



Planning for Active Transportation in Haliburton County

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Presentation Overview

- Background
- Strategies
- Results
- Lessons Learned





Communities in Action Committee (CIA)

Works to create healthy active communities by:

Developing partnerships with multiple sectors in order to build knowledge and capacity around active transportation

Promoting the benefits of active transportation

Advocating for policies and investments that result in communities designed to support and encourage active transportation

Doing research in order to develop an evidence-base for rural active transportation planning and implementation



Our Strategies

- Building partnerships
- Engaging municipalities
- Research and planning
- Raising community awareness
- Community education
- Evaluation



Strategies: Building Partnerships

Partnerships are key to addressing capacity issues that exist in rural communities.

Key Partners for AT in Haliburton County:

- County & Municipalities
- HKPR District Health Unit
- Haliburton Highlands Cycling Coalition
- OPP
- U-Links Centre for Community-Based Research
- Community groups (trails, age-friendly)

Strategies: Engaging Municipalities

Raise awareness with municipal elected officials about the role they play in creating a healthy, active community that encourages active transportation.

How?

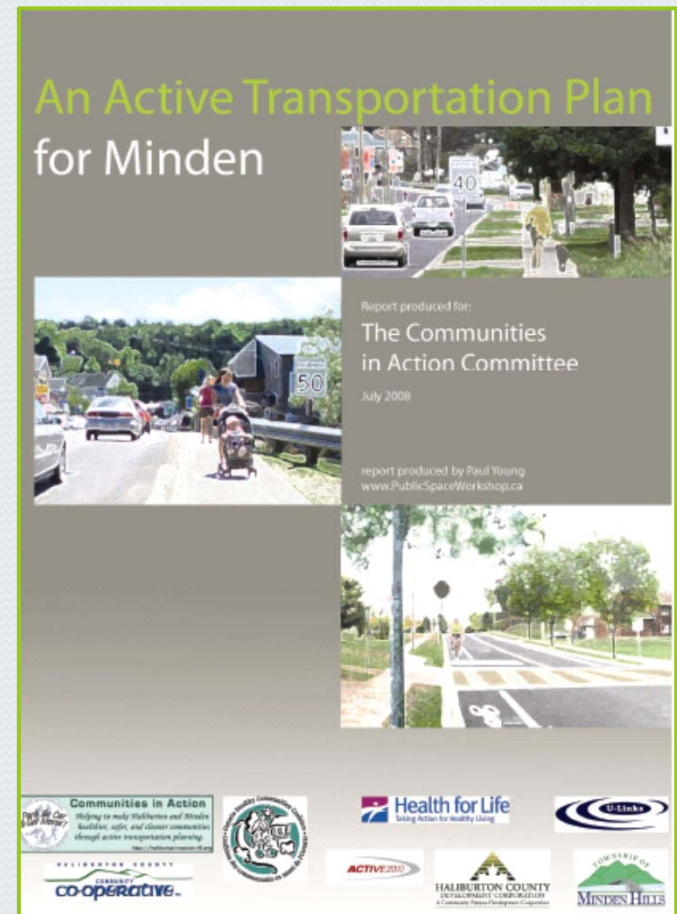
- Communicating the benefits through regular reports, updates and delegations to council
- Identify WIIFT
- Hosting workshops and events and inviting councillors and staff
- Making policy recommendations: Participating in Official Plan reviews
- Influencing infrastructure decisions: coordinating letter writing campaign re: paved shoulders

Strategies: Research and Planning

Build a strong, evidence-based case, and develop tools and resources.

How?

- Developing active transportation plans for Haliburton and Minden
- Conducting community-based research to identify AT needs, concerns, challenges
- Helping create a vision – illustrations



