



Simcoe Muskoka Active School Travel Project

Project Steering Committee Meeting

Date: August 18, 2020

Location: Teleconference Line: Dial in Number: 1-866-518-0785
 Conference ID: 915202# (ignore moderator request, wait for prompt to say your name)

Time: 2:00 p.m. – 3:30 p.m.

Chair: Christine Bushey

Present: Steve Rose, Carolina Cautillo, Jennifer Parker, Kerri McDonald, Andy Campbell, Justin MacDonald, Geoff McKnight, Kevin Kristin Pechkovsky, Trish Conley-Knight, Kevin Boucock, Geoff Carleton, Sherry Diaz, Christine Bushey, Kara Thomson-Ryczko, Tracey Burnet-Greene, Jennifer Niven

Minutes

No.	Agenda Item	Action
1.0	Welcome and Introductions	Christine welcomed everyone and facilitated introductions.
2.0	Review of Previous Minutes (January 15, 2020 – attached)	Approved as presented.
3.0	Review of Agenda	No additions.
4.0	Business Arising Project Communication Plan and Asset Inventory <i>Action from previous meeting</i> <ul style="list-style-type: none"> ▪ Jennifer Niven to forward photos of the promotional materials to Tracey and Kara to share with Committee members. • This action was completed and photos of the promotional materials were sent with the minutes of the previous meeting. If you did not receive the photos, please send Tracey an email message and she will forward the photos. • Materials include an A frame stand with an On The Move Poster inserted (17), On The Move Flipper Flag (17) and On the Move Vinyl Banner (6). All promotional items are housed at the health unit and participating schools and municipalities can request use of these materials through their local public health nurse. 	Complete

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	<p><i>Action from previous meeting</i></p> <ul style="list-style-type: none"> ▪ Once the finalized On the Move (OTM) Branding Design Package is complete, an update will be shared with Steering Committee Members. • The OTM Branding Design Package and the Branding Guide have been complete however they are too large to send by email. PHNs have notified their school AST committees about the availability of the branding elements and shared individual elements through email (if the branding element they needed was small enough) or through file share. • If a project partners wants the entire Design Package and Branding Guide, it can be shared through file share. Email Tracey if you would like to have this material sent to you. • In addition, it was stated that we are considering uploading this material to the OTM website once created and discussion occurred with Steering Committee members to seek feedback on this suggestion. This would mean that these materials can be available to anyone to use. No one on the call objected to this. <p><i>Action from previous meeting</i></p> <ul style="list-style-type: none"> ▪ 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. • Tracey connected with the SMDHU graphic designer to ask if the On the Move branded Winter Walk day poster could be created to ensure availability for Feb. 5th. This task was completed and the Winter Walk Day poster was shared with schools who were interested in participating. We are unsure of how many schools actually participated in Winter Walk day due to weather and rotating teacher walk-outs. • It was stated that there are 4 different walk days throughout the year and posters have been created for each of these days. These are available in the Branding Design Package. <p>Crosswalk and Sidewalk Painting Activity</p> <ul style="list-style-type: none"> - Sherry will keep the Innisfil and Midland partners informed once the planning for this activity has been developed. 	<p>Email Tracey if you would like the full Branding Design Package and Branding Guide</p> <p>Explore uploading the Branding Design Package and Branding Guide to the OTM website, once created.</p> <p>Complete.</p> <p>Discussed below</p>

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	<p>extension to the project and this was granted. The project will now be able to run until June 2021. For GCCs accountability purposes to the Ministry, we have to submit a revised project plan by August 25, 2020 and our final report in November 2020. Even though the final report is due to GCC in November, GCC has confirmed that all project activities and spending can occur right until the end of June 2021.</p> <ul style="list-style-type: none"> • Christine stated that she is finalizing the revised project plan for GCC and will ensure it is submitted by August 25th. • Christine also stated that we are developing a modified implementation plan with COVID-19 public health measures being taken into considerations. This modified implementation plan will be discussed with principals to ensure the project is being run according to public health measures and school reopening plans. • Christine also reported that all three school boards were approached in early June to ask if they supported the project continuing and all three boards agreed to allow schools to participate in the project for the upcoming school year. They all indicated it will be up to principals to determine if they have the capacity to participate. • Christine further stated that recently school boards communicated that they would like the health unit to wait until October before we begin any health unit programs or services in school. • We are seeking permission to begin to connect with principals in mid-September in hopes that we can begin reaching out to the school AST committee members in early October. 	<p>Tracey to send the revised project plan and modified implementation plan to all Steering Committee members once finalized.</p>
5.3	<p>Update on Data Collection, Reports and Next Steps</p> <p>Data collection includes:</p> <ul style="list-style-type: none"> ○ School Profile Forms ○ Family Surveys ○ Student Travel Surveys ○ Community Walkabouts ○ Traffic Observations <ul style="list-style-type: none"> • Individual school reports have been done for all data collection that occurred before the project was put on 	

