



Simcoe Muskoka Active School Travel Project

Project Steering Committee Meeting

Date: *January 15, 2020*

Location: Simcoe Muskoka District Health Unit
15 Sperling Drive, Barrie
Simcoe-/Muskoka Room
Teleconference Line: Dial in Number: 1-866-518-0785
Conference ID#: 598171

Time: 1:30 p.m. – 4:00 p.m.

Chair: Tracey Burnet-Greene, Kara Thomson-Ryczko

Present: Via Teleconference – Katie Kirton, Kerri McDonald, Carolina Cautillo, Andy Campbell, Gillian Mitchell, Trish Conley-Knight.
In Person – Kristin Pechkovsky, Jennifer Parker, Sherry Diaz, Tracey Burnet-Greene, Kara Thomson-Ryczko

Recorder: Jennifer Niven

Regrets: Christine Bushey, Geoff Mc Knight (Kevin Boucock – unable to access teleconference), Heather Elliott, Steven Rose, Jeff Sharp, Cindy O'Regan, Geoff Carleton, Dan Perrault, Terry Vachon, Nathan Wukash, Mark Bryan

Minutes:

No.	Agenda Item	Actions
1.0	Welcome and Introductions	
2.0	Review of Previous Minutes (October, 2019 – attached)	Approved
3.0	Review of Agenda	

No.	Agenda Item	Actions
4.0	<p>Business Arising</p> <p>Memorandum of Understanding</p> <ul style="list-style-type: none"> • Susan Reese to follow up with Bracebridge • Simone to follow up with Huntsville • C. Bushey to verify Innisfil has signed <p>School Recruitment</p> <ul style="list-style-type: none"> • C. Bushey to provide an estimate of students for each school involved in the project for inclusion in the minutes. • C. Bushey to forward the school list to Gillian Mitchell in Bracebridge. <p>Launch Events</p> <ul style="list-style-type: none"> • Media launch summary to be forwarded with minutes. • Tracey and Kara to investigate provincial days AST can be recognized and promoted and include on communication plan. • Please note that this information has also been provided to the PHNs and that when schools are creating their Action Plan, they will be encouraged to plan activities or events during these days. <p>Policy Scan</p> <ul style="list-style-type: none"> • C. Bushey to notify Steering Committee of how many more scans the consultants can do with an additional \$5000. • Tracey and Kara to reach out to GCC to investigate if there are other small rural municipalities that have done policy scans. <p>Crosswalk and Sidewalk Painting (\$20,000)</p> <ul style="list-style-type: none"> • Sherry Diaz to inform Steering Committee once the city of Barrie begins working on this activity. • Committee members to share ideas for stencils with Kara and Tracey 	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>On-going</p> <p>Complete</p> <p>Complete</p> <p>On-going</p> <p>On-going</p>

No.	Agenda Item	Actions
	<p>Video Series Development (\$16,000)</p> <ul style="list-style-type: none"> • Steering Committee members are welcome to share ideas by forwarding to Kara and Tracey – same suggestion from Sherry. <p>Air Quality Testing (\$8,300)</p> <ul style="list-style-type: none"> • Kara and Tracey to investigate curriculum lessons already developed that could be used to promote AST in schools. • Kara and Tracey to research methodologies for converting vehicle counts, idling times into usable CO2 data. <p>Active School Travel Branding (\$1500)</p> <ul style="list-style-type: none"> • Branding materials to be sent to school boards for final approval. • Steering Committee members to follow up with their organizations for final review and approval. <p>Project Communication Plan</p> <ul style="list-style-type: none"> • Kara and Tracey to work with SMDHU Health Promotion Specialist to develop a communication plan. 	<p>On-going</p> <p>Ongoing Complete</p> <p>Complete</p> <p>Complete</p>
5.0	New Business	
5.1	<p>Update on Data Collection</p> <ul style="list-style-type: none"> • Data Collection tracking chart – consists of 6 different tracking tools. - School Agreement Template / Form - School Profile Forms - Family Surveys - Student Travel Survey - Community Walkabouts - Traffic Observations 	

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	<p>Schools are at various stages of data collection, with all schools taking some action to conduct the data collection. The health unit has created data entry tools and report templates and as the data comes in, we will be producing the reports, conducting some analysis and providing the schools with their reports for each data collection method.</p> <p>This information will then be used to by the School AST Committees to create the individual School AST Action Plans. Once Action Plans are complete schools can apply to the health unit for project funding of up to \$800 to implement activities in their actions plans or provide teacher release time.</p> <p>Data collection will then be conducted in May to see if implementation of action plan activities had any impact on student travel choices.</p> <p>All schools but one have signed a School Agreement form and all but one school has completed a School Profile form. Follow-up is on-going.</p>	
5.2	<p>Update on Project Communication Plan and Asset Inventory</p> <p>A communication plan is in the process of being developed to support schools and partners with ideas on how to promote their projects at the local community level. This includes ideas such as inviting MPPs, Mayor, Councillors, City Staff, School Board Trustees and the media to project activities and events. The hope is that this will increase understanding about the need and value of active travel to school and increase support for the great work being done in this area. Materials will be provided to Steering Committee Members once finalized.</p> <p>Kara and Tracey shared the asset inventory chart with the Committee to inform them about the various graphic assets that are being created (based on feedback from committee members and PHNs).</p>	

