

2015

# Niagara Active Transportation Summit Report



Healthy  
Living  
NIAGARA

## Acknowledgments

Thank you to members of Healthy Living Niagara's Summit Planning Group for making the 2015 Niagara Active Transportation Summit a success. Members played important roles in shaping the agenda, engaging their contacts to participate in the event and finalizing this report.

Members represented the groups identified in the logos below and included:

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Active  
Transportation  
Niagara  
Network



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## Executive summary

The 2015 Niagara Active Transportation Summit brought together over 200 people from across Niagara to look for ways to accelerate active transportation for people, businesses and community by making it easier for people to walk and cycle to where they need to go.

Ten percent of the summit participants were business leaders, nine per cent were elected officials. Other participants represented municipal and regional staff, tourism stakeholders, economic developers, transit officers, educators and citizens.

### Priorities for Niagara identified at the summit

Throughout the event, participants worked together to create an action plan to accelerate active transportation by making it easier for people to walk and cycle in Niagara. Through discussion, participants identified 27 possible directions. The three collective directions prioritized at the summit by the participants were:

- Create consistent way finding signage
- Engage school communities
- Develop more complete streets

### Next steps to move the priorities to action

Healthy Living Niagara will bring together participants who indicated an interest in collaborating on these three priorities to explore next steps. Ongoing communication about the progress on these and other active transportation actions is available through an e-list managed by Niagara Region Public Health. To be added to the e-list, send your email address with a request to [hln@niagararegion.ca](mailto:hln@niagararegion.ca)

### Presentation highlights from the summit

Ottawa City Councillor, David Chernushenko started the event with a showing of his film, *Bike City Great City*. “I’ve been cycling all my life and I’ve always found it to be the most enjoyable way to get around, and often the most convenient,” noted Councillor Chernushenko. His 40-minute documentary focused on the positive by drawing from the best cycling practices found in New York City and Copenhagen, the “gold standard” of bicycle cities. The film demonstrated how a bicycle-friendly city with appropriate infrastructure is a better city for everyone, including those in cars.

Hamilton Councillor Matthew Green described how Hamilton turned around their downtown. “We’ll get there faster if we all move together” is a powerful quote from Councillor Green who referred to “sticky streets” as a way to attract and retain pedestrians to benefit both people and local businesses. Councillor Green emphasized the opportunity that is found within all communities, “even those that are perceived as underdeveloped”. He reinforced the opportunity that business communities could benefit by creating streets that ultimately affect the local economy and create thriving neighbourhoods.

Ron Clarke, who leads a team of engineers and planners with Parsons in Ottawa, described how they have moved complete streets from a concept to reality. Mr. Clarke noted that “Complete streets move all people safely, comfortably and efficiently through prosperous communities within healthy public space corridors”. He presented many examples of ways to incorporate pedestrian and bicycle friendly designs into existing infrastructure.

Sixteen presenters from across Ontario offered ideas and tools to inspire further action. Local presenters also reported on active transportation successes achieved over the past five years following the 2011 Active Transportation Summit in Niagara, such as the region’s [Complete Streets](#) work. Presentation topics ranged from bike friendly business networks, to youth engagement, and integrating transit in active transportation.

## **Background information**

The objectives of the summit included:

- Learn how active transportation can support local business and the economy
- Hear about inspiring work in Niagara and other places to create safer and more accessible communities
- Identify potential directions and actions to accelerate progress on active transportation
- Identify partners interested in collaborating on collective priorities and actions generated at the summit

The event was made possible by funds received by Healthy Living Niagara through the Ministry of Health and Long-Term Care along with sponsorship from Venture Niagara. The planning committee consisted of members from the following groups:

- Active Transportation Niagara Network
- Bike Niagara
- Brock University
- Greater Niagara Circle Route Committee
- Niagara Region – Public Works, Public Health and Planning and Development Services
- Regional Niagara Bicycling Committee
- Venture Niagara

This report summarizes the background, proceedings and outcomes of the summit.

## 1. Introduction

On March 4 and 5, 2015, Healthy Living Niagara hosted the Niagara Active Transportation Summit in St. Catharines. Healthy Living Niagara is a partnership of community groups and individuals working to make the healthy choice an available choice. The partnership has been part of many active transportation initiatives in Niagara since 2003.

Transport Canada defines active transportation as any form of human powered transportation. It is any trip made for the purposes of getting yourself, or others, to a particular destination - to work, school, to the store, to visit friends. Walking and cycling are the most popular forms of active transportation, and are often combined with other modes, notably public transit.

### A collaborative initiative

The 2015 summit was a collaborative initiative spearheaded by members of Healthy Living Niagara's planning group (see members listed in the Acknowledgement section).

The summit was funded by dollars Healthy Living Niagara received from the Government of Ontario and a sponsorship from Venture Niagara. The summit facilitator was Michael Rowland of Change Focus.

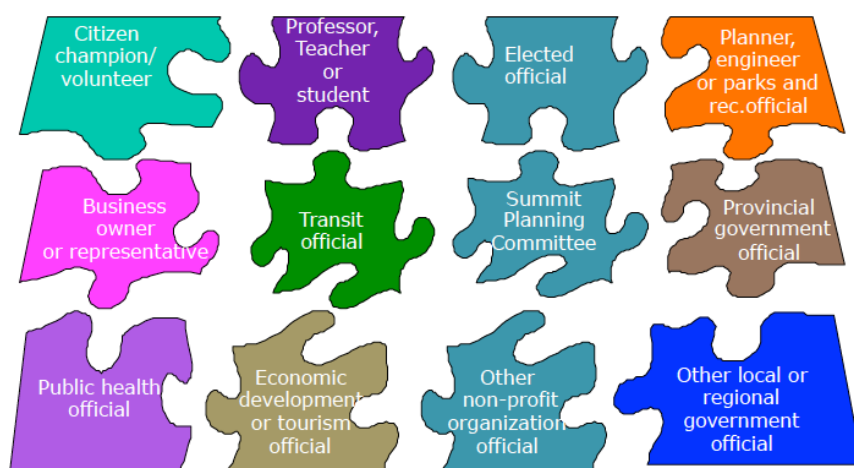
### Summit participants

The summit brought together over 200 people for a one and a half day event. Participants represented many different roles, sectors and communities across the region such as:

- Business leaders (10 per cent of registrants) and elected officials (9 per cent of registrants) who want to build local business and the economy
- Municipal and regional staff, tourism stakeholders, economic developers, transit officers, educators, citizens and others interested in accelerating active transportation in Niagara

Figure 2 summarizes the roles played by individuals who came together at the summit.

**Figure 2. Roles of individuals attending the summit**



## Summit objectives

The summit was designed to achieve four objectives:

- Learn how active transportation can support local business and the economy
- Hear about inspiring work in Niagara and other places to create safer and more accessible communities through active transportation
- Identify potential directions and actions to accelerate progress on active transportation
- Identify partners interested in collaborating on collective priorities and actions generated at the summit



## 2. Setting the scene

The Summit began on the evening of March 4 to provide a chance for people to register, network and begin to learn about active transportation experiences from communities around Niagara and elsewhere. During the event, participants were encouraged to use twitter. Some of the tweets are quoted in this report. For a summary of the twitter posts, see Appendix A.

### **Bike City, Great City - Councillor David Chernushenko, City of Ottawa**

The central focus of the evening was the showing of a film by Councillor David Chernushenko from the City of Ottawa titled *Bike City, Great City*. David Chernushenko is an educator, public speaker, film producer and, since 2010, an Ottawa City councillor.

*Bike City, Great City* tells the story of Ottawa and its gradual but steady progress to become a great bike city. It shows how cities like Copenhagen and Amsterdam have designed their cities to encourage more cycling and walking and demonstrates the benefits of transforming North American cities into great places for cyclists and everyone else. The film is available for purchase through [www.bikecitythemovie.ca](http://www.bikecitythemovie.ca).

