

# STATE OF THE WALKING MOVEMENT IN CANADA:

## Survey Summary Report



**Completed for:**  
Canada Walks of Green Communities Canada

**RYERSON  
UNIVERSITY**

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## Authors:

Canada Walks of Green Communities Canada has partnered with Ryerson University to produce the *State of the Walking Movement in Canada: Survey Summary Report*. This report has been produced by a Ryerson University Graduate Studio Group within the School of Urban and Regional Planning. It has been completed by:

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# EXECUTIVE SUMMARY

There are many organizations, groups, agencies, and governments across Canada that promote and advocate for walking and/or plan for walkability. However, what practices these groups and organizations use, as well as the resources available to them, is not necessarily well known. Furthermore, there is little information on how these groups and organizations view walking and walkability practices in Canada, as well as areas in which they need assistance within their own practices.

*The State of the Walking Movement in Canada: Survey Summary Report* is the presentation of findings collected from *The State of the Walking Movement in Canada Survey*. The survey investigated the practices, resources, and needs of groups and organizations across Canada that promote walking and plan for walkability. Acquiring this information is of timely importance due to the increasing reliance on the private automobile, and increasing rates of chronic illness throughout the country, to which walking can combat.

## **Respondent Overview**

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A total of 128 complete survey responses were received from a variety of organizations. The majority of respondents represented community-based advocacy groups (23%), but a number of different organizational types responded including walking groups/clubs (18%), public health units/organizations (10%), non-profit organizations (10%), municipalities (7%), advisory committees of municipal councils (6%), professional associations (5%), and others (20%).

The majority of organizations that responded focus their walking and/or walkability-related work at the city-wide or municipality-wide level.

## **Current Practices**

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Organizations and groups throughout Canada are engaged in a variety of different promotional and/or walking related activities. The majority of respondents (78%) engage with the local media as a promotional activity. Furthermore, 71% of respondents offer informational or educational sessions as a promotional activity. According to the survey respondents, these promotional activities occur on an occasional, annual, or monthly basis.

In terms of walking related activities, the most commonly reported activity is advocating for walking infrastructure (82%), followed by advocating for beautification of the pedestrian realm (70%), and advocating for the implementation of walking supportive policies or by-laws (69%).

Organizations also indicated the presence of Master Plans. Active Transportation Master Plans are present or are in development in 40% of municipalities in which respondents are located. This is compared to Pedestrian Master Plans being present or in development in 33% of municipalities in which respondents are located.

## **Current Resources**

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A significant number of organizations indicated access to no funding (29%). For those with funding, sources varied greatly between all levels of government, partnerships, and membership fees. In terms of funds spent on walking, a considerable number of respondents (30%) reported no spending on walking in 2014, with 22% of organizations spending between \$0 and \$1,000. The median spending was found to be \$1,000. Most organizations were also found to not have paid full-time staff (56%). This was, expectedly, more common of smaller, locally based groups.

# EXECUTIVE SUMMARY

Not surprisingly then, volunteers were found to be important resources, with non-profit organizations using volunteers to the greatest extent (average number of volunteers: 494). The average number of volunteers for all organization types was 106.

Time allocated to walking-related activities was found to be varied. Most organizations either devote a relatively small amount of time (0-20% of time) or large amount of time (81-100% of time) to walking. Those who devoted a larger amount of time to walking were locally based groups with a walking-specific mandate.

## Challenges and Recommendations

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Background research on walkability planning in Canada revealed six (6) primary challenges. They are: funding; data; the built environment; collaboration and coordination; supportive/enforceable policy; and knowledge. Each challenge has been identified within survey findings. In order to advance the state of the walking movement in Canada, it is imperative that these challenges be mitigated.

A series of recommendations are provided to address the challenges faced by walking organizations. They are:

*National Collaboration:* A national collaboration of walking organizations and groups across Canada would greatly increase the importance of walking and walkability planning. This would also provide the opportunity for data and knowledge sharing, as well as allowing smaller groups to have an influence in the walking movement.

*Funding:* The exploration of funding opportunities from senior levels of government, as well as funding allocation to smaller groups would be beneficial. Other opportunities from partnerships and professional associations would also be of benefit.

*Surveying:* Walking needs to be recognized and emphasized as a mode of transportation in transportation surveying. Typically, transportation surveying focuses intensely on motorized vehicles, with limited data on pedestrian travel.

*Public Awareness:* Public knowledge is an important aspect of walkability planning and walking promotion. Increased public knowledge could assist in gaining support from partners or governmental bodies.

*Policies/Plans:* The development of Active Transportation Master Plans is effective in addressing walkability concerns in a community. Greater emphasis should be placed on the development and existence of these plans.

*Encourage Walking:* If the greater public is educated on the many benefits walking provides, there will be a higher demand and need for walkability planning. Certain organizations such as public health units and professional associations are in a unique position to encourage the public to walk as a means of improving personal health.

*Further Research:* There needs to be further research conducted surrounding public perceptions toward walking in Canada. This would aid in understanding the current culture that exists in relation to walking, as well as what the public feels is of importance when it comes to the walkability planning process.

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## Background

### Introduction

Canada Walks of Green Communities Canada (GCC) has partnered with Ryerson University to conduct important research regarding the state of the walking movement in Canada. This report is a summary of the findings collected from a Canada-wide survey of local, provincial, and national walking organizations, agencies, and municipalities that are working on walking related initiatives and planning for walkability. Findings from the survey, along with preliminary research in the form of a series of challenges facing walkability planning in Canada, are presented.

### Purpose

The primary purpose of the Canada-wide survey is to gain an understanding of what is being done to plan for and promote walking, by whom, and within what capacity. The survey is to provide Canada Walks and other agencies, organizations, governments, and the public with valuable information regarding current walking practices in Canada, as well as to help stimulate progress towards a more walkable future.

### Project Overview

As outlined, the basis of this survey is to provide Canada Walks and others with valuable information regarding walking and walkability related planning and promotion. To achieve this, the survey follows a similar initiative undertaken by America Walks in the United States, whose objective was to document existing organizations involved in the U.S. walking movement.<sup>1</sup> The results from the U.S. initiative presented the opportunity for a national collaboration on walking initiatives.

Policy and case study analyses were also conducted to examine walking initiatives within different levels of government, walking organizations, and non-governmental organizations. This helps provide a background to inform recommendations.

### Scope

The scope of the survey was Canada-wide and included perspectives from the following types of organizations:

- Local and Provincial Governments;
- Non-Governmental Organizations;
- Non-Profit and For-Profit Corporations;
- Registered Charities; and

<sup>1</sup> America Walks (2014). "Local Walking Advocacy Organizations in the United States: 2014 Survey Report". America Walks. Retrieved from: <http://origin.library.constantcontact.com/download/get/file/1101645522588-366/Local-Walking-Advocacy-Survey.pdf>

- Clubs and Associations.

A comprehensive survey of a sufficiently large representative group of organizations that advocate for walking, or are involved in walkability planning, was conducted to provide a thorough understanding of the state of the walking movement in Canada. An overview of the survey respondents is provided in the **Respondent Overview** chapter.

## Importance of Walking

Walking is the most common and most accessible form of transportation. However, the post-World War II era has shifted the focus of transportation planning in North America towards the personal automobile. This has created environments where driving is the primary, and often only effective, means of personal mobility. An urban landscape of low-density suburban developments, high-speed arterial roads, and highway systems, has assisted in the increased reliance on motorized travel. Consequences of this mobility paradigm, which include reduced livability, road congestion, and environmental degradation, have become major problems facing society today. This presents an opportune time to promote a return to walking as an effective form of utilitarian and recreational transportation.

The emergence of walking in Canada as a more functional and widely utilized form of travel is still in its infancy, with many municipalities only recently adding walkability to their land-use planning considerations. As such, there exists large potential to increase walking rates in Canada. The 2014 RBC-Pembina Home Location Preference Survey found that 81% of homebuyers prefer walkable, transit-friendly neighbourhoods compared with car-dependent locations. This research shows that there is a latent demand for walk friendly communities.<sup>2</sup> Encouraging walking and more walkable environments may produce the following benefits to Canadian communities:

- Health;
- Environment;
- Mobility;
- Social well-being; and
- Safety.

With much to gain through promoting walking and walkable communities, efforts should continue to be made to encourage the movement's development and growth.

<sup>2</sup> Burda, C., & Haines, G. (2012). "RBC-Pembina Home Location Study". Royal Bank of Canada, The Pembina Foundation, and the Pembina Institute. Retrieved from: <http://www.pembina.org/reports/rbc-pembina-home-location-study.pdf>

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## About Canada Walks, Green Communities Canada

The findings presented within this report serve the purpose of assisting Canada Walks and Green Communities Canada (GCC) with their initiatives to advance the walking movement in Canada.

