

## Simcoe Muskoka Active School Travel Project

### Project Steering Committee Meeting

**Date:** October 20, 2020

**Attendees:** C. Bushey, J. Niven, K. Thomson, S. Diaz, T. Burnet-Greene, G. Mitchell, K. Kirton, K. Kalalian, K. McDonald, K. Pechkovsky, J. MacDonald, T. Conley-Knight

**Location:** Zoom

Join Zoom Meeting: <https://zoom.us/j/98956749420?pwd=RDFST2NnbVQ5Ykc0bzMwcDVIV2Jtdz09>

Meeting ID: 989 5674 9420

Passcode: 171195

### Teleconference (as a back up only)

Dial in Number: 1-866-518-0785

Conference ID: 915202# (ignore moderator request, wait for prompt to say your name)

**Time:** 1:00 p.m. – 2:30 p.m.

**Chair:** Christine Bushey



No.	Agenda Item	Action Required Dec. = Decision Disc.=Discussion Input = Input Requested Update – update for informational purposes FYI = For Info Only
1.0	<b>Welcome and Introductions</b>	
2.0	<b>Review of Previous Minutes (August, 2020 – attached)</b>	For Approval
3.0	<b>Review of Agenda</b>	
4.0	<p><b>Business Arising</b> <i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> <li>• <i>Email Tracey if you would like the full Branding Design Package and Branding Guide</i></li> <li>• <i>Explore uploading the Branding Design Package and Branding Guide to the OTM website, once created.</i></li> </ul> <p>It is not possible at this time to upload the package to the internet. The other method to share branding elements is to copy it onto a CD or iron key. Five Steering Committee members have requested copies already and others can still contact Tracey any time to request the Branding Package and Branding Guide.</p> <ul style="list-style-type: none"> <li>• <i>Tracey to send out SMDHU social media messages to Steering Committee members for their use.</i></li> <li>• <i>Tracey to send the revised project plan and modified implementation plan to all Steering Committee members once finalized.</i></li> </ul> <p>The revised project plan was emailed following the last Steering Committee meeting. The Modified Implementation Plan was</p>	<p>Complete.</p> <p>Complete.</p> <p>Complete</p> <p>Complete</p>

	<p>emailed with the agenda for this meeting. The Modified Implementation Plan will be used as a resource and reference document for the PHNs when talking with schools about how the program can be modified to accommodate COVID-19 public health measures.</p> <ul style="list-style-type: none"> <li><i>The regional reports will be shared with the Steering Committee members and discussed at the next committee meeting.</i></li> </ul> <p>A draft regional report has been produced. Christine is reviewing the report and it will be shared at the December Steering Committee meeting. This will be valuable information to plan for future communications about the AST project and for discussions related to sustainability</p> <ul style="list-style-type: none"> <li><i>Tracey to send communication tools to Steering Committee members.</i></li> <li><i>Tracey to share draft content for the OTM website with Steering Committee members when complete.</i></li> <li><i>Tracey to send out a doodle poll to schedule the October and December meetings.</i></li> </ul> <p><b>Crosswalk and Sidewalk Painting Activity</b>  <i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> <li><i>Carolina Cautillo, Justin MacDonald put their names forward to sit on a working group to develop the crosswalk/sidewalk painting activity.</i></li> </ul> <p>2 working group meetings have occurred. Membership includes Carolina, Justin, Jillian, Christine and Tracey. Further discussion on this item will occur below.</p> <ul style="list-style-type: none"> <li><i>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.</i></li> <li><i>Tracey will set up a first meeting for this group in early September.</i></li> </ul> <p><b>Video Series Development</b></p> <ul style="list-style-type: none"> <li><i>Tracey will send out the scripts to everyone on the call today. Please send Tracey feedback by noon tomorrow the latest.</i></li> </ul> <p>Scripts were emailed and feedback was received and incorporated as much as possible. Further discussion on this item will occur below.</p> <p><b>Policy Scan</b>  <i>Actions from previous meeting</i></p> <ul style="list-style-type: none"> <li><i>Geoff McKnight from Bradford indicated that they are still interested in this scan and the timelines will work.</i></li> <li><i>A presentation on the policy scans will be scheduled for a future Steering Committee meeting.</i></li> </ul> <p>Policy scan #2 is currently under development and will be brought to the committee once complete.</p> <p><b>Regional Consultations</b>  <i>Actions from previous meeting</i></p> <ul style="list-style-type: none"> <li><i>This will be added to the next committee meeting agenda.</i></li> </ul>	<p>Discussed in new business</p> <p>Complete. Complete. Complete.</p> <p>Complete.</p> <p>Complete. Complete.</p> <p>Complete.</p> <p>In-progress Defer</p> <p>Complete</p>
5.0	<b>New Business</b>	
5.1	<b>Steering Committee Round Table Sharing Opportunity</b>	

