Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: January 19, 2012, 1:00 p.m. – 2:30 p.m.

Location: Georgian Room, 2nd Floor, City Hall

Copies: Attendees, Distribution List

PURPOSE: Discussion of a Number of Ongoing Topics

NEXT MEETING: Thursday, February 16, 2012 – 1:00 p.m. – 2:30 p.m., Georgian Room, 2nd Floor, City Hall, 70 Collier Street

UPDATES

1. Reflective Bracelets

   The promotional reflective bracelets were reviewed by the committee. An e-mail has been sent to Johnson Street Public School's Principal to invite them to submit a request number for their walking school bus program.

2. Bike Summit

   Share The Road Cycling Coalition’s Eleanor McMahon is interested in hosting a Bike Summit in Barrie in 2012 in the fall but this timing is not ideal for Barrie. Walter Fischer will contact Eleanor McMahon to see if she would be interested in speaking at the upcoming Symposium instead.

3. Simcoe County Active Transportation Symposium – April 26, 2012

   The County of Simcoe with the Simcoe Muskoka District Health Unit and Georgian College are planning an Active Transportation Symposium to educate and inspire municipal staff and elected officials to further develop active transportation in the Simcoe area and have approached the City to be a partner in the event. Dan Burden is expected to be the keynote speaker. Possibly, Bike Week could be promoted (Saturday May 26, 2012); look at partnerships with the Barrie Bike Club and Mountain Equipment Co-op, or connect to any AT events.

   This is an opportunity to explore how the committee could become involved in the symposium either as participants, collecting information or through AT events. It may be an opportunity to promote awareness and the development of AT in the new annexation lands and upcoming PICs.

4. Communication with Georgian College

   To further engage the Georgian College community, Mark Hall, Marketing and Communications Department, has been identified as the key contact at Georgian College to receive any news, promotions or notices regarding active transportation initiatives. Some ways that information can be promoted internally include postings on the college web site and Staff News, postings on blackboard and program bulletin boards for environmental (and other) students and promotion through the College-wide Environmental Sustainability Committee with representatives from the Students’ Administrative Council and the student environmental group GEAR.
There is also the potential to engage students in the Environmental Assessment course through attendance at the upcoming PIC in March or by submitting written comments. Students would learn how to conduct a public meeting and build on that skill.

Eric Hodgins, COB Growth Management Coordinator, has been very aware and interested in this new connection as well as the COB Communications Department. Thank you to Diane Corrigan for identifying and providing these new avenues of communication.

5. Heart and Stroke SPARK Advocacy Grant Opportunity

A project description has been drafted based on the Youth Moving Safely 2011 Report with a draft project goal. Carolyn Mooi was able to confirm that this grant focuses on policy development to ensure a lasting impact in the community. Jessica Wolfe was unable to contact Jason Weppler to make a presentation on his project for the January meeting, either in person or remotely (i.e. Skype/teleconference). A rough draft of the application will be circulated for ATWG members to review in February with the goal of a final draft completed in March. Two web sites were recommended for viewing: http://www.midland.ca/town-hall/Departments-Services/Planning Department/OPRUP/index.htm for the Midland “Build Your Own Town” process as a model for an interactive web page that collects feedback and processes it and www.healthiestprovince.ca (Heart and Stroke) as an example of an interactive webpage that advocates to political decision makers. Fiona Proctor will contact Midland to inquire what its process is when receiving inquiries and putting them into action. Wendy Loevenmark and Walter Fischer will meet with Sherry Diaz to map the existing municipal process for actioning AT complaints.

6. Social Media Tools for Social Marketing and Youth-Friendly Communication

a) Facebook – The City of Barrie has a Facebook page which allows postings for announcements and marketing/information campaigns which require pre-scheduled regular postings and advertisements. The City of Barrie Facebook page has an established following versus a new page which would need to attract hits. We could also purchase advertisements through Facebook which reaches over 200,000 people and costs about $100-$250 monthly. These could link people back to the City AT web page. These advertisements can be targeted to specific profile defined characteristics i.e. student at Georgian College, lives in Barrie, age etc. The broader the parameters, the wider the range. The number of impressions received is measurable and tracked as well as the number of times people click on the ad through Google Analytics. It is better if the ad directs you to click on a subject and takes you somewhere else to encourage further viewing. The process is creating a campaign (duration and repetition being key components of social marketing) through the Communications Department which would include a social media component.

b) The City of Barrie does not have a “Twitter” account but is considering the business case. Other municipalities do use twitter, i.e. Guelph. The Mayor has a blog that he maintains, but the City of Barrie does not. The City Facebook page may not have the Friend list that is most interested in AT initiatives and discussions and is not interactive. If a separate AT Facebook page was created, it could generate further public inquiries that would require putting ideas into action, and staff time would be impacted. Other methods of social media include LinkedIn, Apps, and 4Square.

7. Web Page

The logo and information for ATWG is being posted to the web page along with all the minutes of the previous meetings, the Terms of Reference, the Council Motion and thirteen approved recommendations.

8. Active Transportation Master Plan Update

The Multi-Modal 2012 Transportation Master Plan Update and the evaluation of three land use alternatives are to be presented at the Public Information Centre. A date has not been set for the March meeting yet. Wendy Loevenmark is to place a link from the AT web page.
9. **Active Transportation Awards**

   A draft description for the Active Transportation Awards has been circulated for review by members prior to February’s meeting and for the finalization at the February meeting. Robb Meier is to comment on any current candidates for an award.

10. **Walkability Charter**

   Is there an opportunity to combine the signing of the Walkability Charter with the March Transportation MP PIC as well as the AT Awards? Is there a way to involve Georgian College students in the event? Wendy Loevenmark to discuss further with staff and contact, Mark Hall.

