
DATE: April 30, 2009

SUBJECT: **PEEL ACTIVE TRANSPORTATION INITIATIVE**

FROM: Dan Labrecque, Commissioner of Environment, Transportation
and Planning Services
Janette Smith, Commissioner of Health Services

RECOMMENDATION

That Regional staff be directed to implement the Active Transportation Communication/ Social Marketing Strategy in collaboration with area municipal staff as set out in the report of the Commissioner of Environment, Transportation and Planning Services, and Commissioner of Health Services, dated April 30, 2009, titled, "Peel Active Transportation Initiative";

And further, that the Regional Chair and the Chief Financial Officer and Commissioner of Corporate Services be authorized to execute the Letter of Agreement with the Ontario Ministry of Transportation (MTO) for the dedicated Transportation Demand Management (TDM) grant from the Ontario Municipal TDM Grant Program to assist the Region in developing the Interactive Web-based Active Transportation Map Project;

And further, that the Chief Financial Officer and Commissioner of Corporate Services be authorized to establish a dedicated reserve fund to meet the requirement for receiving the TDM grant;

And further, that the necessary by-laws be presented to Regional Council for enactment;

And further, that a copy of the subject report be forwarded to the City of Brampton, City of Mississauga, Town of Caledon, MTO, City of Toronto, York Region, Halton Region, and Metrolinx for their information.

PEEL ACTIVE TRANSPORTATION INITIATIVE

REPORT HIGHLIGHTS

- The Regional Council endorsed the recommendations of a staff report on Active Transportation on April 19, 2007.
- A Regional/Municipal Active Transportation Leadership Group (ATLG) has been formed to plan the active transportation initiative.
- An Active Transportation Communication/Social Marketing Strategy (ATCS) has been developed to help raise awareness of the existing bicycle and pedestrian facilities, and educate the public on the transportation, environmental and health benefits of using active modes of transportation.
- A recommendation from the ATCS is to develop a region-wide pedestrian and bikeways trails map.
- An application was submitted to the Ontario Municipal Transportation Demand Management (TDM) grant program to develop an interactive web-based active transportation map to integrate the maps of the existing active transportation networks of the three local area municipalities. The project has been selected and awarded \$30,000.
- In order to fulfill the requirements of the TDM grant process and be awarded the \$30,000, Regional Council is required to enact a by-law authorizing the execution of the letter of agreement with the Ontario Ministry of Transportation (MTO) and the Region to establish a dedicated reserve fund.
- The development of the integrated Peel Active Transportation plan and strategy will be initiated this summer.

DISCUSSION

1. Background

Regional Council adopted the staff report titled "Active Transportation Plan for the Region of Peel" and the recommendations at its April 19, 2007 meeting, presented as Appendix I to this report.

As directed by Regional Council (Resolution 2007-490), the ATLG has been formed with staff from the Region and area municipalities and a comprehensive Peel Active Transportation Initiative is being developed.

The initiative is comprised of two phases. Phase 1 includes a communications and marketing element to raise awareness on the benefits (transportation, environmental, and health) of active transportation and existing bicycle and pedestrian facilities. Phase 2 includes a planning element, to develop an integrated Peel Active Transportation Plan and Strategy (The Plan).

2. Active Transportation Communication/Social Marketing Strategy (ATCS)

The formation of the ATLG provides opportunities for staff to exchange ideas and steer the development of the ATCS.

With input and support from area municipal staff, the ATCS was completed in January 2009. The ATCS focus on active individuals in Peel Region who are most likely to consider active transportation. This includes making residents more aware of the existing active transportation infrastructure in Peel Region and the benefits of using active modes of transportation.

Recommended communication elements for consideration in the ATCS include a website, region-wide trail map, trail promotion advertising, signage on trails, trailhead displays, events

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display, brochures, branded premium for distribution at events, media relations, direct mail to major employers, and a mass media awareness campaign to promote active transportation. Development of all other related materials and programs on active transportation will support the launch of the campaign. Recommended longer term initiatives include establishing an active transportation promotion/contest, and corporate challenge. An effective active transportation campaign includes applying a consistent campaign identity in key campaign elements (website, collateral, signage, and event displays) to help tie together multiple messages.

Key objectives of the promotion are to:

- increase awareness of active transportation as an option for increasing mobility and how existing cycling and pedestrian facilities can be used to support active transportation;
- educate the public on the benefits of active transportation and how they can incorporate active transportation into their daily routine;
- encourage residents to consider active modes of transportation instead of driving, especially for short trips (e.g. to school, to corner store, to visit friends);
- engage residents in the issue of active transportation as it relates to urban planning, community, health, and the environment.

