

Simcoe Muskoka Active School Travel Project

Project Steering Committee Meeting

Date: *July 17, 2019*

Location: Simcoe Muskoka District Health Unit, 15 Sperling Drive, Barrie, ON
Teleconference #: 1-866-518-0785, Passcode: 915202#

Time: 1:30 p.m. – 4:00 p.m.

Present: Brenda Boothby (teleconference), Nathan Wukash (teleconference), Geoff Carleton (teleconference), Gulian Mitchell (teleconference), Sherry Diaz, Susan Reese, Jennifer Parker, Kayla Kalalian, Andy Campbell, Carolina Cautillo, Justin MacDonald, Kristin Pechkovsky

Chair: Christine Bushey

Recorder: Andrea Taylor

Minutes:

No	Agenda Item	Actions
1.0	<p>Welcome and Introductions (including introduction of Project Coordinator)</p> <p>C. Bushey provided an update on the status of the current funding and informed members that Amilynn Sharpe will be the new Project Coordinator supporting this committee.</p>	
2.0	Review of Previous Minutes: May 23, 2019	Approved.
3.0	Review of Agenda	Approved.
4.0	Business Arising	
4.1	<p>Project Steering Committee Governance</p> <p>At the last meeting there was a draft Terms of Reference (TOR) circulated and members were asked to take the TOR back to their organizations and make any necessary changes. All revisions or questions were to be sent back to C. Bushey. No feedback was received.</p> <p>C. Bushey provided a brief overview of the TOR and they were approved by the Steering Committee.</p> <p>The Memorandum of Understanding (MOU) was discussed at the May 23, 2019 Steering Committee meeting and members were asked to take the MOU back to their organizations and see if there were any changes that needed to be made. No feedback was provided and a few committee members have signed and returned the MOU to C. Bushey</p>	<p>Complete.</p> <p>C. Bushey to circulated final TOR with the distribution of the meeting minutes.</p> <p>Member organizations who have not yet made a</p>

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	<p>Member organizations are encouraged to sign the MOU agreement, however signing the agreement is not a requirement for participation. Member organizations who have decided they are not able to sign the MOU require no further follow-up.</p>	<p>decision about signing the MOU are asked to follow up and inform C. Bushey of their decision.</p>
4.2	<p>Revised Project Deliverables and Budget Summary</p> <p>The Project Deliverable and Budget Summary document was revised based on Steering Committee input received at the May 23rd meeting. The revised document was then emailed to Steering Committee members.</p> <p>Those who would like a copy of the revised documents can send an email request to C. Bushey.</p>	<p>Members who would like a copy of the revised Project Deliverable and Budget Summary can send an email request to C. Bushey and C. Bushey will send the document to them.</p>
4.3	<p>Revised Partner Areas of Interest Form</p> <p>A Project Activities Area of Interest form was distributed at the last meeting and members were to take it back to organizations and determine which activities their organizations wanted to be involved in. Five forms have been returned thus far.</p> <p>Those who have not yet submitted their areas of interest form are welcome to forward responses to C. Bushey.</p>	<p>Those who have not yet submitted their areas of interest form are welcome to forward responses to C. Bushey.</p>
4.4	<p>Green Communities Canada (GCC) Response to Steering Committee Questions</p> <p>C. Bushey sought out the response to questions asked at the May 23rd meeting and an email message was sent to the Steering Committee with the response.</p> <ul style="list-style-type: none"> • Can members discuss the project at meetings were there may be media presence prior to the provincial announcement? GCC response – yes, this is not a problem. GCC's only ask is that a press release not be issued without GCC approval • Can GCC provide a list of funded projects? GCC response – yes, this was provided and emailed to the Steering Committee. 	
4.5	<p>School Recruitment Update</p> <p>The goal in the funding application is to engage 15 new schools and the 2 existing schools that SMDHU is already working with. The 15 new schools have been identified and a list has been submitted to the school boards for approval.</p> <p>The Simcoe County District School Board (SCDSB) approved the list of SCDSB proposed schools and these schools have been contacted. There were also backup schools that are on standby in the event that some of the identified schools are not able to participate.</p> <ul style="list-style-type: none"> • Four SCDSB schools have expressed interest in participation but have not provided verbal consent. Follow up will occur late August/ early September by SMDHU staff. • Verbal Consent has been given by the following SCDSB schools: 	<p>C. Bushey to send out the list of the committed schools to the partners.</p>

