

For Information

DATE: March 16, 2010

REPORT TITLE: **PEEL ACTIVE TRANSPORTATION INITIATIVE STATUS UPDATE AND LAUNCH OF THE ACTIVE TRANSPORTATION WEBSITE WITH INTERACTIVE WEB-BASED MAP**FROM: Dan Labrecque, Commissioner of Public Works  
Janette Smith, Commissioner of Health Services  
David L. Mowat, MBChB, MPH, FRCPC, Medical Officer of Health**OBJECTIVE**

The purpose of this report is to update Regional Council on the implementation of the Active Transportation Communication and Social Marketing Strategy (ATCS) and the development of the Region of Peel's Integrated Active Transportation Plan.

**REPORT HIGHLIGHTS**

- Regional Council endorsed the recommendations of a staff report on Active Transportation at its April 19, 2007 meeting. Subsequently, the Region of Peel, working with the area municipalities, initiated a comprehensive Peel Active Transportation Initiative.
- Phase 1 of the initiative includes an Active Transportation Communication and Social Marketing Strategy (ATCS), which was completed in 2009. Regional staff are currently working with area municipal staff on implementing a number of projects identified in the ATCS.
- Phase 2 of the initiative is the development of an integrated Peel Active Transportation Plan. This study has been initiated in collaboration with area municipal staff to develop a region-wide plan that will support and complement the existing and future area municipal active transportation system.
- An active transportation website has been developed to encourage people to use active modes such as walking and cycling. The website contains useful information including a user-friendly web-based map that shows existing on-road and off-road bicycle and pedestrian facilities in Peel Region. The website and the map will be promoted to the general public through a public event in June 2010.

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### 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 (Appendix I). As the first step in implementing the report recommendations, a Regional/Area Municipal Active Transportation Leadership Group (ATLG) was formed that included staff from the Region of Peel and the three area municipalities. The ATLG are tasked to steer the development of a comprehensive Peel Active Transportation Initiative.

The initiative is comprised of two phases. Phase 1 includes developing an ATCS to raise awareness of the transportation, environmental and health benefits of walking and cycling as well as the existing bicycle and pedestrian facilities. Phase 2 is the development of an integrated Peel Active Transportation Plan and Implementation Strategy.

#### 2. Implementation of Peel Active Transportation Initiative

With input and support from area municipal staff through the ATLG, the ATCS was completed in January 2009. Regional Council endorsed the staff report titled "Active Transportation Initiative" and the recommendations at its June 4, 2009 meeting (Appendix II).

One of the findings from the ATCS is the need to create branding for the Peel Active Transportation initiatives. Walk And Roll Peel was chosen to be the brand name. Secondly, the study suggests the creation of an active transportation website with an interactive web-based region-wide map.

The website ([www.walkandrollpeel.ca](http://www.walkandrollpeel.ca)) is the primary platform in sharing active transportation information with the public and to encourage walking and cycling. One of the key features of the website is a user-friendly web-based map, which integrates the existing on-road and off-road bicycle and pedestrian system maps from the three local municipalities as well as trails within the Toronto and Region Conservation Authority and the Credit Valley Conservation Authority into one region-wide map. This interactive map allows the public to map out trail or pathway routes between any origins and destinations. Other key features of the website include:

- safety and health benefit information on walking and cycling
- a web-based discussion board to invite public opinions
- information on existing and ongoing active transportation activities/initiatives in Peel
- linkage to other active transportation related websites from neighbouring municipalities, organizations and community groups within and around Peel

A public event is planned in June 2010 to promote the Peel Active Transportation initiatives. The event will inform the public about the website, and raise public awareness on the benefits of walking and cycling.

In addition to the website and associated communication materials, a number of active transportation programs are being developed by staff in coordination with area municipalities as part of implementing the ATCS. Programs under development include the CAN BIKE program, high school program, grant/partnership programs, marketing and promotions (e.g.

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feature trail brochures, participating in public events such as Peel Children's Water Festival), and providing coordinated signage along major trails in Peel.

**3. Peel Active Transportation Plan**

Regional staff, working collaboratively with area municipal staff, have initiated a study to develop the Peel Active Transportation Plan. The region-wide plan will support and complement the existing and future area municipal active transportation system. Building on the existing pathways, trails and cycling master plans from the area municipalities and conservation authorities, this plan will identify gaps and recommend an integrated and comprehensive regional active transportation system. As well, the plan will address the need to develop policies, guidelines and standards at the Regional level and will support municipal efforts in the provision of required facilities and infrastructure. The Plan is expected to take about 15 months to complete. Updates will be provided to Regional Council on key milestones of the study.

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**CONCLUSION**

Walking and cycling are the least expensive forms of transport and there are health, transportation, and environmental benefits from using active modes of transportation. Education/promotional materials and programs can encourage our residents and employees to use active modes of transportation on existing trails and pathways. The Active Transportation Plan will outline the improvements that the Region will need, in coordination with area municipalities, to encourage more people to walk and cycle. It will also include a strategy for implementing the plan.



Dan Labrecque  
Commissioner of Public Works

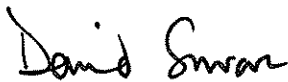


Janette Smith  
Commissioner of Health Services



David L. Mowat, MBChB, MPH, FRCPC  
Medical Officer of Health

**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](mailto:tom.apparao@peelregion.ca)*

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c. Legislative Services

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**APPENDIX I**

**Extracted from Regional Council Minutes – April 19, 2007**

**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

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**Extracted from Regional Council Minutes – June 4, 2009**

**ETP-A1. Peel Active Transportation Initiative**

RECOMMENDATION GC-72-2009:

That 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 the 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, Ontario Ministry of Transportation (MTO), City of Toronto, York Region, Halton Region, and Metrolinx for their information.

Approved 2009-595