Funding has been allocated in the 2009 capital budget for Regional staff to work in collaboration with area municipal staff to prepare the implementation of the ATCS. The ATCS will complement efforts that will be undertaken by area municipalities (e.g. both the City of Mississauga and City of Brampton plan to implement signage and route search signs on trails.)

Staff anticipate the development of campaign promotion materials will take place in 2009 with actual implementation and campaign launch in 2010.

Promotional materials and media coverage can build a positive image for active transportation, while targeted marketing helps residents and employees explore new travel options. A snowball effect can be started as others see people walking and cycling. Through this process, we can promote behaviour change and a shift in social norms. It is important for staff to work in collaboration with area municipal staff on the implementation of the ATCS. Appendix II provides examples of municipalities that have developed promotion materials, programs, and campaigns to raise awareness, and encourage people to try new travel options such as cycling and walking.

3. Ontario Municipal TDM Grant and the Region Interactive Web-based Map

The MTO established an Ontario TDM Municipal Grant Program in 2008 to provide financial assistance to Ontario municipalities for the development and implementation of Transportation Demand Management related initiatives.

In the development of the ATCS, staff considered the creation of a region-wide map as a key component in increasing awareness of existing cycling and pedestrian facilities. With the opportunity to apply for MTO's TDM Grant, the Region, partnering with the local area municipalities submitted an application to MTO to work on an interactive web-based active transportation map to integrate maps of the existing active transportation networks of the three local area municipalities. The online map will provide a trip planner function whereby users can map out specific routes to key destinations, and provide a platform for communication among active transportation users.

This project has been selected by MTO and awarded \$30,000 to assist in the implementation of the project. In order to fulfill the requirements of the TDM grant process and be awarded the

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\$30,000, MTO requires the Region to execute the letter of agreement. Accompanying the letter of agreement is the Ontario TDM Municipal Grant Program 2008-2009 Guidelines and Requirements document. In order to execute the letter of agreement, MTO has requested a municipal by-law permitting the Region to enter into the letter of agreement, as well as an insurance certificate for the project to be put in place. In addition, the Region will need to establish a dedicated reserve fund to meet the requirement of depositing the TDM grant to a dedicated reserve. Therefore, the letter of agreement for the Province directed that Regional Council pass a by-law authorizing the Regional Chair and the Acting Chief Financial Officer and Commissioner of Corporate Services to execute the agreement. Further, Regional Council must pass a by-law authorizing the Acting Chief Financial Officer and Commissioner of Corporate Services to establish a dedicated reserve fund to meet the requirement of depositing the TDM grant to a dedicated reserve. An insurance certificate for the project has already been put in place.

4. Integrated Peel Active Transportation Plan (The Plan)

Key challenges identified through the development of the ATCS include the general lack of a comprehensive trail system to support active transportation, safety for cycling on roads, the absence of secure bicycle storage options, and the general lack of consideration for active transportation options when it comes to development land use and community planning.

Phase 2 of the project, developing The Plan, will be initiated this summer. The Plan will further complement the ATCS in reviewing some of the challenges identified. Some of the issues to be addressed under The Plan are to examine and provide better connections between area municipal and neighbouring municipalities active transportation networks and examine the range and appropriate treatments for bicycling and pedestrian paths within the Regional Road allowance. Regional Council will be provided with updates on key milestones of The Plan.

CONCLUSION

It is recommended that Regional staff work in collaboration with area municipal staff on the implementation of the Active Transportation Communication/Social Marketing Strategy and a by-law be enacted authorizing the Chair, the Acting Chief Financial Officer and Commissioner of Corporate Services to execute the attached letter of agreement (Appendix III) with MTO for the dedicated Ontario Municipal TDM grant. In addition, a by-law be enacted authorizing the Acting Chief Financial Officer and Commissioner of Corporate Services to establish a dedicated reserve fund to meet the requirement for receiving the TDM grant.

Walking and cycling are the least expensive forms of transport and there are health, transportation, and environmental benefits of using these active modes of transportation. Promotional materials and media coverage can build a positive image for active transportation, while targeted marketing helps residents and employees explore new travel options (walking and cycling). Therefore, in order to achieve a healthy and sustainable environment in the Region of Peel, it is important to allocate resources and efforts to encourage our residents and employees to use active modes of transportation.