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	Admiral Cameron Street Mountain View Connaught Worsley Clearview	Alcona Glen Clearview Meadows Byng Orchard Park Oakley Park Trillium Woods	
	<p>Trillium Lakeland Schools: We are awaiting school board approval of the identified schools.</p>		
4.6	<p>School Board Ethics Approval Update</p> <p>There will be data collected at the participating schools (school profile form, parent survey, student classroom survey, traffic observation, community walk about, air quality testing) and we need to apply ethical research procedures to this data collection. The health unit is working closely with public board on their ethics approval. C. Bushey is still waiting to hear back from the Trillium Lakelands District School Board (TLDSB) regarding their ethics approval requirements.</p>		In progress.
5.0	New Business		
5.1	<p>Draft Press Release</p> <p>C. Bushey has received clarification from Green Communities Canada that we do not need to issue a press release immediately; we can issue it in conjunction with the media launch in the fall if we wish.</p> <p>C. Bushey asked if the Steering Committee would like to issue a press release now or if they would they prefer to issue it when the launch event occurs. It was decided to wait until the launch event in the fall.</p> <p>It was noted that the Project Coordinator, A. Sharpe has drafted a press release for consideration and it will be sent to the Steering Committee for review and input.</p>		C. Bushey will review the press release developed by A. Sharpe and will send it to the Steering Committee for feedback.
5.2	<p>Policy Scan – Update, discussion, next steps</p> <p>C. Bushey reminded members that the policy scan is a required activity for this project.</p> <p>There are 2 components to the scan.</p> <ul style="list-style-type: none"> • The City of Barrie will take the lead on the policy scan for the City of Barrie, the SCDSB, the SMCDSD and three additional municipalities similar in size and demographics to Barrie. • SMDHU will take the lead on the policy scan with interested partner organizations and municipalities outside of Simcoe Muskoka who are smaller rural municipalities. • It is hoped that the same consultant will be used for both components of the policy scan. 		In progress.

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	<p>Environment Network, City of Barrie and the County of Simcoe have all indicated interest in participating in the policy scan.</p> <p>Areas of Interest Form – C. Bushey asked if any additional member organizations would like assist with the policy scan to let her know.</p> <p>\$15,000 has been allocated to the policy scan.</p>	
5.3	<p>Crosswalk and Sidewalk Painting Activity – Update, discussion, next steps</p> <p>Feedback was sought from members regarding whether stencils were the most appropriate direction to go in or whether students would simply paint designs, games or messages on sidewalk. The following feedback was provided:</p> <ul style="list-style-type: none"> • It was felt that stencils are the way to go. • Concern was expressed with using any of the designed stencils in cross walks as there are municipal requirements about what can be painted on or part of cross walk identification. Requirements in each municipality will have to be explored by the School AST committees if they intend to use the stencils.. • It is not appropriate to have students involved in crosswalk painting. This would be done by municipal staff. • It was suggested that chalk could also be used with the stencils instead of paint. <p>Ideas brainstormed included:</p> <ul style="list-style-type: none"> - Schools could be invited to submit a design and the Steering Committee could pick the top 3-4 designs. - There will need to be some design ideas/parameters developed before the schools provide their input on the stencil designs. - Student input on ideas should be sought as part of developing the ideas/design parameters (e.g, students input on topics/themes for the stencils, what barriers prevent them from walking/wheeling to school and create messaging to drive students to think about these things). <p>Members who expressed interested so far in this activity are the Town of Midland, City of Barrie and the Environment Network. A meeting will be set up with these partners to have further discussion with the City of Barrie about this activity. \$20,000 has been allotted to the stencil project.</p>	<p>In progress.</p> <p>C. Bushey to arrange a meeting to begin planning this activity.</p>
5.4	<p>Video Series Development</p> <p>The City of Barrie is the lead for this activity. The topics that have been discussed for the four videos are as follows:</p> <ol style="list-style-type: none"> 1. Pedestrian Safety 2. Cycling safety 3. Safety related to school buses and ridership 4. General promotional video for active transportation <p>MonAvenir Conseil Scolaire Catholique is a partner in the Barrie project and it has been decided that the videos will also be developed in French.</p>	<p>In progress.</p>