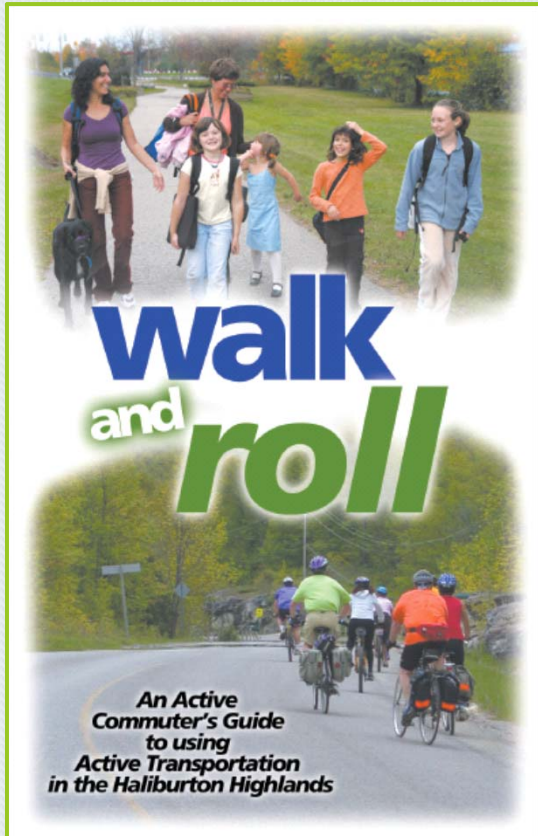
Strategies: Raising Community Awareness

Build a base of community support, awareness and activity.

How?

- Community-based research – surveys, focus groups
- Focus on village hubs
- Awareness raising campaigns – “Park the Car and Get Moving”, Share the Road, pedestrian safety campaign
- Events and activities
- Local media
- Engaging in advocacy

Strategies: Community Education



Walk, Bike
& Be Active
in
Haliburton Village

Includes a n
Head Lab

For more trail informat
Haliburton Highlands Tr
info@trailsand
www.trailsand
Phone: 705-



