

# **Planning for Active Transportation in Haliburton County**

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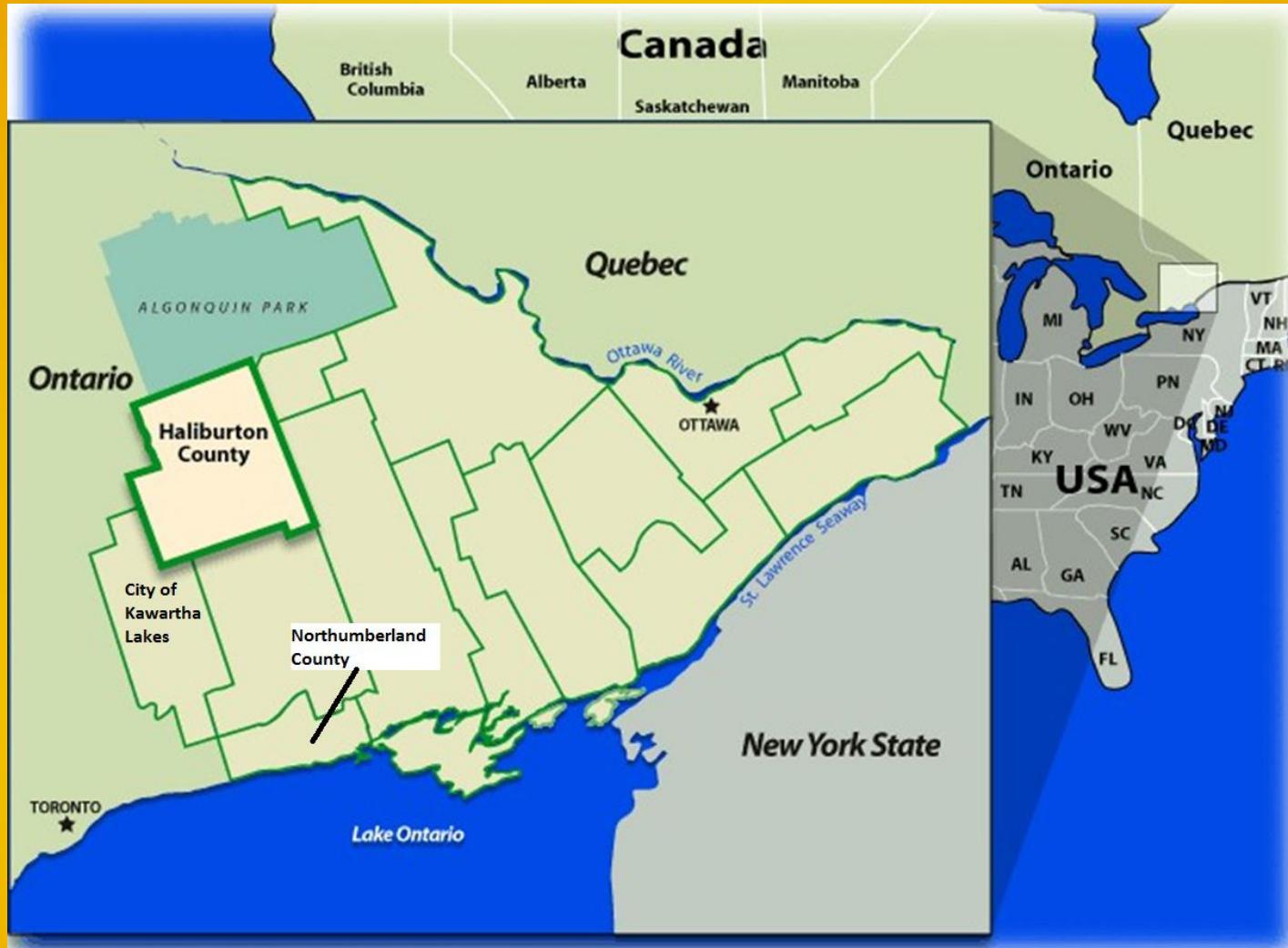
Healthy Communities by Design webinar, July 2013