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	<p>These graphic assets and the Style Guide that will provide direction on how to use these assets will be finalized by the end of January and will be provided to the Steering Committee members and schools.</p> <p>Should a partner require any graphic asset prior to the end of January, contact Kara or Tracey or the local PHN with this request and we will see if the SMDHU graphic designer is able to support the request.</p> <p>The graphics provided in the December email message are only images of the final logo and characters and not ready for use in materials and products. We encourage partners not to copy and paste the images. Instead, ask Kara, Tracey or the local PHN for a proper graphic image.</p> <p>Possible assets to be considered for the On the Move design package include:</p> <p>Templates:</p> <ul style="list-style-type: none"> • letterhead • Poster • Presentation • Tailored logo • Character plug ins • Media release • Press advisory • Newsletter • Social media posts • Digital display • School website graphic button/banner <p>Promotional items Produced:</p> <ul style="list-style-type: none"> • Feather flag with indoor base and outdoor stakes – 1 for each school 	<p>J. Niven to forward photos of the promotional materials to Tracey and Kara to share with Committee members.</p> <p>Once the finalized On the Move design package is complete, an update will be shared with Steering Committee Members.</p>

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	<ul style="list-style-type: none"> • Coroplast signs with A frame stand – 2 for each school • Vinyl banners – 8 in total for use upon request <p>Activity supports Being Considered:</p> <ul style="list-style-type: none"> • Stickers/badge/ Buttons • I spy cards • Posters • Information sheets (adding logo on) • Selfie coroplast Instagram frame • Life-sized coroplast stand up characters • Newsletter content • One pager talking points <p>Other potential assets discussed that will be considered as the project teams move forward include:</p> <ul style="list-style-type: none"> • STP vision, targets, plans, summary documents, lessons learned documents • Infographic to communicate evaluation results • The hashtag #simcoemuskokaonthemove has been chosen to promote the project and activities on social media. SMDHU has twitter posts scheduled to go out on a regular basis. • Winter Walk day is February 5th. It is hoped that the On the Move branded poster will be ready in time for schools to use as many schools are planning activities. • Resources for schools are available on the GCC website including Winter Walk Day posters which can be used if On the Move branded materials are not available. • SMDHU also has Winter Walk twitter posts going out to promote this event in general. • Discussion occurred regarding how Municipalities are either using the On the Move branding or how they would like to use the branding. 	<p>Tracey to connect with the SMDHU graphic designer to ask if the On the Move branded Winter Walk day posters could be a priority to ensure availability for Feb. 5th.</p>

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	<ul style="list-style-type: none"> • Bracebridge is using it to highlight AST and related activities in their community Recreation and Leisure Guide. • Town of Collingwood is promoting On the Move on their website. • Town of BWG is hoping to adopt the branding for the work they are already doing around AST. 	
6.0	Project Activity Updates	
6.1	<p>Crosswalk and Sidewalk Painting Activity</p> <ul style="list-style-type: none"> • Sherry Diaz provided a brief update on this activity. The City of Barrie had hope to begin planning for these activities in December, however, their progress had been delayed and will now begin in January. Steve Rose will be meeting with members of the city's communications staff to brain storm ideas for both the sidewalk painting and video development. • Sherry will attend this meeting and can report back once next steps have been identified. • The City of Barrie has been looking into different products that can be applied to the road. There is a plastic that can be blow-torched directly onto a road. It could be used in lieu of stencils and paint. • They City of Barrie has purchased 6 x 9 foot school zone appliques that they are wanting to put into priority areas to help enhance visibility in school zones. 	<p>Sherry will keep the Innisfil and Midland partners informed once the planning for this activity has been developed.</p>
6.2	<p>Video Series Development See update above.</p>	
6.3	<p>Policy Scan</p> <ul style="list-style-type: none"> • Consultants who are conducting the scan for the Barrie project have been invited to conduct the second portion of the scan and the following municipalities have been identified: 	

