



# Simcoe Muskoka Active School Travel Project

## Project Steering Committee Meeting

**Date:** October 18, 2019

**Location:** Simcoe Muskoka District Health Unit  
 15 Sperling Drive, Barrie  
 Simcoe-/Muskoka Room  
 Teleconference Line: Dial in Number: 1-866-518-0785  
 Passcode: 958171#

**Time:** 1:30 p.m. – 4:00 p.m.

**Present:** Simone Babineau (Town of Huntsville) Tracey Burnet-Greene (SMDHU), Carolina Cautillo (Town of Innisfil), Sherry Diaz (SMDHU), Katie Kirton (SCDSB), Geoff McKnight (Town of BWG), Gillian Mitchell (Town of Bracebridge), Jennifer Parker (Town of Collingwood), Kristin Pechkovsky (County of Simcoe), Kara Thomson-Ryczko (SMDHU), Naomi Wachowiak (SMDHU)

**Chair:** Christine Bushey

**Recorder:** Jennifer Niven

**Minutes:**

No.	Agenda Item	Action
1.0	<p><b>Welcome and Introductions (including introduction of new Project Coordinators)</b></p> <ul style="list-style-type: none"> <li>• Christine welcomed Kara and Tracey to the Project Coordinator role. Kara and Tracey are sharing the 0.3 FTE position.</li> <li>• Christine welcomed Simone Babineau from Huntsville to the Steering Meeting. Christine also stated that Dan Perreault from Clearview Township will be joining the Steering Committee.</li> </ul>	
2.0	<p><b>Review of Previous Minutes (July 17, 2019 – attached)</b></p>	<p>Page numbers to be added to minute pages</p> <p>Approved, pending corrections discussed</p>

No.	Agenda Item	Action
3.0	<b>Review of Agenda</b>	Approved
4.0	<b>Business Arising</b>	
4.1	<p>Terms of Reference (<i>C. Bushey to circulated final TOR with the distribution of the meeting minutes</i>)</p> <ul style="list-style-type: none"> <li>ToR have been finalized and circulated.</li> </ul>	Complete
4.2	<p>Memorandum of Understanding <i>(Member organizations who have not yet made a decision about signing the MOU are asked to follow up and inform C. Bushey of their decision.)</i></p> <ul style="list-style-type: none"> <li>Signed organizations include: Barrie, Bradford, Bracebridge, Clearview, Collingwood, Midland, Environmental Network, SCDSB</li> </ul> <p>Simone will verify if the Town of Huntsville will be signing the agreement.</p>	<p>Susan Reese to follow up Bracebridge</p> <p>Simone to follow up with Huntsville</p> <p>C. Bushey to verify if Innisfil has signed the agreement and advise Carolina.</p>
4.3	<p>Area of Interest Forms <i>(Those who have not yet submitted their areas of interest form are welcome to forward responses to C. Bushey.)</i></p> <p>To date 9 Areas of Interest forms have been submitted by committee members.</p> <p>Areas of Interest that committee members can be involved in include:</p> <ul style="list-style-type: none"> <li>Launch Event: completed. Bradford West Gwillimbury and Collingwood support the implementation of the two launch events.</li> <li>Air Quality Testing: Kerri MacDonald-Environment Network and Andy Campbell-Midland are currently on this Workgroup</li> <li>Branding and Resource Toolkit: Kerri MacDonald, Jennifer Parker-Town of Collingwood, and the Simcoe County District School Board are currently on this Workgroup.</li> <li>Barrie Policy Scan: The City of Barrie is currently working on this policy scan with a hired consultant.</li> </ul> <p>Work will start soon on:</p> <ul style="list-style-type: none"> <li>Simcoe and other area policy scans (SMDHU lead): Simcoe Muskoka Policy Scan: This scan will begin after the Barrie scan is complete. Kristin Pechkovsky expressed interest in being involved in this component of the policy scan.</li> <li>Educational videos (City of Barrie, lead)</li> </ul>	<p>If anyone is interested in other projects, you can still send in a form.</p> <p>Complete.</p>