**Next Meeting Agenda Items**

1. Active Transportation Award
2. Walkability Charter
3. Heart and Stroke Foundation SPARK grant draft application
4. Bike Week Event Planning - Saturday, May 26, 2012
5. Assessment Tools - completed survey, noted information collected strategy creation and implementation - Complete Streets - Would the committee like to make a recommendation that the City undertake a Complete Streets Policy? Reminder of upcoming conference based on policy development in April 23, 2012.
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: February 16, 2012, 1:00 p.m. – 2:30 p.m.

Location: Georgian Room, 2nd Floor, City Hall

PURPOSE: Discussion of a Number of Ongoing Topics

NEXT MEETING: Thursday, March 15, 2012 – 1:00 p.m. – 2:30 p.m., Georgian Room, 2nd Floor, City Hall, 70 Collier Street

UPDATES & ANNOUNCEMENTS

1. Heart and Stroke SPARK Advocacy Grant Opportunity - ongoing.

2. Active Transportation Master Plan Update – April PIC; date and location to be announced.

3. Food and Agriculture Charter – S. Diaz reminded ATB members that the Food and Agriculture Charter forum would be held on February 21st as per the pre-circulated email. For $25.00, this would include lunch.

4. Car Free Saturday May 26 – ATB will partner with the Barrie Bicycle Club to host. Bike Week will kick off on Friday, May 25, 2012. The Car Free Saturday will feature the closure of Dunlop Street, Bayfield Street, Simcoe Street and Fred Grant Square (host to Mountain Equipment Coop Bikefest) on Saturday morning until noon or 12:30 p.m. More information to follow as planning evolves.

5. Staff Report – Staff are preparing an active transportation staff report to update Council on the activities of Active Transportation Barrie for April. ATB members to consider any recommendations or items that they would specifically like to present to Council. Contents to be discussed at the March meeting.

ITEMS

6. Social Media Feedback process – Question: If we were using social media to generate discussion, how would we manage it and how do other communities handle it? Midland has been using social media to generate ideas regarding the future vision of the town branded as “Build Your Own Town”. Andrea Rabbitts, a City Planner with Midland’s Planning Department, has been managing the public feedback component (Phase 1: Vision). In 2009, they undertook surveys, workshops and offered consultation workbooks, Facebook and Twitter and canvassed schools. They acquired 50 followers on Facebook, and 20 on Twitter. Ads were run for seven weeks to direct people to Facebook in the newspaper; this was found to be very effective.

Elementary and high schools were consulted through selected grades in two different schools; it was noted that elementary students were more interested than high school students, who were less engaged in the visioning piece. A grade three and four class was consulted by supplying maps and stickers to designate where the students planned to bike. A different approach was used for high school but the method is not known.

Ms. Rabbitts compiled all the feedback that was generated through all avenues and brought this information to Council and senior staff. The branding of the process was important i.e. “Build your own town”. The Facebook page was interactive, a forum. Ms. Rabbitts acted as a dedicated staff member recording the information. The best way to manage such interactive information is to
have a designated start and end period with a specific goal or purpose for the forum. Should ATB wish to consult with the public regarding a topic, this would be a useful way to engage a specific stakeholder group, but it takes time to build the community online. Thank you to Fiona???for investigating.

7. Active Transportation Awards

A draft description for the Active Transportation Awards was circulated for review by members prior to February’s meeting. The group discussed the process for recognizing winners, and the frequency and decided to continue to award applicants (as applications are submitted) through City Council until a separate event is required due to increased volume in nominations. Council can process two awards (maximum) at a time. The recognition can continue to take the form of a certificate signed by the Mayor and a presentation by the Mayor at Council.

ATB can build on this in the future by creating bicycle friendly business stickers for businesses; this could evolve into bike friendly business awards, as given in the City of Toronto. S. Diaz is to send W. Loevenmark a digital copy in order to modify the form with logo and place on the web page. W. Loevenmark to work with Communications to promote the awards through a press release such as the City Page, web page, City article etc. using existing awardees as examples. Creation of a log of winners on the web page could be implemented. We may be able to approach CTV and Rogers as well. The group discussed whether awardees needed to be a Barrie resident, but it was felt that as long as their action contributed to active transportation in Barrie, it would qualify.

Bicycle recycling through Firebird Cycle should also be promoted on the web page and through the Environmental Centre, W. Loevenmark to coordinate. Thank you to S. Diaz for compiling the application form.

8. Walkability Charter

Is there an opportunity to combine the signing of the Walkability Charter with the March Transportation MP PIC as well as the AT Awards? Is there a way to involve Georgian College students in the event? W. Loevenmark to discuss further with staff and our contact at Georgian College, Mark Hall.

9. Bike Week Event Planning – The Car Free Saturday will be on May 26, 2012. The group would like to present an AT Award at Council the following Monday night, on May 28 as a tie in to Bike Week. ATB will provide support for Bike Week through communications and promotions. If a “Bike Week” proclamation is desired, the Mayor would need to know by May 14. W. Loevenmark to investigate whether a flag could be created and hoisted at City Hall. Flags can be sourced through Flags Unlimited or Gibson’s digital Printing for Cycling Safety Week. May 28 – June1 is National Access Awareness week which ties into active transportation. There is the potential for Bike Week to expand in the future into an AT Awareness Month. R. Meier will report back to the group next month regarding the planning for the event and participation. N. Cook has volunteered to work with R. Meier and will advertise this event on her website.