### Green Communities Canada

GCC is a national association of community organizations that help Canadians go ‘green’ through their goals of improving the health of communities, conserving resources for future generations, and reducing pollution. It was founded in Ontario in 1995 and by 1999 had expanded to other provinces, becoming a national player in improving the health of Canadians.<sup>3</sup>

GCC’s established model of independent community-based organizations, partnerships, and programs helps reflect the unique local needs and opportunities within individual communities. This has helped ensure the continued success towards achieving its goals and mission of a green and healthy future for all Canadians. Today, GCC has more than two dozen member organizations located in cities and towns in every region of the country, with combined annual revenues of \$24 million, 600 employees, and more than 2000 volunteers.<sup>4</sup>

### Canada Walks

Canada Walks was launched in 2009 as a division of GCC that brings together a diverse group of projects focused on promoting walking and walkable communities. The idea for Canada Walks was born out of the growing demand for knowledge, expertise, and networks from organizations and communities across Canada. Canada Walks aims to showcase best practices in walkable communities using inspiring examples from Canada and around the world.<sup>5</sup>

Canada Walks seeks to create communities in which active transportation is safe, practical, and inviting. Within this strategic vision, activities are organized both at the national level, and within Ontario. Canada Walks aims to be able to reach out and engage multi-sectoral partners who share a common goal of creating a culture of walking in Canada.

## Current Challenges Facing Walking and Walkability Planning in Canada

There are a number of challenges associated with the process of planning for walkable communities in Canada. Based on background case study research, six (6) primary challenges were identified prior to conducting the survey. Each of the identified challenges has also surfaced within findings from the Canada-wide survey. They include:

<sup>3</sup> Green Communities Canada (2015). *Our story*. Retrieved from: <http://greencommunitiescanada.org/about-us/our-story/>

<sup>4</sup> Green Communities Canada (2015). “Our mission: A green and healthy future for all”. Retrieved from: <http://greencommunitiescanada.org/about-us/>

<sup>5</sup> Canada Walks (2015). “About us”. Retrieved from: <http://www.canadawalks.ca/aboutus.asp>

1. Funding;
2. Data;
3. Built Environment;
4. Supportive and/or enforceable policy;
5. Collaboration and coordination; and
6. Knowledge.

A brief summary of each challenge and its potential impact on the planning process is outlined below:

**Funding** – If walking infrastructure or community improvements are not secured through proposed development, it becomes the responsibility of the municipality, or a community partnership between various organizations and agencies, to fund such infrastructure or improvements. There are a number of grants and funding options available, with grants being provided from all levels of government, in addition to funding options such as partnerships or membership fees. However, obtaining funding for walking can be a challenge without significant community and/or political mobilization. Furthermore, since many municipal matters often take priority over walking infrastructure, walkability can oftentimes be neglected when it comes to municipal funding.<sup>6</sup>

**Data** – Identifying prevalent trip patterns, as well as trip origins and destinations, is an important aspect of planning for walking improvements. Unfortunately, active transportation data is often not as robust as motorized traffic data,<sup>7</sup> which creates a significant challenge in exploring and understanding walking needs in Canadian communities. This data challenge also extends to the availability of successful and applicable walkability planning practices that may have occurred elsewhere in Canada. This information can be hard to obtain or apply across jurisdictions. This is due to the fragmented existence of successful practices across the country.

**Built Environment** – The built environment common across Canada includes relatively sprawled suburban communities.<sup>8</sup> These communities make walking a difficult and disadvantageous mode of travel for means other than recreation when compared to the private automobile. Challenges therefore exist in increasing rates of walking in areas where walking is not a favoured or effective mode of transportation.

<sup>6</sup> Transport Canada (2011). “Active Transportation in Canada: a resource and planning guide”. Transport Canada, EcoPlan International. Retrieved from: <http://www.tc.gc.ca/media/documents/programs/atge.pdf>

<sup>7</sup> Litman, Todd (2015). “Evaluating Active Transport Benefits and Costs: Guide to Valuing Walking and Cycling Improvements and Encouragement Programs”. Victoria Transport Policy Institute. Retrieved from: <http://www.vtpi.org/nmt-tdm.pdf>

<sup>8</sup> Transport Canada (2011). “Active Transportation in Canada: a resource and planning guide”. Transport Canada, EcoPlan International. Retrieved from: <http://www.tc.gc.ca/media/documents/programs/atge.pdf>

**Supportive and/or Enforceable Policy** – The presence of walking supportive policies can further emphasize the importance of planning for walking and walkability. Whether these policies are in the form of municipal documents such as Active Transportation Master Plans, Pedestrian Masters Plans, or provincial/territorial level documents, their presence adds the requirement that walking be a key consideration in planning matters. The absence of these policies creates a challenge in achieving the municipal or provincial/territorial planning goal of creating a walk friendly community.

**Collaboration and Coordination** – Planning for walking and walkability is often initiated at the community level, where access to funding, knowledge, and expertise may be limited. Collaborating and coordinating with other levels of government or agencies and organizations that have the needed resources may make the difference between successfully and unsuccessfully implemented walking initiatives. Active transportation planning requires multi-disciplinary coordination.<sup>9</sup> Knowing where to go, and who to talk to, can be a challenge facing communities seeking to improve walkability.

**Knowledge** – It is important that the involved parties are appropriately knowledgeable when aiming to improve walkability. This includes the importance of walking to maintain a healthy lifestyle, and the process to implement a policy change, or an infrastructure change. This knowledge might be limited and poses a challenge to improving the state of walking.

## Methodology

The primary directive of GCC was to conduct *The State of the Walking Movement in Canada Survey*. This section will discuss the methodology used to complete the survey and present the findings.

### Creation and Organization of the Contact List

To attain an appropriate representative sample size, it was necessary to identify a range of organizations across Canada. This included different levels of governments, as well as non-profit and for-profit organizations with a diverse geographic focus. Two ‘waves’ of contact lists were created from research conducted on well-known groups that advocate and plan for walking. In some instances, contact information was collected by personally contacting organizations by phone or email. Organizations were also asked if they could identify other similar organizations that would be appropriate for the survey.

### Creation of the Online Survey

Questions within the survey focused on information about organizations (e.g. type, resources, focus of activities) and walking/walkability-related interests of organizations (e.g. why they are interested, levels of interest in future potential collaborative initiatives), as well as what assistance would be most beneficial to organizations. For ease and accessibility, the survey

<sup>9</sup> Public Health Agency of Canada (2014). “Mobilizing Knowledge on Active Transportation: Project Briefing and Highlight Sheets”. Ottawa: Public Health Agency of Canada. Retrieved from: <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/assets/pdfs/mkat-eng.pdf>

was uploaded to Survey Monkey, which is an online survey distribution and collection website. This allowed for efficient implementation, and the results could be compiled electronically in one location.

*The State of the Walking Movement in Canada Survey* can be viewed in **Appendix A – The State of Walking Movement in Canada Survey**.

### Survey Distribution

An email was drafted and reviewed by Canada Walks before being forwarded to all potential participants. The purpose of this email was to succinctly describe the project, including who it was for, and the importance of the survey responses. The survey commenced on February 9<sup>th</sup>, 2015 and ended on February 27<sup>th</sup>, 2015. The first ‘wave’ of contacts was reached on February 9<sup>th</sup>, 2015 while the second ‘wave’ was reached on February 12<sup>th</sup>, 2015.

### Response Dataset

Survey response data were screened to ensure that only a single response was included for each organization where multiple responses were received. Responses that included the same organization name (survey question 1) and postal-codes (survey question 3) were manually identified, and multiples were discarded based on position seniority of the survey respondent within the organization (survey question 4). This means the first survey response from a duplicate organization was the response included in the analysis.

Responses were coded to facilitate summarization and analysis. This involved assigning numeric values to provided response options, as well as assigning numeric values to recurring open-ended responses where applicable. In survey question 2, for example, options for organization types were assigned values (e.g. “Community-based Advocacy Group” corresponded with “1”, “Walking Group/Club” corresponded with “2”, etc.) as well as common “Other” responses filtered out from the “Comments” section (e.g. Municipalities corresponded with “6” and non-profit organizations corresponded with “7”).

### Response Summarization

Data was then summarized into tables for each question, representing the entire dataset. This included absolute numbers of responses for each question option in addition to the percentage of total responses each option represented. For questions with open-ended numeric responses, minimums, maximums, and averages were used to summarize the data. For survey questions 12 and 13, where various frequencies were provided as options (ranging from “Daily” to “Never” or “Always” to “Never”), responses were further summarized into binary responses (“No” corresponding with “Never” and “Yes” corresponding with all other responses).

The data were further summarized into two sets of tables that separated responses by organizational type (survey question 2) or geographic focus (survey question 5) in order to facilitate identification of trends and compare data associated with these organizational identifiers. Non-numeric, open-ended question responses that could not be coded were summarized by common themes.

# RESPONDENT OVERVIEW

## Respondent Overview

### Introduction

This chapter will present an overview of who responded to *The State of the Walking Movement in Canada Survey*. Included is an overview of the types of organizations that responded, the geographic scales of focus, as well as the primary reasons for being involved in walking advocacy or planning. A complete list of the survey respondents is shown in **Appendix B – Survey Respondent List**.

