

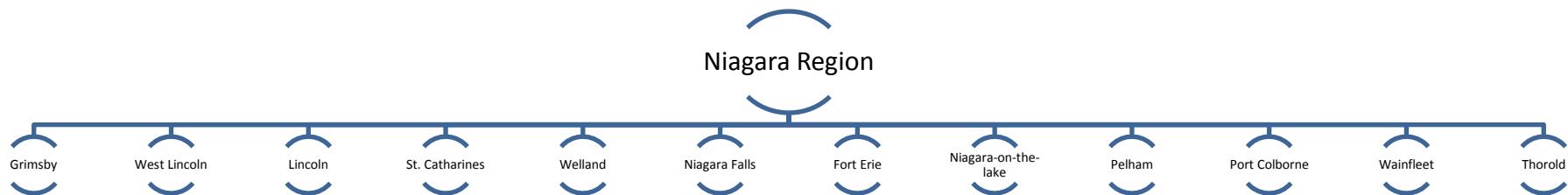
# *Supporting Citizens to be a Voice for Change*

## **Niagara's Approach**

**Presented by:**  
**Jackie Gervais, Health Promoter**  
**Niagara Region Public Health**



# 1 Regional and 12 Municipal Governments



# A Combination of Activities

**How Walkable is your community?**

**I can walk to the park. Can you?**

Visit [www.iCanWalk.ca](http://www.iCanWalk.ca)  
to make your community more walkable

## ECONOMIC VALUE: Active Transportation and Local Businesses

**Promoting active transportation will benefit Niagara businesses**

**What is Active Transportation?**

Active Transportation (AT) refers to people-powered transport such as walking, cycling, using a wheelchair, inline skating or skateboarding.

**People who walk or cycle spend more money than drivers at local businesses**

- Pedestrian and cycling on Bloor Street (Toronto) spend more drivers at local businesses<sup>1</sup>
- A survey of downtown British shopping districts found that pedestrians spent \$142 weekly on goods while those who drove spent \$97 per week<sup>2</sup>

**People will walk or cycle to businesses more often if it is convenient**

- In Copenhagen, 33% of people cycle because it is more convenient, while only 9% cycle because of environmental concerns<sup>3</sup>

**Providing AT infrastructure makes Sense for local businesses**

- When new bike racks and bike lanes were added along Balmoral Street in Fort Worth, Texas business increased by nearly 200 percent<sup>4</sup>
- After bike lanes were built along Valencia Street in San Francisco, merchants believed their sales increased, more area residents shopped locally, and that the area was economically revitalized<sup>5</sup>
- Investments in cycling infrastructure and improvements in Lodi, California (population, 62,132) has helped to attract new businesses, decrease vacancy rate from 18% to 6% and increase downtown sales tax revenue by 30%<sup>6</sup>

**Providing AT infrastructure is relatively inexpensive**

- The cost of building a parking space for a bicycle is about 25% of the cost of building a parking space for a car<sup>7</sup>
- Almost 20 bicycles can be parked in the space needed for one car<sup>8</sup>

**Promoting AT can attract new customers to Niagara Businesses**

Kevin Echlin began promoting his restaurant, The Smokin' Buddha in Port Colborne, as bike-friendly after attending a workshop and becoming a part of the "Welcome Cyclists Network" 5 years ago. Cycling now make-up 10% of his restaurant's business and approximately 30% of winter business on Wednesday nights<sup>9</sup>. Information for businesses on becoming part of the Welcome Cyclists Network can be found at <http://www.welcomcyclists.ca/join-the-network>.

**Bottom Line:** Promoting active transportation makes good business sense, attracting customers who walk or cycle will increase revenue for Niagara businesses

1 Public Health Agency of Canada. (2010). What is Active Transportation? Retrieved from: <http://www.phac-aspc.gc.ca/hpfb-dgpsa/policy/active-transportation/what-is-active-transportation/index-eng.php>

2 Utens, I. D. (2009). Economic Value of Walkability. Victoria Transport Policy Institute. Retrieved from: <http://www.vtpi.org/walkability.pdf> (2009) 35-00005 (150)-walkability.pdf (2 converted to Canadian dollars)

3 City of Copenhagen. (2011). Copenhagen City of Cyclists. Retrieved from: <http://www.copenhagen-cycles.com/2011/05/05/copenhagen-city-of-cyclists/>

4 S. (2011). Copenhagen City of Cyclists. Retrieved from: <http://www.copenhagen-cycles.com/2011/05/05/copenhagen-city-of-cyclists/>

5 Utens, I. D. (2009). Economic Case for On-Street Bike Parking. Retrieved from <http://vtpi.org/biking/2011/04/11/the-economic-case-for-on-street-bike-parking/>