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	<ul style="list-style-type: none"> <li>• Sidewalk and Crosswalk Painting (City of Barrie, lead)</li> <li>• Implement School Travel Planning at Participating Schools: This work is currently underway. Public Health Nurses (PHNs) in the Chronic Disease Prevention (CDP) program are acting in the role of School Travel Planning Facilitators (STP) and assisting the schools with the development of their Active School Travel Plans.</li> </ul>	
4.4	<p>School Recruitment Update <i>(C. Bushey to send out the list of the committed schools to the partners.)</i></p> <p>17 schools have confirmed their participation and 1 school is still in the process of being recruited. The participating schools are as follows:</p> <p>Simcoe County District School Board (SCDSB):</p> <ul style="list-style-type: none"> <li>• Admiral PS, Collingwood – 671 students</li> <li>• Cameron Street PS, Collingwood – 505 students</li> <li>• Mountain View PS, Collingwood – 374 students</li> <li>• Connaught PS, Collingwood – 223 students</li> <li>• Worsley PS, Wasaga Beach – 571 students</li> <li>• Clearview Meadows PS, Stayner – 275 students</li> <li>• Byng PS, Stayner – 260 students</li> <li>• Orchard Park PS, Orillia – 439 students</li> <li>• Oakley Park PS, Barrie – 319 students</li> <li>• Trillium Woods ES, Barrie – 499 students</li> <li>• Cundles Heights PS, Barrie – 333 students</li> <li>• Willow Landing, Barrie – 606 students</li> <li>• Alcona Glen Elementary, Innisfil – 676 students</li> <li>• Mundy’s Bay PS, Midland – 572 students</li> <li>• +1 SCDSB school approval in process in Bradford West Gwillimbury</li> </ul> <p>Trillium Lakelands District School Board (TLDSB):</p> <ul style="list-style-type: none"> <li>• Huntsville PS, Huntsville – 542 students</li> <li>• Macaulay PS, Bracebridge – 271 students</li> </ul> <p>Simcoe Muskoka Catholic District School Board (SMCDSB)</p> <ul style="list-style-type: none"> <li>• St. Angela Merici – 724 students</li> </ul> <p>Total # of students: 7860 + unconfirmed SCDSB</p>	<p>C. Bushey will provide J. Niven with the list of schools with an estimate number of students for inclusion in the minutes</p> <p>C. Bushey to forward the schools in Bracebridge to Gillian Mitchell.</p>

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4.5	<p>School Board Ethics Approval Update</p> <ul style="list-style-type: none"> <li>• An application for ethics approval has been submitted within the health unit and has been approved.</li> <li>• Ethics approval application forms have also been submitted to SCDSB and TLDSB and we await confirmation of approval by the end of October.</li> </ul> <p>Data collection includes:</p> <ol style="list-style-type: none"> <li>1) <b>Student Travel Survey (required activity)</b> This survey is to be completed every morning for 1 week in the fall and 1 week in the spring. It is a hands up survey to identify how students travelled to and from school e.g., walked, wheeled, rode the bus.</li> <li>2) <b>Family Survey</b> This survey asks families how they get their kids to school with additional questions around their concerns and perceived barriers to letting their kids walk/wheel to school.</li> <li>3) <b>Traffic Observation</b> Traffic patterns will be observed and recorded on and around school properties at drop off and pick up times. Student and vehicle behaviour will be observed for patterns of what is working and what is not.</li> <li>4) <b>Community Walkabout</b> This involves walking in the school neighbourhood to examine vehicle and pedestrian behaviour as well as looking at neighbourhood infrastructure to see if it is easy and safe (or not) for children to walk to and from school (e.g. timing of the lights, traffic calming, sidewalks). It is very valuable to have municipality partners participate in the Walkabout</li> <li>5) <b>School Profile Form</b> This form is to be completed by Principals and the school committee to provide a description of the school.</li> </ol> <ul style="list-style-type: none"> <li>• All of this data is analyzed and used by the school committees to develop their Active School Travel Plan.</li> <li>• Schools are in the early stages of forming committees, and the surveys cannot begin until ethics approvals have been granted.</li> </ul>	
5.0	<b>New Business – Update on Project Activities</b>	
5.1	Launch Event	

