

Banff National Park – Smart Mobility Challenge

Scope Area

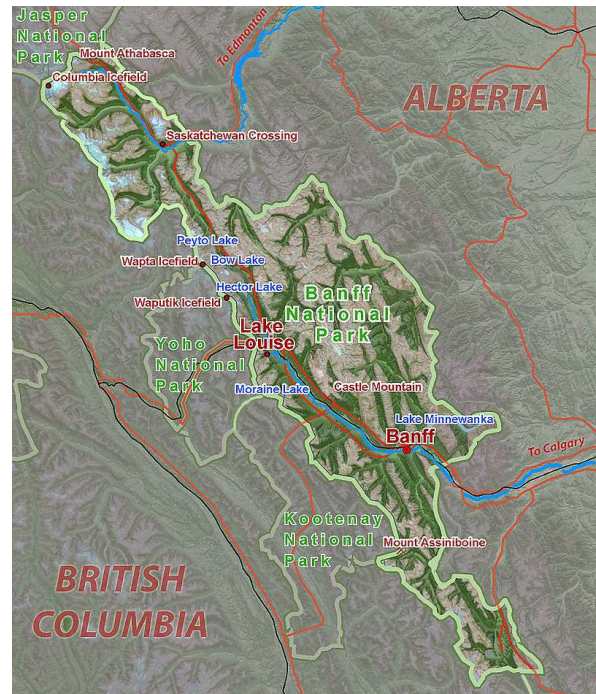
The scope area for your proposal may include any section or portion of

- Banff National Park;
- And/or the Bow Valley through to Calgary

but must be focused solutions pertaining to people movement.

Context

Background: Banff National Park is Canada's most visited national park. Over the last 10 years, vehicle traffic has increased 30% overall, with some specific locations leading to Lake Louise and Moraine Lake showing an increase of up to 70%. Presently, 8.3 million vehicles travel into the park each year, with approximately half of these carrying park visitors, and the other half travelling through to other destinations. Park infrastructure is stretched to capacity resulting in road congestion, parking shortages, air pollution, noise disturbance, and impacts to wildlife and roadside vegetation.



Objectives

Your challenge will be to give us your vision of a solution or solution(s) to help improve the long term transportation sustainability of Banff National Park.

You can choose to address one or even multiple of the problems in Banff National Park. Your abstract should identify which problem/problems you will address, and the specific tool, technology, infrastructure, system, plans, or designs that your company would use to address those problems.

The vision can cover one or more aspects of the visitor experience; perhaps booking the trip in advance, transportation to the park, payment of entrance fees or parking fees, parking within the



park itself, travelling within the site or town, and/or choosing which site to go to next. Be creative in figuring out where your company's specialization would help improve Banff's sustainability – anything from implementing a simple technology/product, to designing a wholistic strategy.

Consider solutions that can:

- make efficient use of land and other natural resources, while ensuring the preservation of connectivity, vital habitat and other requirements for maintaining biodiversity,
- promote the use of alternative and renewable energy while reducing waste, fossil fuel consumption, emissions and discharges of contaminants to surface and ground water,
- offer diverse mobility options, giving people more choices as to how they meet their access needs including self-propelled or micro transportation as an alternative to cars,
- think beyond transportation modes, and look at other demand management strategies,
- be integrated into existing land use management and not result in cumulative effects that would have significant adverse effects on the quality of the visitor experience, visitor safety or park resources,
- adaptable and scalable,
- provide value for money and identify and recognize public subsidies (hidden or otherwise) and social, economic and environmental costs,
- offer equity of access,
- ensure options consider private sector alternatives,
- consider research and development of innovative alternative technologies that improve access and help protect the environment,
- be coordinated with private sector tourism objectives,
- reflect visitor expectations and demographics,
- be integrated with broader regional transportation networks.