SHARE the ROAD
www.cyclehaliburton.ca

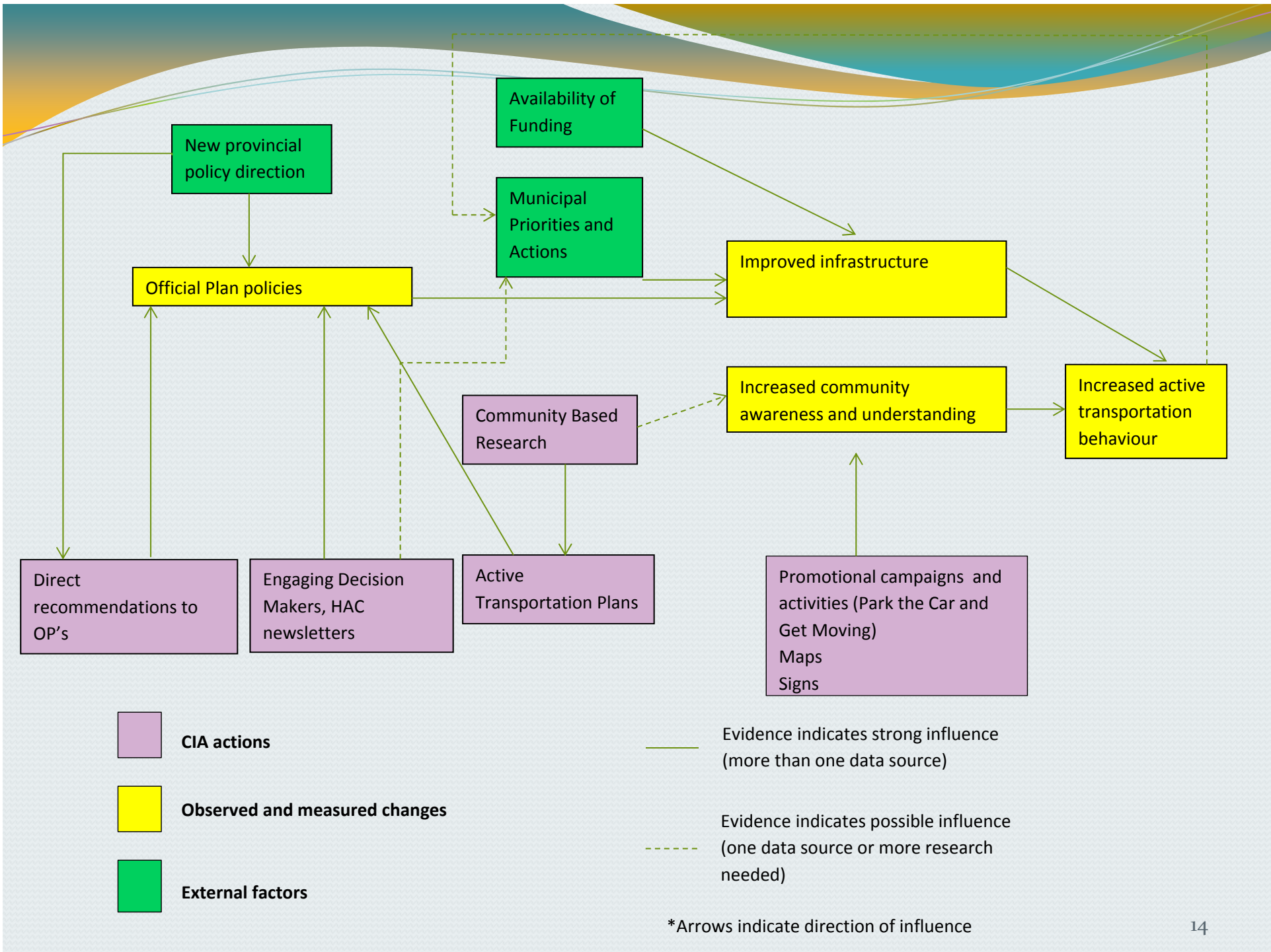
Strategies: Evaluation

- Inventory: policy and infrastructure changes
- Survey: asked residents about their AT awareness and behaviour
- Observational Study: manual counts of people walking and cycling
- Key Informant Interviews



Evaluation Questions

1. What has changed since the CIA began work on active transportation?
2. What has been our contribution to these changes?
3. How effective have we been?



Results: Policy Change

Official Plans at county and local level all now include language to support healthy, active communities in general and AT specifically.

Example:

“Active transportation (e.g. bicycling and walking) can play a positive role in improving mobility and the quality of life as part of a balanced transportation system. The Township will support the development of bicycle and walking routes, and will use the Haliburton County Cycling Master Plan as a resource to help inform future planning.” (*Township of Algonquin Highlands Official Plan, 2010, 8.1.4*)

More Policy Examples

“Land use patterns and development should promote energy efficiency, improved air quality, and allow for compact development that is designed in such a way to support and encourage active transportation...” (*County of Haliburton Official Plan, 2010, 2.3.5.3*)

“It is an objective of this Plan to promote healthy, liveable and safe communities by:...encouraging healthy, active communities by applying principles of good community design, active transportation, as well as providing parks and recreation opportunities.” (*Dysart et al. Official Plan, 2010, 2.2.7*)

