

***Simcoe Muskoka Active School Travel Project***

**Project Steering Committee Meeting**

**Date:** December 14, 2020

Carolina Cautillo, Jennifer Parker, Kerri MacDonald, Kristin Pehkovski, Christine Bushey, Sherry Diaz, Tracey Burnet-Greene, Kara Thomson-Ryzcko, Jennifer Niven

**Location:** Zoom Meeting

**Time:** 1:30 p.m. – 3:00 p.m.

**Chair:** Christine Bushey

| No. | Agenda Item   | Actions  |
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| 1.0 | <b>Welcome and Introductions</b>  |  |
| 2.0 | <b>Review of Previous Minutes (October, 2020 – attached)</b>  | Approved   |
| 3.0 | <b>Review of Agenda</b>   | Approved   |
| 4.0 | <p><b>Business Arising</b><br/> <i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> <li><i>C. Bushey to forward regional data report once finalized.</i></li> </ul> <p>The regional report does not yet contain all of the school data reports. It will be updated once outstanding reports are completed and sent to the PSC. The Regional Report will be used to inform the development of the communication plan as well as sustainability and next steps with AST in Simcoe Muskoka.</p> <ul style="list-style-type: none"> <li><i>T. Burnet-Greene to confirm with Steering Committee members their intentions to continue on the committee until the end of June 2021.</i></li> </ul> <p>PSC present at the meeting provided consent to share the results of the email T. Burnet-Green sent out regarding intentions to continue on the PSC. This will be discussed under New Business as part of the</p> <p>Crosswalk and Sidewalk Painting Activity<br/> <i>Actions from the previous meeting</i></p> <p>Video Series Development</p> | <p>Complete.<br/> Discussed under New Business/Regional Consultations.</p> <p>Discussed under New Business.</p> <p>Discussed under New Business.</p> |

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|     | <p><i>Actions from the previous meeting</i></p> <p>Policy Scan<br/><i>Actions from the previous meeting</i></p> <p>Regional Consultations<br/><i>Actions from previous meeting</i></p>  | <p>Discussed under New Business.</p> <p>Discussion under New Business.</p> |
| 5.0 | <b>New Business</b>   |  |
| 5.1 | <p><b>Steering Committee Round Table Sharing Opportunity</b></p> <ul style="list-style-type: none"> <li>• <b>Collingwood:</b> Collingwood has explored the possibility of applying for the new OAST Innovate Stream of funding along with 4 of their local schools. Unfortunately after considering all the issues, it was identified that they will likely not have the capacity to move the application forward at this time. They remain supportive of the sidewalk painting and wayfinding sign development that the current project is working on.</li> <li>• <b>Environment Network</b> – Kerri MacDonald is connecting with Lori Hunter PHN, to find a way to get the schools back together and working on the AST Project. Investigating using Zoom technology as a communication tool.</li> <li>• <b>Innisfil:</b> AST is still a priority and they are currently looking for ways to keep the project moving forward. Possible projects include new trails, new shared student path, and a traffic calming strategy. Traffic congestion and related issues continue to be a problem.</li> <li>• <b>Kristin Pehkovski:</b> Waiting for future sustainability discussions as this is an area of interest for the County of Simcoe.</li> </ul> |  |
| 5.2 | <p><b>Project Updates</b></p> <p>Communication to school boards and principals.</p> <ul style="list-style-type: none"> <li>• CDP PHNs have contacted most of the participating AST schools and have had initial discussions with school administrators. Of the 17 schools, 11 have confirmed their commitment to continue, we are awaiting confirmation from 4 schools, and we are awaiting contact with one school, as noted below:</li> </ul> <p><u>Confirmed:</u><br/>Admiral PS - Collingwood<br/>Cameron Street PS – Collingwood</p>   |  |