10. Complete Streets Policy - Would the committee like to make a recommendation that the City undertake a Complete Streets Policy? Reminder of upcoming forum based on complete streets policy development on April 23, 2012, by TCAT (Toronto Centre for Active Transportation). Staff to discuss further the idea of a Complete Streets Policy with the Planning Department for their recommendation.

Next Meeting Agenda Items

1. Assessment Tools – to Complete Survey, Discuss Status and Priorities
2. Update on Bike Week – R. Meier
3. Spark Grant - Update
4. AT PIC and Walkability Charter Scheduling
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: March 15, 2012, 1:00 p.m. – 2:30 p.m.

Location: Georgian Room, 2nd Floor, City Hall

Purpose: Discussion of a Number of Ongoing Topics

Next Meeting: Thursday, April 19, 2012, 1:00 p.m. – 2:30 p.m.
Georgian Room, 2nd Floor, City Hall, 70 Collier Street

<table>
<thead>
<tr>
<th><strong>UPDATES AND ANNOUNCEMENTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Bike Racks on Buses</strong> – G. Kaveckas, Manager of Transit stated the City would be mounting bike racks on all transit buses this year, possibly by July. Brochures will be created to teach people how to mount their bikes and information will be available on the web page under Transportation. ATB will assist in the promotion by linking to the Transportation web page and the associated “how to” videos. Look ahead to next year for additional bus bike rack promotion for Bike to Work Week.</td>
</tr>
<tr>
<td>2. <strong>Planning Webinars</strong>: March 20, 27 and 29 – Healthy Communities – Thanks to A. McNair for bringing this to our attention and providing the information. Information was sent out to members via e-mail.</td>
</tr>
<tr>
<td>3. <strong>GO Station</strong> - Bike parking signs will be placed along the Waterfront Trail and on the road to direct bicycles to the parking kiosk at the GO station. There will be a crossing on Lakeshore Drive. There are bike lockers in front of the GO Station at both ends where the bus pulls in. If GO has not placed an adequate map on their web page, then the City should provide one on the Transportation page and on the AT page as well as on the Bike, Trails and Bicycle Routes Map.</td>
</tr>
<tr>
<td>4. <strong>Staff Report</strong> – Staff are preparing an active transportation staff report to update Council on the activities of active transportation Barrie for April 2012. In addition, this committee will assist in the promotion of the new bus racks and promote them externally through their organizations. All are welcome to attend or watch on Rogers Cable. Staff to report back. W. Fischer will be attending.</td>
</tr>
<tr>
<td>5. <strong>Ecofest</strong> is June 9th and 10th.</td>
</tr>
<tr>
<td>6. <strong>Active Transportation Master Plan Update</strong> – Active Transportation Master Plan Public Information Centre: April 25, 2012, 6 p.m. - 9:30 p.m., at Liberty North Banquet Hall at 100 Caplan Avenue near Veteran’s Drive and Bad Boy/Sears Whole Home/Home Depot.</td>
</tr>
<tr>
<td>7. <strong>Active Transportation Awards</strong> – A request has been submitted to create an online application form on the AT web page. Staff is to report when this has been completed.</td>
</tr>
<tr>
<td>10. <strong>Bike Summit</strong> – November potential date.</td>
</tr>
</tbody>
</table>
11. **Heart and Stroke SPARK Advocacy Grant Opportunity** - ongoing.

12. **Walkability Charter** – Bike Week opening May 25 – The committee agreed to schedule the official signing of the Walkability Charter at the Bike Week kick-off event on May 25th. More details will follow at the April meeting.

13. **Assessment Tools** – Assign research tasks - R. Meier will explore training for taxis, school buses and delivery services. F. Proctor will assess policy.

14. **Work Plan Review (Deferred)** – The committee reviewed the status of the application and assigned research tasks. The application will be reviewed again at the April meeting. Note Feedback Mechanisms, Engineering Department, web page.

15. **ATB flag** – W. Fischer is to explore available funding to create an ATB flag for events and promotional purposes.

16. **Other** – Staff is to investigate the provision of an ATB display at Celebrate Barrie.

17. If anyone would like an item added to the agenda, a request may be made via e-mail to P. Partridge ([ppartridge@barrie.ca](mailto:ppartridge@barrie.ca)) prior to the Friday before the meeting. P. Partridge will be circulating agendas that Friday.

**Next Meeting Agenda Items**

1. Assessment tools – to complete survey
2. Check work plan, see assessment tools for events
3. Feedback mechanism
4. Update on Bike Week – R. Meier
5. Spark Grant - update
6. AT PIC and Walkability Charter Scheduling

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RM/FP</td>
<td></td>
</tr>
<tr>
<td>WF</td>
<td></td>
</tr>
</tbody>
</table>
# Meeting Minutes

**File:** R04 - ACTIVE TRANSPORTATION

**Date and Time:** April 19, 2012, 1:00 p.m. – 2:30 p.m.

**Location:** Georgian Room, 2nd Floor, City Hall

**Purpose:** Discussion of a Number of Ongoing Topics

**Next Meeting ALERT:** Thursday, May 17, 2012, 1:00 p.m. – 2:30 p.m.

**PLEASE NOTE ROOM CHANGE FOR MONTH OF MAY**: Huronia Room B, 2nd Floor, City Hall, 70 Collier Street. This will also be posted on the Meeting Room Schedules in City Hall.

## UPDATES AND ANNOUNCEMENTS

1. **Eco-Fest** – Eco-Fest is being held on the weekend of June 9-10. ATB is welcome to participate at no cost in the City of Barrie tent, as we did last year with our display, some giveaways, and perhaps some kind of activity. We would need to staff the display for both days. There is also an opportunity to run a bike corral. Please let P. Partridge know by the next meeting if you are interested in volunteering for this event. W. Loevenmark has tentatively booked a spot subject to a decision to be finalized at the May 17th meeting.