### Responder Positions and Location

A total of 128 complete survey responses were received from individuals of various roles within organizations. This is broken down as follows:

- 35% paid staff;
- 25% executive directors;
- 18% other;
- 15% volunteers; and
- 7% board members.

While not a comprehensive list of all organizations relating to walking/walkability, the received responses provide a sufficiently large representative sample size and geographic spread from nine (9) provinces and two (2) territories. The locations of the respondents within Canada are displayed in **Figure 1**.

**Figure 1: Respondent Locations**

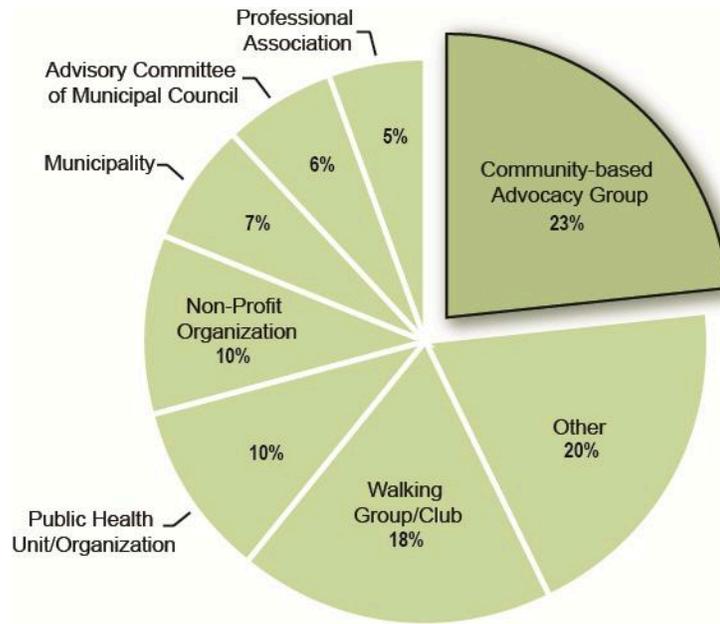


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## Organization Types

One of the initial survey questions asked respondents to identify the type of organization they represent. This question aims to identify the various types of organizations, as well as the more prevalent types of organizations that are currently advocating for and/or planning for walking and walkability in Canada. Results are displayed in **Figure 2**.

**Figure 2: Organization Types**

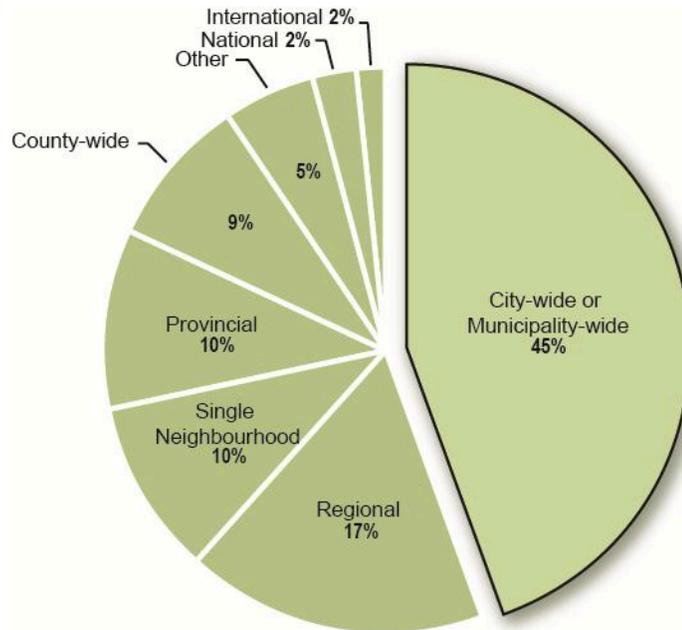


Most respondents identified their organization type as a community-based advocacy group (23%), however a wide range of other organizational types responded, including walking groups/clubs (18%), non-profit organizations (10%) and municipalities (7%).

## Areas of Geographic Focus

The majority of organizational types identified their geographic focus at the city-wide or municipal-wide level (45%), with the exception of professional associations that primarily worked at a provincial-level (43%). The results are summarized in **Figure 3**.

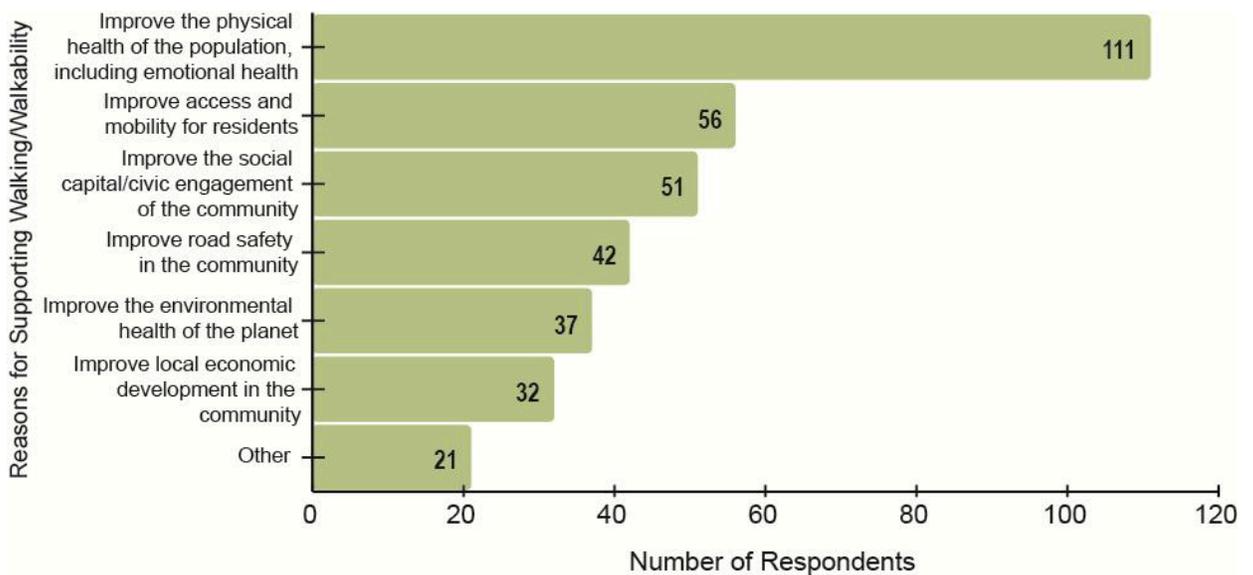
**Figure 3: Geographic Focus**



**Reasons for Supporting Walking/Walkability**

Survey respondents were asked to identify the top three reasons as to why they, along with their respective organization, support walking/walkability (survey question 11). These results are displayed below in **Figure 4**.

**Figure 4: Reasons for Supporting Walking/Walkability**



Introduction

Background

A majority of organizations identified improving the physical and emotional health of the population as the primary reason for supporting walking/walkability. This was followed by improving access and mobility for residents. There was minimal variation across organizational types with regard to reasons identified for supporting and/or advocating for walking.

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# CURRENT PRACTICES

## Current Practices

### Introduction

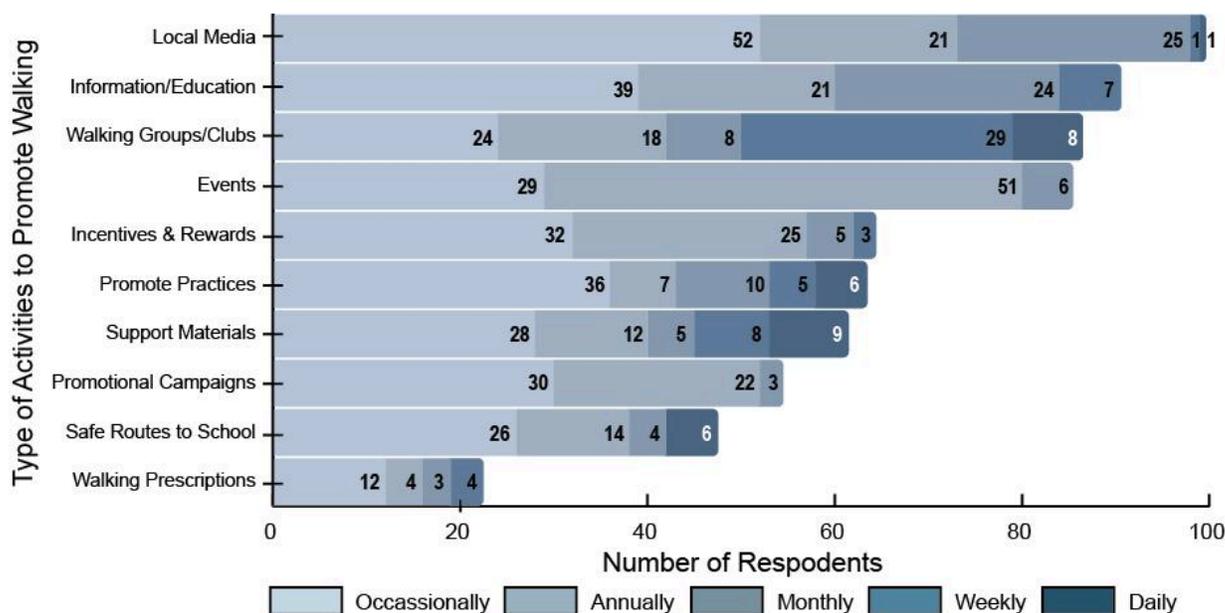
This chapter will present an overview of the types of activities and promotional practices respondents are engaged in. Findings are presented regarding policy, infrastructure, or other successfully implemented walking-related projects.