April 30, 2009

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Dan Labrecque
Commissioner of Environment,
Transportation and Planning Services



Janette Smith
Commissioner of Health Services

Approved for Submission:



D. Szwarc, Chief Administrative Officer

*For further information regarding this report, please contact
Tom AppaRao at extension 4100 or via email at tom.apparao@peelregion.ca*

Authored By: Margie Chung

- c. Legislative Services
N. Trim, Acting Chief Financial Officer and Commissioner of Corporate Services

P-09-14/rs

ETP-A1-6

PL-A2. Active Transportation Plan for the Region of Peel

RECOMMENDATION GC-85-2007:

That the joint report of the Commissioners of Planning, Public Works, Acting Commissioner of Health and the Medical Officer of Health, dated March 20, 2007, titled "Active Transportation Plan for the Region of Peel", be received;

And further, that staff be directed to establish a regional/area municipal Active Transportation Leadership Group to facilitate the planning and implementation of active transportation;

And further, that staff be directed to work in collaboration with area municipal staff to develop an integrated Peel Active Transportation Plan;

And further, that staff develop an integrated communication plan in collaboration with the area municipalities to promote current bicycle and pedestrian facilities to educate the public on the benefits of active transportation and encourage residents to use active modes of transportation;

And further, that a copy of the subject report be forwarded to the Cities of Brampton, Mississauga and the Town of Caledon for their information.

Approved 2007-490

Active Transportation Promotion Programs

City of Toronto

The City of Toronto has a website dedicated to promoting and educating users about cycling in the city. The website includes cycling news, safety tips, existing facilities, the Toronto Cycling Map and Bike Plan, important phone numbers and general cycling information. The online Cycling Map gets some of the highest web hits of any City web page, approximately 20,000 daily in the on-season.

City of Waterloo

The City of Waterloo has implemented a series of signage initiatives such as the UpTown LOOP and the new Laurel Trail signs to promote connectivity within the city connecting to all points of interest such as parks, significant architectures, showcasing shopping, business and restaurants. Effectively, these interpretative signs provide a self guided walking tour that encourages more active transportation among the public.

Region of York

The Region of York has initiated the "GO Active Campaign" as part of their active transportation campaign materials. Bus ads and newspaper articles were developed and circulated in the Southern York Region boundaries and York Region has plans to launch the campaign in the northern York Region boundaries, subject to feedback.

Region of Peel

Peel Region continues to participate in the Safe and Active Routes to School initiative. This initiative promotes the use of active and efficient transportation for daily school trips.

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MAR 06 2009

Mr. Emil Kolb
Chair
The Regional Municipality of Peel
10 Peel Centre Drive
Brampton, Ontario
L6T 4B9

Dear Chair Kolb:

RE: Letter of Agreement between Her Majesty the Queen in right of the Province of Ontario, represented by the Minister of Transportation for the Province of Ontario (the "Ministry") and the Regional Municipality of Peel (the "Municipality") Related to Funding Provided by the Province of Ontario to the Municipality under the Ontario Transportation Demand Management Municipal Grant Program (this "Letter of Agreement")

This Letter of Agreement is in response to the Municipality's application for funding under the Ontario Transportation Demand Management Municipal Grant Program (the "TDM program") to assist the Municipality in carrying out the project described in the application package the Ministry received from the Municipality on the Interactive Web-based Active Transportation Map (the "project").

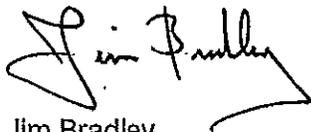
The Ministry has now completed its review of the applications received under the TDM program and wishes, subject to the terms and conditions set out below, to provide funding for the project, as it promotes transportation demand management strategies in advancement of sustainable transportation in Ontario.

Funding from the Ministry to the Municipality under the TDM program (the "TDM funding") will be provided in accordance with the terms and conditions set out in this Letter of Agreement and the Ontario Transportation Demand Management Municipal Grant Program – 2008-2009 Guidelines and Requirements (the "Guidelines and Requirements").

In consideration of the mutual covenants and agreements contained in this Letter of Agreement and the Guidelines and Requirements, which the Municipality has reviewed and understands and which are hereby incorporated by reference, and other good and valuable consideration (the receipt of which is hereby acknowledged), the Ministry and the Municipality covenant and agree as follows:

The Ministry of Transportation is excited to be able to offer the Ontario Municipal TDM Grant Program as a way of providing support for municipal initiatives that manage transportation demand in your community.