“Ottawa Council really recognized the benefits of segregated bicycle lanes and how in every city they have been implemented that we have seen significant increases in cycling activity”. (Colin Simpson – Laurier Ave Segregated Bike Lane Project Manager, City of Ottawa as quoted in *Bike City: Great City*)

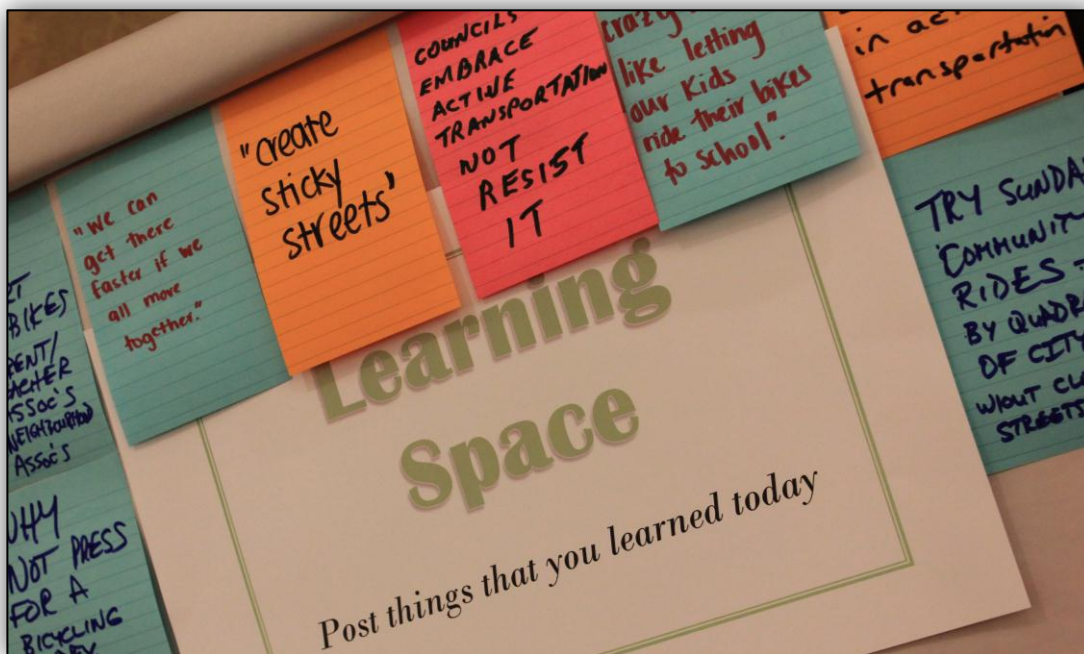
“Driving a car (at least weekly) is just about as common for cyclists (80 per cent) as it is among the total population (83 per cent) – drivers and cyclists are largely the same people”. (Eleanor McMahon, Founder, Share the Road Cycling Coalition as quoted in *Bike City: Great City*)

Following the film showing, Councillor Michael Petrachenko from the City of Welland and a member of the Summit Planning Committee, hosted an informal discussion session with David Chernushenko. Key points made during the discussion in response to questions from the moderator and the audience, included:

- There is no single complete streets design that will fit every community street. Solutions need to be site and community specific
- The successful introduction of a complete street will lead to demand for more as people see the benefits
- A combination of incentives and disincentives is the most effective strategy for promoting active transportation
- It is important to address parking as part of the re-design of streets
- Retail sales and occupancy rates can increase with the introduction of complete streets
- Measurements of performance is an important part of any complete street strategy

- Outlying suburban and rural communities benefit from the promotion of active transportation in the central urban areas by reducing vehicular traffic for residents when they travel downtown
- Investing in grass roots education is an important element of any active transportation strategy
- The promotion of active transportation should focus on connecting people to interesting aspects of their community as part of their daily lives in addition to holding special events that emphasize the act of active transportation itself

"This will allow crazy things like letting our kids ride their bike to school".  
(Tweet from summit participant)



## Summit opening

The official opening of the summit took place the morning of March 6.

**Niagara Region Chair, Alan Caslin** welcomed participants and spoke about the important role that walking and cycling play in ensuring the health and accessibility of communities in Niagara as part of an overall network of mobility infrastructure that moves people and goods. Getting GO Transit into Niagara in 2015 is an important priority as part of the overall network of mobility infrastructure that is required to enable economic prosperity. It will also facilitate links to active transportation.

**Mayor Walter Sendzik**, welcomed people to the City of St. Catharines and thanked the summit organizers and community volunteers for working to promote active transportation. In addition to the health and economic value of active transportation, Mayor Sendzik pointed out that 30 per cent of the population does not own a car or have access to a vehicle, a fact which highlights the need to create communities where walking and cycling are viable options for travel.

**Susan Morin**, Community Economic Development Manager with Venture Niagara, outlined the history of previous summits and key reports on active transportation in the region. She pointed out that the timing of this summit presents great opportunities with the election of new councils, the development of a Transportation Master Plan, and the release of Niagara Connects *Living in Niagara* report.

**Michael Rowland**, the summit facilitator, gave an overview of the summit objectives and agenda, outlined the unique features of the room that will enable people to share successes, lessons learned, identify the benefits of active transportation, and develop and display the work of different organizations.

Thanks were given by the various speakers to **Dr. Chris Fullerton** and his **students** from the **Department of Geography at Brock University** who played key roles at the summit in assisting with registration and summit operations, taking pictures, tweeting and blogging during and after the summit, recording discussion, maintaining the interactive displays, and assisting with the theming and posting of input received.

### 3. Summary of presentations

The Thursday session centered around three sets of presentations, two by keynote speakers, and the third a set of smaller "cracker barrel" style presentations that participants selected from in the afternoon.

#### Supporting the local economy through active transportation

The first presentation was themed to focus on how active transportation supports the local economy in addition to its other benefits.

**Mary Lou Tanner**, the Director of Planning Services for Niagara Region introduced the keynote speaker, Councillor **Matthew Green**, by showing a video about Councilor Green. Councillor Green is the newly elected councillor representing Hamilton's Ward 3 - a central city neighbourhood. A local business owner in Ward 3, owning and operating Freestyle Fitness, he has worked in community development on many projects in Hamilton including the Hamilton Neighbourhood Hubs in his community.

#### *The Hamilton Experience, Councillor Matthew Green*

Using various photographs and images for illustration, Councillor Green highlighted his own experience and that of the City of Hamilton in promoting the benefits of active transportation for the local economy.

Councillor Green spoke about the City of Hamilton's renaissance in changing from a city whose economy and transportation infrastructure focused on the production and movement of goods to one that focuses on creative industries, the development of communities on a human scale, and the movement of people at a human speed on what he refers to as sticky streets. For Councillor Green, sticky streets are those streets that encourage people to stop and linger. They typically offer separate facilities for vehicles, cyclists and pedestrians, traffic calming features, retail that is open in the evening, bicycle racks, and attractive street furnishings.

...“sticky streets” make people want to stay and feel safe  
(Tweet from summit participant)

Councillor Green related his own experience in establishing a personal fitness business on Ottawa Street and in choosing a location on Ottawa Street that facilitated active transportation access for his clientele.

Councillor Green described some of the key initiatives undertaken by the City to promote active transportation including Walkable Hamilton and Hamilton Bike Share. Regional and local public transit is another important component of a transportation system that supports active transportation and promotes sticky streets.

He spoke about the importance of municipal politicians listening to and working with the community and community leaders. In the case of the Cannon Street bike lanes in Hamilton, it was a local advocate who provided the community leadership that drove this initiative through. In working with the community, it is important to not position the promotion of sticky streets as a war on the car but as a way to include all people and forms of transportation by sharing the street.