### Promotional Activities

Respondents were asked to identify the various types of promotional activities they engage in on an occasional, annual, monthly, weekly, or daily basis (survey question 12). Results are displayed below in **Figure 5**. The activities that could be selected in survey question 12 included:

- Walking Groups or Clubs;
- Incentives and rewards, such as walker discounts, special recognition, t-shirts, and water bottles;
- Events, such as open streets, ciclovias, Mayor’s Walks, or walking challenges;
- Promotional Campaigns, such as “Park the car, it’s not that far”;
- Informational and educational sessions, meetings or events;
- Walking prescriptions;
- Support materials, such as pedometers, walking poles, or apps;
- Organizing and implementing Safe Routes to School programs;
- Promote organizational practices, such as walking meetings; and
- Engage with local media, e.g. newspaper articles, radio PSAs, etc.

**Figure 5: Respondent Promotional Activities**



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The practiced promotional activity most reported in the survey was engaging with local media. A total of 100 survey respondents (78%) engage with local media as part of their promotional efforts. This is widespread throughout most organization types, with six (6) out of seven (7) organization types identifying engaging with the local media as the most practiced promotional activity.

Outreach through informational and educational sessions and/or meetings were identified by 91 respondents (71%) as a popular promotional activity. Other promotional activities commonly practiced by organizations included: other events (such as open streets, ciclovias, Mayor's Walks, or walking challenges) which represent 86 respondents (67%); and walking groups and/or clubs practiced by 87 respondents (68%). The majority of respondents indicated practicing the activities on an occasional, annual, or monthly basis.

**Example of Promotional Activity (Public Health Unit/Organization):**

"We focus on community level initiatives rather than individual level initiatives. We provide pedometers through all libraries in Halton. This has been in place since 2009 and runs itself now."

**Example of Promotional Activity (Student Walking Club):**

"We run hiking trips every month or so, and the hiking exec attends weekly exec meetings and reports"

The types of promotional activities reported by the respondents mostly matched with their respective organization's purpose and scope. For example, 87% of walking groups identified walking groups and/or clubs as a practiced activity. Both professional organizations and public health units/organizations indicated providing informational or educational sessions (100% and 92% respectively); however, a wide variety of activities are practiced by Canadian organizations overall.

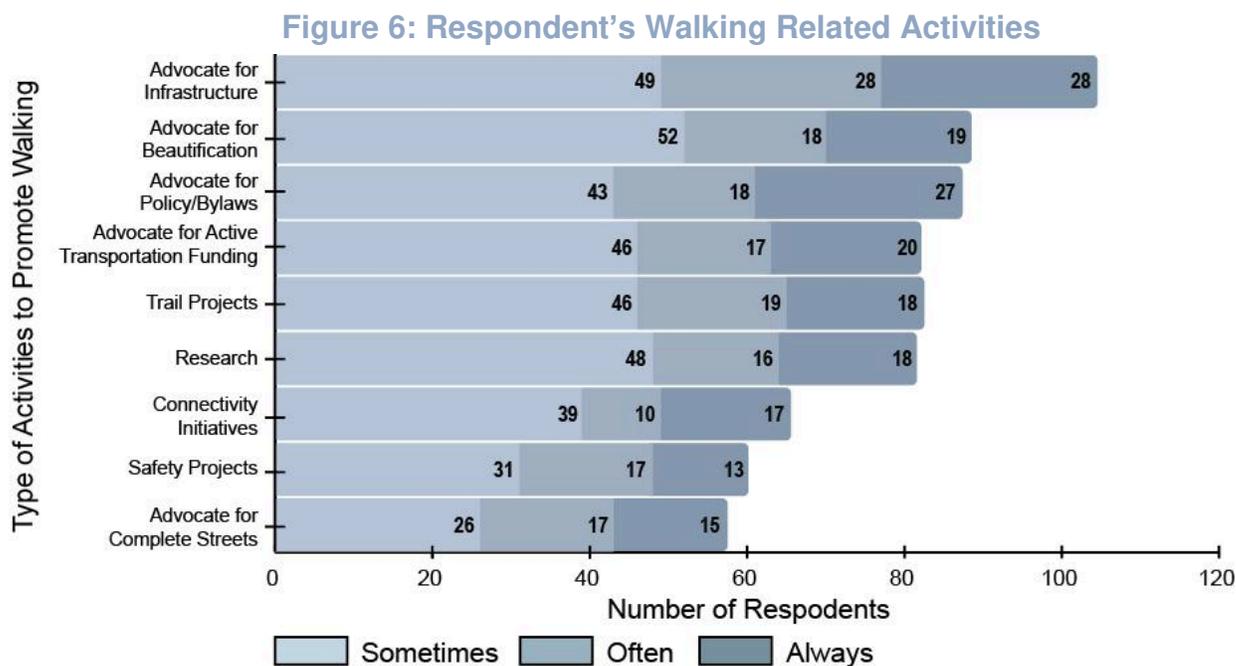
## Walking Related Activities

Aside from promotional activities, there are other activities organizations can perform to advocate for or support walking and/or walkability. Survey respondents were asked to identify what types of walking related activities in which they engage (survey question 13). This involved indicating the frequency the activities are practiced. The following list of activities was provided in survey question 13 as options:

- Advocating for pedestrian infrastructure, such as sidewalks, trails, pathways, safe crosswalks;
- Advocating for active transportation funding;
- Advocating for or implementing policies and by-laws that support walking and walkability;
- Advocating for or implementing beautification projects to enhance the walking environment;
- Implementing safety projects, such as Crime Prevention Through Environmental Design (CPTED), traffic calming, speeds reduction initiatives;

- Implementing social marketing campaigns to promote walking;
- Planning or implementing connectivity initiatives, such as bridges or alleyways;
- Planning or implementing trail related projects; and
- Advocating for Complete Streets policies.

The results are displayed below in **Figure 6**.



Of the walking related activities in the survey, the most prevalent is advocating for walking infrastructure additions or improvements. A total of 105 respondents (82%) indicated they engage in advocating for infrastructure additions or improvements. This was common across most of the organization types.

Other popular walkability related activities of note included advocating for and/or implementing beautification projects to enhance the walking environment, with 89 respondents (70%) engaging in this activity. Advocating for and/or implementing policies and by-laws that support walking and walkability was selected by 88 respondents (69%).

### Pedestrian, Bicycle, & Active Transportation Master Plans

An indicator of what is currently being accomplished in the realm of policy is to inquire what policies and/or strategic plans currently exist to guide and encourage increased walking and improved walkability. These policies and/or strategic plans can include:

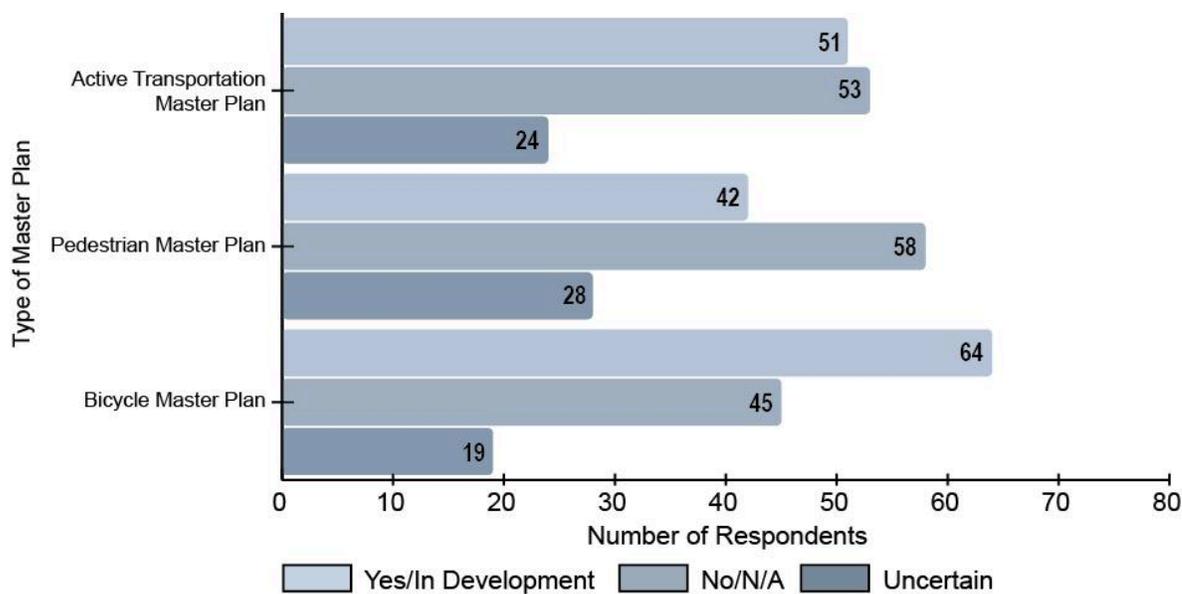
- Pedestrian Master Plans;

- Bicycle Master Plans; and
- Active Transportation Master Plans.