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| <p>Worsley – Wasaga Beach<br/>         St Noel Chabanel – Wasaga Beach (This was not a project school last year, however, the school expressed an interest in being a part of the project. With the loss 1 school due to closure (Byng PS in Stayner), an invitation to join the project was offered.</p> <p>Clearview Meadows PS - Stayner<br/>         Orchard Park PS - Orillia<br/>         Oakley Park PS - Barrie<br/>         Trillium Woods ES - Barrie<br/>         Cundles Heights PS - Barrie<br/>         Willow Landing ES – Barrie<br/>         Huntsville PS - Huntsville<br/>         Macaulay PS – Bracebridge</p> <p><u>Awaiting Confirmation</u><br/>         Mountain View PS - Collingwood<br/>         Connaught PS - Collingwood<br/>         St. Angela Merici CS – Bradford<br/>         Mundy’s Bay – MLD</p> <p><u>Awaiting Contact</u><br/>         Alcona Glen – Innisfil (C. Cautillo indicated she could assist with contacts at Alcona Glen if this would be helpful.</p> <ul style="list-style-type: none"> <li>• Next steps with schools include meeting with school administrators, re-establishing AST committees and beginning the development AST Action Plans, including submitting the funding applications to support their AST activities.</li> <li>• Discussion occurred as to whether the school reports and action plans would be considered public documents that could be shared with municipalities. It was recommended partners check with the school principal to see what they are comfortable with sharing. It was stated that when the raw school data report summaries were completed any individual identifiable information was removed so the reports will not contain any information that would identify any of the respondents.</li> </ul> |  |
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|     | <ul style="list-style-type: none"> <li>In order to assist schools in sharing their action plans once completed, the Health Unit has created a number of communication ideas and tools including sample press releases and media advisories that schools can easily adapt and use.</li> </ul>  |  |
| 5.3 | <p><b>Update on Data Collection, Reports and Next Steps</b><br/>Update on status of data collection, reports and school AST Action Plans.</p> <ul style="list-style-type: none"> <li>We have done an assessment of where the school level data collection left off when the project was put on hold. We know that most schools completed all of their data collection and reports were prepared. Only a couple of schools did not complete all of the data collection and there are a very small number of reports that still need to be produced.</li> <li>Where reports still need to be done CDP PHNs will ensure this task is completed. Once completed PHNs will support schools with the development of school action plans.</li> <li>Schools are not required to do any data collection this school year unless they feel they have the capacity to do so. St Noel Chabanel, as a new AST school, will have the choice about what data collection they want to do.</li> </ul>  |  |
| 5.4 | <p><b>Project Communication Plan</b><br/>Update on 2021 broader communication plan (press release, social media posts, radio ads and launch of OTM website)</p> <ul style="list-style-type: none"> <li>As mentioned at the last meeting, a Fall communication plan was implemented with social media messages, radio ads and the launch of the On The Move (OTM) website.</li> <li>We then started working on a broader/longer term communication plan, which is still in progress. It will bring into consideration the local school data (in the form of the regional report) as well as information from the policy scans in order to think about key things we can communicate about the project.</li> <li>It will also contain information about possible communication strategies regarding the wayfinding signs/sidewalk painting, and the videos.</li> <li>It was mentioned that the On the Move website is live and is a great communication tool and source of information for schools and project partners. There is a section on Success Stories that we would like to expand to showcase and highlight AST school activities and success stories.</li> <li>The project members would also like to be able to communicate back to their respective municipalities that have been a part of the project and use it as a means to expand the project. It would be helpful to include in the communication plan specific things that municipalities and schools boards could communicate about.</li> </ul> | <p>K. Thomson-Ryzcko to look into adding the summary of timelines to the communication plan.</p> |

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|     | <ul style="list-style-type: none"> <li>• It was also suggested that it may be helpful to include in the communication plan a summary of past communication activities and when they occurred as information and a reference point. It was stated that this would be valuable information to develop next steps in the communication plan. Information that has a local flavour will help to sell ideas to the municipalities as well as catch the attention of local media.</li> <li>• It was also suggested that communication activities could be built around different times of the year and themes. The OTM branding packaged does contain materials for 4 themed events - one for each season, along with sample of media messages.</li> <li>• Additional suggestions included:             <ul style="list-style-type: none"> <li>○ Media advisory and release templates – is it helpful to try to provide media release templates at the local level. Key messages are most helpful in terms of tools. Then allows us to create the media release this way we are keeping key messages are consistent. These have been created for schools and project partners are on the OTM website.</li> <li>○ City counsellors have expressed interest in learning about what is happening with the project. It was suggested that a PowerPoint presentation template could be developed and shared with council or municipal decision makers. This could assist with sharing the successes of the project.</li> <li>○ Create a final communication report at the end of the project to share overall results of the project.</li> </ul> </li> <li>• Once the draft communication plan has been created it will be provided to the PSC for input.</li> <li>• Some additional items to promote AST were discussed. in development include:             <ul style="list-style-type: none"> <li>○ Roll-up Banner and flyer – the older roll-up banner and flyer are being updated to match the new OTM branding.</li> <li>○ Pencils with OTM have been ordered.</li> <li>○ Reflective stickers were considered but were too costly to purchase.</li> </ul> </li> </ul> |  |
| 6.0 | <b>Project Activity Updates</b>  |  |
| 6.1 | <p>Crosswalk and Sidewalk Painting Activity</p> <ul style="list-style-type: none"> <li>• A subcommittee was formed back in the summer and that committee has been meeting regularly to move these items forward. This activity has now been changed to Wayfinding Signs and Stencils.</li> </ul> <p>Wayfinding signs:</p>  |  |

