Garnering Support from Municipal Representatives and Community Members
Series on Rural Transportation

Part 1: Framing the issues, identifying the challenges, and exploring the opportunities - *February*

Part 2: Importance of partnerships & collaborations to establishing rural transportation initiatives - *March*

*Slides and Recordings Available at:*
http://hclinkontario.ca/index.php/events/slides-from-events.html
Accelerating Rural Transportation Solutions

OHCC • CCSO
Ontario Healthy Communities Coalition
Coalition des communautés en santé de l’Ontario

RURAL ONTARIO INSTITUTE
Vision, Voice and Leadership

Ontario Trillium Foundation
Fondation Trillium de l’Ontario
Relève du gouvernement de l’Ontario.
Three Main Elements:

1) Identifying and documenting case studies of effective rural regional transportation approaches  
   April-June 2014

2) A study of the current and potential business models and financing sources for cost-shared rural transportation systems

3) Communication and dialogue to share the above resources at events and through learning channels such as webinars & forums
Overview

• Making the Case to the ‘Community’

• TROUT – The Rural Overland Utility Transit, John Keith (Example)

• MTO – Ministry of Transportation, Pilot Community Transportation Grant Program, Jeannie Lee (Opportunity)

• Questions/Survey
Municipal Staff & Politicians

• Which decision-makers should be the focus of your support-building efforts?

• What is their current knowledge or efforts around transportation?

• What kinds of decisions do they have the power to make?

• How can you strategically approach them?

Making the Case

**Economic**

- Many youth, seniors and people with low-incomes cannot drive or afford a car = hard to reach jobs and hard for employers to find workers -> can increase the number of youth who choose to live and work in the community.
Making the Case

Environmental

• Issues like climate change and peak oil require efforts to reduce greenhouse gases & reliance on gas/oil -> shift towards more sustainable travel modes attracts new residents, businesses and tourists
Making the Case

Health

• Maintaining access to healthcare is difficult for individuals who cannot drive or do not have access to a car

• Encouraging active transportation like walking and cycling is one way to stay healthy longer
Making the Case

Social

• Both seniors and youth with a variety of transportation options, are more likely to be able to become and remain independent -> reduced dependence on others can increase self-reliance, self-esteem and self-worth
“The job of an elected official is not just getting re-elected again, [it’s] helping to translate policies in a way that residents can see how it affects their everyday life. When you do that, you don’t have to worry about the next election cycle and you will build a base that really is behind you in making the kinds of healthy changes the community really wants to see.”

David C. Harrington, former mayor of Bladensburg, MD

Championing Change: Elected Officials Act Locally to Make their Communities Healthier – APHA
http://preventioninstitute.org/component/jlibrary/article/id-346/127.html
What’s Ahead?
More Information

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