	<p>Kerri (Town of Collingwood): Kerri has been in contact with Cameron Street Public School as they were interested in continuing the walking school bus program this year. COVID-19 considerations made implementing the program challenging so it is unfortunately not running at this time but will be considered again in January.</p> <p>Gillian (Town of Bracebridge): The town is still interested in AST, however they have not had any communications or meetings with the Bracebridge schools yet. Gillian will connect with S. Reese to discuss local school involvement. The Town of Bracebridge is interested in the sidewalk painting and signage project and Gillian is a member of the working group.</p>											
<p>5.2</p>	<p><b>Project Updates</b></p> <ul style="list-style-type: none"> <li>• Communication to school boards and principals Christine previously reported that school boards agreed to support continuation of the AST project with the final decision resting with school principals. School boards asked for the health unit to delay going into schools until October due to the amount of work needing to be done to reopen schools during the pandemic. An email message was sent to SCDSB and TLDSB on October 19<sup>th</sup> to explain how the program will be modified with COVID-19 measures, and asked for permission to begin contacting principals. This contact is set to begin next week. An email message will go out to the SMCDSB within the next few days. <p>Note: we were originally working with 17 schools, however Byng Public School has closed so there are now 16 schools we will be contacting to determine if they still want to participate in the project.</p> <ul style="list-style-type: none"> <li>• Modified Implementation Plan Christine reviewed the plan with the group.</li> <li>• Process for confirmation of schools for 2020/21 Public health nurses (PHNs) will contact principals the week of October 26<sup>th</sup> to find out if they support their school's participation in the project for the 2020/21 school year. A complete list of participating schools will be provided to the Steering Committee once finalized.</li> <li>• School assignments for Public Health Nurses Schools assignments have been adjusted due to redeployment of staff to COVID-19. There are currently 4 PHN's (down from 10) available to do this work. The school reassignment is as follows:</li> </ul> <table data-bbox="292 1848 1104 2005"> <tr> <td><b>Lori &amp; Susan:</b></td> <td><b>Sherry &amp; Charlotte</b></td> </tr> <tr> <td>Bracebridge – 1</td> <td>Barrie - 4</td> </tr> <tr> <td>Huntsville – 1</td> <td>Bradford - 1</td> </tr> <tr> <td>Orillia - 1</td> <td>Innisfil - 1</td> </tr> <tr> <td>Midland - 1</td> <td><u>Clearview - 1</u></td> </tr> </table> </li></ul>	<b>Lori &amp; Susan:</b>	<b>Sherry &amp; Charlotte</b>	Bracebridge – 1	Barrie - 4	Huntsville – 1	Bradford - 1	Orillia - 1	Innisfil - 1	Midland - 1	<u>Clearview - 1</u>	
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	<ul style="list-style-type: none"> <li>○ A press release was also developed which was issued on October 19<sup>th</sup>.</li> <li>○ It was suggested that Project Steering Committee members follow SMDHU's Facebook and Twitter accounts to allow committee members to share the ads/posts.</li> <li>○ The OTM website was also launched to coincide with the radio ads, social media posts and press release.</li> </ul> <ul style="list-style-type: none"> <li>● Overview of On the Move Website <ul style="list-style-type: none"> <li>○ C. Bushey provided an overview of the new OTM website (SimcoeMuskokaOnTheMove.ca)</li> <li>○ The Town Of Bracebridge is interested in possibly linking their Active Transportation and Sustainability website content to the OTM pages.</li> <li>○ The branding elements are encouraged to be used any way that will promote active school travel and active transportation.</li> </ul> </li> <li>● Update on next steps re: creation of broader communication plan <ul style="list-style-type: none"> <li>○ Next step is to develop a broader communication plan for the remainder of the project.</li> </ul> </li> </ul>	
6.0	<b>Project Activity Updates</b>	
6.1	<p><b>Crosswalk and Sidewalk Painting Activity</b></p> <ul style="list-style-type: none"> <li>● Update from subcommittee</li> </ul> <p>The original application outlined an intention to include schools and students in the creation of this activity but this is not possible due to COVID-19 and other delays in the project.</p> <p>A sub-committee has been formed and the group has had 2 meetings.</p> <ul style="list-style-type: none"> <li>○ The group has decided to design wayfinding signs (5, 10, and 15 minute distance markers) using characters/logo from the OTM branding package. Signs will be created so they can be produced in smaller and larger sizes to meet varying needs of partners.</li> <li>○ The group is also exploring the possibility of developing stencils featuring the OTM characters along with motivational messages centred around AST, safety and environmental impacts. It was proposed that we develop 2-3 messages for each category that could then be mixed and matched with the 4 characters.</li> <li>○ Next steps include creating some mock-up designs and the City of Barrie is checking to see if they can assist with this graphic work. SMDHU's graphic designer may be able to assist with the design work.</li> <li>○ Draft motivational messages will be shared once created. The steering committee will be kept informed as this activity progresses.</li> <li>○ Justin shared an email with the images for Barrie's On the Move 5 min walk and 3 min wheel signs.</li> </ul>	

