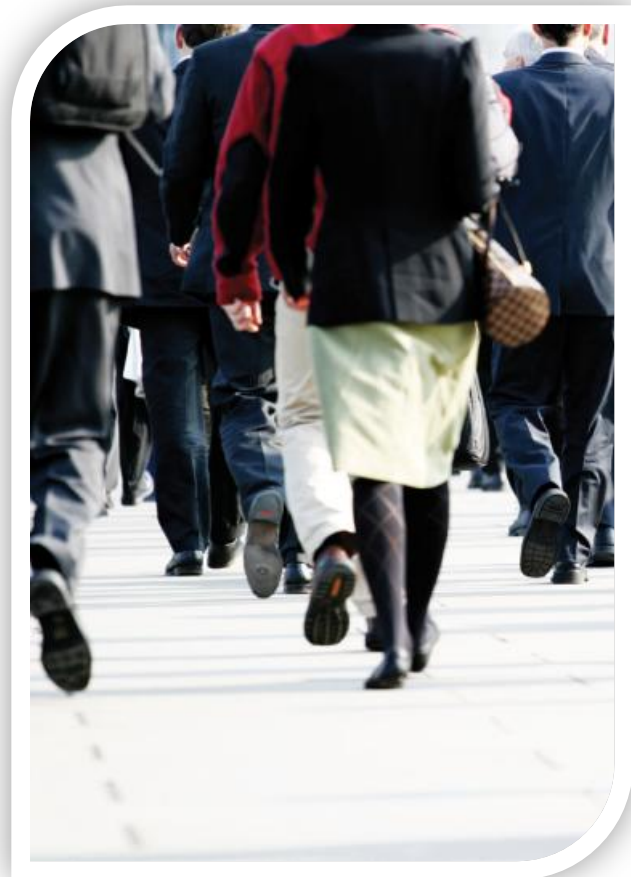


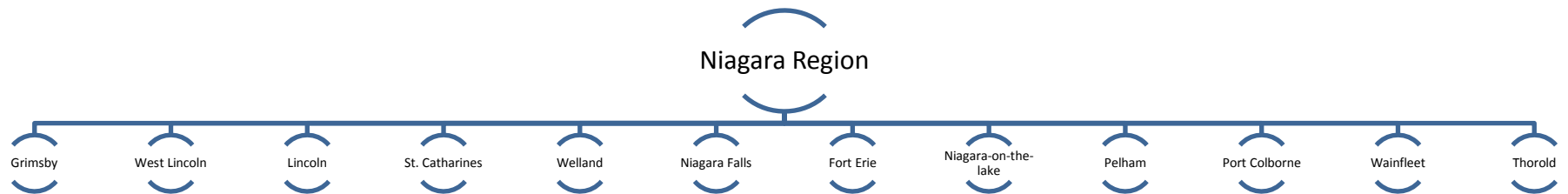
Supporting Citizens to be a Voice for Change

Niagara's Approach

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



1 Regional and 12 Municipal Governments



A Combination of Activities



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 skateboarding¹.

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

- + Pedestrians and cyclists on Blue Street (Toronto) spend more than drivers at local businesses
- + A survey of downtown British shopping districts found that pedestrians spent \$114.2 weekly on goods while those who drove only spent \$97 per week²

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

- + In Copenhagen, 23% of all people because it is more convenient while only 9% cycle because of environmental concerns³

Providing AT infrastructure makes Sense for local businesses

- + When new bike racks and bike lanes were added on Magnolia Street in Fort Worth, Texas business increased by nearly 200 percent⁴
- + After bike lanes were built along Valencia Street in San Francisco, merchants believed that sales increased, more area residents shopped locally, and that the area was economically revitalized⁵
- + Investments in streetscape and pedestrian improvements in El Cerrito, California (population 42,133)⁶ has helped to attract new businesses, decrease vacancy rates from 18% to 6% and increase downtown jobs tax revenue by 30%⁷

Providing AT infrastructure is relatively inexpensive

- + The cost of building a parking space for a bicycle is about 5% of the cost of building a parking space for a car⁸
- + Almost 20 bicycles can be parked in the space needed for one car⁹

