

car facts

The market **parking lot held 250 cars** on Saturday, April 14. at 11:00 a.m.

Assuming a **4 mile roundtrip** average per car, that's **1000 miles** driven per week, or about **1000 pounds of carbon dioxide** (about half a ton) generated per week.

Over the course of a year that's **52,000 miles driven** generating **26 tons of CO2**.

Roughly **1,900 trees** would have to be planted to offset these carbon emissions.

The **true cost** of all this driving is about **\$75,000 a year** (fuel, roads, taxes, pollution, car cost, etc.).

public transit

To the door: Bus #3 leaves downtown at 8:00 a.m., 10:00 a.m. and Noon. Takes 12 minutes. Returns at 9:41 a.m., 11:41 a.m. and 1:41 p.m.

To the Superstore: Bus #1 leaves downtown every hour on the hour and arrives 15 minutes later (5 minute walk to the market).

Connections: All buses connect at the Charlottetown Mall and the Superstore, making the market accessible from all points of the city by bus.

walk and cycle

Confederation Trail runs right by the market. 30 minute walk or 10 minute cycle north from downtown. 10 minute walk or 5 minute cycle south from Charlottetown Mall.

Lewis Point Park and West Royalty are accessible via the Hermitage Creek Trail and a walk through UPEI.

Sherwood and Parkdale are a short walk from the market along city streets.

An average walk to and from the market burns **400 calories**; cycling burns about **200 calories**.

suggested actions

1. Create a **Transportation Information Centre** inside the main entrance.
2. Sell **reusable bags** to make it easier for those without cars to carry things home.
3. Publicize the **health benefits** of leaving the car at home.
4. Provide car drivers with an opportunity to **pay to offset** their carbon emissions.
5. Offer **incentives** (recognition, benefits, etc.) to those who leave the car at home.

1. Improve market bus stop: **better signage** and **safer street crossing**.
2. Publicize the **availability of the bus**: signage at bus stops, information on public transit website, brochures/maps.
3. Work with transit operator to **improve frequency of the bus**.
4. Offer incentives – **discount fare**, for example – for riding the bus to the market.

1. **Improve signage** for trails – i.e. "Downtown via trail: 30 minutes." Publish trail maps.
2. Clear and widen **rear entrance to Confederation Trail** – improve access/safety.
3. Improve **bicycle parking** and have air pump, spare tubes, etc. available.
4. Sell or provide information about **cycle baskets** and **child-carrying options**.
5. Make accommodations for **people with dogs**: water bowls, place to tie up leashes, etc.