Bow Corridor Regional Mobility Strategy, please visit www.macleodinstitute.com