

MEDIA ADVISORY - FOR IMMEDIATE RELEASE

What is the true cost of driving for Nova Scotians?

On Wednesday, November 29, 2006, at 10 a.m., in the Boardroom, 6th Floor, Alderney Gate, 40 Alderney Drive GPI Atlantic will release a major report on Nova Scotia's transportation system, entitled *The GPI Transportation Accounts: Sustainable Transportation in Nova Scotia*. The 565-page report, a product of more than three years of work, answers the key question of whether or not Nova Scotia's transportation system is sustainable. The report also – for the first time – assesses the full economic costs of transportation in Nova Scotia, and provides a dollar figure for the true cost of driving in the province.

The GPI Transportation Accounts are the first comprehensive analysis of the cost and impact of transportation in Nova Scotia – and the first attempt to gauge the long-term sustainability of the province's transportation system. Sustainability is defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

How much does it really cost to drive a car, or move freight by diesel truck? What costs are we not counting, like the cost of road accidents, air pollution, and “free” parking? Who pays all those costs, and who benefits from road transportation? Are we getting the best value for our dollars? Is our performance improving or worsening?

The report cites results for 19 key indicators and numerous sub-indicators that evaluate the social, environmental, and economic impacts of transportation in Nova Scotia. It concludes with a wide range of detailed recommendations on transportation for the Nova Scotia government, including measurable goals and targets, and concrete actions that the government can take to create a more efficient, affordable, and sustainable transportation system. All the recommendations are based on careful research and hard evidence.

The report's specific findings and recommendations will be discussed in detail at the press conference (10 am to 11 am). An executive summary, press release, and background materials will be available to the media at that time, along with copies of the full report, and the opportunity to interview the authors.

Note for media visuals: The Alderney Gate Board Room provides a view of the ferry crossing the harbour as well as of downtown Halifax.

For more information or to schedule interviews, please contact:

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Clare Levin: 489-2524, or clewin@gpiatlantic.org

Todd Litman: 250-360-1560 (office), 250-588-1581 (cell), or litman@vtpi.org ** Note that Mr. Litman is in BC, 4 hours earlier than Nova Scotia. He will be available for interviews between 4 – 5 pm on the 29th (by cell phone) and all day on November 30th (on his office phone).

GPI Atlantic is an independent, non-profit research group working to develop an index of sustainable development and wellbeing (Genuine Progress Index) for Nova Scotia, as a pilot project for Canada. More information about GPI Atlantic can be found online at www.gpiatlantic.org.