The content of these plans can include strategies, guidelines, and/or recommendations that directly target travel patterns or infrastructure in a given jurisdiction. These types of Master Plans exist at the municipal level.

Respondents were asked to identify which of the three types of Master Plans exist in their locality (survey question 6). They were given the option to select, individually, whether each of the Master Plans exist, are in development, do not exist, are uncertain if they exist, or are not applicable. Results can be seen in **Figure 7**.

**Figure 7: Status of Active Transportation Master Plans**



Findings indicate that while some respondents did identify Pedestrian Master Plans either existing or in development in their respective locality, Bicycle Master Plans were more prevalent. A total of 64 respondents (50%) indicated that either a Bicycle Master Plan is in place or in development compared to 42 respondents (33%) reporting the same for Pedestrian Master Plans.

### Policy/Project Accomplishments

Respondents were asked to comment on their organization’s most successful policy/project accomplishment involving a focus on improving walkability (survey question 14). Comments varied, but general themes were identified. These included:

- Trail protection and improvements;
- Built environment and the connectivity of walking paths;

- Advocacy and engagement; and
- Collaboration with government for policy implementation.

In terms of built environment and/or policy accomplishments, specific accomplishments included implementing 'Complete Street' guidelines into local Transportation Master Plans, and engaging respective municipalities in ensuring new developments connect trails and sidewalks. Organizations commented on their success in participating in Active Transportation Master Plans, focus groups to update Active Transportation Master Plans, and getting active transportation policies into their local Municipal Plans.

For advocacy and engagement, many groups indicated the successful implementation of walking events. These events are suggested as helping to increase walking policy support from respective municipalities within Active Transportation Master Plans. Groups commented that their advocacy also targets specific groups, such as commuters, seniors, and school children to encourage and educate them on the benefits of walking through sustainable transportation, Nordic pole walking, and school walking buddies.

**Example of Successful Policy/Project Accomplishment (Walking Group/Club):**

"Getting the municipality on board to change their policy on sub-division development to ensure trail systems connect sidewalks. Having the municipality realize the importance of having trail/sidewalks that have connectivity throughout the community."

**Example of Successful Policy/Project Accomplishment (Public Health Unit/Organization):**

"The community developing a Complete Streets policy and guidelines; incorporation of active transportation items within a community's Official Community Plan (policy objectives, etc.)"

Additionally, 14% of respondents did not answer or commented that they have no policy/project accomplishments. For those who responded this way, they reported that their organizations are newly established and have not had time to organize themselves to complete any policy/project contributions to improve walkability. Others noted that they do not engage in policy work or are not allowed to. Finally, some groups indicated that they have not completed any policy/project accomplishments or were unsure if their organization has any notable policy/project accomplishments. Reasons provided included: their organization is loosely based; has recently formed; or is not directed towards walking and walkability.

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# **CURRENT RESOURCES**

## Current Resources

### Introduction

While understanding the practices of various agencies, organizations, and groups across Canada is important in evaluating the state of the walking movement, equally important is understanding what resources exist. Resources can be in the form of funding, time, as well as staffing and volunteers. The availability of adequate resources will allow those involved in walking related advocacy and/or planning to sufficiently deliver the previously identified activities as effectively as possible.

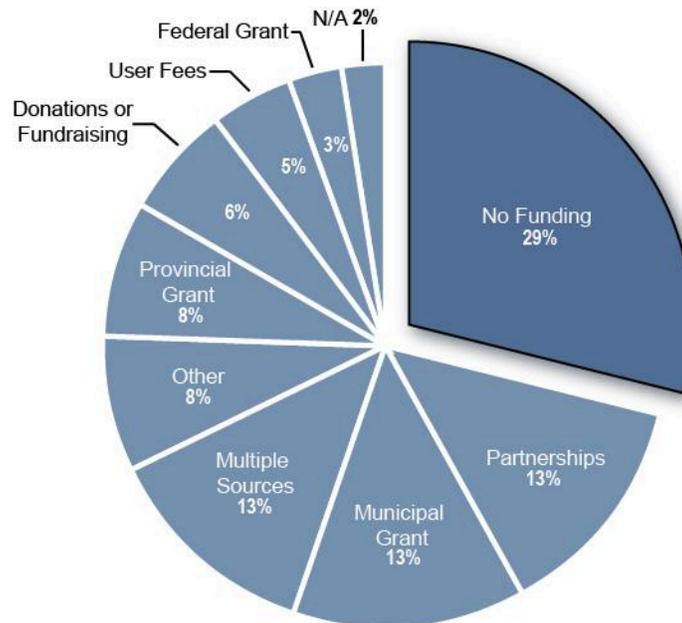
This chapter summarises findings from *The State of the Walking Movement in Canada Survey* regarding funding, staffing, and time allocation.

### Funding Sources

Survey respondents were asked to comment on sources of funding, and were not limited in what sources could be indicated (survey question 8a). The findings presented in **Figure 8**, provide a sense of available funding, where monetary support for walking initiatives originates, and for what specific purpose money is being allocated.

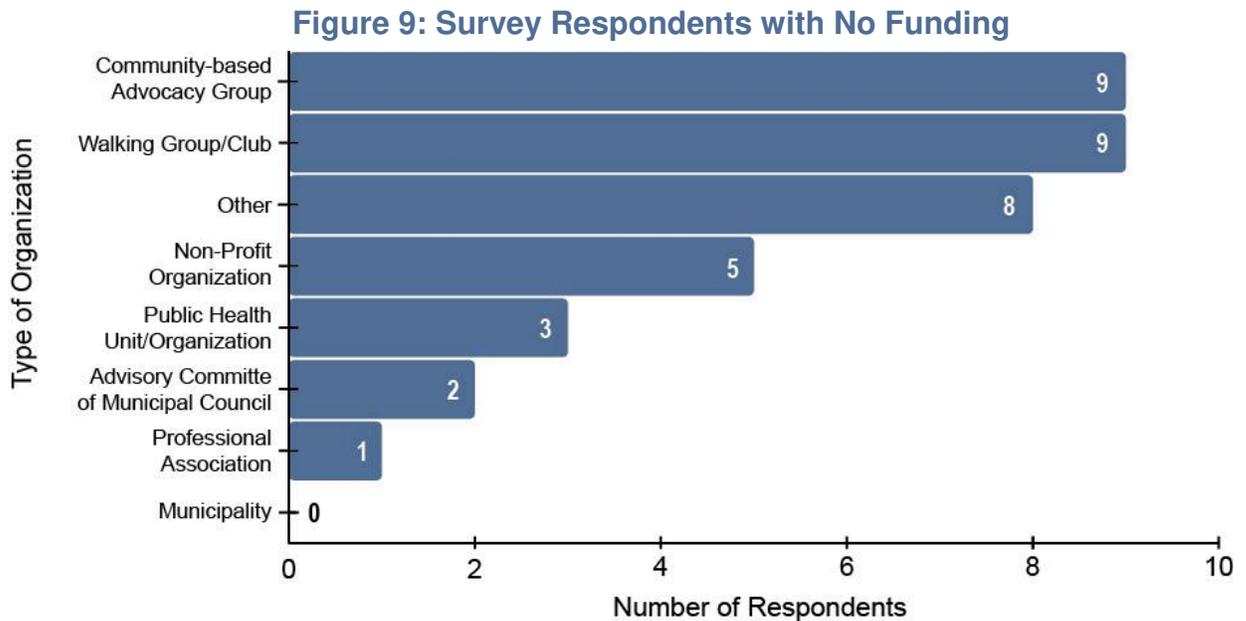
**Figure 8: Survey Respondent Funding Sources**

#### No Funding



A total of 37 respondents reported having no funding to run their programming. This includes 39% of walking groups, 30% of community advocacy groups, and 38% of non-profit organizations. This is an important finding since some organizations lack funding sources, thus

rely on alternative means for promoting walking programs and initiatives. The respondent organizations that indicated they have no access to funding are shown in **Figure 9**.



### National Funding

Funding from national sources was indicated as being either federally supported or organized by nation-wide organizations to improve walking across Canada. A total of 13 national funding sources were referenced, with the majority of these funds granted for health promotion or new walking infrastructure. Funding sources include the Federal Gas Tax Fund (GTF), Healthy Canada by Design Grant (CLASP), and the Federation of Canadian Municipalities (FCM) Municipal Green Fund.