“We can all get there faster if we all move together – Matt Green”.  
(Tweet from summit participant)

**Mayor Dave Augustyn** from the Town of Pelham thanked Councillor Green for his remarks and highlighted the important messages that Councillor Green had communicated about the value of community engagement and leadership, making both policy and incremental changes within the context of a longer-term view, and of addressing design and built-form. Mayor Augustyn reinforced the message of community engagement by thanking the Pelham Active Transportation Committee for their work in advancing walking and cycling locally through efforts such as the successful application by Pelham for bike friendly and walk friendly community designations.

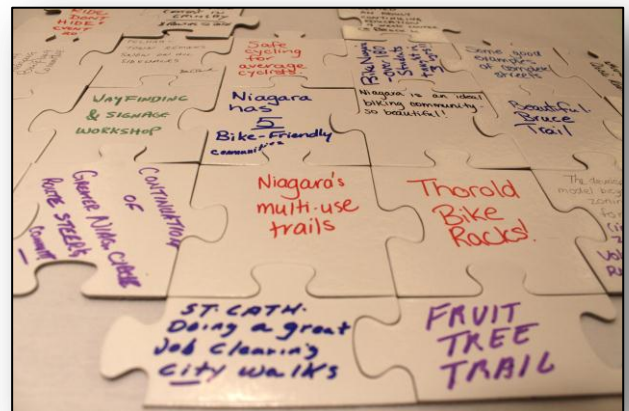
“...first protected bike lane saw an increase in sales soar by 50%; twice that of adjacent corridors”. (Janette Sadik-Khan, Former New York City Transportation Commissioner as quoted in Bike City: Great City)

“... we are all in competition for the young talent and putting in bike lanes and trails is part of that attraction of talent.” (Greg Ballard, Mayor of Indianapolis)

### Creating safer and more accessible communities

The second keynote presentation looked at active transportation through the lens of how it creates safer and more accessible communities.

**Virginia Stewart**, a member of the Healthy Living Niagara's Steering Committee, welcomed new participants who joined at the break and thanked the Ministry of Health Promotion and Long-term Care for the funds that helped to support this event. Virginia outlined [Healthy Living Niagara's role over the years in promoting active transportation](#) and encouraged people to share their own success stories from their communities throughout the summit. Successes identified by participants throughout the summit are included in Appendix B.



**Ellen Wodchis**, Director of Chronic Disease and Injury Prevention for Public Health Niagara introduced the next keynote speaker, Ron Clarke. In her introductory comments Ellen emphasized the role of community design in increasing transportation options such as walking and cycling for residents and thus making it easier for people to be physically active.

**Ron Clarke**, Manager, Urban Planning and Design is Parsons' lead professional in the planning and design of Complete Streets, within a company of more than 14,000 staff worldwide. He leads the preparation of street design plans and guidelines as well as managing multi-disciplinary teams that produce detailed designs and tender packages for Complete Street reconstruction, multi-use pathway, transit priority, and on-road cycling projects. He also manages Environmental Assessments of transportation projects.

### ***Complete Streets for Niagara: Lessons Learned from Ottawa, Ron Clarke***

Ron reviewed his recent street design experiences and lessons learned with Ottawa's movement towards "Complete Streets".

#### Defining complete streets

Ron presented various definitions of complete streets including the following example from Complete Streets Canada. It defines complete streets as those designed for all ages and modes of travel. On complete streets, safe and comfortable access for pedestrians, bicycles, transit users and the mobility impaired is not an afterthought, but an integral planning feature. He used images to point out the hallmarks of incomplete streets, including a lack of walking and cycling choices, land use investment, public space and social engagement.

"The more cyclists on the road, the safer it is for all cyclists".  
(Tweet from summit participant)

"Every street that has a bike lane on it is 40 per cent safer for all road users".  
(Janette Sadik-Khan, Former New York City Transportation Commissioner  
as quoted in Bike City: Great City)

At the heart of complete streets is a series of values and choices. Cycling sits at the heart of complete streets initiatives because walking has always been provided for whereas cycling has not.

Ron stressed the importance of linking complete streets to the goal of prosperity and commended Niagara for emphasizing the health benefits of complete streets. Groups like Health Living Niagara and public health are often not at the table or leading the discussions in his experience.



### Ottawa's move to complete streets

Ron outlined Ottawa's overall move and specific projects related to complete streets including:

- Downtown moves
- Wellington Street West renewal
- Somerset Street Bridge
- Somerset Street West renewal
- Rideau Street renewal
- Sussex Drive reconstruction
- Main street renewal
- Queen Street renewal
- Laurier Avenue Bike Lanes
- Churchill Avenue Reconstruction
- Preston Street Renewal
- Bank Street Renewal

### Lessons learned

From the above projects, Ron summarized Ottawa's lessons learned about moving complete streets from concept to reality. These included:

Summary Lesson	Details
Implement vision plans	<ul style="list-style-type: none"><li>• Establish a new vision for sustainable transportation</li><li>• Confirm that streets are public spaces</li><li>• Enshrine in Official Plan and Transportation Master Plan</li><li>• Celebrate successes, big and small</li></ul>
Harness the new values	<ul style="list-style-type: none"><li>• It is not about back to the future</li><li>• The distant past was not better</li><li>• It is about a new future</li><li>• Younger Canadians value urban living, walking, biking and transit use</li></ul>
Focus on downtown	<ul style="list-style-type: none"><li>• Trending as growth centres across North America</li><li>• Highest density of complete street users</li><li>• Best return on investment in terms of property tax revenue pre kilometer of municipal street</li></ul>
Invest on the surface	<ul style="list-style-type: none"><li>• Leverage opportunities that come with integrated road, water and sewer projects</li><li>• Street level enhancements represent just 10-20% of the total project cost</li><li>• Appropriate investments in the places where people live, work and shop</li></ul>
Use space	<ul style="list-style-type: none"><li>• Determine the minimums for "constrained" locations e.g. 3m vehicle</li></ul>

Summary Lesson	Details
wisely	lanes? <ul style="list-style-type: none"> <li>• Determine priorities</li> <li>• Likely zero gains for active transportation unless number/amount of vehicle lanes is reduced</li> </ul>
Invite all new faces to the table	<ul style="list-style-type: none"> <li>• Ottawa invested in greater numbers of staff with training to push towards complete streets and active transportation</li> <li>• Evolving cycling, pedestrian and urban design mandates</li> <li>• Make use of urban design awards</li> </ul>
Involve everybody	<ul style="list-style-type: none"> <li>• Create a multi-disciplinary team</li> <li>• Nobody carries the trump card</li> <li>• Combine "technical" and "community" stakeholders into a working group</li> <li>• Experts reside in the community and are there for the long term</li> <li>• Go to Council if you need to break a tie</li> </ul>
Do the numbers	<ul style="list-style-type: none"> <li>• Know who is using the street</li> <li>• Know what capacity is needed for each mode</li> <li>• Determine how capacity can best be allocated</li> </ul>
Prepare for a parking discussion	<ul style="list-style-type: none"> <li>• Loss of on-street parking will always be a main flashpoint of discussion</li> <li>• In some cases, providing parking is necessary to complete the neighbourhood</li> <li>• Be able to tell the complete parking story</li> </ul>
Convert it to an economic dialogue	<ul style="list-style-type: none"> <li>• It is really about city competitiveness, as much as transportation</li> <li>• Think about where companies want to invest, where people want to live and work</li> <li>• Think about what are the affordable ways to travel</li> <li>• Think about where to get the biggest bang for the buck in infrastructure investment</li> </ul>
Do not make it us versus them	<ul style="list-style-type: none"> <li>• I cannot be a war against the car</li> <li>• Cars need to be accommodated on major roads - but how will level of service be measured?</li> </ul>
Do not make cherry pick policy	<ul style="list-style-type: none"> <li>• For every vehicle level of service there is likely a complete street-oriented target</li> <li>• There is often plenty of policy support in transportation master plans to pursue more complete streets</li> </ul>
Don't be everything to everybody	<ul style="list-style-type: none"> <li>• There is a temptation to accommodate all objectives</li> <li>• The best option may poorly accommodate one of the users but still be a complete street</li> <li>• A good plan for the many will survive the intense criticism of a few</li> </ul>
Pick your spots	<ul style="list-style-type: none"> <li>• Start with the street's planned function in the cycling network</li> <li>• Don't go for a gold-plated bike facility just because there is a construction project</li> </ul>