2. **Bike Summit** - W. Fischer will update – deferred to next meeting.

3. **Active Transportation Staff Report** - P. Partridge will send this out to ATB participants on the mailing list.

4. **Active Transportation Master Plan Update** – Active Transportation Master Plan Public Information Centre was held on April 25, 2012. Documents are available online under [www.barrie.ca](http://www.barrie.ca) > City Hall > Growth Management > Documents and Resources. At the top of the page is the PIC#3 – Comment Sheet. Scroll down the page towards the bottom to find the Annexation Multi-Modal Active Transportation Master Plan – Report and Appendices A-F. A reminder that comments are due by Wednesday, May 9, 2012. Staff contact information for sending comments is listed on the bottom of the comment sheet.

5. **Spark Grant Update** – C. Mooi updated the group on the Spark Grant. She suggested the $5,000 grant that could be applied for (deadline date Nov. 1, 2012). An action plan is required for implementation and we can apply as a committee. The criterion has to be very precise and focused. Applications can be sent online. A user ID and account number is required; once that is set up, the site can be used for shared information and networking. The money could be used for hiring a consultant to move the agenda forward. The consensus was it would be difficult to get a package together for the November deadline; however, it was suggested a work plan for the spark grant would be a good goal for the coming year. It was mentioned also there are other grants available i.e. through Mountain Coop or Trillium.

6. **Conferences:** The Complete Streets Conference (Toronto Centre for Active Transportation – TCAT) was held on April 23, 2012, visit [http://www.tcat.ca/completestreetsforum2012](http://www.tcat.ca/completestreetsforum2012) and the Share the Road Conference was held on April 24-25 and were attended by ATB members. Attendees are welcome to comment on the conferences at the next meeting.

7. **Safe Routes to School** – M. Rich, Executive Director, Environment Network, has offered to give a
presentation on the topic of Safe Routes to School to ATB. The group liked the idea and directed W. Loevenmark to follow up with M. Rich to coordinate a date.

8. **Walkability Charter** – Bike Week opening May 25 – The committee agreed to schedule the official signing of the Walkability Charter at the Bike Week kick-off event on Friday, May 25th. The signing will be at 9:00 a.m. (tentatively). E. Jacoby-Hawkins will write about it in his column for event exposure. The group would also like to consider how signing the Charter can be used to move forward and bring about change.

9. **Working Group vs. Committee of Council** – The pros and cons of the two types of groups were discussed and an “informal” group format was said to be more flexible i.e. less protocol, no quorum required etc. W. Loevenmark will contact the Clerks Office to request a information session on Committees of Council for the next meeting, so the group can discuss the best format for ATB.

10. **Assessment Tools** – R. Meier reported on training for taxis, school buses and delivery services. S. Diaz reported on information as assigned. Finalization of the application will continue at the next meeting.

11. **Work Plan Review (Deferred)** – The committee reviewed the status of the application and assigned research tasks. The application will be reviewed again at the May meeting. Note Feedback Mechanisms, Engineering Department, web page.

12. **ATB flag** – W. Fischer is to explore available funding to create an ATB flag for events and promotional purposes.

13. **Other** – Staff is to investigate the provision of an ATB display at Celebrate Barrie.

**Next Meeting Agenda Items**

1. Committee of Council Information
2. Complete Streets Conference
3. EcoFest May9-10 Display, Celebrate Barrie Display
4. Walkability Charter Scheduling
5. Assessment Tools
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: May 17, 2012, 1:00 p.m. – 2:30 p.m.

Location: Huronia Room B, 2nd Floor, City Hall

Purpose: Discussion of a Number of Ongoing Topics

Next Meeting: Thursday, May 21, 2012, 1:00 p.m. – 2:30 p.m.
Huronia Room B, 2nd Floor, City Hall, 70 Collier Street

UPDATES AND ANNOUNCEMENTS

1. **Shaping healthy active communities toolkit** – update by C. Mooi. The Heart & Stroke Healthy Communities Resource Kit is a valuable guide for help individuals and organizations interested in making their communities more supportive of physical activity through healthy community design. This is helpful for holding a 2 hour workshop or 2 day workshop. This resource is found online at [www.heartandstroke.on.ca](http://www.heartandstroke.on.ca) and includes downloadable pdfs, including design checklists, workshop guide and PowerPoint presentations. C. Mooi also noted that the next deadline for a SPARK grant is November 1, 2012. These are development grants and can be used to organize workshops or bring an active transportation consultant to Barrie, such as Dan Burden.


3. **Simcoe County Active Transportation Seminar with Dan Burden**: Three managers from the Engineering Department attended the invitational full day seminar held on the Thursday, April 26 following the Complete Streets and Share the Road Conferences.

4. **Share the Road** – W. Fischer will continue to pursue a fall date for a workshop in Barrie. We may also be interested in contacting Chris Barrett from Norfolk County, General Manager of Planning & Economic Development Services at 519-426-5870 or chris.baird@norfolkcounty.ca to coordinate a presentation regarding the economic impact of active transportation. Staff to discuss further with Barrie’s Economic Development Department to determine if they have information on this topic.

5. **Funding**: Place note on July Agenda to talk about funding applications.