	 <p>Kerri shared wayfinding signs developed by the Healthy Kids Community Challenge in Collingwood.</p>  <p><a href="https://www.simcoe.com/news-story/6861342-collingwood-launches-wayfinding-campaign-to-promote-walking-cycling/">https://www.simcoe.com/news-story/6861342-collingwood-launches-wayfinding-campaign-to-promote-walking-cycling/</a></p> <p>Steering Committee members liked the mock up provided by the City of Barrie. The sub-committee will review the mock up at their meeting next week.</p>	
6.2	<p><b>Video Series Development</b></p> <p>The 3 videos that have been created were shared with the group.</p> <p>Next steps include creating the cut down versions (30 second versions for social media) and finalizing the French version of the videos. Once complete, they will be posted on the OTM website for all to access or Steering Committee members can request they be emailed.</p>	
6.3	<p><b>Policy Scan</b></p> <p>Draft scan, gap analysis and technical memo have been produced for Policy Scan #1.</p> <p>Scan #2 is in progress and a presentation will be planned for the December Steering Committee meeting. This second scan includes Trillium Lakelands District School Board and Bradford West Gwillimbury.</p>	
7.0	<p><b>Budget Update – no new information</b></p> <p>The project has been extended to June 2021 and our final project report will be completed in November 2020. Activities can still occur and funds can still be spent until June 2021.</p>	Defer

<p>8.0</p>	<p><b>Regional Consultations</b></p> <p>Discussion occurred about how to move forward with regional consultations meetings meant to address issues of sustainability of the project beyond the end of the funding and the development of an Active School Charter.</p> <p>There is \$2800 available for these consultations. The original plan involved inviting members of the Steering Committee along with additional relevant partners to participate in a face to face meeting (1 held in Simcoe and 1 held in Muskoka). At a previous meeting of the Steering Committee it was suggested that these discussions occur at a regular Steering Committee meeting vs separate meeting.</p> <p>It was also stated that Steering Committee members should be given the opportunity to assess their capacity to continue on the Steering Committee for the period of time covering the project extension (until June 2021) as well as beyond 2021. It was agreed that individual follow-up would occur with each Steering Committee member about these two questions, then a further discussion about sustainability meeting would be discussed at the December Steering Committee meeting.</p> <p>Christine also reported that Green Communities Canada (GCC) has announced another round of funding for Active School Travel (Round 3). Round two projects (which we are) can not apply for this first release of funding, however GCC is in the process of developing a second opportunity to apply for funding for the partners to share innovations regarding what they have done with Active School Travel. They are hoping to have this option for funding out some time in November.</p>	<p>T. Burnet will reach out to the Steering committee members to see if they are staying on the committee for this current school year until 2021 and if members are interested in staying on the committee for further sustainability for the project.</p> <p>Tracey will bring back the feedback to the December meeting.</p>
<p>9.0</p>	<p><b>Next Meetings:</b></p>	<p>T. Burnet will forward a doodle poll to the SC members for our meeting in December.</p>