Summary Lesson	Details
	<ul style="list-style-type: none"> <li>• Consider the function of parallel routes and show how the network all works together</li> <li>• Seek ways to reduce travel speeds on downtown streets to create more comfortable sharing</li> </ul>
Target your markets	<ul style="list-style-type: none"> <li>• Understand user needs</li> <li>• Target the enthused and confident and win over the interested but concerned cyclists</li> </ul>
How to break ties	<ul style="list-style-type: none"> <li>• Need a design decision-making framework that reflects local values and needs and engages all stakeholder perspectives</li> </ul>
Use available tools	<ul style="list-style-type: none"> <li>• Take advantage of published standards and tools (e.g. OTM Book 18)</li> </ul>
Be prepared to pioneer	<ul style="list-style-type: none"> <li>• Historical design standards may not apply to contemporary objectives</li> <li>• Differentiate between standards/laws and guidelines</li> <li>• Implement pilot projects and commit to monitoring</li> <li>• Get involved with TAC and help influence guidelines</li> </ul>

Ron also touched on the need to maintain the investment made in complete streets. More completeness means more to maintain and more cost. But the economic benefits of property value uplift, mixture of land uses, transit benefits, business benefits and health benefits likely make complete streets a very wise municipal investment.

“People first, then goods”. (Tweet from summit participant)

For a copy of Ron’s slides, visit [www.healthylivingniagara.com](http://www.healthylivingniagara.com)

**Nick Palomba**, the Director of Transportation Services for Niagara Region, thanked Ron for his presentation on Ottawa's experience and lessons learned. He drew attention to the many elements that make complete streets and the value of bringing technical and community experts together to develop plans. Nick highlighted the many opportunities, initiatives and challenges in Niagara and the importance of enabling collaboration among varied groups as a key to success.

## Learning from others

After lunch a series of presentations enabled participants to learn from the experience of other communities and organizations with respect to active transportation.

### *Relationship Network Mapping, Catherine Mindorff-Facca*

**Catherine Mindorff-Facca** from Niagara Connects presented highlights of survey results that mapped the number and strength of relationships within Niagara's active transportation community through a process called Relationship Network Mapping. She showed how many people in the community were discussing active transportation with others within and outside the region. Over the past four years of mapping, the community shows signs of a healthy, well-developed network. It has developed multiple, trusted inter-relationships, has core leaders who are the key nodes in the network of relationships, and is well positioned to mobilize and work together on the basis of these relationships.



### *Cracker barrel presentation sessions*

A series of 16 presentation topics and speakers were then offered to summit participants. People selected three different topics to attend over the course of three different, short presentation sessions. The purpose of the cracker barrel style presentations was to help build learning and relationships related to active transportation.

Topic	Presenter
1. Integrating transit in active transportation	Dr. Chris Fullerton, Brock University
2. Complete streets for Niagara	Craig Rohe, Niagara Region
3. Bike Friendly Business Network	Bea Clark, Consultant
4. Using Google Maps for active transportation routes and amenities	Brock University Students
5. Youth engagement	Rachelle Larocque, Township of West Lincoln
6. Crowd-sourced active transportation near hit reporting application	Darren Platakis, Geospatial Niagara
7. Bike Niagara cycling education	David Hunt, Bike Niagara
8. Active transportation infrastructure successes in Niagara	Nick Palomba, Niagara Region
9. WEGO	Gerry McIlhone, Niagara Parks Commission
10. Cycling tourism in Niagara	Susan Morin, Venture Niagara
11. Relationship Network Mapping	Catherine Mindorff-Facca and Mary Wiley, Niagara Connects
12. What follows after approval of an AT plan?	Wayne Chan, Region of Peel
13. Ontario by bike: opportunities for business	Louisa Mursell, Ontario By Bike
14. Engaging schools with municipalities	Laurie McDowell, School Travel Planning
15. OTM Book 18	Roger de Gannes, Ministry of Transportation
16. Municipal cycling infrastructure program and cycling Skills Training - public consultation results	Heather McClintock, Ministry of Transportation



After these sessions were finished, Susan Morin of Venture Niagara showed a video developed by the Cycling Niagara Tourism Centre. It can be accessed through <http://www.cyclinginniagara.bike/>

### ***Benefits of active transportation***

Earlier in the day, participants identified what they believe are the benefits of active transportation. The Brock students collated and summarized this information under six headings (see Appendix C for more details):

Category	Number of benefits identified
Health	106
Economic	51
Sense of community	51
Environmental	42
Safety and Traffic	24
Social	22



## 4. Future priorities and directions

One objective of the summit was to identify collective priorities for collaborative action (see Figure 3 below).

**Figure 3. Identifying collective priorities for collaborative action**



### Developing potential directions and actions



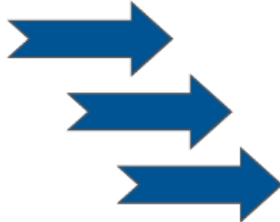

During two different table discussion sessions that followed the keynote presentations, participants discussed and identified possible actions that people could work on collectively in communities or across the region to support the economy and create safer and more accessible communities through active transportation.

A team of Summit Planning Committee members and Brock students summarized these actions into 27 potential directions (see Appendix D for the full list of potential directions and actions).

## Identifying priorities for collective collaboration

Participants identified the top three priorities from among the 27 potential directions that they believed were the most important and best worked on together. In identifying their top priorities, participants considered the following criteria:

**Figure 5. Criteria for selecting priorities**

Impact	Opportunity	Capacity to Implement
		
<ul style="list-style-type: none"><li>• Will this direction have a significant impact on the promotion of active transportation in Niagara?</li><li>• Does this direction contribute to achieving other things?</li></ul>	<ul style="list-style-type: none"><li>• Are conditions particularly right at this point in time?</li><li>• Are there existing initiatives to be built on?</li></ul>	<ul style="list-style-type: none"><li>• Can we exert control and overcome barriers/ risks in this area?</li><li>• Does doing this collaboratively enhance our implementation capacity?</li></ul>
		

## Top three priorities for collective collaboration

The top three priority directions that participants indicated were the most important and best worked on together based on the above criteria were:

1. Create consistent way-finding signage (31 votes)
2. Engage the school community to increase active transportation (29 votes)
3. Develop complete streets (19 votes)

These directions will be the focus of collaborative efforts coming out of this summit to advance active transportation across the region. The full results of the prioritization are shown in Appendix D.



## 5. Next steps and closing remarks

The summit ended with a summary of next steps and closing remarks.

### Next steps

The Summit Planning Committee and Healthy Living Niagara will invite summit participants and other active transportation stakeholders to form working groups and leadership to move the priority directions forward.

The summit priorities need to be owned and lead by the stakeholders at the summit and will be the focus of collaborative action. Participants were asked to identify their level of interest in contributing to ongoing work to move these priorities forward. This information will be used to solicit membership in working groups for the top priorities.

Next steps identified at the summit included the following:

**Figure 6. Next steps outlined at the summit**

Step	Responsibility	Timing
1. Planning group meets to debrief and review report	Summit Planning Group	March/April
2. Report distributed	Healthy Living Niagara	April
3. Leaders brought together to discuss forming a group to guide next steps	Healthy Living Niagara	May
4. Interested people brought together for each priority to discuss next steps and roles	Healthy Living Niagara	June
5. Leadership group and working groups form where leadership and resources exist to support action	Leads as identified at exploratory meetings	Fall and ongoing as needed
6. Updates on working group successes send via active transportation e-list	Niagara Region Public Health	Ongoing

### Closing remarks

Bea Clark, a member of the Summit Planning Committee and Chair of the Pelham Active Transportation Committee, closed the summit by thanking the participants and organizers. She stressed that there is no turning back after today and that collaboration, commitment and action will be the key to the future success of the group in moving active transportation forward in Niagara following the summit.