# Presentation Overview

- Background
- Strategies
- Results
- Lessons Learned



# County of Haliburton and HKPR





# **Public Health in Partnership: Communities in Action Committee (CIA)**

**Works to create healthy active communities by:**

**Developing partnerships** with multiple sectors in order to build knowledge and capacity around active transportation

**Promoting** the benefits of active transportation

**Advocating** for policies and investments that result in communities designed to support and encourage active transportation

**Doing research** in order to develop an evidence-base for rural active transportation planning and implementation

# Strategies: Engaging Municipalities

Raise awareness with municipal elected officials about the role they play in creating a healthy, active community that encourages active transportation

## How?

- Communicating the benefits through regular reports, updates and delegations to council
- Hosting workshops and events and inviting councillors and staff
- Making policy recommendations: Participating in Official Plan reviews
- Influencing infrastructure decisions: coordinating letter writing campaign re: paved shoulders

# Strategies: Research and Planning

Build a strong, evidence-based case  
Develop tools and resources

## How?

- Developing active transportation plans for Haliburton and Minden
- Conducting community-based research to identify AT needs, concerns, challenges
- Helping create a vision – illustrations

An Active Transportation Plan  
for Minden

Report produced for  
The Communities  
in Action Committee  
July 2008

report produced by Paul Young  
www.PublicSpaceWorkshop.ca

Communities in Action  
Helping to make Haliburton and Minden  
healthier, safer, and more sustainable  
through active transportation planning  
Haliburton County  
CERDIN CO-OP

Health for Life  
Taking Action for Healthy Living

U-Links

ACTIVE2020

HALIBURTON COUNTY  
DEVELOPMENT COMMITTEE  
A Community-Based Development Corporation

TOWN & VILLAGE OF  
MINDEN HILLS

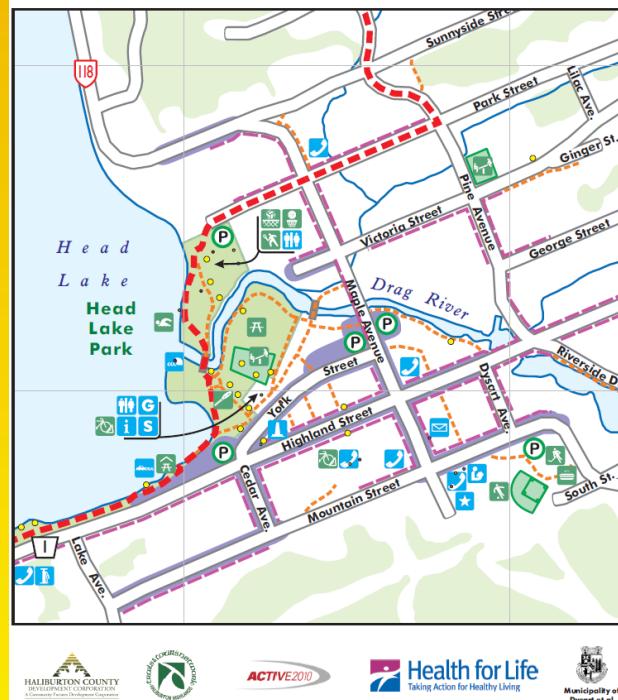
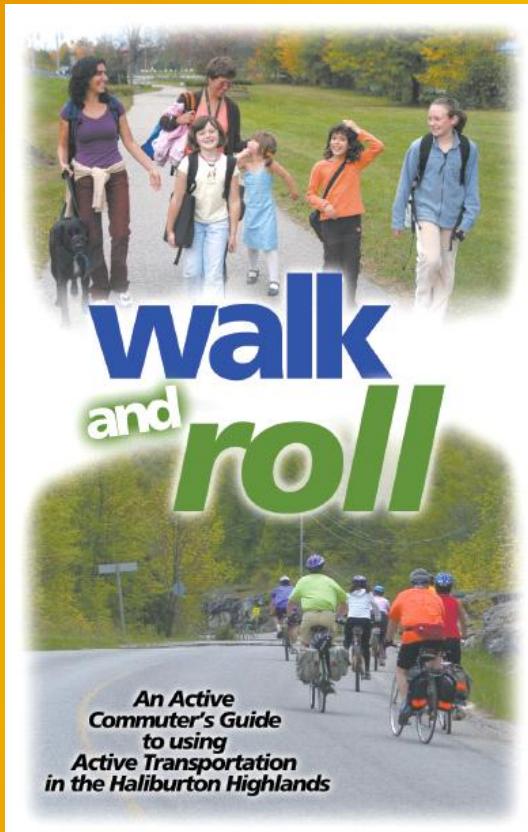
# Strategies: Raising Community Awareness