### Provincial/Territorial Grants

The majority of respondents with funding (37) made reference to provincial/territorial funding. The majority of these funds were granted for community health and wellbeing, or for walkability and active transportation improvements throughout their respective province/territory. Identified sources include Alberta Choosewell Seed Grant, Alberta Ever Active, Alberta Tourism Park Grant, Active Living Grant, Ontario Healthy Communities Fund, Ontario Trillium Funds, Manitoba Small Communities Active Transport Grant, Nova Scotia Move Grant, Healthy Communities Partnership Fund, Alberta Municipal Sustainability Initiative, and North West Territory Sport and Recreation Council Fund.

### Local Grants

Funding from local initiatives was indicated as being either municipal or corporate. Additionally, some respondents indicated community support as a funding source. A total of 14 local funding sources were referenced, including: business improvement areas (BIAs); municipalities; municipal photo radar reserve funds; casinos; and community wellness coalitions.

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### In-Kind Contributions

In order to better understand what kinds of non-tangible support organizations are receiving, respondents were asked about in-kind support (survey question 8c). A total of 78 respondents either did not answer the question or indicated no in-kind support. Eight (8) respondents indicated receiving monetary in-kind contributions. These contributions ranged from annual donations, estate bequests, private foundations, contributions from local businesses, BIAs, and casino contributions.

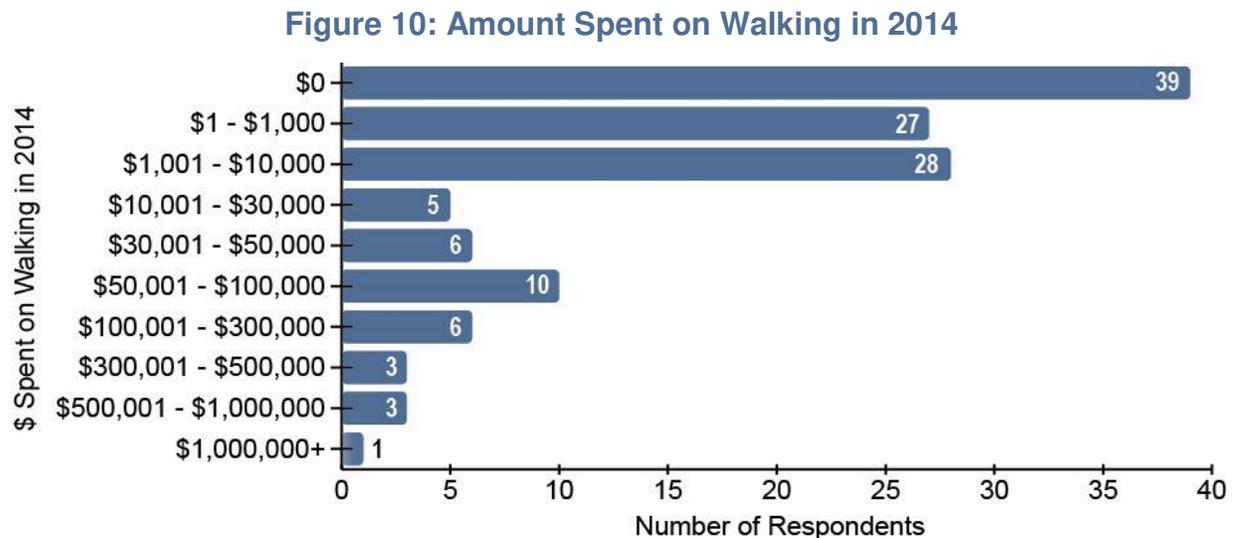
### Non-Monetary In-Kind Contributions

Non-monetary contribution responses accounted for 40 organizations. These respondents described contributions for which there was no transfer of currency between agencies and contributors (survey question 8c). These contributions included: free use of schools; building or rental space; utility costs; volunteered time and labour; advertising; creative expertise for logo creation; graphic design work,; printing costs; event prize incentives; and books; and maps.

**Example of Non-Monetary In-Kind Contribution (Walking Group/Club):**  
 “We have no grants, however the local High School has waived rental fees for this program. The program is free for all participants”

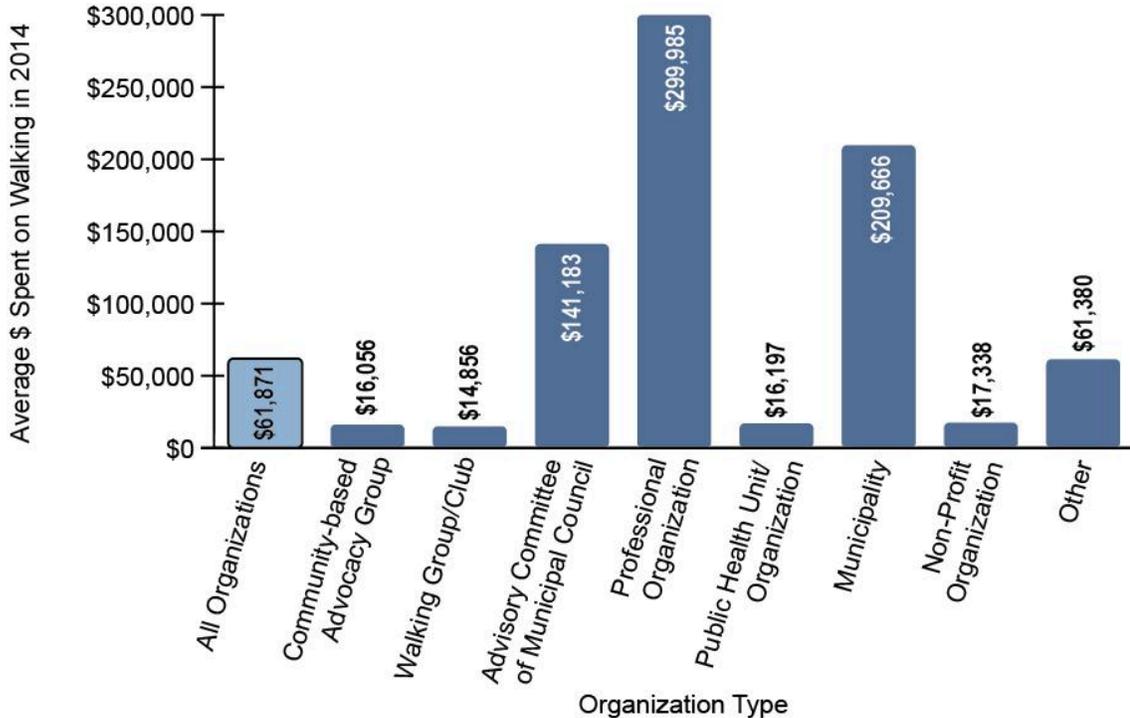
### Funding Allocation

Respondents were also asked to estimate the amount of funds they directly allocated toward walking related initiatives in 2014 (survey question 8b). **Figure 10** shows the amount spent on walking in 2014 by the number of respondents, while the average amount spent by the various organization types is presented in **Figure 11**.



A majority of respondents (66, or 52%) indicated that they spent less than \$1,000 on walking related projects in 2014. A total of 39 respondents (30%) answered no funding was spent directly on walking in 2014. The next most-reported funding allocation category was spending in the range of \$1,001 to \$10,000, with a total of 28 respondents (22%) indicating this level of spending. A total of 34 respondents (27%) indicated spending above \$10,000 on walking related programming in 2014.

**Figure 11: Average Amount Spent on Walking in 2014**

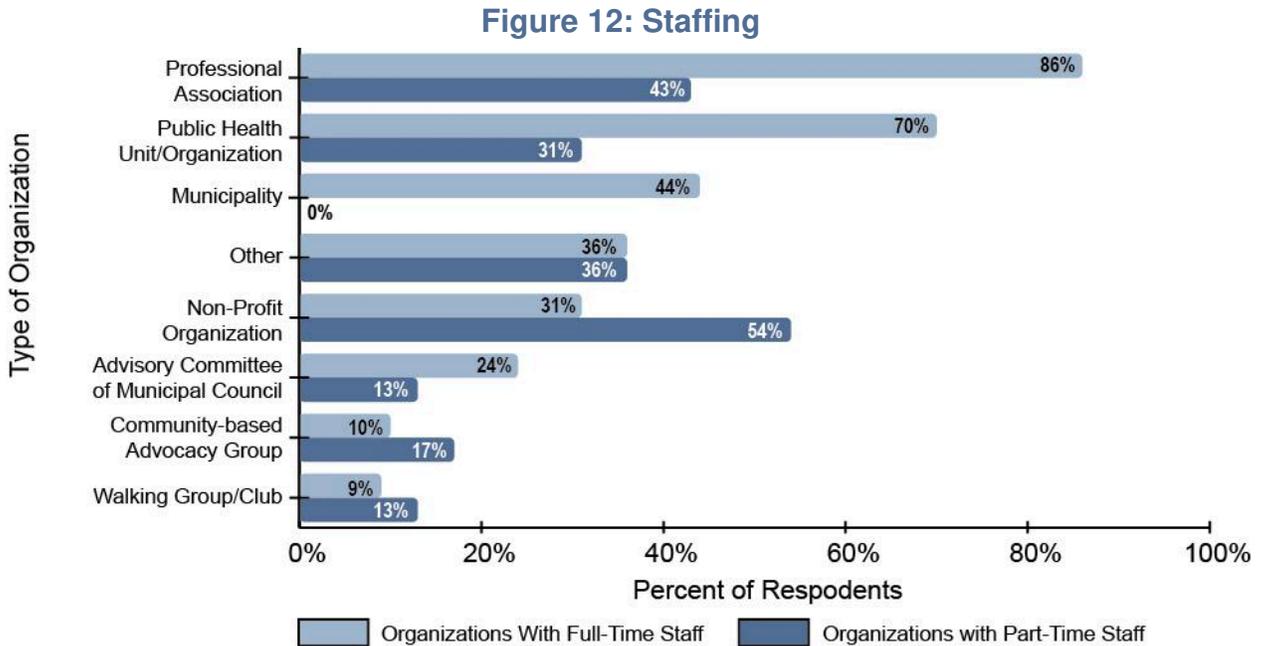


The average amount spent on walking in 2014 by all organization types was \$61,871 (Figure 11). However, this is inflated by outlier groups that spent larger amounts on walking than the identified average. Median spending was found to be \$1,000. The organization types with the highest average of funds spent on walking initiatives were professional associations and municipalities. Public health units/organizations, walking groups/clubs, community-based advocacy groups, and non-profit organizations had the lowest average of funding allowance. As expected, larger groups with larger areas of focus and more access to funding were found to spend more on walking related programming in 2014.