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	<ul style="list-style-type: none"> <li>• Green Communities Canada (GCC) required that funded projects hold a launch event to not only bring awareness to students, but also to raise awareness of AST to communities and local politicians. GCC did not place any requirements on what the event should entail.</li> <li>• October 2, 2019 is International Walk to School day and the Steering Committee had previously expressed that it would be ideal to try to hold the launch event around that day. The Steering Committee also expressed that the launch event should be a series of events in different communities and should involve students.</li> <li>• Since many of the project's schools are only just coming on board, most were not ready to host formal launch events. However, the schools in Bradford West Gwillimbury and Collingwood have been doing active school travel planning for a number of years and were already planning events on October 2<sup>nd</sup>.</li> <li>• It was decided that we would approach these two communities to see if we could tag our launch event on to what they were already planning and both agreed.</li> <li>• <b>Collingwood Launch Event</b></li> <li>• 4 schools participated in a student activity and had banners placed at the schools leading up Walk to School Day. On the day of the event students were greeted as they arrived at school and received "iWALK" stickers to place on the banners. Students also had an opportunity to sign the banner to show support for active school transportation. Even kids arriving on busses could participate and many chose to walk around the school property to show support.</li> <li>• The media portion of the launch event was MC'd by senior students as a leadership opportunity.</li> <li>• The AST logo and graphics were pilot tested and positive feedback was received.</li> <li>• <b>Bradford West Gwillimbury Launch Event:</b></li> <li>• All schools in Bradford West Gwillimbury participated in a student event where the Mayor and councillors handed out ("I Walk To School" ribbons to all students who walked or wheeled to school.</li> <li>• The media portion of the launch event was MC'd by Mayor Rob Keffer. The school that hosted the launch event was also chosen as the location for the Minister of Education to make a provincial announcement about the Ontario Active School Fund his ministry is providing for projects across the province.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• C Bushey has created a short summary of the launch events and included links to various media articles.</li> <li>• It was discussed that schools and municipalities are encouraged to contact the media for additional media coverage throughout the course of the project as they begin to implement their Action Plans. Media, public and elected official engagement and awareness raising is a key component of the project.</li> <li>• It was stated that media events could be planned around other “walking or wheeling days” like winter walk day, bike to school day, etc.</li> </ul>	<p>C. Bushey will forward the updated media launch summary with the minutes once completed.</p> <p>Tracey and Kara to look at other days where AST can be promoted e.g. winter walk day, spring into spring, bike to school day/week and add to the communication plan.</p>
5.2	<p>Policy Scan</p> <ul style="list-style-type: none"> <li>• The committee was reminded that the project’s budget outlines money for the City of Barrie portion of the project to conduct a policy scan (\$10,000 allocated) with an additional \$5000 for the policy scan for the Simcoe Muskoka portion of the project.</li> <li>• Scans will look for examples of policies that make it easy to implement active school travel.</li> <li>• The Barrie portion of the policy scan is being done by a consulting firm, JD Engineering.</li> <li>• They have completed a scan of the City of Barrie, SCDSB and SMCDSB. A final review of this information is being conducted now.</li> <li>• It has been proposed that they scan 3 additional jurisdictions of similar size to Barrie, including Waterloo, Thunder Bay and Peterborough.</li> <li>• The Barrie scan will be complete by the mid-December.</li> <li>• Christine has reached out to the consulting firm and asked them how many municipalities it is feasible to scan based on the remaining budget, with the hopes that they will come back saying 3-4 smaller rural municipalities are possible.</li> <li>• Christine asked for feedback from the Steering Committee on suggestions for which small rural municipalities we should consider including:</li> <li>• Feedback from Steering Committee members: <ul style="list-style-type: none"> <li>○ Bradford would be interested as they have drafted a new official plan and the SCDSB is building a new school there.</li> <li>○ The Town of Aurora (13,888 population according to 2017 data) has a school travel planning municipal policy.</li> </ul> </li> </ul>	<p>C. Bushey will notify the Steering Committee of how many more scans the consultant can do with the additional \$5,000.</p>