6. **International Charter for Walking and Bicycling Safety Week Kick-off Event** – The Barrie Bicycling Club partnered with Active Transportation Barrie to launch Bicycling Safety Week. On Monday, May 28, 2012, as part of “Bike to School/Work Day” Councillor Jennifer Robinson gracefully rode to City Hall to lead the 6pm Kick-off Event in skirt and heels prior to attending Council that evening, bringing Barrie one step closer to Copenhagen and the Netherlands. The International Charter for Walking was signed by Councillor Robinson and the City Clerk, and the new ATB flag was hoisted on the City flag pole. The launch was noted by the Barrie Examiner at [http://www.thebarrieexaminer.com/ArticleDisplay.aspx?e=3571679](http://www.thebarrieexaminer.com/ArticleDisplay.aspx?e=3571679). Photos below show Barrie Cycling Club President Robb Meir and Councillor Robinson. Thank you to all participants!
7. **Ecofest**: June 9th and 10th - Unfortunately we only received one volunteer to manage the display, so we were not able to participate in Ecofest.

8. **Active Transportation Awards** – A .pdf version of the application form is now available on the active transportation web page.

9. If anyone would like an item added to the agenda, a request may be made via e-mail to Nicole Myers ([nmyers@barrie.ca](mailto:nmyers@barrie.ca)) prior to the Friday before the meeting, who will be circulating agendas that Friday.

**ITEMS**

10. **Presentation: Committee’s of Council** - Carey De Gorter, Deputy City Clerk

    Council is like a parent with many children. All the committees follow specific rules to be accountable and open to the public regarding decisions on tax payer money. Council is the only committee able to make laws. There are 11 members of Council.

    After General Committee, all the activities the municipality performs are overseen by four reference committees; Transportation & Economic Development, Finance and Corporate Services, Development Services and Community Services. Only members of Council are voting members. Each has a minimum of three members of Council and the Mayor attends all.

    The next level down is the advisory committees, of which only Heritage Barrie and the Accessibility Advisory Committee are legislated. The number of advisory committees is determined by Council. They each report to a reference committee, which reports to City Council. One member of Council is appointed to the advisory committees and the rest of the committee membership is advertised to attract members of the public. Procedural by-laws and administrative support is provided for the committee meetings by the Clerk’s Office.

    The procedural By-law 90-01 is available online under City Hall > By-laws. Some examples of committee procedures include requiring quorum for meetings, set Agendas, decision making through motions, a set membership and the presence of a Member of Council.

    If the working group wanted to become an advisory committee, it could lobby a member of Council or have staff write a staff report. The working group does have an avenue to Council currently through staff (Parks Planning & Development can write a staff report on any topic at the request of the group). The group also can make a presentation to the Community Services Committee to keep information flowing in front of Council and this can be done by any member of the community group. There are many advantages to a working group structure, such as the flexibility to change agenda content quickly when the need arises to get a special project done and create sub committees to act beyond the main group. Another advantage of a working group is the easy change of membership, for example, if a member vacated a position, that position would have to be advertised to be refilled, a minimum of 8-10 week process to complete. Also important to note...
that active transportation is endorsed by Council.

Next Meeting Agenda Items

**June:** Review & Comments for the draft Interim Active Transportation Technical Memorandum.

**July:** Last meeting of this Year – feel free to bring treats!

1. Presentation – Active & Safe Routes to School Program, by Michele Rich, Executive Director of the Environment Network
2. Assessment tools
3. Review Work Plan
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time:  September 20, 2012, 1:00 p.m. – 2:30 p.m.

Location:  Huronia Room A, 2nd Floor, City Hall

Purpose:  Work Plan for New Season

Next Meeting:  Thursday, October 18, 2012, 1:00 p.m. – 2:30 p.m.
Georgian Room, 2nd Floor, City Hall, 70 Collier Street

Announcements

AT Related Films and Shorts:  Living Green has initiated a program called ‘Green Screen”, held at 89 Dunlop Street East, where environmentally related movies will be shown. This is an opportunity to promote active transportation and anyone who has or could recommend an AT related film or short they think would fit the program should contact  Erich at erich@livinggreen.info  to submit. No admission is charged for the films but a collection is passed around for donations to offset costs. Streetfilms.org is a good resource.

Agendas & Meetings

Meetings are held the 3rd Thursday of every month at Barrie City Hall. Meetings are open to the public at all times and anyone with an interest in Active Transportation is encouraged to attend. Those wishing to discuss a specific item related to active transportation through discussion or a presentation can place it on the Agenda via e-mail to Nicole Myers (nmyers@barrie.ca) prior to the Friday before the meeting. An agenda will be circulated that Friday. All welcome.

ITEMS

1. Meeting Schedule:  The group recommended continuing with the current monthly schedule. The group discussed whether the format was discouraging potential attendees due to daytime schedule and meeting content/format. A meeting could be held once a year at night, as a social open house to create an opportunity for a broader range of people to attend. ATB could also reach out to invite specific community members and representatives for special topic meetings, for further expertise. All ATB emails should contain a reminder that meetings are held the 3rd Thursday monthly at City Hall and that anyone interested in promoting AT is welcome to attend in order to encourage community interest.

2. Assessment Tools –  W. Loevenmark to circulate the completed Bicycle Friendly Assessment document to the sub-committee to initiate the Pedestrian Friendly application. Dec./Jan. will the goal to complete all applications. Analysis from the completed application by Share the Road will identify the gaps to either achieving Bronze level or Silver level. ATB could ask Council to support a target to reach the Silver level by 2018, for example. Possible staff report on this topic in February.