Promoting AT can attract new customers to Niagara businesses

Kavin Echlin began promoting his restaurant, "The Smokin' Buddha" in Fort Colborne, as bike-friendly after attending a workshop and becoming a part of the "Welcome Cyclists Network" 5 years ago. Cyclists now make-up 29-35% of his summer business and approximately 30% of winter business on Wednesday nights¹⁰. Information for businesses on becoming part of the Welcome Cyclists Network can be found at <http://www.welcomecyclists.ca/join-thenetwork>

\$ Bottom Line: Promoting active transportation modes makes good business sense; attracting customers who walk or cycle will increase revenue for Niagara businesses

¹ Public Health Agency of Canada. (2013). What is Active Transportation? Retrieved from <http://www.phac.gc.ca/en/active-living/active-traveling.php>

² The Census Bureau. (2009). Total Retail Sales, October 2009. Retrieved from <http://www.census.gov/commerce/retail/sales/totals.html>

³ Steiner, T. D. (2009). Economic Value of Walkability. Victoria Transport Policy Institute. Retrieved from <http://www.vtpi.com/economicwalk.pdf>

⁴ City of Fort Worth. (2011). Downtown Fort Worth's New Streetscape. Retrieved from <http://www.fortworth.gov/CityofFortWorth/Pages/CityofFortWorth.aspx?cid=1705&cid=1705&cid=1705>

⁵ Bikes & Us! (2010). Bikes & Us: The Economic Case for On-Street Bike Parking. Great Britain: The National Planning Policy Framework. Retrieved from <http://www.bikefriendly.co.uk/bikefriendly/>

⁶ Steiner, T. D. (2009). Economic Impact of Cycling: Evidence on Urban Small Business. Department of Public Administration, San Francisco State University. Retrieved from <http://www.vtpi.com/economicbike.pdf>

⁷ United States Census Bureau. (2012). State and County Quick Facts. Retrieved from http://factfinder.census.gov/servlet/table?_lang=en&tid=3001&_all_geo_types=N

⁸ Local Government Commission Centre for Sustainable Communities. (2009). The Economic Benefits of Walking, Cycling, Skating and Rollerblading. Retrieved from http://www.localgov.org.uk/communities/docs/walking_cycling_skating_and_rollerblading.pdf

⁹ Workshop for Cycling Supervisors and Member Nations Transportation. (2009). The Economic Impacts of Cycling. Retrieved from <http://www.scsip.org/publications/reports/EconomicImpacts.pdf>

¹⁰ Hargreaves, J. (2012). Interview. Niagara Bicycle Review. Retrieved from <http://nbc.nyccyclingclub.ca/wordpress/index.php>

¹¹ Golin, K. Personal Communication, October 30, 2012.

HEALTHY
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NIAGARA

healthylivingniagara.com

Niagara Region

www.niagararegion.ca



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.

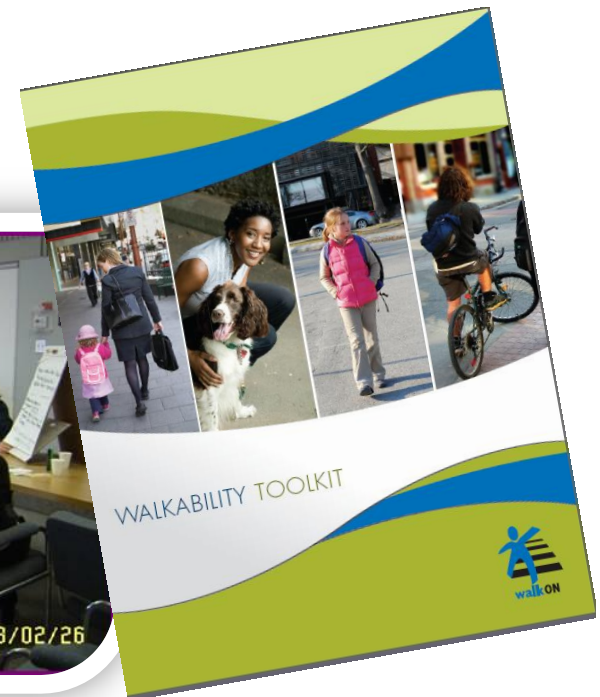


Host a Workshop



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.	http://www.niagararegion.ca/news/
Municipal E.A.	Public Notices on main page http://www

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