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	<ol style="list-style-type: none"> 1. Bradford West Gwillimbury – BWG has recently completed a policy update and are interested in participating in a policy scan to better understand what they are doing well and where gaps exist. 2. The Municipality of North Grenville – This municipality was recommended as they have a Transportation Master Plan which includes elements such as a commuter cycling plan. They are also incorporating active transportation into their future planning as the municipality grows and expands. A policy scan for this municipality has not been completed (according to the most updated GCC spreadsheet) so we would be requesting both a scan and analysis to be completed. 3. The Municipality of Mississippi Mills – This was recommended as they are a small rural municipality that has an Active Transportation Plan that could provide valuable applicable information for Simcoe Muskoka. Since a policy scan of Mississippi Mills was conducted as part of Round 1 GCC projects, the consultant would only need to conduct a policy analysis of that existing scan (which we will be able to provide to them). <ul style="list-style-type: none"> • Steering Committee Members were asked if they would be interested in attending a presentation of the policy scan results once both reports were completed. • Collingwood and the County of Simcoe felt they would be interested with other members potentially wanting to attend as well. 	<p>Tracey, Kara will bring this idea back to C. Bushey to incorporate in the contract with the consultant.</p>
6.4	<p>Air Quality Curriculum</p> <ul style="list-style-type: none"> • Tracey and Kara explored sources of curriculum/ lessons related to creating proxy measures for air quality such as vehicle counts and idling times. • Searches include: <ul style="list-style-type: none"> ▪ Investigating what lesson plans eco-schools might already be using that could be promoted to the AST schools. ▪ Reaching out to GCC and asking them to share recommended resources. ▪ Conducting an internet scan to search for related curriculum and resources. ▪ Meeting with a SMDHU Environmental Health Manager to discuss an air quality/idling project her team was involved in at some local schools several years ago. 	<p>Kara and Tracey will continue to update the members with ongoing progress.</p>

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	<ul style="list-style-type: none"> • A short list of resources was created, however, it was also determined that doing this type of work in schools has some challenges (e.g. math calculations may not be appropriate for all grades, data collecting is not done during class time, keeping track of numerous idling vehicles at once is challenging, how to mitigate negative air quality results with the community etc.). • As a result, it was determined that having the input of a school board curriculum consultant would be very beneficial and a meeting request was made through the projects partnership with the SCDSB. • The Coordinators are awaiting a meeting date recognizing that the request was made at a busy time of year with many competing priorities. • Sherry Diaz shared that her school team has participated in the school neighbourhood walkabout and during the debrief, parents on the committee expressed an interest in learning about air quality around school drop off areas. There seems to be interest and readiness for activities/resources on this topic. 	
7.0	<p>Green Communities Canada Workshop – Sharing</p> <ul style="list-style-type: none"> • Green Communities Canada provided slide decks for each presentation delivered during the workshop. Presentation slides can be accessed here . • Hamilton has a lot of exciting things going on. One of the activities is a parent engagement strategy which may be helpful for municipalities and schools to explore. • Could possibly be used at the school walkabouts. • Visit Activeschooltravelhamilton.ca for resources. • Each project was given time to share what they were working on and Carolina used the opportunity to share the <i>On the Move</i> branding. • Carolina and Jennifer were impressed by the sheer diversity of all the projects and what the different communities were doing. 	
8.0	<p>Regional Consultations Sustainability Discussions for STP Development of Simcoe Muskoka Active School Charter</p>	

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	<ul style="list-style-type: none"> • The submission for this project indicated that we would hold regional meetings to have discussion about the sustainability and expansion of Active School Travel beyond the end of the project in June 2020. • Our work plan indicates that these meetings would be held between February and April 2020. • There is \$2800 in the budget for these meetings. It was felt that there would be value in securing an external facilitator for these meetings so all partners could be objective participants in the discussions. • The plan is to hold 2 meetings in Simcoe and 2 in Muskoka to gather input into a sustainability and expansion plan for Active School Travel in Simcoe and Muskoka and to draft an Active School Charter for this work. • Examples of AST Charters were provided prior to the meeting via email dated Jan. 15, 2020. • The North Grenville AST Charter and the Hamilton AST Charter were highlighted. • Discussion occurred around whether there were other AST Charters in the Simcoe/Muskoka and Carolina mentioned that they are looking into creating a traffic perspective Charter. • Discussion occurred around the creation of the Simcoe and Muskoka AST Charters. Several questions came up including, could there be a charter specifically for schools and one for each municipality? Who signs the charter? The North Grenville charter includes a combination of school and municipal partners, whereas others are either school specific or municipality specific. Would one charter for all of Simcoe and one for all of Muskoka accommodate the needs of all municipalities or would we end up needing to create municipal specific charters? These questions will be brought forward as the planning meetings get underway. • Next steps are: <ul style="list-style-type: none"> ○ Determine if any Steering Committee Members wish to be part of a small task group to plan the meetings. Tasks would include things like: securing speakers, booking venues, contributing to agenda, preparing invites. ○ Gather initial Steering Committee Member input on what they would like to see discussed at these meetings. E.g. are we exploring 2 charters or multiple 	<p>Tracey and Kara will send an email request to Steering Committee Members with the details of the request.</p>

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	<p>charters, can schools and municipalities be included in the same charter? etc.</p> <ul style="list-style-type: none"> ○ Seek input into potential dates, locations and venues for the meetings. 	
	<p>Closing thoughts: The question was posed: <i>Are there items that the Steering Committee Members would like to have added to the agenda that aren't currently reflected in the agenda?</i> Jennifer Parker suggested Steering Committee Members be given the opportunity to share best practices and/or updates in order to learn from each other and learn what is happening in the various municipalities.</p>	<p>Kara and Tracey to add Roundtable Sharing to April agenda</p>
<p>9.0</p>	<p>Next Meetings: March 18, 2020 (to be re-scheduled) May 20, 2020</p>	<p>Kara and Tracey to create a doodle-poll to re-schedule the March meeting as it falls during the week of March Break.</p>