



City of Red Deer Community Report

WALKABILITY ROADSHOW



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INTRODUCTION



Acknowledgements

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- David Girardin - Parks Planning Coordinator, City of Red Deer
- Other members of The City of Red Deer’s Integrated Movement Study project team

Alberta Health Services would like to thank that following groups and organizations for providing representatives to participate in the Alberta Walkability Roadshow in Lethbridge:

- The Mayor
- Councilors
- Senior Management for City
- Steering Committee for Integrated Movement study
- Health
- Transport planning/engineering
- Urban Planning
- Community Development
- Community Business
- Parks and Recreation
- Inclusivity (represent persons’ with a Disability)
- Chamber of Commerce
- Citizens who live and work outside Red Deer
- Environment
- Citizens who live out of town but work in Red Deer
- Canadian National Institute for the Blind
- Power council commissioners
- Immigrant Community
- Older Adult Community
- Engineering Consultants
- Integrated Movement Study Project Team

The expert team facilitating walkability workshops for the Alberta Walkability Roadshow (biographies can be found in the appendix):

- Bronwen Thornton, Walk21, UK
- Rodney Tolley, Walk21, Honorary Research Fellow, Staffordshire University
- Jacky Kennedy, Canada Walks, Green Communities Canada
- Andrea Baker, Project Coordinator, Health Promotion, Disease and Injury Prevention, Alberta Health Services
- Graham Matsalla, Health Promotion Facilitator Health Promotion, Disease and Injury Prevention, Alberta Health Services

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INTRODUCTION

Walking is critical for Health

The Alberta Walkability Roadshow was undertaken to support change that improves walkability and encourages citizens to choose to walk. Walking has long been the most inclusive and popular form of physical activity. Not only is walking associated with improved health but the more opportunities you have for quality walking experiences the more likely you are to choose to walk.

The Alberta Health Services Strategic Direction 2009 – 2012 states that Alberta Health Services is “dedicated to improve the health of communities through strengthening prevention, preparation and response to public health risks”. Alberta Health Services is committed to promoting social and physical environments that enhance wellness and promote healthier behaviours as well as better access to programs that prevent disease and injury. The Walkability Roadshow was a perfect fit with Alberta Health Services strategic direction.



Physical activity has declined between 2009 (58.5%)¹ and 2011 (54.3%)². Encouraging more Albertans to walk for short, local trips and to walk more often has the potential to reverse this downward trend. Being more physically active also helps the provincial economy as obesity is currently costing Alberta \$1.4 billion annually³.

Research has shown that 61% of Canadian adults and 26% of children are overweight or obese. In Alberta, it is estimated that 218,500 children and 1,732,000 adults are overweight or obese. No other chronic disease can begin to match obesity's prevalence or far-reaching health consequences to society. From 2000 – 2007 only 62.4% of Albertans were sufficiently physically active⁴.

¹Alberta Centre for Active Living. 2011 Alberta Survey on Physical Activity: A Concise Report.

²Alberta Centre for Active Living. 2009 Alberta Survey on Physical Activity: A Concise Report.

³Alberta Health Services: Provincial Obesity Business Plan 2011 - 2016. Reducing the Burden of Chronic Disease in Alberta: Prevention and Management of Overweight and Obesity

⁴Alberta Health Services: Provincial Obesity Business Plan 2011 - 2016. Reducing the Burden of Chronic Disease in Alberta: Prevention and Management of Overweight and Obesity

OVERVIEW OF WALKABILITY ROADSHOW



It is becoming well-accepted that walkable communities are both desirable and necessary. Residents focused on enhancing the walkability of their community may have participated in Sustainable Transportation workshops or maybe created municipal Active Transportation plans but there appears to be a gap between creating the plan and implementing the plan. The Walkability Roadshow aims to help fill this gap.

The Alberta Walkability Roadshow

The Alberta Walkability Roadshow builds on the groundswell of interest in walking in Canada and follows in the footsteps of the successful Canadian Walking Master Class 2009 and the Walkability Roadshow 2007. These two initiatives, from Green Communities Canada and Walk21, have proven that a concise and concentrated process can enable municipalities to deliver communities where people choose to walk. These specific activities are supported by the development of Canada Walks and the Walk21 International Conference series and the growth in expertise and best practice examples across Canada which are resources this project continues to draw on.

The International Charter for Walking provides both the strategic direction and detailed descriptive actions for creating walkable communities around the world. The Roadshow uses the Charter to benchmark walking within the communities, to identify achievements, opportunities and challenges as the foundation for generating ideas, initiatives, inspiration and action for building more walkable communities in Alberta.

The Walkability Roadshow brings together a team of local and international experts to build a model framework of local strategies, plans, and actions to help create walkable communities. The Roadshow aims to complement the great work already being done in the community and provide resources to help move it forward.



What is Walk21?

Walk21 exists to champion the development of healthy sustainable and efficient communities where people choose to walk. This goal is accomplished through the Walk21 Conference series, consultancy services and the International Charter for Walking. Walk21 have a vision to create a world where people choose and are able to walk as a way to travel, to be healthy and to relax. Find out more about Walk21 at www.walk21.com

What is Green Communities Canada?

Green Communities Canada is an organization that is dedicated to:

- Support sharing of program information and resources through: the weekly Green Communities News, conferences, meetings, the Green Room (a private online forum for members)
- Facilitate delivery of joint programs common to a number of our members (e.g., Active and Safe Routes to School, Home Energy Efficiency).
- Build capacity through the development of skills and the organizational capacity of Green Communities Canada members (governance, financial management, human resources, policies)
- Build the visibility of the organization through building of the reputation of our members, Green Communities Canada, and programs.

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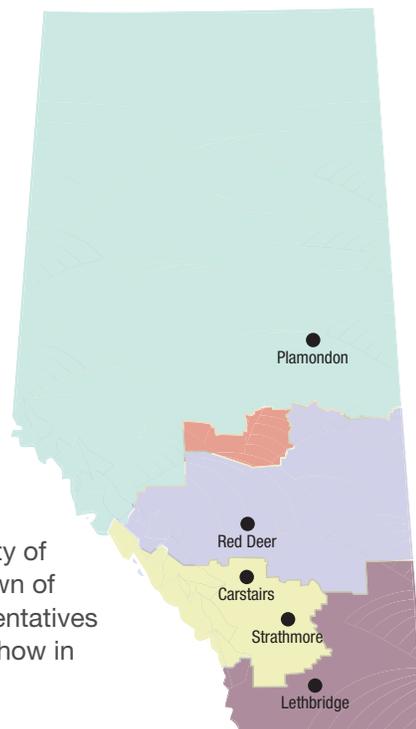


The Process

The project consisted of the following steps:



Alberta Health Services identified 17 communities as potential candidates for the Walkability Roadshow. Nine of these communities indicated interest in participating and completed an Application form. From this process, six were short listed to do the benchmarking questionnaire. Due to the high quality of responses and the variety of communities, the project team revised the Roadshow schedule to include 4 Roadshow visits and accommodate five communities. These were: City of Lethbridge, City of Red Deer, Town of Strathmore, Town of Carstairs and Plamondon. Representatives from Plamondon joined the Roadshow in Carstairs.



What is Canada Walks?

Canada Walks is an initiative of Green Communities Canada. The mission of Canada Walks is to change the current social paradigm so that walkable communities are the cultural and social norm in Canada and to increase the number of Canadians walking, both for pleasure and for transportation. To achieve this goal, Canada Walks focuses on:

1. Supporting the creation of more walkable communities, i.e. changing the built environment to make walking a safe and inviting choice
2. Changing Canadians' walking attitudes and habits so that they choose to walk.

What is the International Charter of Walking?

The International Charter for Waling was developed by a team of international experts as part of the Walk21 conference series and was formally launched at the 2006 Walk21 conference in Melbourne. Since that time it has been translated into several languages, and communities and individuals around the have signed the Charter including many from Canada. To view and sign the Charter visit www.walk21.com.

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Application Form

Red Deer was asked to identify how this project would enhance or improve what they were already doing to promote Walkability.

Red Deer has many unique characteristics that impact and/or benefit from improvements in walkability. Red Deer is established as a major hub for Central Alberta. The municipal and regional populations continue to grow quickly resulting in more and more people travelling into the city on a daily basis for commercial, cultural, and recreational purposes. With this comes increasing demand for opportunities and infrastructure that will provide residents and visitors with choices for active transportation. Not surprisingly, as the third largest municipality in Alberta, we are becoming much more diverse. Culturally, socio-economically, and in generation, the citizens of Red Deer come from a wide cross section of society – all with greater expectations that walking should be the first, and easiest, choice to move around the city.

Resulting from the growth as a regional centre, the city is becoming a more popular choice for older adults who are establishing residences in the city to be able to access a wider range of available health care services. This growing segment of the Red Deer population is especially reliant on walking as their primary mode of transportation. The plans for the future of Red Deer include taking into account the unique requirements of older adults to remain active and mobile for better health.

In past years, Red Deer established a considerable network of trails and pathways through the extensive green spaces in the community. Past investments provided a significant foundation of primarily recreational infrastructure upon which to build a more walkable community. Ensuring existing networks grow into a truly integrated and connected system is a key objective for Red Deer in the future.

While the City of Red Deer has made significant investments in active and sustainable transportation and are planning for more, the fact remains that Red Deer is, like most Albertan communities, still very reliant on the automobile. With decreasing physical activity levels – it is reported that less than one third of Albertans are physically active – and an increasingly overweight and obese population, the need to inspire physically active lifestyles is becoming a priority. There is a growing imperative to stimulate usage of Red Deer's excellent existing "foundation". To facilitate ongoing growth Red Deer needs to create active travel infrastructure that attracts usage rather than inadvertently creates barriers.

About: AHS - Health Promotion, Disease and Injury Prevention (HPDIP)

The mission of AHS is to provide a patient-focused, quality health system that is accessible and sustainable for all Albertans. AHS has a vision to become the Best Performing Publicly Funded Health System in Canada. Through the values of: respect, accountability, transparency, engagement, safety, learning and performance AHS formed a strategic direction that provides the foundation for all activity within AHS. The Strategic Direction is organization-wide and is a critical foundation for our planning, operations and accountability. The plan includes 3 goals, 8 areas of focus, 20 strategic priorities and 4 values. It defines the focus of all the departments with AHS including the Health Promotion, Disease and Injury Prevention (HPDIP) department.