3. Complete Streets – The group wishes to develop a Complete Streets Policy or ensure that relevant wording is incorporated into the Active Transportation Master Plan. A sub-committee led by S. Diaz will review existing Complete Street Policies and draft a definition and key principals and report back to the group in October. It is noted that the Provincial Cycling Policy will be completed in six weeks.
4. **Work Plan** – The group discussed work plan items and invite anyone with an idea or request to forward immediately to N. Myers for inclusion in the October Agenda.

   a. Active Transportation Awards: continue promotion and awards  
   b. Share the Road Workshop: February 2013?  
   c. Explore information Feedback Mechanisms within City Hall and externally  
   d. Bicycle by-laws update – may be part of the ATMP? Side by side riding?  
   e. Web Page – enrich content  
   f. Events – AT Week, support existing events, review event criteria for AT component  
   g. Marketing – what are the best low cost tools to distribute information, increase awareness and promote active transportation habits. Seminar – December?  
   h. Assessment Tools – January  
   i. Complete Streets Policy – Oct – June  
   j. ATMP – November PIC, Dec – June ongoing

**Next Meeting Agenda Items**

1. Welcome: Special Guest Attendee – Eleanor McMahon  
2. Traffic Presentation: How Road Speeds are Set  
3. Assessment tools – Update  
5. Check work plan, Feedback mechanisms added
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: October 18, 2012, 1:00 p.m. – 2:30 p.m.

Location: Georgian Room, 2nd Floor, City Hall

Purpose: Complete Streets Policy Investigation

Next Meeting: Thursday, November 15, 2012, 1:00 p.m. – 2:30 p.m.
Georgian Room, 2nd Floor, City Hall, 70 Collier Street

Meetings are held the 3rd Thursday of every month at Barrie City Hall. Meetings are open to the public at all times and anyone with an interest in Active Transportation is encouraged to attend.

Anyone may insert an Agenda item via e-mail to Nicole Myers (nmyers@barrie.ca) prior to the Friday before the meeting. An agenda will be circulated that Friday. ALL ARE WELCOME.

Announcements

1. The City of Barrie will be equipping the transit fleet with bike racks in 2013. Transit would like to meet with ATB next month to discuss the launch and promotion strategy.

2. ATMP – November PIC has been deferred, date to be announced.

ITEMS

1. Meeting Schedule: The 2012-2013 Season, all in the Georgian Room, City Hall:

   Thursday September 20, 2012
   Thursday October 18, 2012
   Thursday November 15, 2012
   Thursday December 20, 2012
   Thursday January 17, 2013
   Thursday February 21, 2013
   Thursday March 21, 2013
   Thursday April 18, 2013
   Thursday May 16, 2013
   Thursday June 20, 2013
   Thursday July 18, 2013

2. Work Plan: The group discussed work plan items. Please forward any suggestions regarding the work plan to nmyers@barrie.ca.

<table>
<thead>
<tr>
<th>Month</th>
<th>New Items</th>
<th>Continuing Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Assessment Tools</td>
<td>Complete Streets Policy</td>
</tr>
<tr>
<td>November</td>
<td>Transit Bike Racks Launch, Share the Road Workshop Planning</td>
<td>Multi-Modal Active Transportation Master Plan</td>
</tr>
<tr>
<td>December</td>
<td>Information Feedback Mechanisms City Hall, Web Page Content</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>Active Transportation Barrie Awards</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Share the Road Workshop Planning</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Explore Education &amp; Promotion Tools – low cost/effective</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Event Planning – Supporting existing events, wording review of Event Application, partnering with events</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>By-law Reviews: Ebikes in Parks, Side by Side Bicycle Riding, Nuisance By-law (Downtown regulation of bike use)</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Last Meeting – Year end review, next steps (ie. Trail Development), recommendations to Council, staff report?</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Optional</td>
<td></td>
</tr>
</tbody>
</table>
3. **Assessment Tools** – W. Loevenmark to submit the application online in advance of the November meeting. Analysis from the completed application by Share the Road will identify the gaps to either achieving Bronze level or Silver level. ATB could ask Council to support a target to reach the Silver level by 2018, for example. Possible staff report on this topic in February.

4. **Complete Streets** – The sub-committee presented a draft definition and key principals related to Complete Streets policies. Three aspects were explored; 1) Principles, 2) Study of existing Complete Streets policies in southern Ontario Municipalities by TCAT and 3) Rationales supporting a Complete Streets Policy. The sub-committee will continue to research existing Complete Streets policies and report back next month. C. Mooi noted that the group could pursue a Heart & Stroke Grant toward community consultation for a Complete Streets Policy. Deadlines are November 1, 2012 and May 1, 2013. The decision process requires 6 weeks; money is received approximately 2 months later. The group may also wish to liaise with the County Cycle Strategy Coordinator regarding their process. An new element in the transportation complex includes Ebikes. Are they bikes or motorized vehicles like mopeds? If we remove them from trails through a by-law, we need to ensure that scooters are protected for accessibility reasons. There may be provincial guidelines or legislation being developed for Ebikes on roads. W. Loevenmark to investigate whether the Complete Streets principles are already incorporated into the Annexation Lands master plans. It is noted that the Provincial Cycling Policy will be completed in two weeks.

**Next Meeting Agenda Items**

1. Traffic Presentation: How Road Speeds are Set – Traffic
2. Transit Fleet Bike Racks launch in 2013 – Transit
3. ATMP Update
4. Complete Streets
5. Assessment Tools
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: November 15, 2012, 1:00 p.m. – 2:30 p.m.

Location: Georgian Room, 2nd Floor, City Hall

Purpose: Complete Streets Policy Investigation

Next Meeting: Thursday, December 20, 2012, 1:00 p.m. – 2:30 p.m.

Christmas Cheer, Georgian Room, 2nd Floor, City Hall, 70 Collier Street

Announcements

1. The City of Barrie will be equipping the transit fleet with bike racks in 2013. Transit would like to meet with ATB in January 2013 to discuss the launch and promotion strategy.