## Staffing

To understand how various organizations structure their staffing, respondents were asked to indicate whether or not their organization or group has both paid full-time and/or part-time staff. Respondents were also asked to estimate the number of paid staff members within their

organization (survey question 7). Results regarding staffing in terms of paid full-time and paid part-time staff are displayed in **Figure 12**.



The majority (56%) of respondents indicated that their organization or group does not have paid full-time staff in their employ. Community-based advocacy groups, walking clubs, and advisory committees of municipal councils comprised the majority. Professional associations, public health organizations, and municipalities have full-time paid staff in the majority of their respective operations. These organizations also reported receiving high amounts of funding, which perhaps allows for the support of full-time employees..

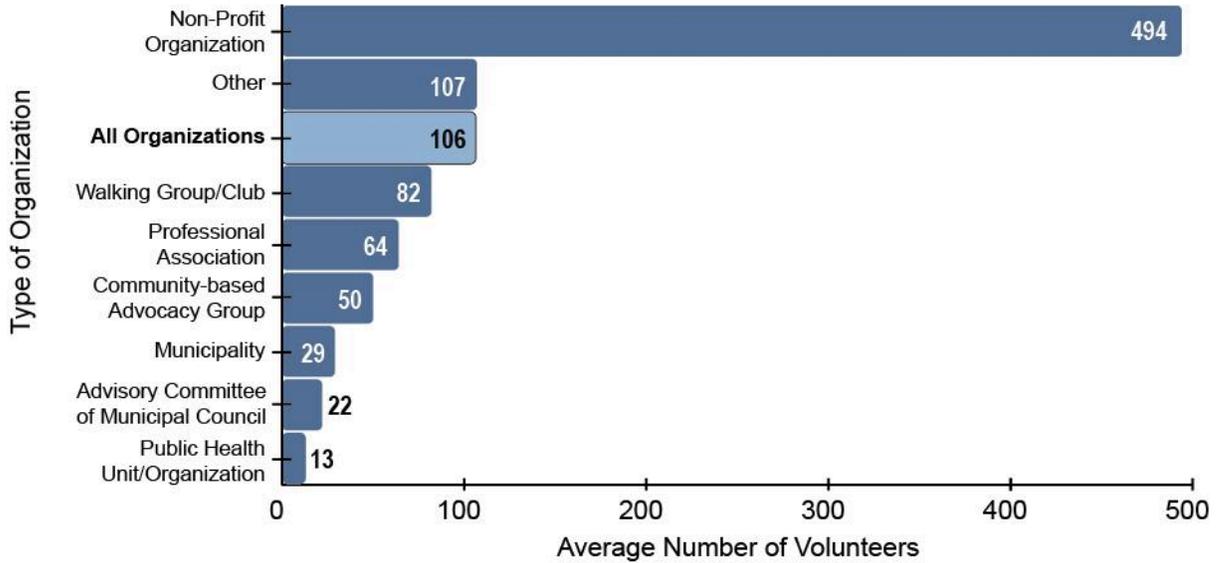
Community-based advocacy groups, walking clubs, and advisory committees of municipal councils had the lowest part-time employment levels reported. Surprisingly, there were a high proportion of “Not-Applicable” responses for part-time staff of professional associations, public health organizations, and municipalities. Non-profit organization respondents indicated that roughly half of their employees are in part-time service, with the majority of the remaining staff representing non-paid staff.

### Volunteers

Aside from paid staff, seeking assistance from volunteers is an option available to many organizations and groups that advocate and/or plan for walking and walkability. This provides groups the opportunity to increase staffing resources when adequate funding is not available. Survey respondents were asked to estimate the number of volunteers their organization has, in addition to the skills and knowledge volunteers provide (survey questions 9a, 9b, and 9c).

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**Figure 13: Average Volunteers**



Responses from the survey (**Figure 13**) highlight the important role volunteers play in the promotion and advancement of walking initiatives. Volunteers are a valuable resource with a majority (78%) of organizations utilizing their contributions. This included event coordination, fundraising, and community engagement. Utilizing volunteers ultimately allows organizations facing funding constraints to extend their impact on walking initiatives and programs beyond what would have otherwise been possible.

**Example of Volunteer Activities (Community-based Advocacy Group):**

“Organizing walking on their trails, with maybe some incorporated activities while walking.”

**Example of Volunteer Activities (Fitness Leader Certifier):**

“They serve as champions in the community by being active and walking, promoting our walking certification - active living facilitators.”

**Example of Volunteer Skills (Trail Association):**

“A great depth of knowledge and experience: project management, lawyers, accountants, marketing, communication, finance, fundraising, engineering, professors, GIS, etc.”

The average number of volunteers for all respondents was 106, which was above the average numbers of paid staff in these organizations. It is evident that non-profit organizations utilize volunteers to the largest extent. The average number of volunteers utilized by non-profit organizations is 494. Other organizations, such as community-based advocacy groups and walking clubs/groups, appear to rely heavily on volunteers as well. However, smaller organizations or groups likely cannot effectively recruit or utilize volunteers to the same extent as larger organizations; for example, the Heart & Stroke Foundation indicated the use of 6000 volunteers. Other organizations such as municipalities and public health units, as mentioned

previously, have comparably higher budgets, and can accommodate a larger proportion of paid staff.

### Time Allocation to Walking/Walkability

In addition to staffing, respondents also provided information about the time spent on walking related initiatives in comparison to cycling related programming (survey question 10). Common time allocation toward walking initiatives for all organization types fell on both ends of the spectrum, with 54 respondents (42%) selecting 0-20% of time allocated toward walking, and 40 respondents (31%) selecting 81-100% of time allocation toward walking. Additionally, 7 respondents (5%) selected “Not-Applicable”. This suggests these organizations are not in a position to directly allocate time to walking initiatives or walkability planning.

Figure 14: Time Allocation on Walking/Walkability

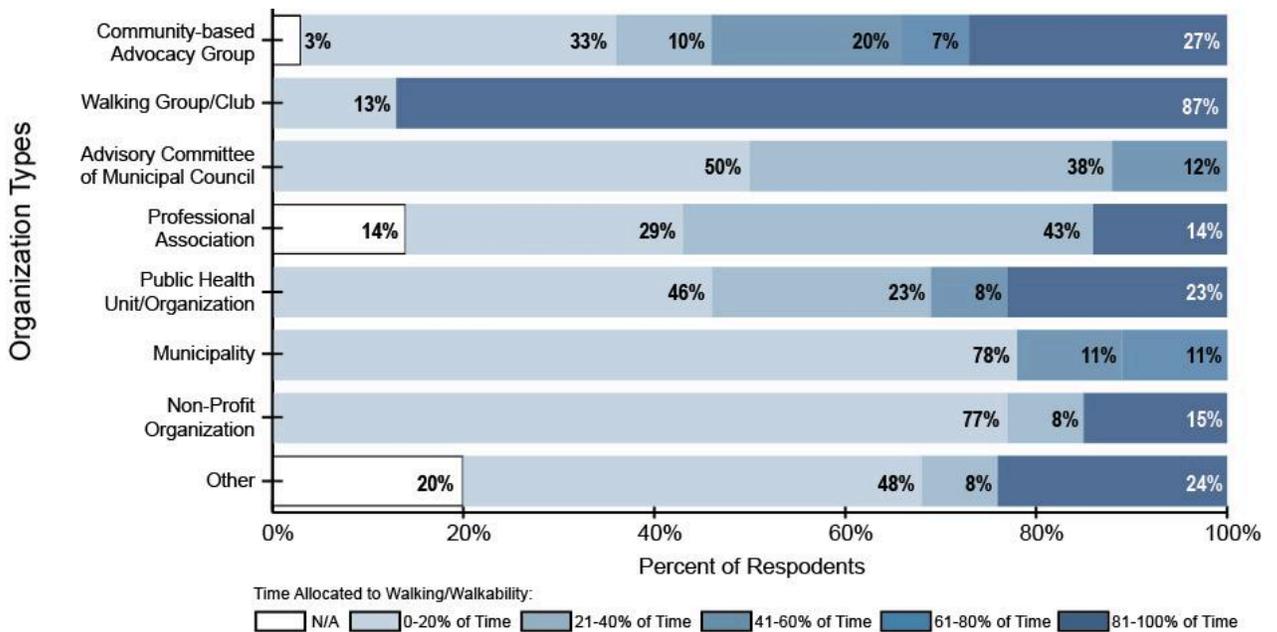


Figure 14 provides a greater understanding of time allocation toward walking related programming by various organizations in Canada. Walking groups/clubs and community-based advocacy groups have a more walking-specific mandate, thus a majority of their work includes the advancement of walking programs and initiatives. Walking groups are founded on a walking-specific mandate, and while community-based advocacy groups can cover a wide spectrum of topics, those responding to the survey, not unexpectedly, had a focus on walking. Non-profit organizations, municipal governments, professional associations, public health units, and advisory committees of municipal council have broader mandates, and perhaps as a result, only devote a portion of time to walking initiatives and programs.