Build a base of community support, awareness, activity

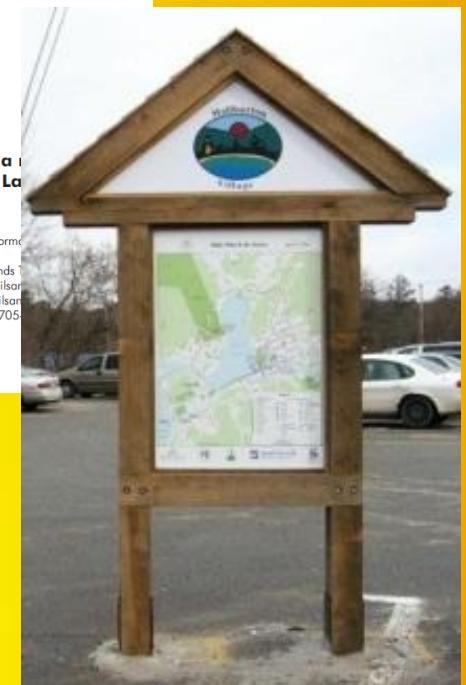
## How?

- Community Based Research – surveys, focus groups
- Focus on village hubs
- Awareness raising campaigns – “Park the Car and Get Moving”, Share the Road
- Events and activities
- Local media
- Engaging in Advocacy

# Strategies: Community Education



Walk, Bike  
& Be Active  
in  
Haliburton Village



## Strategies: Evaluation

- Inventory: policy and infrastructure changes
- Survey: asked residents about their AT awareness and behaviour
- Observational Study: manual counts of people walking and cycling
- Key Informant Interviews

## Results: Policy Change

Official Plans at county and local level all now include language to support healthy, active communities in general and AT specifically.

### Example:

“Active transportation (e.g. bicycling and walking) can play a positive role in improving mobility and the quality of life as part of a balanced transportation system. The Township will support the development of bicycle and walking routes, and will use the Haliburton County Cycling Master Plan as a resource to help inform future planning.” (*Township of Algonquin Highlands Official Plan, 2010, 8.1.4*)

## More Policy Examples:

“Land use patterns and development should promote energy efficiency, improved air quality, and allow for compact development that is designed in such a way to support and encourage active transportation...” (*County of Haliburton Official Plan, 2010, 2.3.5.3*)

“It is an objective of this Plan to promote healthy, liveable and safe communities by:...encouraging healthy, active communities by applying principles of good community design, active transportation, as well as providing parks and recreation opportunities.” (*Dysart et al. Official Plan, 2010, 2.2.7*)