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	<ul style="list-style-type: none"> <li>○ York Region Public School Board and Catholic School Board co-fund a School Travel Planning staff position. They may have some policies supportive of active school travel.</li> <li>○ Ottawa has a very Active Transportation Consortium that may have good policies for us to review</li> <li>● It was noted that the suggestions above are not smaller rural municipalities and some additional exploration of this should be done.</li> <li>● Discussion occurred about how the Steering Committee would like the policy scan information shared with them. Ideas included providing the raw data in the excel spreadsheet template, summarizing the data in a technical report or sharing the results in a presentation at a Steering Committee meeting.</li> </ul>	<p>Tracey and Kara will reach out to Green Communities Canada to see if there are other small rural municipalities that have had policies scans conducted.</p>
5.3	<p>Crosswalk and Sidewalk Painting Activity (\$20,000)</p> <ul style="list-style-type: none"> <li>● City of Barrie is the lead for this activity and will be starting to plan soon.</li> <li>● Two Steering Committee members have shown interest in being involved in this activity (Carolina Cautillo from Innisfil and Andy Campbell from Midland). A number of other partners expressed interest in using whatever is created.</li> <li>● Christine facilitated some brainstorming to see what the Steering Committee would like to put forward for Barrie to consider in the development of this activity.</li> <li>● <b>Ideas include:</b> stencils – either painted or chalk on crosswalks (municipality involvement) or sidewalks, walk time to school chloroplast signs, motivational messages like “school is a 5 min walk from here”, drone photos of school neighbourhoods with 1.6km radius lines visually displayed and signed in the community (idea from Barrie).</li> <li>● Logos can be integrated into all these design ideas.</li> <li>● Cookstown is using puzzle pieces for crosswalk painting as part of a larger public engagement strategy. The pieces are visually pleasing and make the area stand out.</li> <li>● Benefit identified in the literature is that the crosswalks with paintings help students recognize that this is their area. There could be</li> <li>● Implementation of this activity will be Spring 2020.</li> </ul>	<p>Sherry to inform the Steering Committee once City of Barrie begins working on this activity.</p> <p>If committee members have ideas for stencils etc. please forward to Kara and Tracey.</p> <p>Sherry will share all ideas with the City of Barrie committee.</p>
5.4	<p>Video Series Development (\$16,000)</p> <ul style="list-style-type: none"> <li>● City of Barrie is the lead for this activity and will be starting to plan soon. Topics chosen to date are: Pedestrian Safety,</li> </ul>	<p>If you have any ideas, please forward to Kara and Tracey.</p>

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	<p>Bicycle Safety, General info on Active School Travel and Riding the School Bus.</p> <ul style="list-style-type: none"> <li>• No Steering Committee members identified wanting to help develop these videos, but several have expressed interest in using what is developed.</li> <li>• It was indicated that the Simcoe County School Bus Consortium has a video about bus safety</li> <li>• Christine facilitated a discussion around ideas for what could be included in the video(s). Ideas include:               <ul style="list-style-type: none"> <li>○ Checking into some of the other Health Unit websites who are participating in AST for ideas. E.g. London Middlesex.</li> </ul> </li> </ul>	
5.5	<p>Air Quality Testing (\$8,300)</p> <ul style="list-style-type: none"> <li>• A small workgroup has been formed including Kerri MacDonald, Andy Campbell and staff from SMDHU - Susan Reese, Brenda Armstrong, Lori Holmes and Christine Bushey.</li> <li>• Public Health Ontario and Health Canada both recommended that we do not try and monitor air quality. Instead it has been recommended that we look at using proxy measures for air quality such as vehicle counts and idling times in order to create a curriculum lesson to encourage students to learn and think about how these things impact air quality. Data could be gathered via the school surveys. This activity could be linked to the school's AST Action Plan.</li> <li>• After a discussion, the Steering Committee agreed with this recommendation.</li> <li>• It was identified that collecting the vehicle count and idling time data could be included in the Traffic Observation but would require additional volunteers or students and could be challenging information to collect. We also have not included this in the ethics applications to the school boards so could not do that data collection yet.</li> <li>• More investigation into the data collection method for vehicle counts and idling time needs to be done before we could include this.</li> </ul>	<p>Kara and Tracey to investigate sources of curriculum lessons and investigate if some eco-schools are already using lesson plans that could be promoted to the AST schools.</p> <p>Kara and Tracey to research methodologies (vehicle counts, idling times, converting these to CO2 data etc.).</p>
5.6	<p>Active School Travel Branding (\$1500)</p> <ul style="list-style-type: none"> <li>• Workgroup members include: Jennifer Parker, Ruth McArthur and input has also been sought from City of Barrie and SCDSB.</li> <li>• A special teleconference was held with the Steering Committee on Sept. 25<sup>th</sup> for input into draft concepts and then draft materials were piloted at the two launch events.</li> </ul>	<p>The branding material to be sent to the school boards for final comments and to find out if there is a formal approval process.</p>