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	<p>C. Bushey identified that the Environment Network and the Town of Midland have expressed interest in participating in the development of the video series. It will need to be determined how collaboration on this activity will occur.</p> <p>The Town of Bracebridge would like to have access to the video series and would like to be able to adapt to the Bracebridge area keeping in mind that the branding will have to be kept the same to keep the continuity.</p> <p>\$16,000 has been allocated to this activity.</p>	<p>C. Bushey to discuss with the City of Barrie how Steering Committee members can participate in the video activity.</p>
5.5	<p>Outdoor Air Quality Testing</p> <p>C. Bushey reported that there has been some Initial discussion with the SMDHU Healthy Environments program and the Environment Network related to how to proceed with this activity.</p> <p>The Environment Network (K. McDonald) identified a group in Hamilton called Fresh Air for Kids who has been doing air quality testing for quite some time. Contact has been made with this group and we are awaiting feedback from them.</p> <p>The SMDHU Healthy Environments program contacted a colleague at Public Health Ontario who has been involved in air quality testing in the past. This individual advised that air quality testing is complex and there are many factors that need to be taken into consideration. For example, for reliable results to be released environmental organizations typically monitor air quality for a year before releasing results. We will not be able to release scientific results with the limited data collection planned, so we will need to be mindful that any messaging created reflects this limitation.</p> <p>Some ideas provided by PHO to test air quality were:</p> <ul style="list-style-type: none"> - Use mobile air quality monitoring devices attached to people (but not students) Or - Use a stationary device mounted in a secure location on school property and use take reading over a longer period of time. - Use proxy measures for air quality such as tracking numbers of vehicles and the length of time vehicles are idling. - Contact the Federal Ministry of Health (Health Canada) for their advice on air quality testing methodology and equipment. <p>C. Bushey indicated that Health Canada has been contacted and a meeting will be set up to obtain their feedback.</p> <p>Steering Committee members expressed interest in the proxy measure for air quality testing and stated that this could be something to engage students in. C. Bushey indicated this will be explored. There was also concern expressed about air quality testing and the potential for negative impacts resulting from this information being shared.</p>	<p>In progress.</p> <p>C. Bushey to investigate the best practice related to vehicle counts and idling time as a proxy for air quality testing.</p>
5.6	Active School Travel Branding	

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	<p>C. Bushey asked for input from members on the types of branding materials they would find valuable. The following ideas were provided:</p> <p>Branding toolkit ideas:</p> <ul style="list-style-type: none"> - Logo - Tag line - Webpage banner <p>Committee members also indicated interest in specific types of Promotional resources; suggestions included:</p> <ul style="list-style-type: none"> - Pamphlet/flyer - Cloth banner displays - Logo buttons - Monthly prizes that has branding logo on it <p>It was stated that the development of branding materials is a priority activity so that materials can be used as early in the project as possible.</p> <p>Barrie, Collingwood and the Environment Network expressed interest in being involved in planning this activity. Others who may be interested can let C. Bushey know by email.</p>	<p>In progress.</p> <p>C. Bushey to arrange a meeting to begin planning this activity.</p>
5.7	<p>Media Launch Event (Fall 2019)</p> <p>C. Bushey reminded members that the Media Launch Event is a required activity for this project.</p> <p>Members discussed the launch event and the following discussion occurred:</p> <ul style="list-style-type: none"> - Does the launch event need to be one central event or can there be more than one launch activity at one time? C. Bushey relayed that GCC does not have specific requirements for the launch event so we can make the event whatever we want it to be. - It was suggested that perhaps there could be a launch event in multiple locations- perhaps the City of Barrie, City of Orillia, plus a Simcoe County location and Town of Bracebridge event. - It was stated that schools can also hold a local launch event as part of the School Action Plan. - It was suggested that we hold the event on the same day as International Walk to School Day (Wednesday, October 2, 2019). It was stated that this may be later than we prefer the launch event to be. We could plan a specific walk to school day in September and hold the event in conjunction with this. - Events could potentially be on the same day, video each of them and stream them together and bring to a future launch or for other promotional purposes. - It was suggested that we engage the communications team at SMDHU, City of Barrie, the County of Simcoe and the SCDSB for input as they have expertise in this area. 	<p>C. Bushey to action engagement with communications teams within the four identified partner organizations for input and advice on the launch event.</p>



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6.0	<p>Debrief</p> <p>C. Bushey asked PSC members for feedback on the meeting and if it was meeting their needs. Some members stated they appreciate the teleconference option and that they felt sufficiently engaged in the discussion. In general, members felt the meeting went well and they felt they had the opportunity to provide the input they wished to provide.</p> <p>C. Bushey stated she is still working on developing a share-file location to make document sharing more efficient. Members indicated this would be very helpful.</p>	
7.0	<p>Next Meetings</p> <p>October 18, 2019 January 15, 2020 March 18, 2020 May 20, 2020</p>	C. Bushey to have meeting invitations sent out for the future Steering Committee meetings.