

COMMITTEE OF THE WHOLE – JUNE 1, 2010

ACTIVE TOGETHER PROGRAM TO ENCOURAGE CYCLING, WALKING, TRANSIT AND TRIP REDUCTION - TRANSPORTATION DEMAND MANAGEMENT GRANT

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation & Culture, Director of Parks Development and the Grants Specialist, recommends:

- 1) That the following, be received:
 - a. Information on a new *Active Together Program to Encourage Cycling, Walking, Transit, and Trip Reduction*; and,
 - b. Cheque presentation for \$30,000 received from the Transportation Demand Management Grant (TDM) to provide directional and motivational signage at trails.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan:

- 4.1 To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
 - 4.1.1 Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

Economic Impact

The Transportation Demand Management grant of \$30,000 will provide directional and motivational signage at trails to encourage cycling and walking to local transit stops, schools, community centres and businesses; provide additional educational signage panels promoting active lifestyles along the routes; and will help form and support walking campaigns and clubs within the City.

Communications Plan

The Active Together Strategy and the Program to Encourage *Cycling, Walking, Transit, and Trip Reduction* will be promoted through trail signage and the walking programs will be communicated through Vaughan schools, the City website, Recreation Guide, flyers, posters and our community partners.

Purpose

The purpose of this report is to inform Council of a new Active Together Program to Encourage *Cycling, Walking, Transit, and Trip Reduction* and to receive the presentation and information on the Transportation Demand Management grant of \$30,000 received by the City of Vaughan.

Background - Analysis and Options

In November 2008 City of Vaughan Council approved the "*Active Together*" Physical Activity Strategy, a component of Vaughan's ten year *Active Together* Master Plan for the provision of parks, recreation, culture and library facilities and services.

The purpose of the *Active Together* Physical Activity Strategy is to increase awareness of rising inactivity and obesity levels across Vaughan, and encourage involvement in physical activity among residents by removing barriers to participation. The target population that possesses below normal activity levels is comprised of the following demographics:

- Females, who tend to be less active than males and show a drop in participation during the pre-teen years;
- Children and youth, who show declining activity with age;
- Persons with disabilities, who experience barriers to participation both from an access standpoint and through an adequate supply of opportunities; and,
- Older adults, who are becoming more active but also face barriers in terms of transportation.

Transportation Demand Management (TDM) refers to a variety of strategies to reduce congestion, reduce reliance on the single-occupant vehicle, and achieve a more sustainable transportation system. TDM is a multi-modal approach to managing transportation demand by making the most of our current infrastructure, by supporting cycling, walking, transit, and carpooling so that they are viable alternatives to driving alone, and by introducing other incentives to reduce reliance on the single-occupant vehicle. TDM initiatives involve education, promotion, and outreach and providing various incentives to help travelers choose alternatives that have less impact on the environment and the transportation system.

The City of Vaughan Pedestrian and Bicycle Master Plan identifies the need to improve signage within the existing trail network. The Parks Development Division of the City of Vaughan implements and formalizes an average of 3000 linear meters of trail each year, providing residents with highly visible and connected pedestrian and bicycle systems crossing the City. The signage proposed will contribute to this system of pedestrian and cycling facilities, off-road multi-use pathways and pedestrian footpaths.

The “Active Together” Trail Signage Program is intended to increase active transportation through a motivational signage and walking program for the residents of Vaughan and addresses the need to increase use of our existing trails and walkways. This component of the implementation of the Pedestrian and Bicycle Master Plan involves installing motivational and educational signs over at least 16km of the William Granger Greenway/Humber Watershed inter-regional trail. This initiative will:

- Encourage residents to decrease reliance on vehicles and reduce the number of automobile trips taken in the City;
- Increase use of trails;
- Support the development of local walking clubs, educational workshops and outreach programs to target populations to increase social awareness and use of the City of Vaughan trail system.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence - Providing service excellence to citizens.
- STRATEGIC OBJECTIVE:
Enhance and Ensure Community Safety, Health & Wellness.

This report is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

Regional Implications

N/A

Conclusion

The Transportation Demand Management grant received by the Ministry of Transportation will help get residents active through the "Active Together" trail signage and walking programs. This program will motivate individuals or groups to walk or cycle to their destination, thereby decreasing the number of vehicle kilometers travelled, greenhouse gas emissions and congestion. This initiative will provide educational awareness and will encourage residents to utilize the current trail system as well as new trails being implemented.

Attachments

None

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