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	<p>hold. Once we begin meeting again with schools, these reports will be shared with the schools and used to develop the school AST Action Plans.</p> <ul style="list-style-type: none"> • Schools will also be given the option of completing any data collection they were unable to complete previously or repeating any data collection they would like to repeat. • GCC requires the School Profile Forms to be updated and would like to see the Student Travel Surveys repeated if possible, but recognize that schools may not be in a position to do so. • As a next step for the data that has been collected at each individual school, we are now working with our research analyst at the health unit to compile the data in order to create an overarching regional reports. Regional reports will be created using data from the family surveys and the student travel surveys. In addition, a highlights document will be created combining the important trends from all the data. This will give us areas to focus to begin looking at AST from a regional sustainability perspective. This information will be used to help inform a broader next steps AST plan once the project is finished. 	<p>The regional reports will be shared with the Steering Committee members and discussed at the next committee meeting.</p>
5.4	<p>Project Communication Plan and Asset Inventory</p> <ul style="list-style-type: none"> • A variety of tools have been created to support communication and promotion of local AST events and activities. Resources are designed to help partners who are less familiar with how to invite media to their events as well as how to effectively communicate with them if they are present at the events. <p>Items developed include:</p> <ul style="list-style-type: none"> - A sample media advisory, media backgrounder and media release - An OTM fact sheet and speaking points (brief speaking points to highlight to the media when talking about AST, relevant stats, info about the project, and sounds bites for what we want people to do next. - A document explaining several different communication avenues. - An example of a school newsletter insert - A full list of the project's promotional assets. <p>Website Development</p> <ul style="list-style-type: none"> • An OTM website with AST and project information is currently being developed. 	<p>Tracey to send communication tools to Steering Committee members.</p>

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	<ul style="list-style-type: none"> • In terms of how to create the website, there was 2 options. (1) creating a stand-alone microsite (2) putting content under the existing AST website links on the SMDHU.org site and creating a vanity URL so people can directly access the info using a shortened URL. • After researching the pros and cons of each, it was decided that the best fit at this time would be to put the OTM info within the SMDHU site (no cost to create or update as it is all done in-house). It does mean that we will have to give up some of the more creative elements we were hoping the site could include. • Once we have a draft version of the site available, it will be shared with the committee for input and suggestions. • Members were asked if it would be valuable to post our documents such as meeting minutes on the site if it was possible to do so with the understanding that names and people's positions/organizations would be available to the public and there was agreement from the Steering Committee members that doing so would be reasonable. 	Tracey to share draft content for the OTM website with Steering Committee members when complete.
6.0	Project Activity Updates	
6.1	<p>Crosswalk and Sidewalk Painting</p> <ul style="list-style-type: none"> • The City of Barrie has informed the health unit that their painting has been completed for this year and any future sidewalk/cross walk painting planned for the AST project will now be done next year. • It has not been determined whether the City of Barrie AST project partners are interested in developing/using templates for the painting. There was originally interest by the Barrie AST project partners in having students be involved in designing patterns for the crosswalk painting and motivational messages and games for some sidewalks in school zones. The City of Barrie has had students involved in designing images and messaging for school zone signage in the past, so it was thought that something like this could occur with the sidewalk/crosswalk painting. • It needs to be determined that once designs are confirmed whether they would be made into a template for multiple applications in different geographic areas. A template could be a good approach in terms of OTM branding that we are trying to establish for the region because the OTM logo is already designed and being used for the project. 	