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|  | <ul style="list-style-type: none"> <li>• The City of Barrie shared a rough draft for the signs and the SMDHU graphic designer was able to add some further detail and elements.</li> <li>• The final design should be complete shortly and will be shared with the committee for feedback.</li> <li>• Looking to make the signs available with 5, 10 and possibly 15 minute times on them. They will be a minimum of 19"x12, possibly slightly larger.</li> <li>• Installation would need to be done with the assistance of the municipalities.</li> <li>• Quotes will be gathered once the design and size are finalized. Once a price is determined decisions can be made about whether or not the project can purchase a quantity of signs for each school involved.</li> <li>• Sign design will be complete so orders can be placed by end of March for installation starting in April.</li> </ul> <p>Stencils:</p> <ul style="list-style-type: none"> <li>• The committee is currently in the process of creating the stencil designs. The vendor has identified that they need to be very simple so using the OTM logo or character assets is not possible.</li> <li>• To date, the committee is working on 3 design concepts each targeting a separate message (environment, health and general AST).</li> <li>• The designs have an interactive component as well as messaging. Examples include a tire jump, hop scotch or footprint walk.</li> <li>• The design ideas are currently being mocked up by the SMDHU graphic designer who will then finalize with the printer.</li> <li>• Looking to have the completed by the end of April.</li> </ul> <p>Rough sketches of the 3 designs were discussed and feedback from committee was as follows:.</p> <ul style="list-style-type: none"> <li>• Include "Get On The Move" wording with each design.</li> <li>• Consider using the same color themes or fonts to make the brand more recognizable.</li> <li>• Try and get target audience input. E.g. Is the messaging for parents/guardians or for youth? Maybe we can run the designs by some of the school committees to see how we can get youth input. Since we are collecting feedback it may require a health unit Data Collection Plan</li> </ul> | <p>C. Bushey will look into whether or not a Data Collection Plan will be required to get input into the stencil designs.</p> <p>T. Burnet-Greene will forward designs to the steering committee members for review.</p> |
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|     | <p>be developed. Suggestion was to provide the design to the Vice Principal and ask them to get feedback from students.</p>  |   |
| 6.2 | <p><b>Video Series Development</b></p> <ul style="list-style-type: none"> <li>• Videos are finalized and ready to be distributed.</li> <li>• Videos are available in both French and English and cut-down versions are available for each.</li> <li>• The Health Unit will be posting the 3 French and 3 English videos on YouTube and these can be shared by project partners.</li> <li>• Details on how to differentiate the cut-down videos from full length are still being worked out.</li> <li>• SMDHU is currently investigating whether or not we can provide a link on the OTM website to the videos.</li> <li>• Carolina, Kerri and Kristi indicated they would like the YouTube videos sent to them.</li> </ul>                             | <p>K. Thomson will follow up with L. Dennis (SMDHU Health Promoter) to find out if we can put a link to the videos on the OTM website.</p> <p>J. Niven to send all 6 English YouTube videos to Carolina, Kerri and Kristin.</p> <p>If other Steering Committee members would like to have access to the copies of the videos, please connect with T. Burnet-Greene.</p> |
| 6.3 | <p><b>Policy Scan</b></p> <ul style="list-style-type: none"> <li>• Both policy scans have been completed. For the Barrie scan the consultant filled in the excel policy scan tool and also created a gap analysis and a summary memorandum.</li> <li>• There was not as much funding available for the second policy scan, so only the excel policy scan tool was completed. C. Bushey has asked the consultant about how much it would cost to create a similar gap analysis, and will then determine if there is any room in the project budget to have this done.</li> <li>• Policy scan results will come to the next PSC meeting for discussion.</li> <li>• There was interested from some individual schools to see the policy scans.</li> </ul> |   |
| 7.0 | <p><b>Regional Consultations</b></p> <ul style="list-style-type: none"> <li>• Discussion occurred regarding how to move the regional consultations on sustainability forward given the current circumstances.</li> <li>• This will continue to be an on-going discussion as the project moves forward.</li> <li>• The following committee members indicated they are able to stay on the PSC past the end of the funded project in June 2021 include: <ul style="list-style-type: none"> <li>○ Jennifer Parker (Collingwood)</li> </ul> </li> </ul>  |   |

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|                   | <ul style="list-style-type: none"> <li>○ Justin McDonald (Barrie)</li> <li>○ Kristin Pehkovski (County of Simcoe)</li> <li>○ Kerri MacDonald (Environment Network)</li> <li>○ Kayla from (Simcoe County District School Board)</li> <li>○ Carolina Cautillo (Innisfil).</li> <li>• Those able to stay on the PSC only until June 2021 include:             <ul style="list-style-type: none"> <li>○ Jeff McKnight (Bradford West Gwillimbury)</li> <li>○ Jillian Mitchel (Bracebridge)</li> </ul> </li> <li>• It was determined that we need to assess the information in the regional report, policy scans and communication plan and use that information to determine the best way to move forward on regional consultation related to sustainability.</li> </ul> |  |
| <p><b>9.0</b></p> | <p><b>Next Meetings:</b><br/>Suggestion: February, April and June</p>  | <p>The group confirmed these months were fine. T. Burnet-Greene will forward Doodle polls.</p> |