Results: Infrastructure Improvements – Minden



Results: Infrastructure Improvements – Minden





Figure 2 Area 2: York Street

Results: Infrastructure Improvements Haliburton



Infrastructure Improvements – Haliburton





Infrastructure Improvements – County Roads

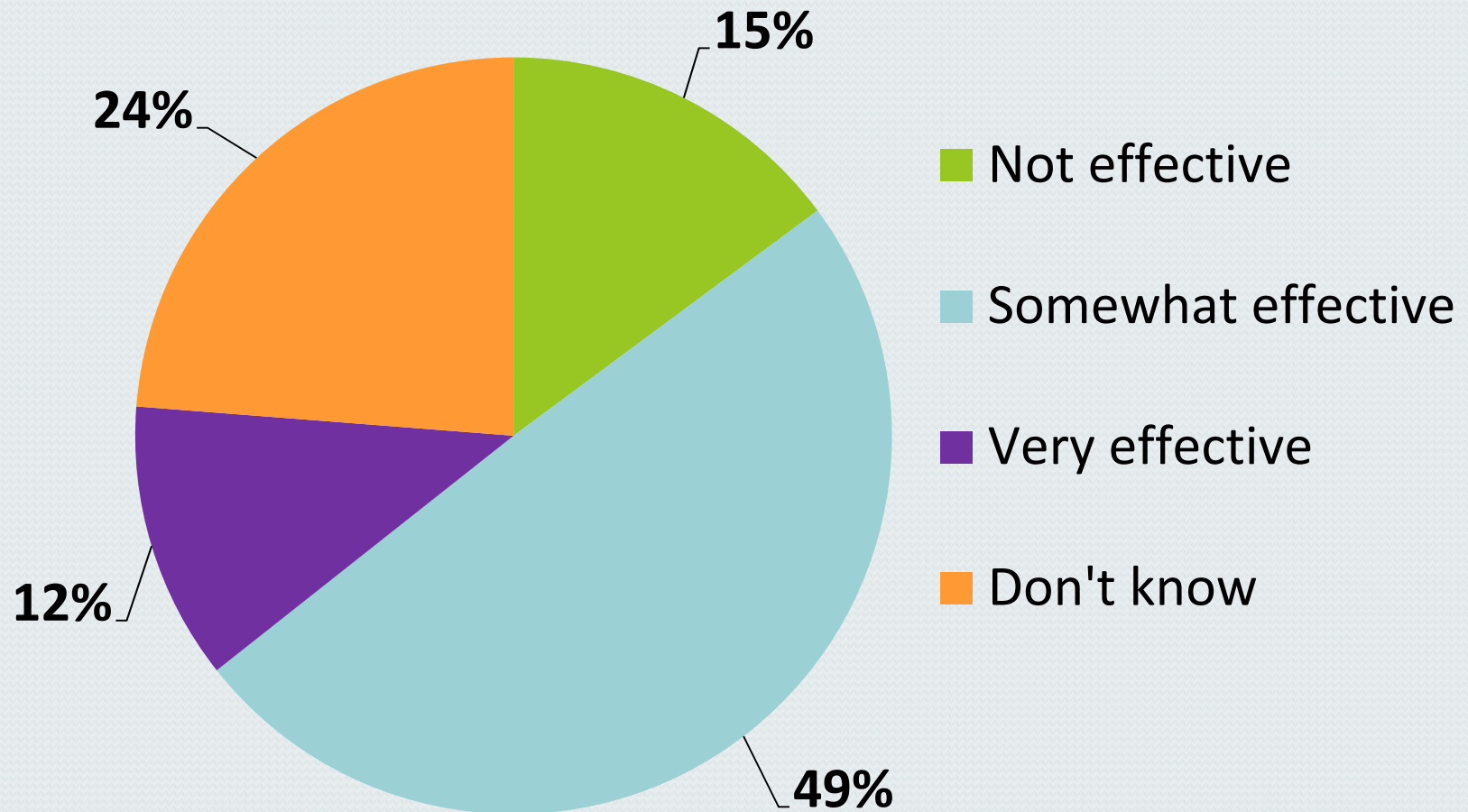


Results: Increased Awareness

“I think that there is more awareness of trails and the desire to use them. People are becoming more physically active as there is more public education around things like obesity and diabetes. Parents and kids are using them more for a healthy lifestyle and there are more trails systems overall.”