# Results: Infrastructure Improvements – Minden



# Results: Infrastructure Improvements – Haliburton





## Infrastructure Improvements – County Roads



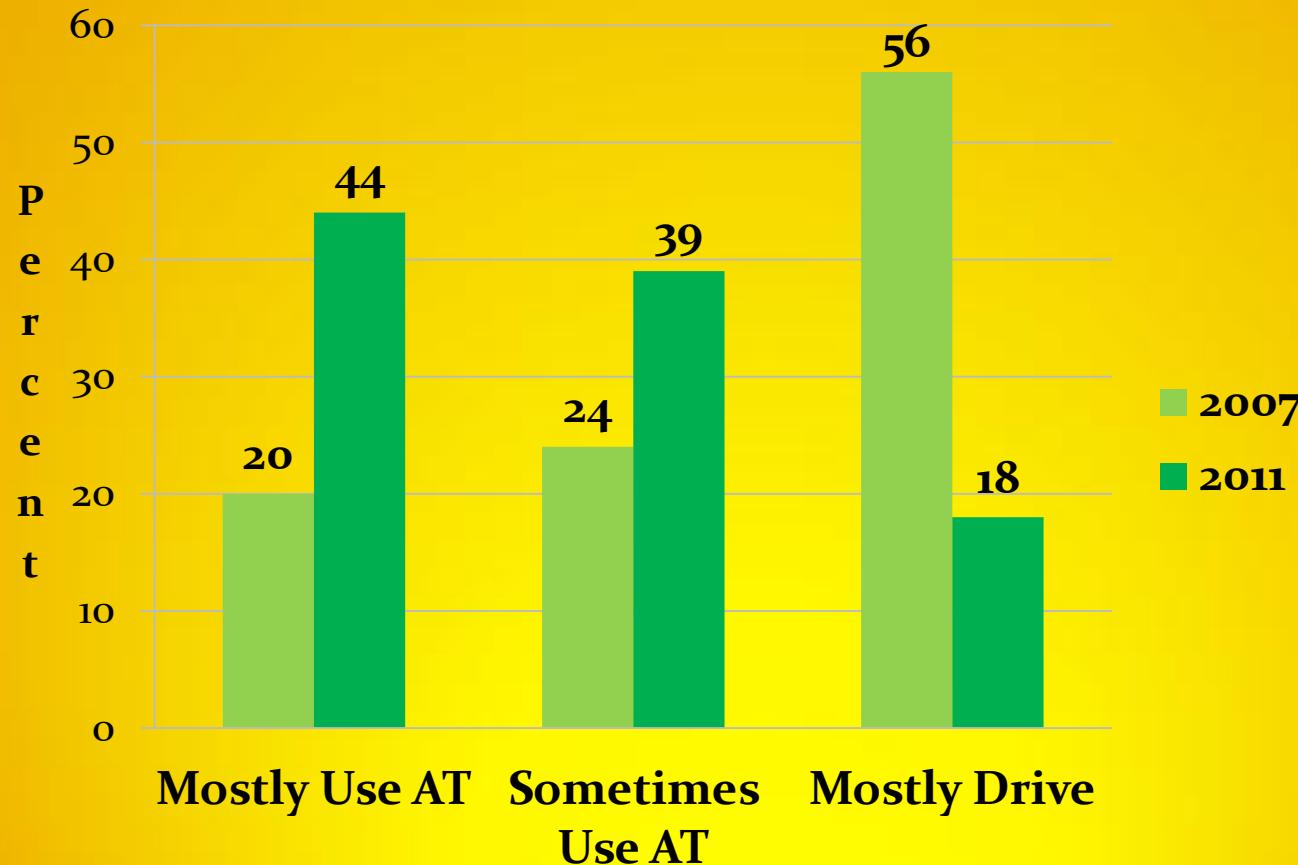
## Results: Increased Awareness

“I think that there is more awareness of trails and the desire to use them. People are becoming more physically active as there is more public education around things like obesity and diabetes. Parents and kids are using them more for a healthy lifestyle and there are more trails systems overall.”

“As a driver it is very helpful to have the Share the Road signs as reminders to look out for (and share the road with) cyclists.”

# Results: AT Activity

## Self-reported frequency of AT use



## **Results: CIA as a Credible Resource**

“...to have them as an independent body to provide the municipal and county levels with direction and to highlight best practices and bring resources to the table is very effective.”

“The CIA has been the main reason for us incorporating active transportation into our planning in the village.”

“The CIA has been a great partner for council and for lobbying other levels of government. Lots of projects would not have been put into place if it weren’t for them.”

# Results: Cultural Shift in Decision Making

“Politicians are more aware of the needs and impacts of cyclists and pedestrians now.”

“(My role..) has been to ensure that we are all thinking about active transportation when making decisions regarding roads and sidewalks.”

“It’s become part of the fabric of the community. We are at this point right now where you can see that threads of active transportation are there.”

# What we learned from the evaluation

- Community-municipal partnerships increase capacity to affect changes that support AT
- Increases in AT are achieved through many interventions implemented over time
- Measurement, monitoring and evaluation of interventions are required to better understand the return on investment
- Having and articulating a consistent vision is important

***“Persistence and consistency – slow consistent pressure applied over a long period of time.”***

# What we've learned since we started...

- Partnership and relationship building
- Public Health is a key partner
- Seeking funding from a variety of sources
- Take evidence-informed action
- Relate the message to municipal priorities
- Provide a visual
- Top down and bottom up
- Identify manageable message and focus
- Taking an integrated planning approach
- Looking for opportunities to share knowledge and experience

# Thank you!

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