The Health Promotion, Disease and Injury Prevention (HPDIP) department's intent is to enhance the health of the population and support Albertans to increase control over their health. HPDIP's focus on health promotion includes: fostering social, economic and material conditions (determinants of health) that promote health and reduce health disparities. HPDIP strategies both reduce and delay entry into the healthcare system and improve quality of life and societal productivity. This is accomplished through three broad objectives: increase protective factors within the population; reduce risk factors within the population; increase early detection and minimize downstream intervention in populations. HPDIP has five priority areas of action: social and physical environments, healthy development, cancer and chronic disease prevention, injury prevention, and addiction and mental health. Each area has a direct correlation to the strategic focus areas of Alberta Health Services (AHS), specifically the goals of quality, access and sustainability.

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These changes have been occurring at a rapid pace – something that is expected to continue given our unique geographical location midway between Calgary and Edmonton. The City of Red Deer recognizes the need to tap into the expertise and experience available from around the world to establish “best practices” for meeting Red Deer’s needs far into the future.

Red Deer is already promoting walkability in a variety of ways. Given the increasing demand for healthy, active transportation choices for our citizens, and that Red Deer has committed considerable time, effort, and resources to establish a first class foundation of trails, pathways and parks, City Council, Administration, and Communities are turning their focus to greater possibilities. As such, the City of Red Deer’s Strategic Priorities include several initiatives that address movement, the environment, and the health of our citizens. These initiatives include: [The Integrated Movement Study](#), [The Environmental Master Plan \(EMP\)](#), [Municipal Development Plan \(MDP\)](#), and the [Greater Downtown Action Plan \(GDAP\)](#).



The [Integrated Movement Study](#) is a two-phase project that was undertaken in order to:

- understand how people, goods and services currently move within the community of Red Deer’s urban environment; identify what drives the population of Red Deer to make the choices it does;
- articulate a common vision for the community’s expectations for movement and transportation;
- create guiding principles based on best practices from around the world that will guide Red Deer’s transportation planning in the short, medium, and long term.

The project will look at all the recommendations for improving the way Red Deer citizens move.

Walkability is a major component of the project with pedestrians representing a significant stakeholder segment that the City of Red Deer will be working with. Undertaking audits and benchmarking Red Deer’s current infrastructure and practices is part of the project plan. Further, in order to fully realize the project’s intended outcomes, creative and meaningful engagement of community members and community organizations are one of the critical success factors. The intent is that education will be a primary means to accomplish this by allowing all of the community stakeholders to learn, as a group, initiatives being done elsewhere, what tools and resources are available, and what could be possible for Red Deer.

Red Deer’s [Environmental Master Plan \(EMP\)](#) provides a high level starting point and commitment for Red Deer to understand, protect and improve our environmental performance and public services. It outlines recommendations and plans for action that the City of Red Deer is now exploring. Reducing vehicle kilometres traveled, rebalancing transportation modal split and increasing per capita pedestrian routes are some of the metrics that have been established within the EMP. These are closely tied to Red Deer’s Integrated Movement Study. Outcomes from the study and initiatives such as the Alberta Walkability Roadshow are expected to feature prominently in the implementation phase of Red Deer’s EMP.

OVERVIEW OF WALKABILITY ROADSHOW



The City of Red Deer's **Municipal Development Plan (MDP)** identifies many policies related to transportation and the way residents move through Red Deer. Imperatives for improved community connections, increased focus on bicycle and pedestrian facilities throughout the city as integral components of Red Deer's transportation system, and encouragement of alternative transportation modes are outlined within the MDP. It is clear that as Red Deer grows and continues to understand its' distinctive character, accessing the resources and expertise available within the province and beyond will be invaluable in making the vision outlined in the MDP a reality.

Red Deer's **Greater Downtown Action Plan (GDAP)** is a concept plan focused on the development of the downtown area; the GDAP will move the City of Red Deer toward the creation of a thriving core for the city. Future development will move Red Deer toward realizing the potential of the downtown and river valley by creating great streets, great places, great connections, vitality, authenticity and sustainability. Ensuring that the vision outlined in the GDAP is fully realized will require significant focus on creating connected walkable community environments throughout Red Deer. Coordinating efforts along these lines with the Integrated Movement Study, the EMP and MDP will be vital.



In addition to these high level, wide reaching, transformational projects, there are many other smaller scale, specific projects which would benefit from a focused and deliberate look at improving the walkability of the community. Whether it is the Visioning of Gaetz Avenue (the major north/south corridor of Red Deer), GPS mapping of the extensive trail system, improving existing neighbourhoods, or partnering with other organizations to create resources for walking routes and programs, there is a growing desire to change Red Deer's historic reliance on automobiles by increasing active, safe and healthy opportunities.

Benchmarking Questionnaire

In The Benchmarking Questionnaire, subsequent Webinar discussion and document review provided the background information needed to start preparing for the visit to Red Deer.

Highlights from the Questionnaire:

Respondents for the City of Red Deer were Development Services and other City of Red Deer departments and the Integrated Movement Study Team.

What are you most proud of having achieved for people walking in your community?

The City of Red Deer has made significant commitments to, and investments in, the development of an extensive trails and parks system. This has been established for decades and forms the backbone of Red Deer's active transportation infrastructure. Development and expansion of the park system remains a focus for the Community, the City Council, and the City Administration. With ongoing commitment to such an important resource, the City of Red Deer is establishing the importance of health and well being in the community, promoting an appreciation of the environment and wildlife, and providing opportunities to spend quality time with family by walking and cycling on the trail system. At the moment, Red Deer's trail system is focused primarily on recreation; however, Red Deer is in the early stages of ensuring that connectivity between the trail network, neighbourhoods, the downtown area, and other commercial hubs is a priority.

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Red Deer is currently investigating the importance of walking as an overall priority. Additional initiatives include:

- Development of maximum distance to bus stops from residences
- Ensuring complete sidewalk systems in new neighbourhoods
- Program to reduce missing sidewalks in order to establish continuous routing
- Downtown redevelopments such as Gaetz Avenue, and Veterans Plaza
- Development of new sign program for the Waskasoo Park System
- Development of linear park systems in new neighbourhoods providing connections into the overall Waskasoo Park System

The top 3 priorities identified in the questionnaire for encouraging walking in Red Deer:

- Creation of District Commercial Centres in new neighbourhoods to provide a destination for the walking trip. This approach was suggested in the Commercial Opportunities Study adopted by City Council as a planning tool in August 2010. This includes consideration of creating mixed-use developments within new and existing neighbourhoods.
- Continued creation of trails to the Red Deer River to link people to park destinations as outlined in the River Valley and Tributaries Park Concept Plan adopted by City Council as a planning tool in July 2010.
- Expanding trail linkages between neighbourhoods.

The top 3 barriers identified in the questionnaire for walking in Red Deer:

- Difficult walking conditions during the winter months. Cold temperatures and snow are typically significant barriers. The Public Works Department is currently undertaking a review of the snow and ice control policy – the review includes a component focusing on sidewalk snow clearing and ice control, to be complete December, 2011.
- Lack of convenient destinations in many neighbourhoods (commercial centres). Further to this, Red Deer is beginning to address the problem; there are locations within the City that do not have continuous sidewalk links, which magnifies the problem.
- Red Deer is a vehicle-focused community. Single occupant vehicle travel makes up the vast majority of trips taken in the city.

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Webinar and Preparation Work

AHS facilitated and attended the community webinars that were hosted by Green Communities Canada – Canada Walks and lead by Walk21. The goal of the webinar was for the team to:

Provide a summary of the results from the benchmark questionnaire with the community with regards to:

- Any documentation that the community provided that supported walkability in their community.
- Any data that the community provided that supported walkability in their community.
- Any community engagement on walkability programs/initiatives that are occurring or have occurred in the past.
- The level of promotion of walking or support for walking culture and/or facilities.

Review ideas and recommendations for the roadshow activities that were inspired by the response to the benchmark questionnaire.

- Review any planning/policies around walkability and discuss if they are being implemented. Try to highlight walking from any planning/policies provided to ensure that the Alberta Walkability Roadshow takes cohesive approach in their community.
- Identify opportunities quick wins that can bring momentum to implementation.
- Determine if there is communication of a vision for walkability from the Mayor.
- Discuss the potential for promoting walking and supporting walking culture.

Discuss the content and the structure of the Alberta Walkability Roadshow in their community.

- Discuss a draft of the roadshow activities.

During the webinar the preparation work that the community needed to complete before the Alberta Walkability Roadshow activities began was discussed:

Discuss the Invitations and preparation:

- Who should be invited to the roadshow activities and how individuals should be invited (sample invite was provided).
- Media and community engagement (template of media release was provided).
- Suggest that the Mayor be invited to sign Charter as part of Roadshow .
- Provide key documents to the team (e.g. strategic plans, current project/proposals, weblinks or pdf's).
- Prepare a walking route for walkabout. Determine if maps and/or transportation to locations would be required.
- Determine a venue and catering for Feedback Lunch.
- Determine a time for a pre-event phone conference to finalize any details and answer any questions that have come up before the team arrives to the community for the Alberta Walkability Roadshow.

OVERVIEW OF WALKABILITY ROADSHOW



Roadshow Activities

In September 2011, the Walkability Roadshow team visited each community. Each visit was unique, with activities and expectations being responsive to the size and needs of that community. For the cities of Lethbridge and Red Deer, the Roadshow was three days, for the town of Strathmore, it was two days and for Carstairs (including Plamondon) it was one intensive day.

Every visit was an opportunity for the Municipality to inspire their politicians and senior decision makers, to train and develop professional staff and consultants and to engage members of the public. There was a variety of roadshow activities including:

- **Keynote presentations** about the importance of walking and walking initiatives from around the world and across Canada
- **Facilitated workshop** discussions and groupwork to brainstorm ideas and issues for walkability in the local community
- **Community meetings** to gather input from local walkers
- **Walkabouts** of selected streets and neighbourhoods to experience firsthand walking conditions and to provide on-street learning for both the visiting and local experts
- **Feedback and wrap up sessions** to review the experience and identify concrete steps to take ideas forwards.

CITY OF RED DEER BACKGROUND



Community Profile

Red Deer is located 147 KM north of Calgary, near the midpoint of the Calgary-Edmonton corridor. It is Alberta's third-most-populous city, after Calgary and Edmonton. According to the 2011 municipal census, the population in Red Deer was 91,877. It is a centre for oil and agriculture distribution, and the surrounding region is a major centre for petrochemical production. Red Deer's vast park system provides Red Deer with its alternative name: The Park City. The system is highlighted by Waskasoo Park, which has over 80 kilometers of beautiful multi-use trails including the Trans Canada Trail.