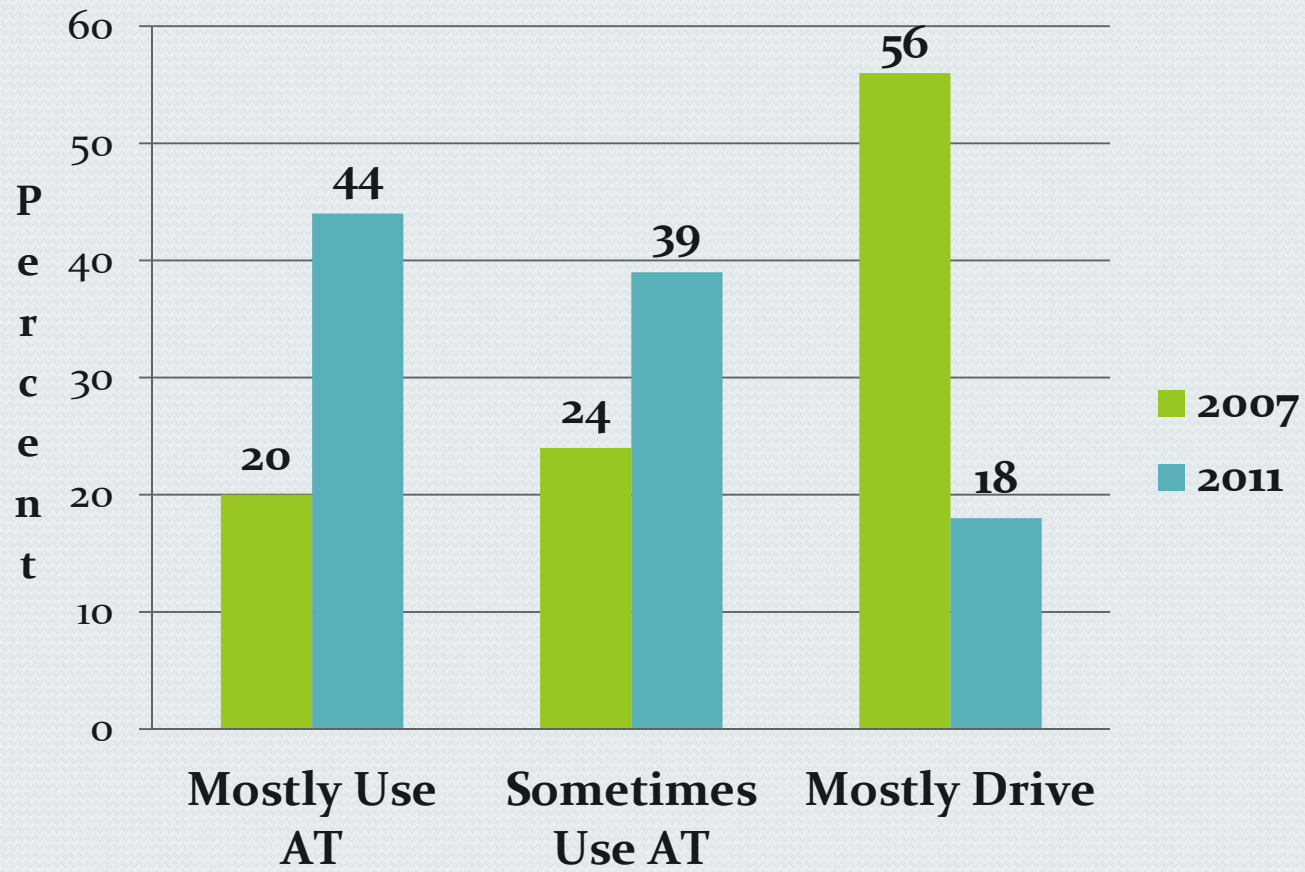
“As a driver it is very helpful to have the Share the Road signs as reminders to look out for (and share the road with) cyclists.”