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	<ul style="list-style-type: none"> <li>• Feedback was mostly positive. Concern was brought forward re: whether we were trying to be too inclusive or unintentionally reinforcing stereotypes with the image of the characters (skin tone, length of hair, colour of clothing)</li> <li>• Other comments included:               <ul style="list-style-type: none"> <li>○ We need to ensure SCDSB and TLDSB as well as other partners approve the branding for use in their organizations.</li> <li>○ A check should be done to ensure AODA compliance.</li> <li>○ Is the footprint obvious enough or should it have treads on it. I was noted that Barrie communication staff reviewed the branding from an AODA perspective and felt everything was fine.</li> <li>○ Should we be getting feedback from diverse populations?</li> </ul> </li> <li>• C. Bushey asked if Steering Committee organizations had any specific approval requirements in order to be able to use the branding materials. Responses were as follows:               <ul style="list-style-type: none"> <li>○ Collingwood – No</li> <li>○ Bradford West Gwillimbury – No</li> <li>○ Innisfil – No</li> <li>○ Bracebridge – No</li> <li>○ Huntsville – Will ask</li> <li>○ Others – to verify with their organizations</li> </ul> </li> <li>• C. Bushey discussed that a style guide and resource toolkit would be created so that anyone wishing to use the logos or graphics would have them and it would be clear what colours, fonts etc. are used so that the look stays consistent.</li> <li>• C. Bushey had the group brainstorm about what kinds of resources they would like to see created. Suggestions include:               <ul style="list-style-type: none"> <li>○ Grab and go items such as:                   <ul style="list-style-type: none"> <li>▪ Poster, stickers, buttons</li> <li>▪ banners</li> <li>▪ Newsletter / announcement templates</li> <li>▪ Newsletter inserts</li> <li>▪ Social Media toolkit with suggestions for posts, digital ads, hashtag suggestions</li> </ul> </li> </ul> </li> </ul>	<p>Steering Committee members to follow up with their organizations (communications team or others as appropriate) for final review and to determine if there is a formal approval process.</p> <p>Kara and Tracey to develop style guide and resource toolkit once fonts/graphics are finalized.</p>
5.7	<p>Project Communication Planning</p> <ul style="list-style-type: none"> <li>• One goal of the project is to involve the broader community.</li> <li>• This involves engaging the public, elected officials and the media. In order to facilitate this, a Communication Plan will be developed.</li> </ul>	<p>Kara and Tracey to work with the health unit Health Promotion Specialist to develop the Communication Plan for Steering Committee input.</p>

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	<ul style="list-style-type: none"> <li>The communication plan would go nicely with the style guide and branding material tool kit.</li> <li>The Branding Workgroup will be consulted in the development of the Communication Plan.</li> </ul>	
5.8	<p>Update on backdoor URL</p> <ul style="list-style-type: none"> <li>Initially it was thought that storing all information regarding the project on a backdoor URL of some kind would be an ideal way for committee members to access information.</li> <li>Christine, Kara and Tracey and have looked into all options available for SMDHU to host such a site and unfortunately there is no perfect solution.</li> <li>The Town of Innisfil uses One drive, which is cloud based. They do not have the capacity to host this on behalf of the committee.</li> <li>As a result the committee agreed that the easiest way to share documents is through email. Christine will try and help identify emails pertaining to the project by putting AST Project – as the first thing in the subject line so emails can be easily searched.</li> <li>We will investigate a way of sharing branding files and tools (possibly uploading a page to our website), once they are created.</li> </ul>	Tracey and Kara to investigate a way of sharing branding tools for easy access by Steering Committee members.
5.9	<p>OAST Summit that we can attend</p> <ul style="list-style-type: none"> <li>2 members have responded that they would like to attend.</li> <li>If the City of Barrie does not send 2 people, two additional spots will be available to other Steering Committee members.</li> <li>No cost to attend. Potential travel subsidy depending on distance from venue.</li> </ul>	Email C. Bushey if you are interested in attending.
6.0	<p><b>Debrief</b></p> <p>If you have any items you would like add to the agenda, please let us know so that we can add it to the agenda.</p>	Kara and Tracey will send call out for agenda items emails ahead of upcoming SC meetings.
7.0	<p><b>Next Meetings</b></p> <p>January 15, 2020 March 18, 2020 May 20, 2020</p>	Tracey and Kara to send out reminders for January, and May meetings. March 18 <sup>th</sup> will be re-scheduled via Doodle Poll as the current date is during March Break.