Red Deer supports many smaller communities surrounding it. It is estimated that the population during the work-day can swell to over 110,000, causing significant transportation issues. These traffic issues are to be addressed by several City of Red Deer initiatives: Environmental Master Plan (EMP), Municipal Development Plan (MDP), Greater Downtown Action Plan (GDAP), and the Integrated Movement Study. The Alberta Walkability Road show was a direct contribution to the City of Red Deer's Integrated Movement Study.

CITY OF RED DEER

ROADSHOW ACTIVITIES



Day 1

- **Decision Makers Breakfast** – A keynote overview of the importance of walking and new initiatives from around the world. Opened by Mayor Morris Flewwelling, with Project Team figures there were more than 65 attendees. attendees including City Councilors, Senior Management and Staff, Community Representatives, local consultants and the Business Community.
- **Professional Workshop** – to develop ideas and action plans for walking, with 40 professional staff and interested community members staying from the Breakfast to brainstorm a better future for Red Deer.



Day 2

- **Walkabouts and debriefs** – 15 people attended the walkabout including City councilors and staff, Alberta Health Services staff and community representatives.
- **Community Meeting** – The Community Meeting was hosted on the top floor of Executive Place. There was a beautiful bird's eye view of the city for the 120 people who attended. Participants consisted of a wide range of representation of Red Deer community members interested in making their community more walkable.

Day 3

- **Feedback Presentation and Wrap-up** – to provide ideas from the visiting team to the city and to focus on how to take them forwards. This session was attended by 38 participants including city councilors and staff, health professionals and citizens concerned with community walkability.

Participants in the Roadshow

- The Mayor
- Councilors
- Senior Management for City
- Steering Committee for Integrated Movement study
- Health
- Transport planning/engineering
- Urban Planning
- Community Development
- Community Business
- Parks and Recreation
- Inclusivity (represent persons' with a Disability)
- Chamber of Commerce
- Citizens who live and work outside Red Deer
- Citizens who live out of town but work in Red Deer.
- Environment
- Canadian National Institute for the Blind
- Power council commissioners
- Immigrant Community
- Older Adult Community
- Engineering Consultants
- Integrated Movement Study Project Team
- Alberta Health Services – Health Professionals

CITY OF RED DEER

ROADSHOW ACTIVITIES



Media Coverage

Promotion of the workshop on the City of Red Deer's website:

The Grab your shoes, Red Deer, and take a walk article promotes the community workshop asking the public for ideas on how we can make walking in Red Deer better for everyone. The article goes on to talk about the City of Red Deer's partnership with Alberta Health Services to bring the Alberta Walkability Roadshow to Red Deer. Then it describes the goal of the roadshow which is to support change in the community that improves walkability and encourages citizens to choose to walk. The article goes on to explain the Integrated Movement Study and provides the when and where for the Walkability Roadshow community workshop and provides more information for those who are interested.

Promotion of Community Meeting on the City of Red Deer's website:

The Grab Your Shoes Red Deer article promotes the Community meeting providing the when and where to the public inviting them to provide their ideas on how to make Red Deer more pedestrian friendly.

Posters created by the City of Red Deer:

There were several posters created and distributed by the City of Red Deer to promote the Walkability Road Show in Red Deer.

Radio Interview:

- Christine Curtis from KG Country News - CCMA Radio Station

Newspaper:

- Red Deer Advocate (September 23, 2011)
- Red Deer Express (September 28, 2011)



Jacky Kennedy, Green Communities Canada, does a media interview on the move!



CITY OF RED DEER

ROADSHOW ACTIVITIES



Day One

Professional Workshop

Following presentations about Canadian walking initiatives and the International Charter for Walking, the group was split up into 8 smaller groups to generate ideas within the framework of the 8 principles of the International Charter for Walking. The groups then swapped sheets and reviewed the ideas, adding new ones and indicating priority of the existing ones.

The sheets were moved once more and the final groups identified the top three priorities from each sheet.

The top three (or four) priorities for each principle of the International Charter for Walking, were then shared with the group.



Key ideas generated

Inclusive mobility

- Increasing cross walk light times – an idea included installing bunny or turtle buttons to take the speed of the pedestrian to ensure that cross walk lights were long enough for children or seniors.
- Improved sidewalk maintenance to decrease slips or falls that are caused by disrepair.
- Shared backyard design was suggested. The use of a common front or back yard in residential neighbourhoods can lead to the sharing of streets.

Well designed spaces and places for people

- The trails should be linked to everyday destinations.
- Improved mapping/way finding in neighbourhoods. This can make neighbourhoods more pedestrian oriented with landmarks, links and themes added to the routes.
- Think about the pedestrian first in public spaces. For example, include bike lockers outside businesses so that bikers can bike downtown, safely park their bike, and then walk around the downtown area.

Integration of Networks

- Ensure that connectivity and linkages in walkways and pathways include multiple modes of active transportation.
- Identifying and prioritizing gaps for linkages to make improvements in resource responsible steps.

CITY OF RED DEER

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- Communication and education is required when informing the community about trail/pathway maps. The communication and education should also help inform the community that their current myths and negative beliefs that they hold are not accurate.
- Increase pedestrian signage downtown and on trails in order to support way finding.

Land use and spatial planning

- Incorporating mixed land use zoning can change where shopping areas form.
- Planned safe and accessible pedestrian routes should be identified and/or created.
- Neighbourhoods should be integrated together. This can be dealt with through creating a connection between developers and city planners.

Reduced Road Danger

- Creating a separation for pedestrians on sidewalks and bike ways. Create integration of multimodal transportation but also segregation to address safety concerns.
- Provide designated mid-block crossings to make navigating as a pedestrian easier in areas.
- Improve streetscape to make it more appealing for pedestrians – historical downtown and Veteran’s Park are good examples of this .
- Slowing traffic down to improve perception of safety for walking; Rodney suggested that many cities are going for 30 km/hr speeds in all residential areas, school zones, and city centres (UK 20’s plenty campaign); signs often don’t work – better to slow traffic down through the design of the streets.

Less crime and fear of crime

- Ensure that walkways are well lit.
- Encourage business to stay open longer in the downtown area so that pedestrians have destinations to visit.
- Identify community neighbourhood destinations where people can be encouraged to walk to (e.g. the local coffee shop).
- Provide events such as block parties and open streets to show that the streets are public spaces for all.
- Involve community members to share in the responsibility of the safety of their neighbourhoods (for example: citizen’s patrol, block parties, etc.).

More supportive authorities

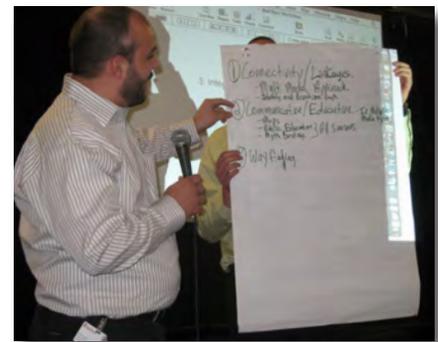
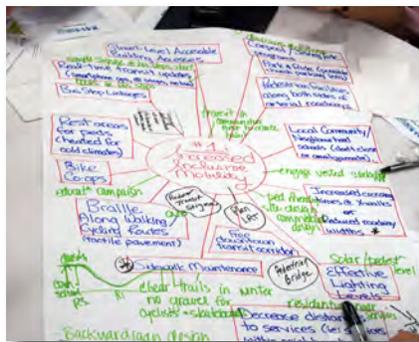
- Form partnerships and collaborate process with school boards, Alberta Motor Association, Alberta Transportation, Cyclist inclusion, engage ReThink Red Deer to see if they would be will to promote active and sustainable transportation.
- Education to businesses through a social marketing campaign.
- Ensure municipal design standards are focused on walkability. Look at possible pilot projects that can be an example of walkable urban design (e.g. Veteran’s Plaza).

CITY OF RED DEER ROADSHOW ACTIVITIES



Culture of walking

- Education is required to promote what Red Deer already has (e.g. trails, pathways, walking destinations).
- Champions need to be identified to lead by example. Examples include: the mayor, City Council, prominent business people.
- False public perception of walkability that prevents people from walking needs to be addressed. Safety, walkability of the community, safety of children walking to school, walking is for everyone (eliminating negative community perception of walking), and this links to negative perception of public transit usage.



Key ideas refined

In the afternoon, each group took the top three quick wins that they felt were of the highest priority and added a how, when, who can champion the idea, and potential timelines.

Increased Inclusive Mobility

Signage for Pedestrians that reflects all users: children level, Braille, multicultural

How: This can be accomplished through multi-departmental and multi-organizational consultation.

Where: Identify priority locations

When: As budget dictates

Champion: Community Groups – Grassroots level

Accessible Transit Information

How: Through social media interdepartmental consultation

Where: Internet/hotels/community groups/schools/accessible signage – bus stops

When: ASAP

Champion: Transit Department

CITY OF RED DEER

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Pedestrian Focused Streets – Daylight Hours

How: Pilot project

Where: Ross Street (north), 47th Street (south), Gaetz Avenue (west), 49th Avenue (east)

When: Following consultation with RCMP/Traffic Enforcement

Champion: Public Works/Downtown Business's

Well designed & Managed Spaces

Short Term:

Winterize City Hall Park (creating destinations – for all seasons)

How: This can be accomplished through the creation of a skating rink, festival lights, vendors can be established, Santa's workshop.

Where: City Hall Park

When: Through the winter months starting December 2011

Champion: Council approval – Paul Gorenson; Collaboration with community associations & downtown business; Operations would need to be involved for the rink set up / maintenance.

People (Pedestrian) oriented signage

How: could identify short cuts, way finding and orientation located at eye level. Signs should be inclusive (Braille etc.).

Where: Side trails, laneways, public parks – close to bus stops

2013 Centennial – Public Art that represents all cultures

How: Through available funding. Accomplished through partnerships with various groups including partnership with Community Association. Explore possibility of using many potential modes.

Medium Term:

Linking trails to destinations

How: Establishing formal trails from natural “paths” and heavy foot traffic. This will assist in the preservation of wildlife corridors.