2. Staff will be preparing a report to update Council on the activities undertaken by ATB. Staff will report on the Assessment Tools application, Share the Road Workshop, Bike Racks on Transit, Complete Street. Members are invited to provide any comments or recommendations for consideration by January 7, 2013.

3. Peel Bike Summit with Share the Road: Friday January 18, 2013.

ITEMS

1. The group was pleased to be joined by Eleanor McMahon, founder of the Share the Road Cycling Coalition (www.sharetheroad.ca), who has been a key advocate for safe cycling and active transportation in Ontario.

   a. Assessment Tools: The Bicycle Friendly Community Award (BFC) Program was launched by the Share the Road Cycling Coalition in Canada in August 2010 in partnership with the Washington based League of American Bicyclists. The BFC Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. Communities complete a thorough application and are judged in five categories often referred to as the Five “E’s.” These are Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning. A community must demonstrate achievements in each of the five categories in order to be considered for an award on the Bronze, Silver, Gold or Platinum level. Communities with more significant achievements in these areas receive higher awards. The BFC application is a great self-assessment tool, as communities see where they can improve in each of these categories. ATB has now submitted the Bicycle Friendly Community application this November. Results of the application will be available in 3-4 months typically. The municipality is expected to report back one year later. The municipality would then apply for the next level within three years.
b. **Bicycle Summit:** Summits galvanize public opinion and create momentum. Start by creating a Summit Committee. Start with brainstorming, the sky’s the limit, and then pare down. Define what do you want to achieve and who do you need to convince to define your target audience (decision makers i.e. Politicians, mpp’s, municipal staff etc). Not designed for layperson. Finalize a list of 4-5 things you want to achieve. Then imagine the report in the paper the next day discussing the number of people gathered to attend the workshop. Then bring in appropriate speakers. Think about what issues are unique to Barrie and how can we find solutions through this summit (for example, Madison, Wisconsin is a winter city that plows bike paths before the roads). Barrie’s challenges may include connectivity, infrastructure, funding, and training. The Pan Am Games are coming in 2015, how do we create a legacy from that event, do we have a Cyclovia (the closing of city streets to automobiles for the enjoyment of cyclists and public alike – see Winnipeg 2012 [http://www.downtownwinnipegbiz.com/home/events/ciclovia/](http://www.downtownwinnipegbiz.com/home/events/ciclovia/))? The hosting municipality owns and participates in the event, requiring approximately $4-5,000 in kind funding. Target 100 – 150 participants, charging a fee of $25-$35 each, which includes breakfast and lunch. Provide/book a venue. Speakers approx. $1000.00 each but Share the Road can cover. Get some sponsorship. Have a flag raising event, wave the flag. Mountain Equipment Coop (MEC) may give a grant for the summit. The event is a means to an end, what happens afterwards is the goal. Determine a way to measure outcome. Explore feasibility study to implement ideas. Attend the Mississauga Summit prior to Barrie event to help frame your event on Friday, January 18, 2013 [http://www.sharetheroad.ca/walk-and-roll-peel-summit-s16146](http://www.sharetheroad.ca/walk-and-roll-peel-summit-s16146). Do pre-promotion at Celebrate Barrie. Create a public awareness campaign through an instruction video on web page for biking. OPTION: to include the general public, have a Public Event the evening before the Summit. Can show examples of what other communities are doing i.e. Waterloo complete streets project and Bicycle friend business district in Oakville at [http://www.insidehalton.com/news/article/1342111--cycling-good-for-business](http://www.insidehalton.com/news/article/1342111--cycling-good-for-business) [http://www.insidehalton.com/community/article/1523618--new-oakville-cycles-hits-the-ground-cycling](http://www.insidehalton.com/community/article/1523618--new-oakville-cycles-hits-the-ground-cycling). It is important to stand by the politicians when they make the big decisions. Impacts of bikeability include health, tourism, economy, quality of life. E.M. provides help with registration, marketing, save the date, media releases, speakers, stakeholders, cost recovery sponsors. Key idea focus: Bicycle Friendly business – how do we create a pilot project and ensure Urban Design Manual supports bicycle friendly business. Work with business owners downtown and create Bike Friendly Business District (BFBD)? Downtown patios create leftover spaces; have an art bike rack competition. Target September 2013. Have another conference call with E.M. in December.

c. **Ontario Bike Policy** - On Friday November 30, 2012, Ontario Minister of Transportation Bob Chiarelli announced the Draft Bicycle Policy. You have until January 29th, 2013 to submit your input, as requested by the Minister, either online or by mail, see all at: [http://www.ebr.gov.on.ca/ERS-WEB-External/displaynoticecontent.do?noticeId=MTE3OTMx&statusId=MTc2NTA4&language=en](http://www.ebr.gov.on.ca/ERS-WEB-External/displaynoticecontent.do?noticeId=MTE3OTMx&statusId=MTc2NTA4&language=en). Note that no one is lobbying the Ministry of Education to ensure that local schools are built and retained instead of creating more super schools.
d. **Cycling Education Program** – Coming in 2013, for Ontario, like CAN Bike but better.

e. **Youth Bike Summit**: October 6-7, 2013 in Ontario by sharetheroad.ca. (see web page).


2. **Work Plan Summary:**

   a. **DECEMBER Policy**: Complete Streets Policy

   b. **JANUARY Traffic & Transit**: Presentation – How Road Speeds are Set, Transit Fleet Bike Racks Launch in 2013.

   c. **FEBRUARY Summit**: Share the Road Workshop?

   d. **MARCH Marketing & Education** – what are the best low cost tools to distribute information, increase awareness and promote active transportation habits, enrich Web Page content, proceed with Summit, ATB Awards planning

   e. **APRIL – JUNE Events** – AT Week, support existing events, review event criteria for AT component, determine if staff report required, progress with Summit.

   f. **JULY By-laws**: Bicycle by-laws update – may be part of the ATMP? Side by side riding? Proceed with Summit planning.