Effectiveness of Share the Road Campaign in making roads safer for cycling

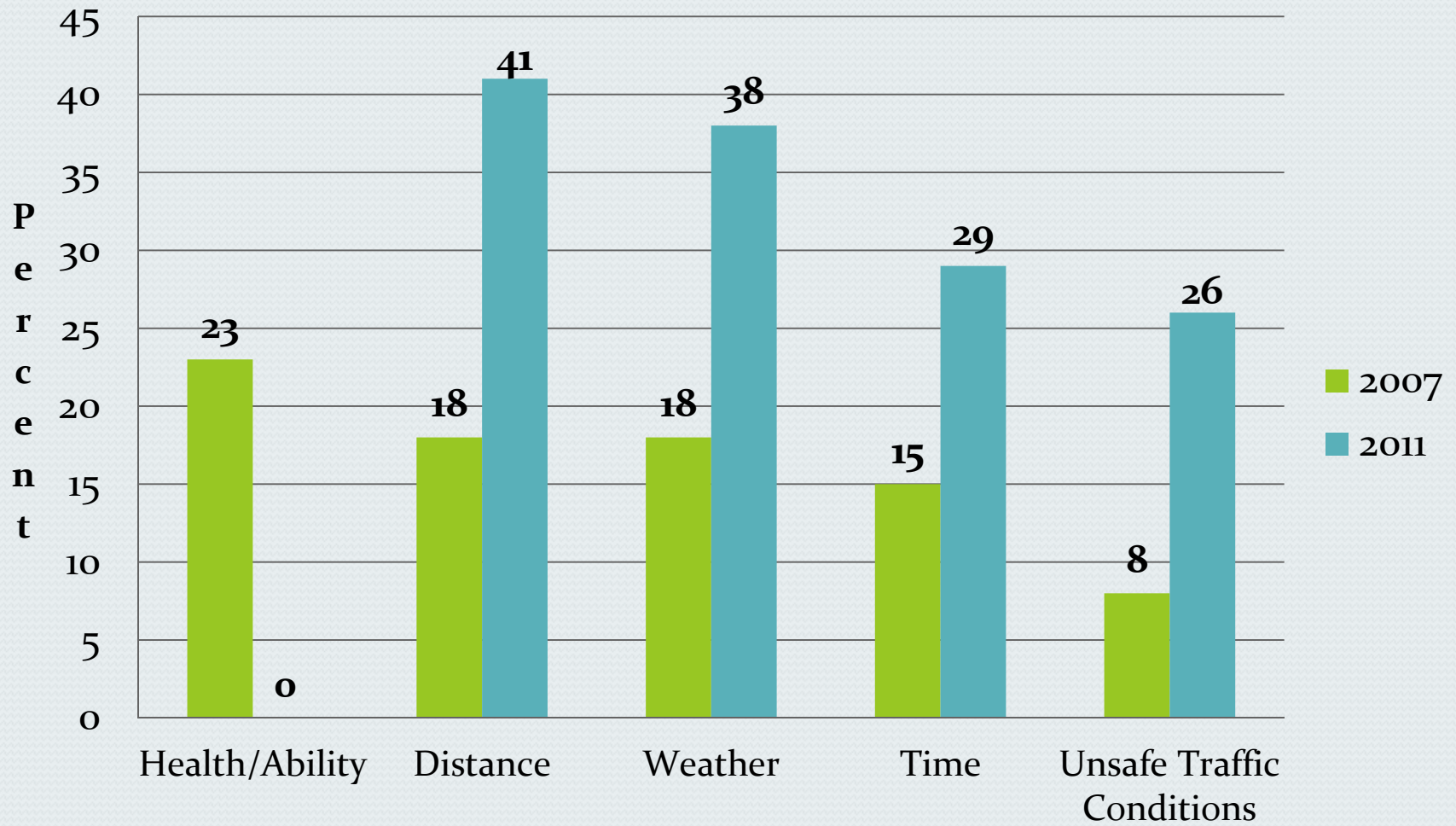


Results: AT Activity

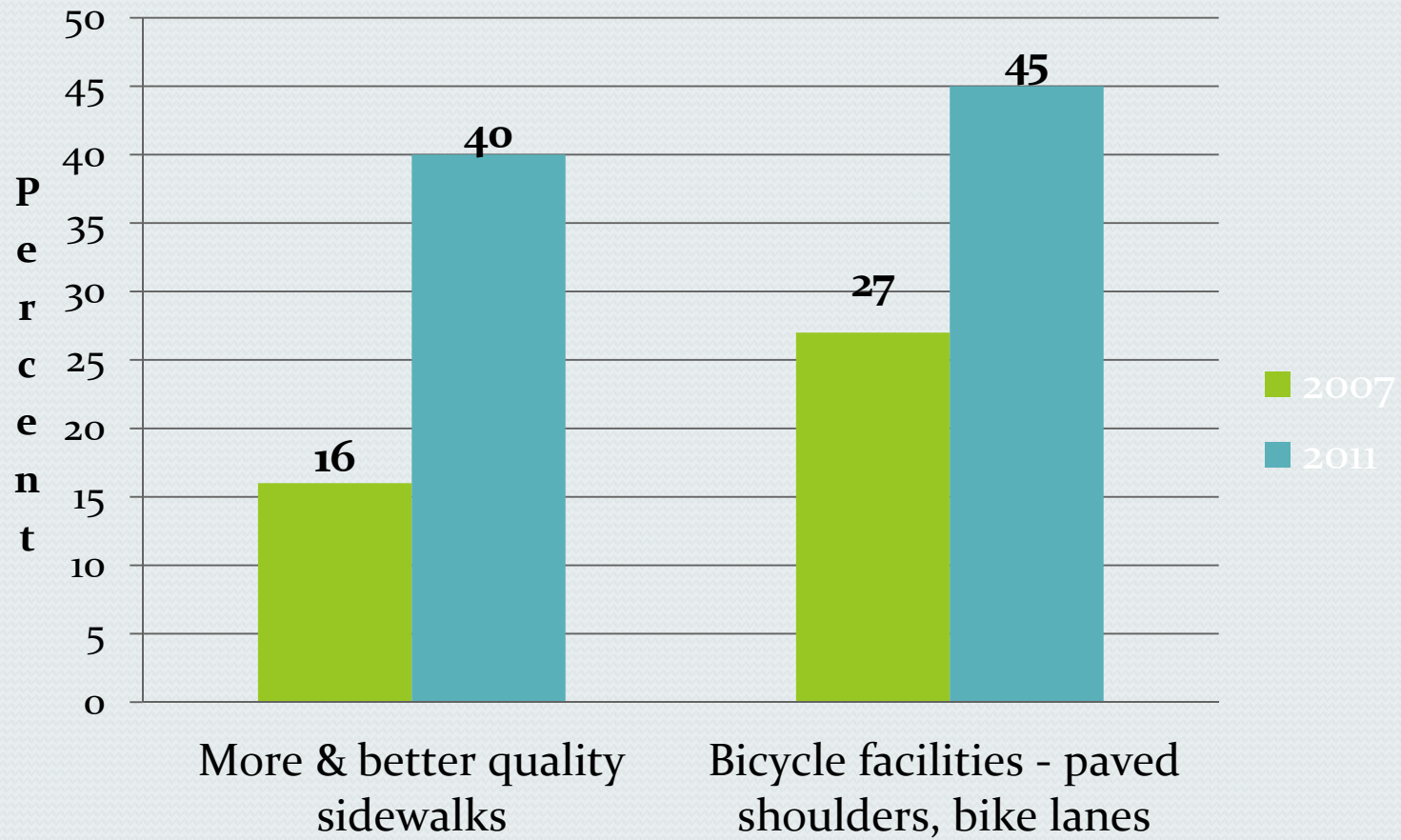
Self-reported frequency of AT use



Reported barriers to using AT



What would encourage more AT?



Results: Observational Study

Minden

Invergordon Ave.		Pritchard Lane		Water St.	
2007	2012	2007	2012	2007	2012
10	21	7	24	5	75

Average number of people using AT based on 3 hours of observation.

Haliburton

Highland St.		York St.		Courtesy Crossing	
2005	2012	2005	2012	2005	2012
146	277	106	135	55	56

Average number of people using AT based on 3 hours of observation

Results: CIA as a Credible Resource

“...to have them as an independent body to provide the municipal and county levels with direction and to highlight best practices and bring resources to the table is very effective.”

“The CIA has been the main reason for us incorporating active transportation into our planning in the village.”

“The CIA has been a great partner for council and for lobbying other levels of government. Lots of projects would not have been put into place if it weren't for them.”

Results: Cultural Shift in Decision Making

“Politicians are more aware of the needs and impacts of cyclists and pedestrians now.”

“(My role..) has been to ensure that we are all thinking about active transportation when making decisions regarding roads and sidewalks.”

“It’s become part of the fabric of the community. We are at this point right now where you can see that threads of active transportation are there.”

Results: Benefits of AT

“The population is aging and so this has become an economic strategy for our municipality – making it a destination for retirees and creating places for walking has influenced our whole decision-making.”