Build shelters, public amenities

How: Preservation of the urban canopy. Other enhancements to improve the walking experience such as washrooms, rest stops, site furniture, etc.

CITY OF RED DEER

ROADSHOW ACTIVITIES



Long Term

Mixed use urban environment that creates destination for walking through a variety of housing and commercial combinations.

Instead of a downtown region holding all of the commercial services, there should be a creation of “hubs” in different areas of the city where a built environment of pathways, walkways, and transit can connect to these core areas.

Improve integration of Network

Quick Wins

- More onsite signage information and communication. Social media (such as Facebook) and other technology (such as cell phones). Hard copy brochures can create highlights for tourism to local and TransCanada trail system.
- Bike racks are a current success that the City of Red Deer has focused on.
- Other built environment infrastructure that can support walking such as benches, resting spots can be installed.
- A comprehensive inventory of current supports to walking such as trails, recreation spots, sites, walking culture initiatives, and walking connections to transit.

Short Term (1-3 years)

Implement better linkages / culture of walking associated with the built environment in Red Deer

A plan should focus on a multi modal approach. Gaps should be identified and a priority system of addressing these gaps should be formed.

Delivery: study, accepted plan, implement – various city departments, Capital Projects

Where: as per study (i.e. Linking Neighbourhoods)

When: 1 – 3 years

Whom: Various City Departments

Communication / Education (all seasons)

This can be accomplished through maps, public education that should focus on dispelling community disbeliefs of the walkability of Red Deer.

Neighbourhood signs updated to include trails / transit / destinations (Schools, Religion, Parks, etc)

Delivery: New sign template, construct, install, maintain

Where: All neighbourhoods

When: 1 – 2 years

Whom: Public Works

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ROADSHOW ACTIVITIES



Supportive Land-Use and Spatial Planning

Short Term

- Site connectivity Principles – how to connect to surrounding areas, how to relate, site amenities, commercial sites, multi-family.
- Pre-meetings with developers prior to design. A brochure can be created that can inform developers of the communities principles and vision.
- Neighbourhood development guidelines

Long Term

- Try pilot projects – for example: temporary barriers like planters
- Identify neighbourhoods where convenience stores and/or grocery stores should be placed in older neighbourhoods through long range planning documents. Areas such as Brownfield's sites – West Lake Community site at RDC were identified.
- Change when community facility is built. Currently community facilities are built when community association forms. A re-evaluation of what these facilities look like, contain, and how they function should be done.
- Create community amenity spaces
- Create a commuter greenway along Gaetz Avenue and other arterials
- Zone for high density housing along Gaetz Avenue.
- Neighbourhood Area Structure Plan (NASP)'s and MDP's

Reduce Road Danger

Quick Wins

Ban right-turn on red

How: By-law, signs (all or none), education

Where: City Wide or downtown

When: 2 – 3 months

Who: City of Red Deer – Electric Light & Power/Engineering Services

Scramble crossing – pilot project

How: Revise signal timing; signage, diagram button

Where: 48 / Ross; Ross / Gaetz

When: 2-3 Months

Who: City of Red Deer – Engineering Services

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ROADSHOW ACTIVITIES



Improved Way-finding

How: Additional improved signage

Where: Downtown

When: 2-3 months

Who: City of Red Deer – Engineering Services, Parks, Public Works

Tactile Warning Strips (for Pedestrians)

How: Construction (retrofit)

Where: Downtown / increase visual imp. Paths

When: 2-3 months depending on weather

Who: City of Red Deer – Engineering Services, Public Works

Short Term (1–3 years)

Educate Drivers

How: Advertising; Social Media; AMA schools (high school)

Where: City-wide, Province wide

When: 1-3 years

Who: Government of Alberta, City of Red Deer/other towns, Alberta Motor Association (AMA)

Eliminate one-way streets

How: Construction

Where: Downtown (excl. Ross)

When: 1-3 years

Who: City of Red Deer – Engineering Services, Public Works

Traffic Calming / Mid-Block Crossings

How: Construction

Where: Residential, Downtown, Taylor Drive

When: 1-3 years

Who: City of Red Deer – Planning Department, Engineering Services, Public Works

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ROADSHOW ACTIVITIES



Less Crime and Fear of Crime

Lighting

- Community events at night time- night rides
- Enhance police foot patrol
- Increase dog friendliness
- Night shifts- walking to and from work, increase transit options- Dial a bus revisited
- Pathways/trails-destination focus, increase lighting - More work/partner with social agencies to decrease loitering
- Decorative lighting- warmer, more inviting
- Motion sensors and call boxes in trail system

Block parties/open streets/roads = public space for all

- Citizens on patrol, expansion (or others), connect those groups
- Encourages getting to know your neighbours
- Toolkits about how to hold a block party
- Reduce regulations to prevent road blocking

Supportive Local Authorities

Quick Wins

Way Finding Signage consisting of trails to destinations.

How: Through street signage “pointers” to destinations (such as: museum/Collicutt).

How & Who: Appropriate city departments can partner with Tourism Red Deer. Other organizations that have a vested interest in being listed as a destination can be involved (such as the museum, destination operators, Heritage Ranch).

Where: Major hotels can be a start and expand from there. Signs can be outside hotels, big maps of routes and/or destinations can be listed (such as: bike paths, trails, and other major city destinations). Transit stops can have decals on them letting users know when a bus is due to arrive.

When: By spring 2012

Costs: City of Red Deer Design and planning. Signs or painting on roads can be sponsored by organization being highlighted (such as: Museum highlighted so Museum would contribute to paying for installation, monitoring and evaluation).

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ROADSHOW ACTIVITIES



Narrative/Context to Guide Decisions

How: Find stories to collect (ask the community); Testimonials; Staff/council connections with community; Ask the right questions; Find ambassadors- those that live the “ideal”; Exposing people to the experience; Identify why it is important.

Where: Exposed to experiences; Health; Resources; Value of these champs

When: Anytime- just do it

Who: Citizens, Staff, Communications

Revise Neighbourhood Standards and guidelines

How: Focus on Walkability; Modes of active transportation; Bring together stakeholders (business, developers, residents, AHS, transportation, seniors, disabled, education and various City departments; Priority on work agenda; Funding made available - City.

Where: Pilot existing neighbourhoods; Pilot new neighbourhoods

When: In the third quarter of 2011 to the second quarter of 2012

Who: Planning Department

Culture of Walking

Quick Wins

- Repurpose Neighbourhood Signs: Add additional info to show trails, facilities.
- Improving bus stop signage and info: this encourages more people to walk to bus stops, shows times that bus comes (sign), eventually could lead to GPS trackable buses, time estimates, App development.
- Utilize champions more effectively, ie “council walks” to chat with residents. Feature a champion and their story and highly publicize. A certain company could sponsor a lunch hour walk downtown.

Short Term

- Focus on information to public to tell them why they should walk.
- Stops myths that are out there
- Focus on positive elements of walking
- Identify solutions to barriers (real or perceived), help people understand how walking can fit in their day.
- communications
- use champions
- individuals to lead by example
- Utilize groups for communication ex. Primary care network
- Focus on pedestrian oriented uses on ground floor in downtown
- Better communicate where our trails are and have business and other groups distribute information- could utilize sponsors.
- Jane’s Walk by ReThink Red Deer

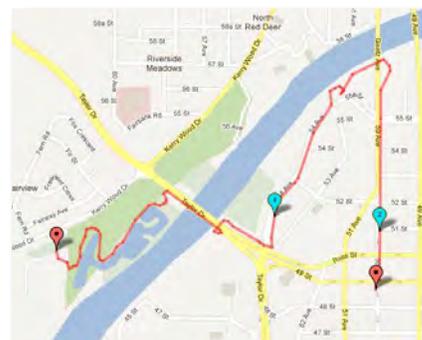
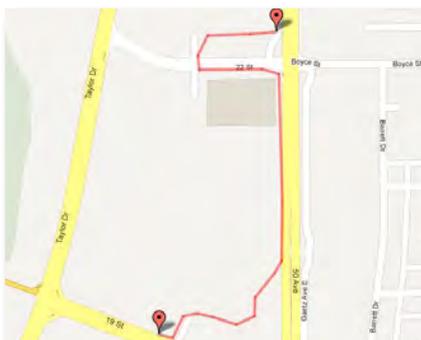
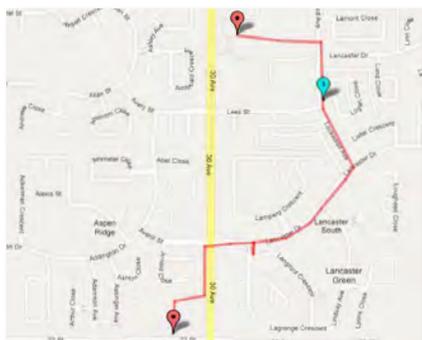
CITY OF RED DEER ROADSHOW ACTIVITIES



Day Two

Professional Workshop

The walkabout through Red Deer started at City Hall with a plan to visit different locations around town with different walking conditions. A city bus took the group to the locations, from which the group walked:



The following notes and images capture the issues and ideas discussed during the day, some of the location specific opportunities and challenges around Red Deer as well as issues for walking in the town in general.

Local Centres



Local centres for shopping and services provide important community hubs and can be key destinations for walking within neighbourhoods.

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In Red Deer, like many North American towns, these centres have been designed on a vehicle centric design standard which very often either excludes pedestrians or severely compromises their movement and rarely gives them priority within the centre or invites them to walk to it.

Despite the close proximity of this centre to local housing, the access routes are not only circuitous but also severed by wide, high-speed roads.

Residential Neighbourhoods



The streetscapes in many modern residential neighbourhoods suffer from a lack of proper provision for people on foot. The extreme width of some of these streets not only creates a wasteland effect, increasing distance if people choose to walk but is also expensive to maintain through both winter months and in spring cleanups.

Street trees enhance the comfort of streets and provide safer walking environments (especially for children) when planted as a boulevard along the curb, putting a green space comfort zone between walkers and vehicles.

Neighbourhoods need to be connected into their surroundings, isolated estate developments need to be meshed into the town fabric, providing opportunities to walk to local businesses and services, schools and public transit.

Bus Stops



Public transit is a critical 'extender' of the walking journey. For walking to be an option from a person's front door the networks need to be fully integrated and people need safe, direct and comfortable access to public transit stops. And at the stops, they need shelter, service information, seating, garbage cans and good lighting.

