Importance of partnerships and collaborations to establishing rural transportation initiatives

Part 2 in the Accelerating Rural Transportation Solutions series

March 12, 2014 • 10:00 a.m. – 11:30 a.m.

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RECORDING NOTICE: This webinar is recorded and will be made available to the general public on the HC Link website.
Communities in Action, Partnerships in Action
Planning for Active Transportation in Haliburton County

Sue Shikaze
Health Promoter
HKPR District Health Unit

Chair, Communities in Action Committee
Presentation Overview

• Background on Communities in Action
• What we do
• Approaches for collaboration
• Results
• Lessons Learned
County of Haliburton
Rural Active Transportation Planning...

• Promotes and encourages people to build physical activity into their daily lives
• Improves safety and accessibility
• Growing body of evidence that shows link between the built environment and health
• Opportunity: Not much evidence of AT planning or promotion in small, rural communities
• Links to other municipal priorities such as planning for aging population, economic development, tourism
• Provincial planning direction
Communities in Action Committee

- HKPR District Health Unit
- Haliburton Real Easy Ryders Cycling Club
- OPP
- Haliburton County Development Corporation
- Rural Transportation Options Committee
- Ontario Healthy Communities Coalition
- Riverwalk Committee
- Local CARP chapter
- Haliburton Highlands Chamber of Commerce

The CIA is a project of the Haliburton County Community Co-operative.
How we do what we do

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

And…

Evidence-informed action, seek funding, ensure capacity, positive and consistent
What we’ve done: Examples

Advocacy

• Policy: Submitted comments and recommendations for all Official Plan reviews re: active transportation, healthy communities
• Infrastructure: Advocacy re: paved shoulders
• Communication through reports and annual updates: activities and progress
Planning & Resource Development

Build a strong, evidence-based case, and develop tools and resources. Establish CIA as a credible resource.

How?

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

An Active Transportation Plan for Minden
Resource Development
Education and Awareness Raising

Municipal councils and staff:
Regular delegations
Workshops with visiting ‘experts’

Community:
Community Based Research – surveys, focus groups, forums
Focus on village hubs
Awareness raising campaigns
Events and activities
Media

Both: Healthy Communities reports, calendar
Evaluation

Figure 6: Roadmap for Discussion
Approaches for Collaboration

Key Questions:
• Who/what do we need at the table?
• What can we bring to the table?
• Who has similar goals? Wants similar outcomes?
• What else is going on that we can add value to?
• How can we support the work of others?
• Whose work will support ours?
• What’s in it for us?
• What’s in it for them?
Potential Stakeholders for Active Transportation

- Schools
- Workplaces
- Tourism
- Cycling
- Public Health
- Law Enforcement
- Economic Development
- Seniors
- Municipalities
- Media
- Trails
- Business Community
- Research
- Accessibility Groups
Multiple Outcomes of AT

How does active transportation fit with other initiatives? In addition to health...

- Accessibility
- Equity
- Economic development and tourism
- Safety
- Recreation
- Environment
- Social engagement
- Productivity
Collaboration with Other Stakeholders

• What is the overarching goal? “Creating healthy, active, safe communities for people of all ages and abilities”

• Public health is a key partner – health and built environment public health priority
Healthy Community ↔ Healthy People

We all want to be healthy. When we’re healthy, we can work, play and learn, and build positive relationships with family and friends. But being healthy means more than just not being sick. It means having the skills, opportunities and resources to fully enjoy life.

When people are healthy, a community is healthy because its members can participate and contribute in many different ways. A community also influences the health of its residents. How?

A healthy, active community provides safe places and spaces for people of all ages and abilities to be physically active in their daily lives. It ensures access to healthy food for all, and has lots of recreation opportunities for everyone, regardless of income.

In Haliburton County we’re very lucky to have many groups whose work helps create a healthy, active community. This report is an effort to recognize and celebrate the work that they do, for the benefit and health of all.

Produced by the Communities in Action Committee in partnership with
HCPR Dementia Health Unit, Aging Well Haliburton County,
Haliburton FoodNet and the Haliburton Highlands Cycling Coalition.