## Feedback from summit participants

The day after the summit, participants received an email inviting them to provide comments about the event. Forty-six per cent of summit participants responded.

Most respondents rated all of the sessions at the summit highly. The breakfast keynote rated the highest, with most respondents strongly agreeing or agreeing that the session was informative. Some participants provided suggestions about how the event could have been improved. Most of these suggestions related to the discussions and priority setting exercise. A few of the suggestions pertained to the presentations.

The majority of respondents indicated that they would be interested in attending a future event about the progress of the summit and to discuss future opportunities to accelerate active transportation in Niagara. Many respondents suggested topics for future summits.

Some respondents also provided the names of potential champions who may want to be involved in future work related to active transportation. The full list of names will be shared with members of the Planning Group regarding follow-up and future engagement.

Many respondents provided additional suggestions to support respondents in future work. Examples included online interactive communications, access to data, public engagement, attention to the top three priorities from the summit and programming ideas.

A copy of the survey and detailed results are in Appendix E. The comments will provide valuable information to further inform next steps to accelerate active transportation in Niagara



## Appendix A - Summary of twitter posts from the Summit

The Niagara Active Transportation Summit produced forty-five twitter posts using the hashtags "#LetsGetMoving", "#ATS2015" and "#2015ATS". Individuals and organizations voiced their opinions on social media about the topics covered during the summit. The tweets consisted of quotes from presenters and personal input. Many participants indicated that they were impressed by the level of cooperation that they witnessed, "Active Transportation = Active Living = Active Communities = Makes Sense". Comments mentioning the organizations involved made up a large amount of the tweets posted early during the day. Positive tweets that showed excitement and interest towards active transportation were posted throughout the event.

Most of the twitter posts referred to presentations made by Hamilton Councillor Matthew Green and Ron Clarke from Parsons Inc. Ottawa. Terms such as "sticky streets" and "complete streets" were cited often in the comments. Viewing streets as sticky and judging the streets based on their ability to attract and retain pedestrians has implications for both people and local businesses. Sticky streets offer choice and opportunities for all within a community. The presentation made by the Councillor emphasized the opportunity that is found within all communities, even those that are perceived as underdeveloped. "We'll get there faster if we all move together" is a powerful quote from Councillor Green noted in one of the tweets. Learning about how active transportation can support business and the economy was represented by these tweets.

Tweets that mention complete streets refer to the presentation by Ron Clarke on the Ottawa example. These comments mentioned that the concept of complete streets moves "people safely, comfortably and efficiently through communities within healthy public spaces". The Twitter posts indicated that participants liked the idea of incorporating better or more pedestrian and bicycle friendly designs into existing infrastructure. Combining health, public space and alternative modes of transportation was something that appealed to those present that shared their thoughts on Twitter.

Comments that referred to other moments of the summit are few yet relevant to potential directions for future collaboration. These included ideas that were raised during the table discussions such as the involvement of school boards or ways to facilitate gaps in the existing infrastructure. These ideas illustrated the level of involvement from those attending in the process of accelerating active transportation in Niagara.

The three collective directions prioritized at the summit by the participants are as follows:

- 1) Create consistent way finding signage
- 2) Engage school communities
- 3) Develop more complete streets

The general level of involvement and activity on Twitter was an indication that the main summit objectives were considered by the participants; guests learned about ways in which active transportation supports the local economy, were inspired by stories, and identified potential directions for future collaboration.

Version posted on March 12 on Niagara Connects Community Blog.

Prepared by:

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Alexandru Raileanu, Student, Brock University

## Appendix B - Local active transportation successes

Participants wrote the following local active transportation successes on puzzle pieces during the summit:

- “Beautiful Bruce Trail”
- Started Grimsby Active Transportation
- West Niagara Regional Transit becoming a reality – West Lincoln, Grimsby, Lincoln, Niagara Region
- The development of model bicycle parking zoning provisions for use in Niagara (in comprehensive zoning By-laws).
- Greater Niagara Circle Route
- WEGO Service carries 2200 bicycles since 2012
- In the process of creating the bus etiquette info video and website
- Niagara AT Summit 2015!
- A Welland Council motion “pushed” the Region to install bike lanes along Main St. during the rehab of this NR road. This is almost completed the bike lanes along Main St. E
- St. Paul Street bike logo in center of the driving lane
- Founded the Women’s Cycling Club in Niagara to increase women’s participation
- Active Regional Niagara Bicycling Committee
- Brock University universal bus pass for students
- Bike Niagara – over 180 students taught in 3 years!
- Niagara is an ideal biking community – so beautiful!
- Thorold bike racks!
- Utilizing high school welding programs to build at cost bike racks for institutions, businesses and city rec trails to have.
- City of Neighbourhoods – Jane’s Walks, May 1-3. In memory of Jane Jacob Community Walks
- Some good examples of complete streets
- Barrier-free cycling event called “Families on Bikes” – Reactivated - Coaching
- Sullivan Avenue cycle route
- Greater Niagara Circle Route
- Niagara has 5 bike-friendly communities
- Wayfinding & signage workshop
- Safe cycling for average cyclists
- Pelham – town removes snow on all sidewalks
- Continuation of Greater Niagara circle route steering committee
- Meetup.com “Like-minded people” community personal connections



- Living in Niagara 2014 Report cites action in Active Transportation in 3 sectors:
  - Transit and mobility
  - Health and wellness
  - Economic development, poverty & prosperity
- Greening Niagara provides AT workshops with youth in schools
- St. Catharines doing a great job cleaning city walks
- Regional Niagara Bicycling Master Plan and its many updates and more to come!!
- Created an adult continuing education 3 week course at Brock University – Reactivated
- “Ride Don’t Hide” event 2015 – CMHA
- “Girls on Bikes” event to encourage more girls to RIDE – Reactivated
- Provided bike valet parking for community events in Welland. i.e. World Jr. Champs, Kayak/Canoe...Niagara Food Festival
- Educated Grimsby to the use of the Bruce Trail health and tourism benefits
- Niagara Parks accessibility award winner
- Fruit Tree Trail – Greening Niagara
- Bike Valets at community events
- Regional Niagara Bicycling Committee – great public input and consultation
- Niagara’s multi-use trails

View a listing of [Healthy Living Niagara’s active transportation success](http://www.healthylivingniagara.com) at [www.healthylivingniagara.com](http://www.healthylivingniagara.com)

## Appendix C - Benefits of active transportation

During the summit, participants wrote up to three important benefits of active transportation. Brock students sorted these benefits into six categories. The details are shown in the table below:




Category of benefits	Number of mentions	Examples of benefits identified by summit participants
Health	106	<ul style="list-style-type: none"> <li>• More children will walk/bike to school at an earlier age and will develop healthy physical activity habits</li> <li>• Slower pace to life</li> <li>• An active lifestyle by adults sets a positive example for the next generation</li> <li>• Active transportation makes people healthier therefore decreases health costs and keeps people at work</li> <li>• Decreased cost of health care due to healthier population</li> <li>• Creating infrastructure so the healthy choice is the easy choice</li> <li>• Improved overall mental and physical health</li> </ul>
Economic	51	<ul style="list-style-type: none"> <li>• Economical option for those who cannot afford cars</li> <li>• As people are more active they do more things and spend more money</li> <li>• Increase in cycling tourism</li> <li>• Non-walkable neighbourhoods suffer economically</li> <li>• Economic effects of small local business activity</li> <li>• Reduced costs by reducing the need for the automobile</li> <li>• Increase of income to businesses that are bike friendly</li> </ul>
Sense of community	51	<ul style="list-style-type: none"> <li>• People interact on the street</li> <li>• Happier residents</li> <li>• A community where people feel comfortable and safe using active transportation is a healthy community</li> <li>• Promotes more interest in what's happening in your area</li> <li>• Personal and community health and vibrancy</li> </ul>
Environmental	42	<ul style="list-style-type: none"> <li>• Environmental benefits reducing use of cars and emissions</li> <li>• Healthier environment and community</li> <li>• Better air quality and reduced noise</li> <li>• Reduce dependency on fossil fuels</li> <li>• Reduction in pollution/greenhouse gases</li> </ul>
Safety and Traffic	24	<ul style="list-style-type: none"> <li>• Community safety</li> <li>• Neighbours getting to know each other</li> <li>• Feeling of community connectedness</li> </ul>

Category of benefits	Number of mentions	Examples of benefits identified by summit participants
		<ul style="list-style-type: none"> <li>• More eyes on the streets creates safer communities</li> <li>• Less time commuting</li> <li>• Sense of freedom</li> <li>• No hassles with parking</li> </ul>
Social	22	<ul style="list-style-type: none"> <li>• Increase the appeal of communities for business and residents</li> <li>• Getting to know neighbours</li> <li>• Lessens traffic congestion around school zones if more children walk or cycle to school</li> <li>• Improve quality of life</li> <li>• Allows the community to become closer due to increased social interaction</li> </ul>

## Appendix D - Potential directions, actions and priority vote

At the summit, participants completed a card to indicate their top three priority directions and their level of interest in helping to implement them. The results are featured in this appendix.

 <b>Priority Directions and Levels of Interest</b>	
<b>Name</b>	
<b>Priority Directions</b> (write the <u>number</u> of the top three priority directions in each of the rows below)	<b>Level of Interest</b> (write in the <u>letter</u> for the appropriate level of interest for each priority using the scale below)
Scale – Level of Interest <b>C. Core.</b> Member of a working group actively involved in the process on an ongoing basis  <b>I. Involved.</b> Engage in one or more specific aspects of implementation  <b>S. Supportive.</b> Provide support to the initiative (e.g. data, funds, space, services)  <b>P. Peripheral.</b> Receive information about what is going on	

Direction	Actions	Number of Votes
<b>Create consistent wayfinding signage</b>	<ul style="list-style-type: none"> <li>• Create wayfinding signage that is consistent and recognizable throughout the community and region (multi-use trails)</li> <li>• Standardize regional wayfinding signage</li> <li>• Provide a uniform bike route (uniform signage) to encourage cycling across the Greater Niagara Circle Route</li> <li>• Address the safety, signage and connectivity issues with the Greater Niagara Circle Route through a single point of contact</li> <li>• Develop wayfinding strategy for business districts</li> <li>• Universal signage re: bike trails – washrooms, emergency numbers, website contact info</li> </ul>	<b>31</b>  <i>8 Core 10 Involved 5 Supportive 8 Peripheral</i>
<b>Engage school community to increase active transportation</b>	<ul style="list-style-type: none"> <li>• Educate parents to understand the importance of children walking so they don't rely on the bus</li> <li>• Engage school board in keeping walkable elementary schools in downtown areas</li> <li>• Develop safe routes to schools and develop discussions with school boards to bring excitement back to being active</li> <li>• Educate youth at schools/community to make AT a viable transportation mode to instill an AT culture in their minds</li> <li>• Advocate for schools and school boards to become more involved in alternative transportation programs; e.g. bike racks, walking school bus, bike to school week</li> </ul>	<b>29</b>  <i>11 Core 10 Involved 4 Supportive 3 Peripheral</i>
<b>Develop complete streets</b>	<ul style="list-style-type: none"> <li>• Develop downtown streetscape/complete streets that enhance AT; e.g. bike parking, slower traffic, biz-bike friendly partnerships</li> <li>• Pick a potential example of a complete street to use an example in each different municipality in the region</li> <li>• Develop complete streets (accessibility for walkers, cyclists and drivers)</li> <li>• Looking at capital projects by municipality and identifying potential for the integration of complete street initiative to be incorporated multiple options of previous research for layers of support this data ex. Walk and bike for life</li> <li>• Develop policy to implement complete streets so municipalities allocate funding to sustainable transit in BIAs</li> <li>• Rationalization of municipal jurisdiction for road and</li> </ul>	<b>19</b>  <i>2 Core 8 Involved 5 Supportive 5 Peripheral</i>



	<p>non-road elements of Regional road corridors</p> <ul style="list-style-type: none"> <li>• Educating stakeholders that complete streets make good business sense</li> <li>• Redefine the function of Regional roads to include both active transportation and vehicle movements</li> <li>• Look for creative solutions and alternatives based on the functions of the street – business, main, residential, pedestrian, etc.</li> <li>• Develop complete streets to accommodate daily needs (e.g. shopping) – We need to include school boards in the conversation</li> </ul>	
<b>Increase awareness about the need for active transportation</b>	<ul style="list-style-type: none"> <li>• Awareness: walking, biking – 2x a year (month)</li> <li>• Educate and demonstrate council members, parents and business sector to create wider range of awareness</li> <li>• Increase local education and awareness of active transportation</li> <li>• Promote initiatives/provide services that get people involved with active transportation; e.g. clean air commute, family bus pass discount</li> <li>• Strengthen communication to raise awareness for an active lifestyle to build a sense of community leadership and teamwork (Teamwork to inspire infrastructure development towards pedestrian use and active transportation)</li> <li>• Provide opportunities to inspire passion and awareness in young people towards biking and active transportation</li> <li>• Engaging and informing the community</li> <li>• Create a provincial active transportation day to encourage walking and cycling which will raise awareness and promote healthier lifestyle</li> <li>• Challenge elected officials and staff from many departments to experience transit, cycling and/or walking</li> </ul>	<p><b>16</b></p> <p><i>5 Core 5 Involved 4 Supportive 2 Peripheral</i></p>
<b>Educate all road users on how to share the road</b>	<ul style="list-style-type: none"> <li>• To educate re :rights and responsibilities for active transportation (rules of the road)</li> <li>• Educate motorists and cyclists on sharing the road</li> <li>• Educate the public and youth on inclusive road etiquette to allow cyclists and pedestrian to have road rights</li> <li>• Increase initiative to educate all members of society in regards to active transportation</li> <li>• Encourage active transportation through educating both parents and their children</li> <li>• Fulsome consultation with all stakeholders to see how facilities are used</li> </ul>	<p><b>16</b></p> <p><i>2 Core 6 Involved 3 Supportive 5 Peripheral</i></p>