CITY OF RED DEER ROADSHOW ACTIVITIES



Bus stops are not only a service, but also a marketing tool for public transit. They are key to attracting people to use buses and rewarding them for doing so.

Bus stops around Red Deer vary substantially in their quality and access. It is encouraging to see paths being installed to some of the seats, but generally the minimal infrastructure is inadequate for an appropriate level of service. The real value of public buses cannot be fully realized without giving transit an equal priority and level of service to that which is offered to private vehicles.

Signage and Way Finding



The city's signage is ready for an update! Historical walks, estate maps and area maps would benefit from revitalization and a more user-friendly presentation.

On-site signage has been demonstrated to be a highly cost-effective way to encourage and support people to walk more. Signage is a great way to promote walking, enable people to understand that they can walk there (it is closer than they think!) and give them the confidence to continue their journey on foot. A signage system for pedestrians needs to be carefully designed, delivered and supported with online information and maps. It must be user-centred and comprehensive.

Temporary signage, especially during construction is also critical and it was good to see it had been provided in this situation. However, it too needs to be provided on best practice principles. For a user friendly sign - North does not have to be at the top of the page - what is in front of you should be at the top of the page - to enable easy orientation and understanding for the reader.



The 'long way round' required by closing this route, is a clear indicator of the importance of restoring this link when construction is completed and making sure it is well designed through the new area. This exceptional walking connection for people in Red Deer can continue to be enjoyed.

CITY OF RED DEER ROADSHOW ACTIVITIES



Crossing the Road

In a city designed primarily for motor vehicles, with many wide, high-speed roads, it is imperative that people are provided with very safe crossing points. During the walkabout, the group experienced some very uncomfortable crossings and some that were essentially unsafe. Minimal provision for pedestrians which maximizes vehicle movement cannot be the design principle for a city seeking to encourage more walking.

No light controls on slip lanes or no provision for pedestrians at all, result in people having to make life and death decisions before they cross the road. Pedestrians must be fully designed into an intersection, not left to fend for themselves.



Requiring people to wait in the middle of multiple lanes of traffic is not a high level of service to walkers nor is it safe. Crossing times and sequencing should enable people to cross all the way to the other side of the road. While we were a group filling the space, even just one able-bodied person would feel nervous standing here as traffic rushes by and imagine how it would be for anyone more vulnerable, such as children, the elderly or people with a disability.



Spaces for people



Minimal provision for pedestrians that is disconnected from a broader network, while better than nothing, is never going to invite people to choose to walk or reward them for doing so. Some people will always walk (because they have to or out of sheer determination) but the majority of people will not choose to walk unless it is an attractive, safe and viable option for them.

CITY OF RED DEER ROADSHOW ACTIVITIES



A near perfect example of good spaces and places for people exists inside the Collicut Centre. This 'corridor' contains the following elements: active frontages, space to move through, space for resting, relaxing and recreation, seating, water fountains, toilets, cafes and good lighting. Translate these elements out into the public space in local centres and downtown and you are building great public spaces for the people of Red Deer.



Downtown

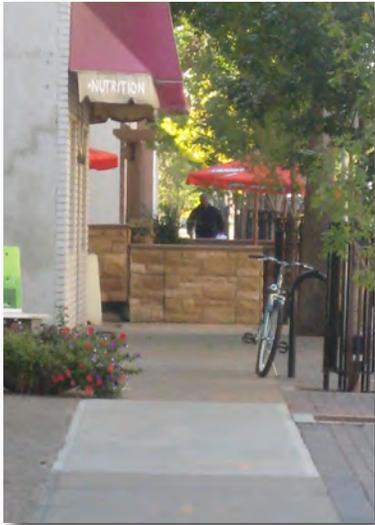


Downtown Red Deer is making great strides to become a more people friendly walking environment by creating great spaces and places for people! Extensive streetworks are rebalancing the allocation of space and providing more opportunities for civic and social engagement on the streets.

Particularly, Veterans' Park is a grand new place in the city with smart formal elements, town history and planting. The work on 50th Avenue is also reshaping the downtown and reframing people's expectations of their city. But, the potential of the opportunity presented by the Square on Ross Street hasn't been fully realized. Quality pedestrian space could and should have been continued along Ross Street to 50 Avenue - providing the same quality of streetscape as the Square and connecting the improvements into a cohesive network.

This extension and connection should be undertaken as a matter of priority - to maximize the impact of all the improvements in the Downtown. This would have no impact on the traffic as it has already been managed into two lanes at the Square and there is ample space for parking and wider pavements.

CITY OF RED DEER ROADSHOW ACTIVITIES



Where cafes do occupy street space, especially sidewalks, it is important that they do not hinder the flow of people walking down the street, as in the first image above. And while in the second example, a boardwalk has been provided, there are better ways to do this, as illustrated below. Extending the reallocation of space along Ross Street would provide a perfect setting for these cafes and the public piano!

Best practice examples



Maintaining a clear flow for people walking along the street, while providing for tables and chairs for the cafe, either in a build-out in Graz, Austria (left) or within the width of the pavement as in Moncton, New Brunswick (right).

CITY OF RED DEER ROADSHOW ACTIVITIES



Community Meeting

The public meeting attracted over 120 participants and started with a welcome from Mayor Morris Flewelling, a presentation of Canadian walking initiatives from Jacky Kennedy of Green Communities' Canada Walks and a presentation from Bronwen Thornton from Walk21.

Bronwen then facilitated the interactive workshop where participants had the opportunity to share their ideas for making Red Deer more walkable.

Participants indicated that they enjoy walking in Red Deer because of the vast trail system and walkways, the wild life they encounter, the social aspects of meeting people along the way, the sense of freedom that walking provides and enjoying the fresh air. They noted that the downtown area is still small enough to walk to all destinations.

The great ideas to improve walking in Red Deer that held the highest priority to the participants at the Community meeting were:

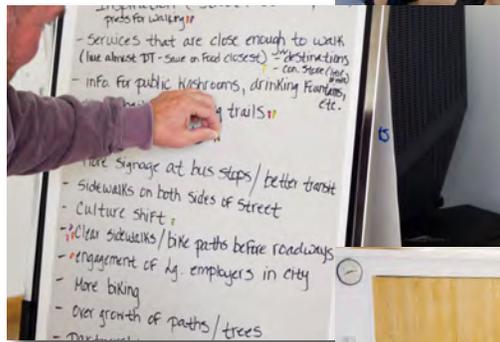
- to have pedestrian only streets in the downtown core and
- to improve the snow clearing frequency and intensity of the walkways and trails in the winter.

Mid level priority items were:

- to increase time permitted to pedestrians at cross walks
- expansion of the trails system to ensure connectivity between trailways and walkways to bus stops
- to ensure that new neighbourhoods are being developed with walkability in mind and
- to ensure that walking is a commuter option.

Items identified by participants as important but held lower priority were:

- creating maps that identify trails
- creating walking paths in industrial areas and
- providing mid-block crossings for pedestrians.



CITY OF RED DEER

ROADSHOW ACTIVITIES



Day Three

Feedback Presentation and Wrap Up

On the final day, the expert team provided an overview of the activities undertaken in Red Deer and outlined what they consider the critical challenges and great ideas for the city to encourage more walking.

The team then led a smaller group discussion about the recommendations and ideas and how to best take them forward. There were 11 individuals who attended, including from the City of Red Deer, Alberta Health Services, city councilors, and citizens concerned about walking in their community.



The discussion focused on how to make ideas happen, putting in place the critical people, policies and resources to support a change in culture and more walking in Red Deer.

Policy Priority

The Integrated Movement Study is an opportunity to move walking up the community travel hierarchy. It is critical that this process and its outcomes recognize the centrality of walking to a vibrant active community. All decisions need to consider the impact on walking and how to minimize negative impacts and fully exploit positive opportunities.

A Champion

Walking is not usually represented or captured by any one municipal department, being an issue that impacts on and is important to many different areas, from lighting and waste management, to parks and recreation, street cleaning and cultural activities. For greatest success it must be managed by an interdisciplinary team, but it is always most effective to have a “champion” to ensure a consistent and co-ordinated voice is heard.

In Red Deer this could be the Development Services Director. A working group of staff from a range of departments including transport, planning and health would “own” the active transportation agenda and then partner with all other departments. Partnership projects like the City of Red Deer working with the Primary Care Network on the bike lane project is a great demonstration of groups/organizations working together to share resources.

A Budget

Changing budget allocations from large roadway construction to active transportation and built environment support is challenging, but necessary. The group observed this would need a groundswell of public support from residents to the city council. The visitors advised it would also need political leadership from the council.

CITY OF RED DEER

ROADSHOW ACTIVITIES



Community Engagement

Changing the culture of walking does not lie in infrastructure alone. Education and celebrating the community's successes are important to have community buy-in. By demonstrating the benefits of a walkable community through both experiences (walking challenges, walking days and events) and benchmarking data, it is possible to build momentum for change and influence how built environment decisions are made.

Education and training opportunities

Sustaining a high level of skills and knowledge amongst city staff and consultants will enable walking to be successfully integrated into all transport and city projects. Lunchtime seminars, lecture series and other development opportunities, such as are being undertaken during the Integrated Movement Study, should continue to bring best practices to Red Deer.

KEY FINDINGS AND RECOMMENDATIONS



Drawing on all of the above activities, ideas, documents and discussions and the observations of the visiting expert team, the following findings and recommendations are provided to help focus efforts to improve walkability in the City of Red Deer and ensure the viability and liveability of the City for generations to come.

In summary

- The city has much to be proud of, with some good progress and projects underway to enhance public spaces for people on foot - especially in downtown. Red Deer also benefits from an extensive trails network providing great opportunities for recreational walking and some connections to destinations for everyday walking.
- With the development of the Integrated Movement Strategy, Red Deer has a real and immediate opportunity to make a substantial shift in transport and city development priorities to ensure a focus on a vibrant, active community that is enabled and encouraged to walk.
- It will be important to maintain a clear focus on walking as a priority and ensure attention to the details that have such a significant impact on the pedestrian experience. All projects and proposals should be reviewed for not only their impact on walking but also their potential to support more walking.
- It will also be necessary to push a few boundaries (such as restricting vehicle movement!) and to recruit community support for the changes - foster those already keen to walk more and provide some fun opportunities for others to discover the pleasures of walking.
- City staff will be central in bringing about this new approach to the city and how its citizens move. Stay in touch with what it is actually like to walk around the town and bring that experience to bear on projects and policies within their responsibilities. We recommend getting out and walking the streets of Red Deer, at least once a year!