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	<ul style="list-style-type: none"> • The City of Barrie has been looking into other more durable road marking applications – Thermoplastic Road Marking – which is applied with heat to the surface of the road or inlaid into the asphalt. This would work well for our project because any image can be used - whether it be something designed by students or using the On the Move logo for example. • Knowing that we may not be able to access students like we have in the past due to COVID-19, Steering Committee members were asked if anyone would be interested in forming a working group to assist with the development of this activity. Creating signage may be an option to consider (e.g. a sign with the OTM logo stating only x minute walk to the school from this point). • The total combined available funding for this item is \$20,000 which is a combination of application #1 \$10,000 and application #2 (Barrie) \$10,000. • Barrie has an additional \$5000 on top of the \$10,000 which would come as an in-kind donation from the City for things like materials, road closures, equipment, & traffic management to implement the activity in Barrie. 	<p>Carolina Cautillo, Justin MacDonald put their names forward to sit on a working group to develop the crosswalk/sidewalk painting activity.</p> <p>Trish Conley-Knight from Bracebridge will connect with Gillian Mitchell – public works department to see if there is still interest and if Bracebridge wants to sit on the working group.</p> <p>Tracey will set up a first meeting for this group in early September.</p>
6.2	<p>Video Series Development</p> <ul style="list-style-type: none"> • Over the past several months, 3 video scripts have been developed. After completing a request for vendors process, a company out of Toronto (Sandbox) was hired. • Videos will be created over the next several weeks with an estimated completion date of Oct. 9, 2020. • Timelines for completion of the videos has been developed within 3 overall steps. T <ul style="list-style-type: none"> ○ 1st one being script approvals and mock ups of graphic samples/colour palettes/animation styles etc. ○ 2nd step being creating the visual style using story boards ○ 3rd step being creating the animation. • Once the English version has been completed, a French version of each video will also be created. 	<p>Tracey will send out the scripts to everyone on the call today. Please send Tracey feedback by noon tomorrow the latest.</p>
6.3	Policy Scan	

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	<ul style="list-style-type: none"> • The initial scan (Application # 2 - Barrie Scan) has been completed for the SCDSB, SMCDSB and the City of Barrie in comparison to 3 other Ontario municipalities. The final report is being finalized by the consultant - JD Engineering. A budget of \$10,000 has been allocated for this. • In Application #1 (which will be part 2 of the scan – referred to as the Simcoe Scan) \$5,000 has been allocated. <p>The Simcoe scan was to involve 3 scans:</p> <ul style="list-style-type: none"> • Bradford West Gwillimbury (municipality) • The Municipality of North Grenville (municipality) – smaller rural municipality • Trillium Lakelands District School Board (to ensure all 3 larger school boards in Simcoe and Muskoka are scanned). This scan will be done by the end of September. <ul style="list-style-type: none"> • There has been interest by this Steering Committee to have a presentation of the findings of the policy scans. We are discussing with the consultant options for a presentation. Perhaps part one of the scan will be combined with part two of the scan and presented altogether. • Steering Committee members indicated there is still interest in a presentation on the results of both policy scans. 	<p>Geoff McKnight from Bradford indicated that they are still interested in this scan and the timelines will work.</p> <p>A presentation on the policy scans will be scheduled for a future Steering Committee meeting.</p>

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6.4	<p>Curriculum Lesson Plans</p> <ul style="list-style-type: none"> • This activity in the original project proposal was to provide schools with the tools to be able to do air quality assessments (CO2 conversions based on car counts) etc. • After investigating, it was determined that this type of work required math skills that were above elementary school level, as well as discovering a number of barriers that made doing this work complicated. • It was then decided that we would instead find air quality curriculum linked activities/lesson plans that could be used by teachers in the classroom. • Three resources were identified and will be made available to the AST schools and will also be linked on the OTM website. <p>Resources include:</p> <ol style="list-style-type: none"> 1. Active and Sustainable School Transportation resource developed by Metrolinx - Grade 5 social studies lesson plans. 2. Active and Sustainable School Transportation resource developed by Metrolinx - Grade 1 science and technology lessons plans 3. 2020 the Way to Clean Air – Ontario eco schools 	
7.0	<p>Budget</p> <p>- C. Bushey discussed adjustments to the budget for the remainder of the project.</p>	
8.0	<p>Regional Consultations</p> <p>- This will be added to the next committee meeting agenda.</p>	Defer
9.0	<p>Next Meetings:</p> <p>The committee will aim to meet again in mid-October as well as December, March 2021 and May 2021.</p>	Tracey to send out a doodle poll to schedule the October and December meetings.