	<ul style="list-style-type: none"> <li>Educate re: rights and responsibilities for active transportation (rules of the road) – drivers, cyclists and pedestrians</li> </ul>	
<b>Increase number of master plans</b>	<ul style="list-style-type: none"> <li>Active transportation master plans in all 12 municipalities – with community consultation</li> <li>Include active transportation in local transportation master plans and open-space/trails plans</li> <li>Create a comprehensive and collaborative active transportation master plan that is shared across municipalities</li> <li>Integrate active transportation into all plans and center plans around AT</li> <li>Develop comprehensive collaborative policies about active transportation within master plans</li> </ul>	<b>14</b>  <i>6 Core 3 Involved 4 Supportive 1 Peripheral</i>
<b>Strengthen official plans to include active transportation and complete streets</b>	<ul style="list-style-type: none"> <li>Municipalities adopt/ approve new road design guidelines and standards for complete streets</li> <li>Build continuous quality improvement and risk management into all municipal action plans</li> <li>Integrated approach to build a plan which merges neighbourhood improvements with health and economic benefits</li> <li>More piloting of short-term solutions at municipal level; e.g. lane width assignments to regulate traffic speeds</li> <li>Review policy to include/prioritize active transportation (build into transportation master plan, open-space/trail plan, etc.)</li> </ul>	<b>14</b>  <i>4 Core 3 Involved 4 Supportive 3 Peripheral</i>
<b>Promote cycling tourism</b>	<ul style="list-style-type: none"> <li>Promoting alternative forms of tourism through cities that attract more crowds than mainstream tourism; e.g. Geoparks</li> </ul>	<b>13</b>  <i>4 Core 3 Involved 3 Supportive 3 Peripheral</i>
<b>Allocate appropriate funding for active transportation infrastructure</b>	<ul style="list-style-type: none"> <li>Set realistic targets for municipalities and allocate certain funds towards these complete street targets; ex. Capital projects</li> <li>Funds to build infrastructure</li> <li>Region to take a lead role in providing financial assistance to municipalities</li> <li>Developing a policy where the Region assist local municipalities in both terms of skills and funds to create complete skills</li> </ul>	<b>13</b>  <i>4 Core 3 Involved 2 Supportive 4 Peripheral</i>
<b>Increase engagement with business groups;</b>	<ul style="list-style-type: none"> <li>Engage BIAs and other partners (schools-welding department, etc.)</li> <li>Business people/entrepreneurs and money talks –</li> </ul>	<b>12</b>  <i>5 Core 1 Involved</i>

<b>e.g. BIAs</b>	<p>educate business owners</p> <ul style="list-style-type: none"> <li>• Encourage businesses to promote cycling in the BIA area to create a pedestrian culture</li> <li>• Engage business/BIAs in discussion of sticky streets (i.e. pedestrian-only zones, bike parking and security, etc. bump outs)</li> <li>• Engage BIAs in neighbourhood involving plans of active transportation</li> <li>• Involve BIAs – involve collaboratively; get involved with anything that has a discussion on active transportation</li> <li>• Support local businesses which are in a walkable or bikeable distance in order to draw more business in</li> </ul>	<p>2 Supportive 4 Peripheral</p>
<b>Improve connectivity of regional transit</b>	<ul style="list-style-type: none"> <li>• Integrating regional transportation ; e.g. Thorold, Niagara-on-the-Lake</li> <li>• Implement permanent Regional Transit systems</li> <li>• Identify gaps in existing transit networks to increase connectivity</li> <li>• Link AT routes to public transit</li> </ul>	<p><b>11</b></p> <p>3 Core 2 Involved 5 Supportive 1 Peripheral</p>
<b>Update Regional Bikeways Master Plan</b>	<ul style="list-style-type: none"> <li>• Create a region wide bike transportation master plan</li> <li>• Revisit Regional bike lane network with the sticky street policy</li> </ul>	<p><b>10</b></p> <p>5 Core 2 Involved 3 Supportive 0 Peripheral</p>
<b>Increase connectivity between residential and business areas</b>	<ul style="list-style-type: none"> <li>• Connect to residential areas with employment areas</li> <li>• Design active transportation routes that are connected rather than fragmented. Fill in the missing links to and from high density business areas</li> <li>• Creating connectivity between municipalities, through infrastructure, community branding and events</li> <li>• Develop better connectivity between cities; e.g. lighting bike lanes and sidewalks</li> <li>• Integrated approach to build a plan which merges neighbourhood improvements with health and economic benefits</li> </ul>	<p><b>10</b></p> <p>2 Core 3 Involved 2 Supportive 3 Peripheral</p>
<b>Create protected bike lanes</b>	<ul style="list-style-type: none"> <li>• Reconfigure the bike tracks from on-road to off-road infrastructure in order to provide both pedestrians and cyclists with optimal safety measures in commercial districts for future long-term sustainability</li> <li>• Re-visit the reconstruction of road design to include separation of bike lanes and sidewalks</li> <li>• Create a higher frequency of off-road dedicated bicycle lanes to encourage those cyclists with safety concerns.</li> </ul>	<p><b>9</b></p> <p>4 Core 2 Involved 1 Supportive 2 Peripheral</p>

	<ul style="list-style-type: none"> <li>Prioritize finishing the official cycling routes; e.g. Lakeshore Rd</li> </ul>	
<b>Increase complete streets policies</b>	<ul style="list-style-type: none"> <li>Clarify Complete Streets Policies – when we do construction work make sure bike lanes are included, etc.</li> </ul>	<b>9</b>  1 Core 1 Involved 7 Supportive 0 Peripheral
<b>Provide initiatives and services to promote community involvement</b>	<ul style="list-style-type: none"> <li>Create initiatives and programs that answer the needs of the consumers participating in active transportation</li> <li>To intentionally review and focus on transportation plans in economically challenged areas</li> <li>Make people the priority</li> </ul>	<b>7</b>  2 Core 4 Involved 1 Supportive 0 Peripheral
<b>Strengthen and build our partnerships</b>	<ul style="list-style-type: none"> <li>To broaden and strengthen the active transportation network in Niagara to include other sectors such as are and culture</li> <li>Creating change through grassroots</li> <li>Establish a workgroup with diverse stakeholders – put everyone together in a room to develop a shared understanding</li> <li>Engage stakeholders to promote a strong sense of community in order to advocate for change for future sustainability</li> <li>Bring stakeholders together</li> <li>Engage local business more in discussion of sticky streets</li> <li>Ensure community stakeholders at regional active transportation planning tables to ensure collaborative dialog and action</li> <li>Fostering relationships between community groups with similar goals for collective leadership</li> </ul>	<b>7</b>  2 Core 1 Involved 3 Supportive 1 Peripheral
<b>Engage age-friendly champions to ensure accessibility</b>	<ul style="list-style-type: none"> <li>Foster relationships with age-friendly leaders to listen to active transportation needs of the community using our streets – lessons learned from Welland and act on them</li> <li>Incorporate accessibility and disability act – accommodate everyone – inclusive streets</li> </ul>	<b>5</b>  3 Core 1 Involved 1 Supportive 0 Peripheral
<b>Increase non-roadway amenities for people; e.g. washrooms, benches, lighting</b>	<ul style="list-style-type: none"> <li>Provide more safe, clean, accessible public “comfort” facilities like washrooms for people (with supporting wayfinding signage)</li> <li>Implement non-roadway infrastructure to promote pedestrian safety (e.g. lighting)</li> <li>Improve conditions on streets to promote cycling through lighting bike lanes and sidewalks</li> </ul>	<b>5</b>  1 Core 1 Involved 2 Supportive 1 Peripheral

	<ul style="list-style-type: none"> <li>• Provide active transit infrastructure; pumps, racks, washrooms etc.</li> <li>• Identify bicycle community through signage, racks and awareness sharing bike racks</li> <li>• Create attractive business destinations that are both functional and aesthetically pleasing though attractive sidewalks and bicycle parking.</li> <li>• Create a pleasant streetscape atmosphere to encourage use and produce a space for community interaction</li> <li>• Establish connectivity and completion of bike lanes and paths to ensure safety (includes lighting , signage)</li> </ul>	
<b>Increase bike parking</b>	<ul style="list-style-type: none"> <li>• Enhance infrastructure at the destination – long-term vs. short-term parking and the use of shared parking facility supporting local business</li> <li>• Proper infrastructure for active transportation (comfortable and safe to take a bike to work) ex. Bike racks</li> <li>• Install bike racks through business districts</li> <li>• Create safe and efficient parking places for bikes within the city</li> <li>• Taking our one spot every 10 spots for multiple bike rack area</li> <li>• In creating “sticky streets’ increase bike parking and security</li> <li>• Develop short term and long-term bicycle parking infrastructure to encourage pedestrian participation in businesses</li> </ul>	<b>4</b>  2 Core 1 Involved 0 Supportive 1 Peripheral
<b>Improve amenities for employees to walk and bike to work</b>	<ul style="list-style-type: none"> <li>• Proper facilities for businesses to provide more mixed-use active transpiration options for employees to commute to work (bike cages, showers) – public facilities so that small businesses who may not be able to afford these facilities.</li> </ul>	<b>4</b>  1 Core 1 Involved 1 Supportive 1 Peripheral
<b>Apply traffic calming measures</b>	<ul style="list-style-type: none"> <li>• Implement smaller street lanes and slower speed limits</li> <li>• Apply traffic calming measures, (e.g. four way stops, reducing speed limits) to promote a safe accessible environment</li> <li>• Encourage street calming to promote an environment that fosters active living, safety, security and a sense of community</li> </ul>	<b>3</b>  3 Core 0 Involved 0 Supportive 0 Peripheral
<b>Provide incentives to businesses</b>	<ul style="list-style-type: none"> <li>• Empower local business through municipal incentives (i.e. grants)</li> </ul>	<b>3</b>  0 Core 2 Involved