In particular:

- Put pedestrians at the top of the road user hierarchy and give them priority in policy, resource allocation, project implementation and promotion.
- Ensure all new works, developments, neighbourhoods and centres have clear approval criteria and guidelines to deliver walkable communities.



KEY FINDINGS AND RECOMMENDATIONS



- Recognize the capacious provision for motor vehicle movement that already exists and prioritize funding away from any more major road projects and into walking projects across the city, building connections between residential neighbourhoods and local centres, continuing the improvements to downtown and installing key walking infrastructure such as way-finding systems and safe crossing points.
- Invest in the support infrastructure for public transit to make it a first class experience - enhancing bus stops and the access to them, information systems about the service and connections to the local community.
- Celebrate success and maintain a long view: building a new cultural and physical environment step by step and have fun while doing it!



Recommendations mapped against the International Charter for Walking

The International Charter for Walking provides a strategic framework and illustrative actions for cities and towns to become more walkable communities. The recommendations set out below, against the eight principles of the Charter, identify a comprehensive set of ideas and opportunities for the City to undertake to deliver more walking for Lethbridge. Politicians, professionals and the public will be able to see how walking can deliver the outcomes they seek and how they can be actively involved in achieving them.

Principle one: Increased inclusive mobility

People in communities have the right to accessible streets, squares, buildings and public transport systems regardless of their age, ability, gender, income level, language, ethnic, cultural or religious background, strengthening the freedom and autonomy of all people, and contributing to social inclusion, solidarity and democracy.

Key Findings

The City of Red Deer has taken some critical steps to support greater independent mobility for everyone in the community. Accessible buses and increasing numbers of accessible intersections and bus stops enable people to move around their town more easily.

Walkable environments enable greater independent mobility for everyone in our communities. The environment can contain barriers able-bodied adults don't even notice, especially when driving cars. The expertise of people with a disability and the safety challenges they face when moving around are a litmus test for a comfortable walking city. The Pedestrian Safety project by Central Alberta Self Advocates (C.A.S.A.) provides a sound foundation for assessing the level of service provided in the city and a good starting point for a list of works to improve accessibility.



KEY FINDINGS AND RECOMMENDATIONS



Inclusive mobility is also about younger and older people and those without access to a motor vehicle. Creating good public space, reliable transit and walking environments enables everyone to access their community.

Recommendations

- 1.1 Identify priority areas for improving walking facilities, which meet the needs of those who need them the most; outside schools and youth centres for young people and where older people and people with a disability live. Include key routes to shopping centres and downtown to provide an accessible neighbourhood around these locations.
- 1.2 Act on the recommendations from C.A.S.A. with resources and a list of works to address identified barriers and challenges faced by those with mobility impairment.
- 1.3 Continue current initiatives for people with a disability with high quality curb cuts, tactile paving and audible signals.
- 1.3 Adopt design guidelines and standards that ensure a highly accessible environment (both public and private) for everyone, especially those with a disability.



Principle two: Well designed and managed spaces and places for people

Communities have the right to live in a healthy, convenient and attractive environment tailored to their needs, and to freely enjoy the amenities of public areas in comfort and safety away from intrusive noise and pollution.

Key Findings

Within the urban environment, Red Deer has a few pockets of very nice public space, including City Hall Park and Veteran's Park. The works underway in downtown are transforming some of the streets into spaces for people. Sadly we did not see any other centres that provide well designed places for people. We saw boxy developments within a sea of car parks.



KEY FINDINGS AND RECOMMENDATIONS



Public buildings such as schools and leisure centres are also swamped by their parking spaces out front. Some of the older residential streets provide a more ambient environment for people on foot with street trees and narrower carriageways.

The green spaces in the city provide many opportunities for people to enjoy walking, to enjoy the outdoors and for people to feel safe, comfortable and accommodated.



Recommendations

- 2.1 Continue to reallocate road space in the downtown to create and improve the public realm. Identify opportunities for this type of work in other parts of Red Deer such as local centres.
- 2.2 Utilize alleyways as creative ways to improve walkability by providing short cuts, such as the alleyway improvements behind Ross Street.
- 2.3 Review existing guidelines for residential neighbourhoods and redraft to support greater walkability, including narrower streets, boulevards of trees, connections to trails, area maps with walking distances and local shops and services.
- 2.4 Identify opportunities for installing benches. A place to rest and/or use a washroom can make the difference between someone feeling confident to go for a walk and someone staying home.
- 2.5 Provide proper shelter, information, seating, bins and lighting at all bus stops.
- 2.6 Retrofit big box developments and make them more inviting and accessible for pedestrians, so at least those living closest can choose to walk. This includes good crossing points at the road, clear walking route through parking lots and good pedestrian connections between the stores.
- 2.7 Provide informal play opportunities for children, particularly in local shopping areas and downtown to invite them and their parents to spend time in public space.

Principle three: Improved integration of networks

Communities have the right to a network of connected, direct and easy to follow walking routes which are safe, comfortable, attractive and well maintained that link their homes, shops, schools, parks, public transport interchanges, green spaces and other important destinations.

Key Findings

Red Deer is rightly proud of its impressive and extensive trails network that provides access along road corridors and through green spaces. It is well mapped and promoted by Recreation, Parks and Culture. It is a great recreational resource as well as providing linkages to everyday destinations.

KEY FINDINGS AND RECOMMENDATIONS



The bikes on buses program facilitates longer journeys by active modes. These linkages between modes and along the trails networks are critical to creating an alternative to private car travel. However, it is equally important that the streets where people live and go to school are perceived and experienced as part of a walking network, so the choice to walk can be made from their front door.



Recommendations

- 3.1** Map key walking routes from residential areas to local destinations such as shops and schools, so people can learn how close and easy it is (or might be) to walk somewhere. Update on-site neighbourhood signs to include these maps.
- 3.2** Link existing trails in parks and along the river's edge into the street networks of downtown and other neighbourhoods with clearly marked and physically improved walking routes. Highlight where trails cross roads with clear signage and crossing points, promoting links to local services.
- 3.3** Prioritize walking over all other modes when designing access to bus stops and transit hubs. For example, walking to the stop is given a clear, direct and safe route, including maintaining the footway pavement at level when crossing the road.
- 3.4** Identify best routes to school through travel planning with schools and prioritize these for comprehensive improvements, including reducing vehicle volumes and speeds, re-allocating road space for wider pavements and bike lanes and prioritizing pedestrian crossings, both mid-block and at intersections.

Principle four: Supportive land-use and spatial planning

Communities have the right to expect land-use and spatial planning policies which allow them to walk to the majority of everyday services and facilities, maximizing the opportunities for walking, reducing car-dependency and contributing to community life.

Key Findings

The City of Red Deer, like almost all in North America, has grown with not only plenty of space to expand into but during an era of vehicle-centric urban design. The result is 'loop and lollipop' estates on an arterial road network serviced by big box shopping centres which marginalize walking, cycling and public transit as modes of transport.

KEY FINDINGS AND RECOMMENDATIONS



Some of the older parts of town are built to a grid model and this planning does enable easier connections for all modes and greater integration of uses, for example residential with shops and services within the local street network.



Policy and practice for spatial planning is changing in Red Deer, with a greater emphasis on walkability and connectivity, higher density living and greater emphasis in Downtown on streets being vibrant public space, not just conduits for vehicles.

Recommendations

- 4.1 Adopt clear and comprehensive policies, guidelines and standards that place pedestrians and walkable communities as the central planning principles for all new developments and works.
- 4.2 Retrofit existing shopping centres to ensure priority pedestrian access and amenity from the surrounding streets and residential neighbourhoods and within the centres.
- 4.3 Mitigate the impact of existing sprawl with pedestrian shortcuts and multiple safe crossing points at intersections and mid-block.
- 4.4 Ensure all new developments knit into the existing fabric, enhancing access and walkability into and through the development and into surrounding areas.

Principle five: Reduce road danger

Communities have the right to well designed streets that prevent accidents and are enjoyable, safe and convenient for walking – especially for children, the elderly and people with limited abilities.

Key Findings

Red Deer is a city of wide road corridors down which flow large vehicles at good speed with very little impediment or need to pause. But it is also a city of people, of children, young adults, the elderly and everyone in between. If the city is going to encourage more walking, it is imperative that it addresses not only people's fear of traffic but the reality of the danger traffic presents. Fear of traffic is one of the top reasons people don't let their children walk to school and why older people don't leave their homes.

KEY FINDINGS AND RECOMMENDATIONS



When a road or highway enters a town, it becomes a street and the priority for movement must shift from being simply a conduit for high speed traffic to a space of multiple functions and users.



Preventing or banning people from crossing the road does not reduce road danger or solve the problem; in fact it makes it more dangerous, as people will cross anyway.

Recommendations

- 5.1 Continue to reduce traffic volumes and speed through downtown Red Deer and to reallocate space for other users and functions. Consider removing all heavy vehicles from downtown or restricting their access.
- 5.2 Reduce traffic volumes and speeds on key walking routes, especially around schools, youth centres and senior centres. Consider green boulevards (and bicycle lanes) along these routes to create a safety buffer between walkers and vehicles.
- 5.3 Review road crossings on key walking routes and at critical intersections, especially outside schools and shopping areas to improve safety, with increased crossing times, build-outs to reduce road widths and improve sightlines and clear warning signals to drivers.
- 5.4 Do not compromise pedestrian safety and movement any further to the flow of traffic by considering underpasses, flyovers or large roundabouts in urban areas.

Subways or flyovers are not recommended alternatives to surface level crossings as they attract anti-social behaviour, rubbish and vandalism and people will still choose to cross on the surface (albeit more dangerously).



As this study from New Zealand demonstrates, roundabouts heavily compromise pedestrian movement through an intersection.

KEY FINDINGS AND RECOMMENDATIONS



Light-controlled intersections are safer and more convenient for pedestrians (and cyclists) than large two-lane roundabouts. So while roundabouts do not currently exist within Red Deer, any consideration of spending public money on installing them to enhance traffic flow, should be questioned in light of the city's commitments to active, sustainable travel.

Principle six: Less crime and fear of crime

Communities have the right to expect an urban environment designed, maintained and policed to reduce crime and the fear of crime.

Key Findings

Crime was not identified as a critical issue for walking in Red Deer, but there were some concerns about personal safety on the trails network and in downtown, especially after dark.