Communities in Action is a project of the Haliburton County Community Cooperative.
Collaboration with Municipalities

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

How?
- Presentations to councils on benefits (WIIFT)
- Speak to municipal priorities
- Identifying champions
- Hosting workshops and events
- Contribute to Official Plan reviews
- Add value to infrastructure projects
- Partner on projects
- Shine and share the spotlight
- Establish CIA as a credible resource to expand municipal capacity
Contribute to Official Plan Reviews - Policy Changes

“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)

“The municipality will use the reports “An Active Transportation Plan for the Village of Haliburton, 2009” and “Haliburton County Cycling Master Plan, 2008” as resources to help inform future infrastructure planning, especially regarding road maintenance and development.”

(Dysart et al. Official Plan, 2010, 4.8)
Add Value to Infrastructure Projects - Improvements – Minden
Haliburton – York St.
Haliburton – Highland St.
Share the Road
in the Haliburton Highlands

Same Roads
Same Rules
Same Rights
Shining the Spotlight Results: Recognition and Awards

2010 Transportation – Co-winner 1
County of Haliburton, Ontario

**Building Capacity for Active Transportation in Haliburton County**

![Image of a man wearing a bike helmet, holding a bicycle, with images of cyclists and a map of Haliburton County]

**Comité de Haliburton**

- Les émissions de CO2 ont été réduites de 1 100 kilos pendant le transport
- 100 k le matin pour rassurer que routes sont sûres chaque année

**Tools of Change**

- Haliburton Communities in Action
- Background
  - Haliburton County, a rural community of about 18,000 square km with a population of 17,000, faces unique challenges in promoting active transportation.

**Impact**

- Increase in active transportation modal split
- Improved health outcomes
- Increased awareness and support for active transportation initiatives

**Share the Road**

- A campaign to increase awareness of the importance of sharing the road with cyclists and other non-motorized users.

**Walk and Roll**

- A program to promote walking and cycling in Haliburton County.

**Share the Road Campaign**

- The campaign includes various initiatives such as creating safe routes, promoting active transportation workshops, and distributing campaign materials to raise awareness.

**Haliburton Communities in Action**

- A collaborative effort by the local communities in Haliburton County to promote active transportation and healthy lifestyles.
Establishing 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.”
“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.”
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.”
## Community Level Impacts

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

<table>
<thead>
<tr>
<th></th>
<th>Invergordon Ave.</th>
<th>Pritchard Lane</th>
<th>Water St.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minden</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>10</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>2012</td>
<td>21</td>
<td>24</td>
<td>75</td>
</tr>
<tr>
<td><strong>Haliburton</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>146</td>
<td>106</td>
<td>55</td>
</tr>
<tr>
<td>2012</td>
<td>277</td>
<td>135</td>
<td>56</td>
</tr>
</tbody>
</table>
Increased Awareness and Activity

“People now have a place to go to walk and they may even go further than they did before. Just having the infrastructure gets people out.”

“The increased use of York St. is huge! There are also more people cycling around town generally, especially to the college.”

“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.”
AT Activity

Self-reported frequency of AT use, Minden

<table>
<thead>
<tr>
<th>Activity</th>
<th>2007</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly Use AT</td>
<td>44</td>
<td>20</td>
</tr>
<tr>
<td>Sometimes Use AT</td>
<td>39</td>
<td>24</td>
</tr>
<tr>
<td>Mostly Drive</td>
<td>56</td>
<td>18</td>
</tr>
</tbody>
</table>
Lessons Learned

• Implementation of AT initiatives is achievable in small, rural communities!
• It can be relatively easy to have high visibility
• People in a small community often wear a number of hats
• Easy to identify key ‘players’
• Municipal government is much smaller
More Lessons Learned

- Leadership can come from community groups and enhances municipal capacity
- Increases in AT are achieved through many interventions over time
- How the message is delivered is as important as the message itself
- Have and articulate a consistent vision
- Measurement, monitoring and evaluation of interventions are required to better understand the return on investment
Thank You!

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