	<ul style="list-style-type: none"> <li>• To provide incentives that encourage and rewards active transportation</li> <li>• Businesses taking action creating change (sponsorship)</li> <li>• Empower local business through municipal incentives (i.e. grants)</li> </ul>	<i>0 Supportive</i> <i>1 Peripheral</i>
<b>Create a plan to maintain infrastructure in all four seasons</b>	<ul style="list-style-type: none"> <li>• Develop an maintenance program for active transportation infrastructure on order to increase its use with specific emphasis during the winter months</li> <li>• Development and maintenance of bike lines through city funding to encourage active transportation and greater mobility</li> </ul>	<b>2</b>  <i>1 Core</i> <i>0 Involved</i> <i>1 Supportive</i> <i>0 Peripheral</i>
<b>Engage citizens in official plan development</b>	<ul style="list-style-type: none"> <li>• Offering a collaborative approach for citizens (pedestrian , cyclist) when working towards including active transportation in official plans; ex. Smart phone app</li> <li>• Develop policy in a comprehensive and collaborative manner so that everyone is aware of the policy at the start of the project rather than it being an afterthought</li> </ul>	<b>2</b>  <i>0 Core</i> <i>1 Involved</i> <i>1 Supportive</i> <i>0 Peripheral</i>
<b>Review zoning policy standards to address bike parking</b>	<ul style="list-style-type: none"> <li>• Create bike parking incentives/amenities – by-laws for building erection that also reflects a vehicular parking reduction</li> </ul>	<b>1</b>  <i>1 Core</i> <i>0 Involved</i> <i>0 Supportive</i> <i>0 Peripheral</i>

## Appendix E - Feedback from summit participants

The day after the summit, participants received an email inviting them to complete a feedback form about their experiences at the summit and their future involvement in this initiative. In total, 200 people were sent the survey, and 91 people responded (response rate=46%).

### The summit sessions

First and foremost, participants were asked to provide feedback about the sessions they attended at the summit. With the summit lasting two days, not all respondents attended all sessions (Table 1).

Table 1: Respondent attendance at the different session (N=91)

Session	Respondent Attendance (%)
Evening session	53.8
Breakfast keynote (Hamilton)	79.1
Ottawa session	94.5
Cracker barrel presentation	84.6
Small group action planning	85.7
Priority directions for Niagara	76.9

Overall, all sessions were rated highly (Table 2). All average scores were between “strongly agree” and “agree” on the scales used. The breakfast keynote rated the highest, with an average score of 1.3, and all participants strongly agreeing or agreeing that this

Table 2: Respondents' assessment of the sessions offered

	Average score	Range of scores
The evening session featuring the film and discussion was informative.(N=49)	1.5	1-3
The breakfast keynote featuring lessons from Hamilton was informative. (N=72)	1.3	1-2
The keynote featuring complete streets in Ottawa was informative. (N=86)	1.5	1-3
The small, cracker barrel presentation sessions provided useful information. (N=77)	1.5	1-4
The small group action planning discussions were productive. (N=78)	1.9	1-4
The exercise to set priority directions for Niagara was productive. (N=70)	1.7	1-4

Legend: strongly agree=1, agree=2, disagree=3, strongly disagree=4

Some of the reasons why participants did not agree to these statements include:

- They wanted to be able to hand in individual priority rankings, as well as table priority rankings to reduce bias
- The priority selections seemed to reflect those who are in urban areas and have the budget to set aside for these priorities
- They felt that some of the presentations were not reflective of the needs of Niagara

- Would have appreciated a different balance between being talked to by the speakers and having meaningful discussion
- There was not enough time to go through all the points and really understand their impact and priority
- Setting priority directions was not as productive as they envisioned
- The afternoon sessions were slow and could have been provided in an email
- Each person seemed to have their own agenda in the small group action planning, and may not reflect the needs as a whole for the community

## Future Events

Overall, 86% of respondents indicated that they would be interested in attending a future event about the progress of the summit and to discuss future opportunities to accelerate active transportation in Niagara. In addition, 14% thought they might attend, while no respondents said they did not want to attend.

Those who said they wanted to attend were given the opportunity to provide potential topics for future summits.

Suggestions topics included:

- Invite staff of political reps from the municipalities to talk for 10-15 minutes about their active transportation plans
- Have school board reps address active transportation at their schools
- Active transportation strategies that municipalities can use right away
- Active transportation's role along with other transportation
- Success stories
- Have all 12 municipalities in attendance
- Building the business case- how to show we're making a difference and the ROI is worth it (Todd Littman?)
- Communities that have hosted "walkability" and/or at events in their community
- Presentation or representation by police departments/MTO
- Individuals or groups experienced in making some of the tactical aspects of the action planning, proposed directions identified in the summit
- Review what's been done since the summit
- Engage Niagara Tourism to discuss cycle tourism
- MTO's position regarding St. David's Rd/406 interchange, and safety to and from Brock
- Opening up of more unopened road allowances in Niagara for all active transportation modes
- Presentation dedicated to specific design elements to improve safety, mode share, efficiency, etc.
- Have someone from Burlington, Vermont speak about their car-free marketplace pedestrian mall (if converted from a car street before) and the consequences
- Tactical urbanism
- The history of the creation of the waterfront trail and plans for its improvement
- How to implement a true "beside the lake" trail
- A history of the bicycle (with respect to women's emancipation)
- Presentation of where complete streets were tried and didn't meet expectations- what went wrong
- Need to hear from the average person and their concerns (use a survey)



- Where business owners can apply to funding/materials to make their businesses cycle-friendly
- Presentation on the future of the Greater Niagara Circle Route

Those who were unsure if they would attend a future event were asked why they were not sure about future attendance.

Reasons cited for potentially not attending future events include:

- Potentially moving outside Niagara, or are not currently from Niagara
- Cannot attend if it's during work hours
- Depending on the specific topics of the summit
- Varying levels of expertise on the subject

## **Future Champions**

A variety of people were brought forward as potential champions for active transportation. These people represented government and community organizations. Thirty-six names were provided and an additional nine organizations without specific individual contact names. Seven of these individuals and three of the organizations are not currently engaged in active transportation work undertaken by Healthy Living Niagara. The full list of names will be shared with members of the Planning Group regarding follow-up and future engagement.

## **Other Supports**

Other things the summit group can do to support respondents:

- Online interactive page where news, events, links to sister groups and conversations could take place; documentaries, book reviews, recent articles and video clips could be catalogued
- Assistance and support with culture change (programs, events, courses, and camps to change behaviour)
- Pair up with an initiative being brought forward by Metrolinx (active and sustainable school travel).
- Gather and share relevant, reliable Niagara-focussed data and knowledge about the economic and quality of life benefits of active transportation
- Provide contact information for participants of forums
- Focus on the top three initiatives selected by the group
- Public engagement/awareness
- Street lights on bike routes for those who commute when it's still dark out
- Focus on starting children young, in order to keep them cycling when they're older