There are provisions for the use of Crime prevention through environmental design (C.P.T.E.D.) in the City's Land Use Bylaw 3357/2006 and the city undertakes consultations about C.P.T.E.D. for new areas or audits for existing areas of concern.



Recommendations

- 6.1** Improve lighting on trails, especially those to destinations and provide call boxes in critical locations. Adopt a lighting strategy for installation and maintenance across the trails network.
- 6.2** Encourage greater neighbourhood awareness and responsibility for safety by enabling block parties and supporting local walking events.
- 6.3** Sustain the application of CPTED principles for the city, particularly working to avoid dead frontages and potentially opening them to being active on-street.
- 6.4** Displace anti-social behaviour with positive events and activities that invite people to spend time enjoying and exploring the city, especially downtown

KEY FINDINGS AND RECOMMENDATIONS



Principle seven: More supportive authorities

Communities have the right to expect authorities will provide for, support and safeguard their ability and choice to walk.

Key Findings

The City of Red Deer is clearly committed to making a substantial and sustained change to the way people move around Red Deer and how they enjoy their city. The achievements of the trails network over the last 20 years and the more recent works in downtown Red Deer all indicate this city can imagine, implement and sustain momentum for ideas over time.



With a comprehensive set of planning documents, including the Greater Downtown Development Plan and Municipal Development Plan, the city is at a critical cross-roads, with great opportunities to make the Integrated Movement Strategy another visionary document that delivers a more walkable, liveable, viable and dynamic community to live in. By signing the International Charter for Walking, the Mayor has made a great first step towards that new reality.

Recommendations

- 7.1 Put pedestrians at the top of the road user hierarchy, centering all decisions and priorities on creating a more walkable city. Articulate what this will mean in practice through brainstorming and defining how decisions will be informed.
- 7.2 Consolidate all the actions and ideas for walking across the city's planning and visionary documents into a Walking Action Plan (or the lead chapter for the Integrated Movement Study) to capture the extent of existing initiatives and build momentum for implementation.
- 7.3 Collect data, both quantitative and qualitative, about walking and the walkability of the community, including the number of trips, the purpose of trips, people's motivations and the perceived and real barriers to more walking. The Make Walking Count provides a framework and survey tool to answer some of these questions.
- 7.4 Commit resources to support more walking through both infrastructure and information projects. Make cost effective investments in projects that not only demonstrate good cost benefit ratios, but also deliver a broad spectrum of benefits including economical, health, social and environmental.

KEY FINDINGS AND RECOMMENDATIONS



- 7.5 Undertake temporary street works to 'test' new ideas, with inexpensive items such as planters, barriers and white paint. This will enable people to experience the change and understand how to use public space that has historically been filled with vehicles.
- 7.6 Sustain staff and local consultant skills with regular training and development opportunities - lunchbox seminars, an internal network of officers, guest speakers and presentations about best practice and new initiatives.
- 7.7 Start work with the willing groups, organizations, and individuals to build momentum and work in areas where the community feels walking should be a priority, such as local neighbourhood shopping centres or school communities.
- 7.8 Consolidate ideas and synergies in other council documents into the vision for a more walkable community, including the Community Culture Vision which recognizes the value a higher priority for walking and informal cultural activity can bring.
- 7.9 Communicate a clear and consistent message to all city staff and consultants and the community of Red Deer about the commitment to walking by taking high profile actions to provide for walking.
- 7.10 Go walking!

Principle eight: A culture of walking

Communities have a right to up-to-date, good quality, accessible information on where they can walk and the quality of the experience. People should be given opportunities to celebrate and enjoy walking as part of their everyday social, cultural and political life.

Key Findings

The City of Red Deer has vibrant layers of cultural diversity, historical reference points and eclectic points of interest throughout downtown. It also has a strong recreational walking culture with people enjoying the trails system and green spaces. The success of these aspects of the city needs to be harnessed to build momentum for encouraging people to choose to walk for everyday activities.

Recommendations

8.1 Develop a comprehensive and consistent way-finding system for pedestrians that incorporates the trails system, as well as street network to enable people to reach their destination on foot. This can include on-site maps and pointer posts as well as online mapping and journey planning.



KEY FINDINGS AND RECOMMENDATIONS



A good way-finding system, integrated with place-making, makes a strong contribution to a city's identity and can support tourism, civic events and social cohesion.

There is well-established best practice for signage and way-finding systems available. For example, the Legible London project has extensive documentation and examples of implementing a cohesive system for a large city. The city scale may vary but the guiding principles do not.

8.2 Continue the excellent public art, historic statues and historic plaques around town to provide interest points for walkers and quality public space. Hold a community treasure hunt to walk the city and find them.

8.3 Build a calendar of events to invite residents to experience walking as part of their daily life. Initiatives such as Winter Walk Day, Walk to School/Work, walking challenges between schools or workplaces, neighbourhoods or other communities.

8.4 Host more activities in the new public spaces in downtown Red Deer and open more streets to people during the summer weekends, with temporary restrictions on traffic.

8.5 Create a winter park with ice-skating in downtown to sustain engagement in the public spaces.



Media reports

A2 RED DEER ADVOCATE Friday, Sept. 23, 2011

Walking tour highlights challenges facing pedestrians

BY LAURA TESTER
ADVOCATE STAFF

International experts saw just how difficult — and easy — it can be to walk around Red Deer neighbourhoods, shopping districts and the downtown core.

Jacky Kennedy, director of Canada Walks, joined Bronwen Thornton and Rodney Tolley, both of the United Kingdom and with the organization Walk 21, and city staff on a walkabout of several areas in the city on Thursday.

The three were invited to participate in the Alberta Walkability Roadshow, which included a stakeholders meeting on Wednesday and a public workshop on Thursday night. People were asked what they thought about bicycling, taking transit, walking and driving in the city.

Tolley, conference director for Walk 21, said he's participated in numerous roadshows across Canada and what impressed him most with Red Deer is how keen people are to improve pedestrian access. Walk 21 organizes conferences around the world in communities committed to improving the ability to walk around.

"There's enormous enthusiasm to get this right," Tolley said on Thursday, which was also World Car Free Day. "The downside of this is we've had 100 years of catering for the motorcar and for most of that time, we've ignored the needs of pedestrians."

Tolley said he can see improvements already, including street upgrades on Little Gaetz Avenue and Ross Street downtown.

"There's some great changes taking place there, which in our view is making Red Deer amongst Canada's leaders," he said. Thornton, development director with Walk 21, said she can see lots of opportunities to improve access.

"You have to start thinking about your city from a pedestrian perspective and using that as the basis for decision-making when designing intersections, about how to review the downtown and develop new neighbourhoods," she said.

Thornton added walkability goes hand in hand with public transit. Transit is needed to cover distances while walkable environments are needed to get people to the buses, she said.

Kennedy, whose organization is part of Green Communities Canada, a national association of community organizations helping residents go green, was impressed as she strolled along the trails near Bower Ponds. Many people are using these trails, she said.

"The natural next step is to take those trails and connect them to everyday places," said Kennedy of Toronto.



A group doing a walkability study in the City of Red Deer makes their way across 54th Avenue at Taylor Drive on Thursday.

She was told the city plans to build a pedestrian bridge across from Bower Ponds to the downtown. That's a great idea, she said, because then families will have access to the Bower Ponds playground.

The group of about 20 people approached the Taylor Drive bridge and wondered how they would cross the busy road to walk into the downtown. A sign, just east of the bridge, shows the two winding routes that people are encouraged to take instead of crossing at the busy Taylor Drive-49th Street intersection.

They elected to take the path underneath the bridge, ending up on the north side of Taylor.

The City of Red Deer and Alberta Health Services brought the group to Red Deer. Jim Jorgensen, divisional strategist for the city, said getting input from the three experts was great.

"They can show us quick wins and what we can do long range," said Jorgensen. Jorgensen led the group on a walking tour that included several shopping areas, among them Southpointe Common and East Hill Shopping Centre, new neighbourhoods like Lancaster, the areas around

high schools, and older areas including by Norman-deau School.

Plus, they walked around downtown. Jorgensen said the input from the public and the three experts will be part of the "pedestrian section" in the Integrated Movement Study that's underway. That study is looking at all forms of transportation.

"The idea is having a clear vision as to what we want to accomplish and have some recommendations," he said.

"In some ways, we're already going in a good direction ... with our parks and trails. By looking at how we move, we can understand a little bit better."

City Councillor Paul Harris said receiving such input from these international experts is huge for the work the city is doing right now.

This includes redevelopment of the Riverlands west of Taylor Drive.

"We want to build new amenities and yet we're spending huge chunks of money on roads that are not being used," he said.

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STORIES FROM A1

VOLD: Ordeal lasted nearly one hour

Vold was tied up and blindfolded, and driven to a Lacombe bank.

While his abductor tried to use Vold's credit card at the bank's ATM, Vold managed to escape from the vehicle he was being held in.

He pulled his blindfold off and bolted to a nearby gas station and called 911.

Police had been looking for a suspect since, using good quality photos taken at the bank ATM.

The entire ordeal lasted nearly two hours.

The kidnapper had demanded \$200,000. Blair Vold's father Ralph said earlier. No money was ever exchanged.

The Volds are well-known Ponoka family, who have been in the cattle business for more than a century.

TAKEDOWN: No shootings before at establishment

While he's been part of Red Deer's nightclub scene since 1981, he said no shootings had ever happened before at any of his establishments. "I hope this is an isolated incident and not a sign that Red Deer is becoming a bigger city," added the club owner, who supports the federal government's aim to raise punishments for violent crimes.

While the shooting has made other staff more nervous, Gent's Club workers recognize it's highly unusual, he said.

"It's the first time it's ever happened."

Police investigating the shooting first surrounded an Oriole Park residence with an RCMP Emergency Response Team, but no suspects turned up there.

Further investigation led police to the residence in Sylvan Lake, said DeHeer, who believes Red Deer City RCMP was assisted by police officers from Sylvan Lake.

DeHeer did not want to comment on the police tactics used. She said the stakeout at the high-density condo complex was done with the safety of both the public and police in mind. "If we're investigating a crime that involved the use of a gun, we have to be more prepared. The safety of the general public is paramount, as well as the safety of our members."

Red Deer City RCMP continues to investigate.

Anyone with information is asked to call 403-343-5575.