6 Utens, I. D. (2009). Economic Effects of Traffic Calming on Small Businesses. Department of Civil Engineering, University of Alberta. Retrieved from: <http://www.vtpi.org/walkability/bikability.pdf>

7 United States Census Bureau. (2012). States and County Quick Facts. (Ed.) Colton, M. (2012). Retrieved from: <http://www.census.gov/popest/states/totals/2012/index.html>

8 Local Government Commission Center for Walkable Communities. (2009). The Economic Benefits of Walkability. Retrieved from: <http://www.lgc.org/research/walkability/walkability.pdf>

9 Utens, I. D. (2011). Copenhagen City of Cyclists. Retrieved from: <http://www.vtpi.org/biking/2011/04/11/the-economic-case-for-on-street-bike-parking/>

10 Hansen, F. (2012). Imagine. Velocity: Bicycle Parking. Retrieved from <http://img.ly/1qmgjyj8a8w9qj1>

11 Gehr, E. Personal Communication, October 30, 2012



# Why engage or work with already engaged citizens?



# Getting a Foot in the Door



# Bike Welland



# Garden City Alliance for Sustainable Transportation



# Pelham Active Transportation Committee



# Fort Erie Active Transportation Committee



# Smithville Christian High School

*We will be able to provide valuable input to the (Active Transportation Niagara) Network and students will have first-hand exposure to how public policy is made and implemented.*

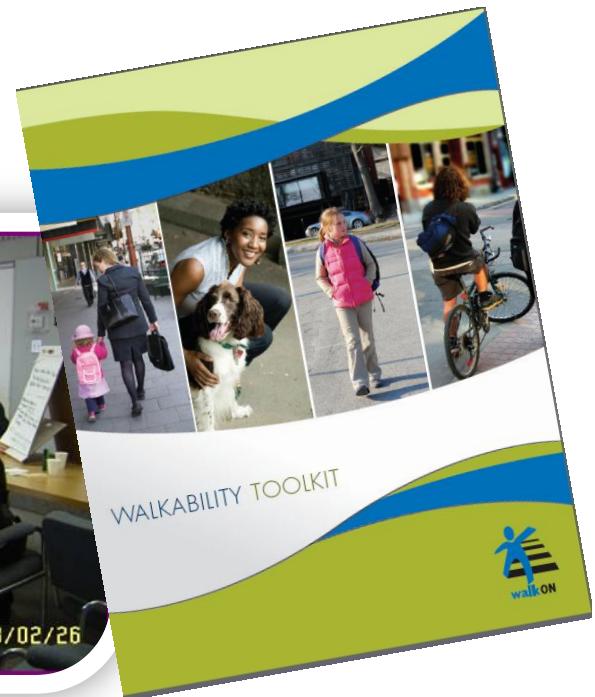


# Host a Workshop



# Follow-up

- **Follow-up session to check status**
- **Deputation to Council**
- **Advertising to Residents**
- **Ongoing Support**



# Supports

## Professional Development

## Data to Inform Planning

1. Status of Municipal Plans, Land Use Plans and Policies	
Official Plan	Approved Oct 6, 1993; Amended to May 2011
Transportation Master Plan	Developing AT Secondary Plan – October 2012
Trails Plan, Cycling Plan, Pedestrian Plan	Trails & Corridors Master Plan
Community improvement Plans	Fund matching for local CIP initiatives
Urban Design Guidelines	City will develop guidelines
High Level Strategic Plans	Connected Community Develop a “Walkable Community” Initiative Enhanced transportation opportunities
2. Engagement, awards, advocacy and resolutions	
Charter adopted:	Int'l Charter for Walking (2007)
AT committee	Planning an AT Workshop in Nov. 2012
Awards	Part of walkability award pilot 2012
Use of Walkability Checklist	Used to inform top 10 list
3. Environmental Assessments	
Regional E.A.	<a href="http://www.niagararegion.ca/news/">http://www.niagararegion.ca/news/</a>
Municipal E.A.	Public Notices on main page <a href="http://www">http://www</a>

# Active Transportation Niagara Network

- Pelham Active Transportation Committee
- Grimsby Green
- Grimsby Active Transportation Committee
- Thorold Active Transportation Advisory Committee
- Fort Erie Active Transportation Committee
- Garden City Alliance for Sustainable Transportation
- Climate Action Niagara
- Regional Niagara Bicycling Committee
- Bike Welland
- Bike Niagara
- Smithville Christian High School
- Municipal and Regional staff

# Resources to Support Citizen's Groups

We created resources as needs were identified.

<http://healthylivingniagara.com/content/ActiveTransportation.aspx>

# Summary



# Thank you

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[www.healthylivingniagara.com](http://www.healthylivingniagara.com)