Yours sincerely,



Jim Bradley
Minister

- c: Margie Chung, Project Lead
Keri Hyde-Baxter, Project Lead
Bob Delaney, MPP-Mississauga-Streetsville
Vic Dhillon, MPP-Brampton West
Honourable Peter Fonseca, MPP-Mississauga East-Cooksville
Linda Jeffery, MPP-Brampton-Springdale
Kuldip Kular, MPP-Bramalea-Gore-Malton
Amrit Mangat, MPP-Mississauga-Brampton South
Charles Sousa, MPP-Mississauga South
Honourable Harindar Takhar, MPP-Mississauga-Erindale

Ministry of
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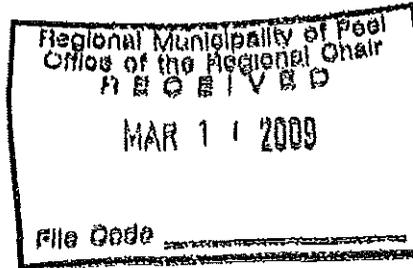
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MAR 06 2009



Mr. Emil Kolb
Chair
The Regional Municipality of Peel
10 Peel Centre Drive
Brampton, Ontario
L6T 4B9

Dear Chair Kolb:

I am pleased to announce that the Region of Peel has been awarded an Ontario Municipal Transportation Demand Management grant. We trust that the award of \$30,000 will assist in the successful completion of your Interactive Web-based Active Transportation Map project.

The Ministry is providing grants through this program in order to assist Ontario municipalities in the development and implementation of TDM-related initiatives. TDM strategies complement our provincial and municipal transit and roadway infrastructure investments, making better use of infrastructure and promoting behaviour change that reduces demand on our transportation systems. We believe that TDM is an essential part of any sustainable transportation strategy.

Once a finalized work plan and budget for your project are in place, the attached letter of agreement must be signed and two copies must be returned to the Ministry with all necessary documentation within five weeks of the date of this letter. The letter of agreement sets out the terms and conditions under which the Ministry will provide the TDM funds and by which your municipality will be bound. In addition to the letter, your municipality must provide copies of the municipal by-law permitting the municipality to enter into the letter of agreement, as well as proof that the insurance required for the project has been put in place. Please refer to the *Ontario Transportation Demand Management Municipal Grant Program 2008-2009 Guidelines and Requirements* for more details on these requirements.

1. In accordance with and subject to the terms set out in this Letter of Agreement and the Guidelines and Requirements, and upon receipt of this Letter of Agreement signed by the municipality and copies of the authorizing municipal by-law and insurance certificate, the Ministry agrees to provide TDM funding to the Municipality up to a maximum amount of \$30,000, unless the Ministry otherwise agrees upon in writing, for the purpose of carrying out the project.
2. The term of this Letter of Agreement shall commence on the effective date, which shall be the last date it is signed by one of the representatives from the Municipality.
3. The Ministry may terminate this Letter of Agreement at any time, without cause, upon giving at least thirty (30) days written notice to the Municipality. If the Ministry terminates this Letter of Agreement without cause, it may: a) cancel all further TDM payments; b) demand repayment of any TDM funds remaining in the possession or under the control of the Municipality; and c) determine the Municipality's reasonable costs to wind down the project and permit it to offset these costs against the TDM funds remaining in the possession or under the control of the Municipality.
4. If the Legislature fails to appropriate sufficient funds for the project, the Ministry may terminate this Letter of Agreement immediately by giving notice to the Municipality. In such instance, the Ministry shall have the same rights as those set out in paragraphs 3 a, b and c.
5. This Letter of Agreement constitutes the entire Agreement between the Ministry and the Municipality with respect to the subject matter contained in this Letter of Agreement, and supersedes all prior oral or written representations and agreements.
6. Any changes to this letter of agreement shall be by written amendment signed by the Ministry and the Municipality. No changes shall be effective or shall be carried out in the absence of such an amendment.
7. The Municipality hereby consents to the execution by the Ministry of this Letter of Agreement by means of an electronic signature.

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If the Municipality is satisfied with and accepts the terms and conditions of this Letter of Agreement, please secure the required signatures for the four enclosed copies of this Letter of Agreement and return two fully signed copies to the Transportation Planning Branch, Urban Planning Office, 777 Bay Street, 30th Floor, Suite 3000, Toronto, Ontario M7A 2J8, for the Ministry's records.

Once the Ministry has received the documents set out in section 1, the Ministry may, in accordance with the TDM program, make arrangements for the payment of TDM funding to the Municipality.

Yours sincerely,



Jim Bradley
Minister of Transportation

I have read and understand the terms of this Letter of Agreement, as set out above, and by signing below I am signifying the Municipality's consent to be bound by these terms.

The Corporation of the Regional Municipality of Peel

Per: _____ Date: _____
Mayor

Per: _____ Date: _____
Chief Financial Officer/Treasurer