

Building Active Communities: Active Transportation in Small Urban Municipalities



Issue

In order for residents in small urban municipalities in our region become more physically active by walking and/or cycling for transportation, they need a safe and connected active transportation (AT) system. Both municipalities have supportive Transportation Master Plans (TMP), but the policies must be fully implemented to realize change.

Goal

Support small urban municipalities in our region in the development and implementation Active Transportation Plans.

Strategies - How can we improve the situation?

Strategy: Strengthening Community Action
Activities:

- Support existing grassroots citizens' advocacy initiatives
- Encourage grassroots citizens' advocacy
- Build working relationships with municipalities

Strategy: Build Healthy Public Policy
Activities:

- Conduct research to monitor progress and facilitate implementation of TMP.
- Encourage and support the development of a complete street policy and a sidewalk policy.
- Assist municipalities in the development of official plans and zoning by-laws that facilitate AT.
- Support application to BFC/WFC award programs.

Strategy: Create Supportive Environments
Activities:

- Work with schools to initiate active school travel programs.

Strategy: Develop Personal Skills
Activities:

- Increase awareness among municipalities and citizens of the economic, social, health, and environmental benefits of active transportation.
- Support the development and implementation of cycling skills training.
- Encourage AT participation (e.g. Commuter Challenge, Bike Month, Bike to Work Buddies, etc.).

Populations - Who do we work with to improve the situation?

Who can help us improve the situation?

Systems

- Economic Development agencies
- Tourism Agencies
- Community Health Centre
- Municipal Councillors
- Municipal Police Services
- Municipal Departments
- Share the Road Cycling Coalition
- School Boards
- Public Health

Communities

- Cycling advocacy groups
- Bike Shops
- Schools (active school travel programs)
- Workplaces & businesses that can make it easier for employees and patrons to walk and ride their bikes

Who is affected by the situation?

Individuals & Families

- Children & youth who take the bus or are driven by parents who could otherwise walk or cycle
- Adults who would like to cycle more but feel uncomfortable because of safety concerns
- People of all ages who currently walk or cycle
- Motorists who must share the road with cyclists
- Residents who fear losing parking to bike lanes

Communities

- Schools, workplaces and businesses who could benefit from healthy active students/employees, and economic benefits

Determinants of Health - On what could we take action to improve the situation?

Physical Environment

- The community is designed to be is safe and easy to cycle and walk.

Culture

- People value cycling as a safe and efficient mode of travel.

Personal Health & Coping Skills

- People understand the many benefits of active transportation and have the necessary skills to safely share the road with motorists and cyclists.

Social Support Networks

- Children and youth are encouraged to walk or cycle to school by their parents and schools.
- Adults are encouraged by their communities and workplaces to walk or cycle.

Values - Why take this action? What is motivating us?
Choice – Respect – Caring