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WARNING: Recession without action

"Without key countries taking systematically appropriate and co-ordinated economic measures, without resistance to protectionism and acceptance of more flexible exchange rates, without fiscal consolidation, without a commitment by governments to cut rising deficits and reduce what are, in some cases, dangerous levels of national indebtedness, without things such as these, we will not avoid such a recession," Harper said.

The two leaders discussed the situation in Libya.

but Harper clearly signalled their talks on the world economy, including the European debt crisis, were paramount.

Harper lauded Cameron's handling of the UK's financial woes, which has included deep cuts to the public service.

He also commended Cameron for "his consequential handling of the difficult fiscal choices confronting the British economy."

"Here in Canada we have followed your progress carefully, and I can safely say that where it matters most, your thinking parallels that of our own government," said Harper.

NTP foreign affairs critic Paul Dewar said he didn't want to see Harper see Cameron's visit to justify cuts to Canada's federal bureaucracy.

Canadians understand the importance of public services, Dewar said before Cameron's arrival. "I think Mr. Harper shouldn't be using Mr. Cameron as a foil to ... do his work. I don't think that would be accountable, responsible. And I think people would see through it."

Earlier Thursday, Harper and Cameron joined the leaders of Australia, Indonesia, Mexico, and Korea in sending an open letter to French President Nicolas Sarkozy, the G20 chairman, calling for strong action at the November Cannes summit to help ensure global economic stability and growth.

Finance Minister Jim Flaherty also warned of a repeat of the October 2008 recession if action is not taken.

Cameron's address to Parliament was his second speech of the day after addressing the United Nations General Assembly in the morning before his side trip to Canada.

It wasn't his first visit. Cameron attended the G20 Summit in Toronto shortly after being elected to head a coalition government in the spring of 2010.

But Tony Blair was the last British PM visit Canada bilaterally in 2001.

LOTTERIES

THURSDAY
PayDay: 19, 23, 27, 61
Extra: 5853560

Pick 3: 864
Numbers are unofficial.

WEATHER

LOCAL TODAY TONIGHT SATURDAY SUNDAY MONDAY



2011 MODEL YEAR
BLOW OUT

2011



Roadshow Evaluations

Responses were provided by:

City of Red Deer municipal representatives – the Mayor and many City Councilors attended.

City of Red Deer administrative representatives: Planning Department, Parks Planners, Transportation Planning Engineers, Transit representatives, Public Works, Business regulators and development, Environmental programming representative, Community Facilitator, and Human Resources (employee wellness).

Other community representatives: Trails representative, Heritage representative, Chamber of Commerce, marginalized population representatives (housing/homelessness, older adults, persons' with disability, immigrants), active transportation promoters, community developers, community recreation, municipal engineer, private business representatives, religious representation, urban planners, professional transportation engineer, and health promotion representatives.

Participants were looking for a wide range of outcomes from the Roadshow, some being:

- Discuss the integration of trails and transit both within the city and connections to outlying communities.
- Discuss the connecting trails and transit to heritage and culture sites.
- Learn about potential future sidewalk activities and public expectation.
- City Administrative representatives hoped to voice concerns about maintenance in hopes that their concerns are heard and considered before the implementation of any future programs.
- Hope to work toward the “Complete Streets” model of walkability which will encourage active transport, injury prevention, and health promotion following the City of Red Deer’s mandate making it “the safest place to work, live, learn and play”.
- Determine potential partnerships and collaboration with representatives and interested parties within the City of Red Deer to increase active living/quality of life via increasing walkability and sharing the road.
- Obtain knowledge about ways we can achieve walkability in our neighbourhoods and how to change our existing neighbourhoods.
- Learn about the potential impacts on transportation and economic development.
- Hope to determine a way to create a priority strategy in urban planning around car culture in order to reclaim urban environment to pedestrians.
- Learn about integration strategies around walkability that will effectively engage individuals and families to be more effectively engaged in making their community more walkable.
- Learn various ideas on urban planning that exist on walkability that include improving shared space opportunities.
- Learn about promotional program ideas encouraging walkability.
- Learn techniques and developments in other communities of walkability that might be applied to our community.

APPENDICES



- Learn about the urban and suburban link and develop corridors that promote walking between destinations.
- Learn how to maintain awareness of current practices in modes of active transportation.
- Discover how to improve walkability in our community
- Develop constructive arguments to provide to individuals/groups that do not support walkability.
- Learn strategies to improve our community to encourage walkability. Ways to involve the community and to change traditional ways of thinking.
- Provide input regarding the reality of my own walkable community for destination rather than recreational walking opportunities.
- Learn ways to support individuals in advocating for change in their communities.
- Learn about and provide input for solutions to ensure inclusivity in walkability.
- Increase pedestrian facilities in downtown areas for all hours of day and night to encourage a safe vibrant community.

One of the evaluation questions was “what will you do differently as a result of attending the walkability workshop?” A summary of the responses are listed below:

- Consider the charter principles in Walk 21’s International Charter for walking and how these principles were applied in my community.
- Share information with others about possibilities and opportunities of walking in my community.
- Take action to: improve networks, try walkability demonstration projects, create a School travel plan.
- Become more active in stakeholder groups/meetings to increase walkability of/in Red Deer and schools.
- Support walkability ideas and concepts in my community with growing conviction.
- Lead by example and determine how the rest of my community feels about walkability.
- The Roadshow helped to emphasize how important walkable and small trips are.
- Be more open to ideas.
- Advocate change to how we design and plan our communities.
- Ensure the language is inclusive ensuring that language includes walkability and rollability.
- Encouraging everyone around me to look at alternate modes of transportation.



Biographies

Bronwen Thornton:

As Development Director for Walk21, Bronwen is working with communities and professionals around the world to promote walking, develop and deliver innovative projects and provide resources, tools and services to support more walking. Her current projects include advising the European Active Access project, leading the Walkability Roadshow in Alberta, Canada and delivering Making Walking Count and the International Charter for Walking to support local action, to underpin strategic directions and gain political support for walking.

Past projects such as the Walkability Roadshow Ontario, Canada in 2007 and the Canadian Walking Master Class 2009 proved a project model of policy analysis and community engagement that can genuinely support local governments to deliver real results for walking.

Prior to joining Walk21 she was the Consultancy Services Manager for Living Streets in the UK where she was responsible for developing and delivering Community Street Audits, bespoke training for local authorities and practical workshops on active transportation issues. This gives her a very hands-on understanding of walking environments and local challenges.

She is a strategic thinker and writer, expert facilitator and trainer with on-street experience of walking audits, transport design and urban planning. Originally from Australia, Bronwen now lives in the United Kingdom and loves nothing better than a muddy walk in the rain!

Dr. Rodney Tolley:

Dr. Tolley has taught and researched in the sustainable transport field at Staffordshire University for over 30 years. He has authored and edited a number of books, most notably “The Greening of Urban Transport: Planning for Walking and Cycling in Western Cities” and has published many papers over the years. He is Conference Director of Walk21, a global partnership of walking experts, and was a founder member of the Steering Group for Walk21. He provides a consultancy service to many clients in the UK and overseas including Australia and New Zealand. Through these activities he has a unique oversight of best practice in planning for walking in the UK, Europe and across the world.

Jacky Kennedy, Director, Canada Walks, Green Communities Canada (www.canadawalks.ca):

Since 1993 Jacky has worked in the non-profit sector to promote and encourage people to walk and she has worked extensively with municipalities to encourage them to create great walking environments. Jacky developed and implemented Ontario’s Active & Safe Routes to School program (in its 15th year) and is the lead on the national dissemination of School Travel Planning. Jacky has been involved in many successful, sustainable community projects: co-hosting Walk21 Toronto 2007 with the City of Toronto, the Canadian Walkability Roadshow, the Walk21 YWALK Global Youth Forum, the 2007 World Record Walk and the 2009 Walking Master Class. Jacky’s background is in project management but her children motivated her to join the environmental movement.

APPENDICES



Andrea Baker, Project Coordinator, Health Promotion, Disease and Injury Prevention, Alberta Health Services:

Andrea led the Alberta Walkability Roadshow project on behalf of Alberta Health Services. She acted as liaison between the team and the communities to facilitate the implementation of the Roadshow in each community. Andrea worked closely with communities to provide them with any support required in preparation for the Roadshow in their community. During the Roadshow Andrea represented AHS within communities and provided support to the Roadshow process. She assisted in the development of the comprehensive reports provided to each participating community. Andrea's passion for population health promotion continues in the workplace setting where she continues to positively influence modifiable risk factors for cancer and chronic disease prevention; specifically physical activity, healthy eating and healthy body weights.

Graham Matsalla, Health Promotion Facilitator Health Promotion, Disease and Injury Prevention, Alberta Health Services:

Graham has been working in health care for over nine years he has worked in the setting of communities and neighbourhoods which includes the promotion of active transportation and the adaptation to the built environment in an inclusive and accessible manor to support active living. Graham participated in the preparation of the team and the communities in the days leading up to the Roadshow. During the Roadshow Graham provided support to the team and to communities during the Roadshow process. He assisted in the development of the comprehensive reports provided to each participating community. Graham continues to support Alberta communities that wish to make their communities more walkable.



The Ross Street Experiment

A direct result from the Alberta Walkability Roadshow was a pilot project: Ross Street Experiment. The project was organized to apply the knowledge that was shared during the Alberta Walkability Roadshow and show Red Deer community members that the streets are about more than asphalt and cars.

On October 18, 2011 on Ross Street between 49 Avenue and Gaetz Avenue, The street was partially closed (down to two lanes of traffic) and the rest of the street was opened to pedestrian traffic starting at 12 p.m.

Later in the evening, a public speaking event featured international expert Gil Peñalosa of 8-80 Cities. He presented his ideas by power point on a screen that was located where traffic was blocked on the parking lane and one driving lane. Participants learned what makes great streets and left inspired on how the community can work together to create a vibrant and healthy community.

Free Parking was provided for the event at Sorensen Station Parkade so that people could park and then walk to the event itself.

The City of Red Deer turned part of the street into a lively café setting. Open to the entire public, the hope was to inspire pedestrians to experience a street that is catered to them! People were encouraged to bring a friend, have a coffee, enjoy lunch and experience some live music and step into a local store. The stores stayed open late that evening and stayed busy too! The City of Red Deer also collected feedback from participants and store owners that had businesses nearby to determine the success of the event.

Overall, the event that was attended by around 150 people was considered a success! It will be one of many more steps that Red Deer plans to take to make a more walkable community!



For more information:

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