**Next Meeting Agenda Items**

1. Share the Road Summit - create a subcommittee
2. December ATMP Update
3. Complete Streets Policy – next steps
Meeting Minutes

File: R04 - ACTIVE TRANSPORTATION

Date and Time: December 20, 2012, 1:00 p.m. – 2:30 p.m.
Location: Georgian Room, 2nd Floor, City Hall
Purpose: Active Transportation Initiatives

Next Meeting: Thursday, January 17, 2012, 1:00 p.m. – 2:30 p.m.
Georgian Room, 2nd Floor, City Hall, 70 Collier Street

Announcements

1. **Bike Racks** - The City of Barrie will be equipping the transit fleet with bike racks in 2013. Transit would like to meet with ATB in January 2013 to discuss the launch and promotion strategy.

2. **AT Staff Report** - Staff will be preparing a report to update Council on the activities undertaken by ATB. Staff will report on the Assessment Tools application, Share the Road Workshop, Bike Racks on Transit, Complete Streets. Members are invited to provide any comments or recommendations for consideration by January 21, 2013.

3. **Peel Bike Summit with Share the Road**: Friday January 18, 2013.

4. **Ontario Cycling Strategy** – reminder to review and comment.

5. **Draft Intensification Area Urban Design Guidelines** – A new circulation of the draft report from the consultant and members are welcome to review online at [www.barrie.ca > Doing Business> Planning and Development > Intensification> Intensification Area Urban Design Guidelines](http://www.barrie.ca), and submit comments by January 31, 2013 to rcotton@barrie.ca. Ross Cotton, Planner will give a presentation to the group regarding these new Guidelines at the February meeting. ATB may wish to create a sub committee to review these new guidelines in detail and compile comments on behalf of the group prior to the deadline. ATB could look at standards that compliment active transportation such as more bike parking spaces, bike lockers, connectivity, pedestrian path short cuts (cat walks), provision for showers, and less car parking which implicates changes to the Zoning By-law. C. Dillon noted there is new accessibility legislation just approved by parliament to be reflected in new BSDs and urban design standards. AODA (Accessibility for Ontarians with Disabilities Act) will apply to all open public places and streets as mandated by the Province of Ontario. All new builds and refurbishments will comply by 2016. This applies also to sidewalks, streetscapes and public trails and will require surfacing that benefits everyone.

6. **Active Transportation Barrie Awards** – E. Jacoby-Hawkins will write in his column in 1st week of January to encourage ATB awards submissions and feedback on the intensification.

ITEMS

1. **Complete Streets Policy**: The group discussed the need for a Complete Streets Policy. The group will proceed to gather foundation information and create a background document to support a Complete Streets Policy. Another option is to arrange a grant to pay for a consultant to develop a policy through a non-profit agency partnership such as Living Green. Also recommended is to read the policies of Markham’s Official Plan, which is a similar city to Barrie with similar AT barrier issues. Action: Create a sub-group to continue working on the background information, once complete meet with the Planning Department and determine whether need to hire a consultant to
create a Policy or make a motion to Council recommending that the Planning Department create a Complete Streets Policy. Refer to TCAT (Toronto Coalition for Active Transportation) web page for good content. W. Loevenmark will start collecting base information for next meeting.

2. **Share the Road Summit**: The group is interested in proceeding with a Share the Road Summit in September 2013. A sub-committee will need to be formed to coordinate the conference; this will be discussed in January. Will need to develop a work flow plan based on Eleanor’s comments from October’s meeting.

3. **Active Transportation Master Plan Update**: New mapping will be forthcoming in January for review. Group noted that the legend items were unclear and that profiles or sections would be helpful to better read the proposed mapping and routing. W. Loevenmark to request graphics or clarification.

4. **Road Diets Webinar**: [http://www.walkinginfo.org/training/pbic/dps_webinars.cfm](http://www.walkinginfo.org/training/pbic/dps_webinars.cfm). The webinar is part of FHWA’s Pedestrian Focus Webinar Series. It was held Tuesday, November 20 and showed examples of street retrofits which included reducing the number of lanes, adding bikes lanes and shortening road crossings. Links to other FHWA pedestrian safety webinars can be found at [http://safety.fhwa.dot.gov/ped_bike/ped_focus/webinar.cfm](http://safety.fhwa.dot.gov/ped_bike/ped_focus/webinar.cfm). A different webinar on road diets, originally presented about two years ago, can be found at [http://www.walkinginfo.org/training/pbic/dps_webinar_11-03-2010.cfm](http://www.walkinginfo.org/training/pbic/dps_webinar_11-03-2010.cfm).

5. **Work Plan Summary Review**:
   a. **JANUARY Traffic & Transit**: Presentation – How Road Speeds are Set, Transit Fleet Bike Racks Launch in 2013.
   b. **FEBRUARY Summit**: Share the Road Workshop?
   c. **MARCH Marketing & Education** – what are the best low cost tools to distribute information, increase awareness and promote active transportation habits, enrich Web Page content, proceed with Summit, ATB Awards planning
   d. **APRIL – JUNE Events** – AT Week, support existing events, review event criteria for AT component, determine if staff report required, progress with Summit.
   e. **JULY By-laws**: Bicycle by-laws update – may be part of the ATMP? Side by side riding? Proceed with Summit planning.

### Next Meeting Agenda Items
1. Traffic Presentation: How Road Speeds are Set
2. Share the Road Summit - create a subcommittee
3. January ATMP Update
4. Complete Streets Policy – next steps