“From a tourism perspective, getting people to get out of their cars and getting them to wander too... to make us a more welcoming community so that people can't wait to park their car, get out of it and walk.”

What the data tells us

- There appears to be an increase in walking activity over the past 7 years
- Improved infrastructure for walking and cycling makes a difference in activity levels
- Awareness raising and promotion contributes to encourage more walking and cycling
- Partnership and communication between municipalities and CIA has been positive

What the data tells us

- The CIA contributed to observed changes in policy, planning and infrastructure to support AT
- AT Plans were effective resources for municipal planning
- The CIA's participation in the review of official plans was an effective strategy to affect policy change
- All of the interventions between 2005 and 2012 have contributed to increases in AT

Implications

- Community-municipal partnerships increase capacity to affect changes that support AT
- Increases in AT are achieved through many interventions implemented over time
- Measurement, monitoring and evaluation of interventions are required to better understand the return on investment
- Having and articulating a consistent vision is important

“Persistence and consistency – slow consistent pressure applied over a long period of time.”

What we've learned since we started...

- Partnership and relationship building
- Public Health is a key partner
- Seeking funding from a variety of sources
- Take evidence-informed action
- Relate the message to municipal priorities
- Provide a visual
- Top down and bottom up
- Identify manageable message and focus
- Taking an integrated planning approach
- Looking for opportunities to share knowledge and experience

Thank You!

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