# CHALLENGES & NEXT STEPS

## Challenges & Next Steps

### Introduction

With the knowledge gained from *The State of the Walking Movement in Canada Survey*, it becomes obvious that there are a number of next steps that can be taken to continue advancing the state of the walking movement. This chapter will begin by discussing the six (6) identified challenges facing walking and/or walkability planning in Canada in relation to findings from survey respondents. Subsequently, a series of next steps and recommendations will be offered to assist those involved in the walking advocacy and planning process in overcoming the identified challenges.

### Challenges

As previously outlined, there are six (6) primary challenges that face planning and advocating for walkability in Canada. They are as follows:

1. Funding;
2. Data;
3. Built Environment;
4. Supportive and/or enforceable policy;
5. Collaboration and coordination; and
6. Knowledge.

Each challenge will be discussed in relation to findings from *The State of the Walking Movement in Canada Survey*. Respondents were asked to select the top three areas of assistance in which their respective organization would benefit from most (survey question 16). Findings are summarized in **Figure 15**.

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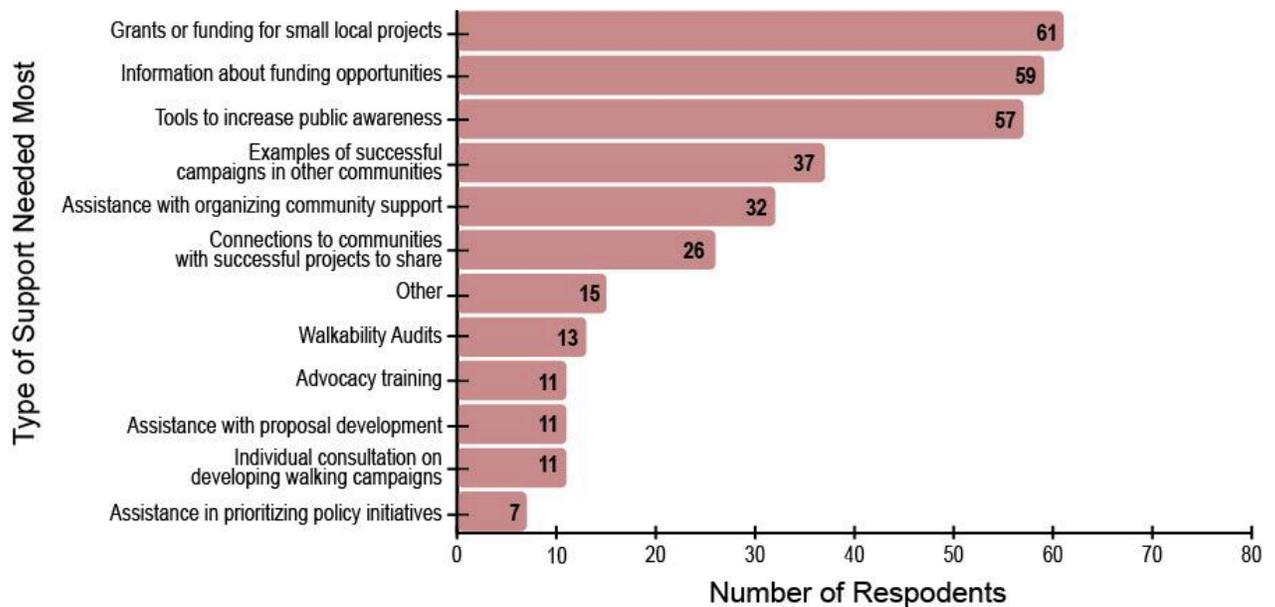
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**Figure 15: Assistance Respondents Could Benefit From Most**



### Funding

When asked about areas of assistance a respondent’s organization could benefit from most, 61 respondents (48%) selected grants or funding for small local projects. Additionally, 59 respondents (46%) selected information about funding opportunities. This results in a total of 120 surveyed organizations (94%) indicating funding as one of their top three areas of assistance in which they could benefit from most. This suggests that funding is a challenge facing numerous walking organizations and/or groups in Canada.

Referring to funding-related questions, a significant number of respondents indicated that they have no available sources of funding. As shown in **Figure 9**, 37 respondents (29%) stated they have no available sources of funding related to walkability. Furthermore, a majority of respondents (52%) also indicated spending on walking in 2014 in the range of \$0 to \$1000, with 39 respondents (30%) indicating no funds directly spent on walking in 2014 (**Figure 10**). Funding is therefore a significant challenge facing walking advocacy and planning in Canada.

### Data

There are two primary challenges involving the presence of data in walkability planning. The first involves transportation data, including trip patterns such as trip origins and destinations, while the second involves data of successful practices and projects across jurisdictions. Assistance with performing walkability audits was selected by 13 organizations (4%) as one of the top three areas of assistance they could benefit most from (**Figure 15**). A further 37 respondents (29%) selected examples of successful campaigns in other communities as one of the top three areas in which they could most benefit. Finally, an additional 26 respondents (20%) selected

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connections to communities with successful projects to share. This results in a total of 53% of organizations identifying data-related assistance as an area from which they most could benefit.

### Built Environment

#### Example of Data Related Challenged (Community-based Advocacy Group):

“It is also a bit hard to find good examples of projects from other communities, since there aren't a lot of walking organizations.”

It is important when considering new development that infrastructure is supportive of walking. A number of survey respondents indicated that their organization has a strong focus of their respective organizations on the built environment and walking infrastructure. When asked what has been the most successful policy or project accomplishment of a respondent's organization, 24 respondents (19%) stated a project or policy initiative that lead to the implementation or support for built environment improvements. Also, 120 respondents (82%) indicated that advocating for infrastructure improvements is a walking related activity that they practice (Figure 6). While many groups across the country have a strong focus on the built environment, it continues to be a challenge.

### Supportive and/or Enforceable Policy

When survey respondents were asked what areas of assistance their organization could benefit from most, a total of 7 respondents (2%) selected assistance in prioritizing policy initiatives. An additional 11 respondents (3%) selected assistance with proposal development as one of the top three reasons their organization could benefit from most.

Other questions within the survey indicate the importance of policy in walkability advocacy and/or planning. A total of 88 respondents (69%) selected that their organization advocates for or implements walking supportive policies/by-laws. A total of 35% of survey respondents selected that their organization does this on an often, or always, basis (Figure 6). Therefore, policy is an important consideration which many groups across Canada already address.

In terms of Master Plans, which are important documents for the implementation of walkability planning, 33% of respondents indicated that the municipality in which their organization is based has, or is in the process of developing, a Pedestrian Master Plan. Furthermore, 40% indicated that the municipality in which their organization is based has, or is in the process of developing, an Active Transportation Master Plan.

### Collaboration and Coordination

A number of respondents indicated that their organization could benefit from increased levels of collaboration as well as coordination. This was demonstrated mostly from comments

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**Example of Collaboration/Coordination Challenge (Walking Program):**

“Making it easier to coordinate the program with City Hall requirements in a timely fashion.”

provided in addition to structured survey responses. Comments indicated a desire for easier collaboration and/or coordination in a number of ways. Most comments were found to indicate a desire for easier collaboration with a municipality from the perspective of a community-based advocacy group, or other locally focused groups. However, one municipality did indicate a desire to connect with walking groups in the community. Other comments included gaining provincial/territorial political support or collaboration.

**Knowledge**

A number of possible areas of assistance related to knowledge were available for respondents to choose from (**Figure 15**). These included: assistance with organizing community support, which 32 respondents (25%) selected; advocacy training, which 11 respondents (9%) selected; tools to increase public awareness, which 57 respondents (45%) selected; and individual consultation on developing walking campaigns, which was selected by 11 respondents (9%). Combined, 111 respondents (87%) selected an area of assistance related to knowledge as one of the top three areas of potential assistance that could benefit their organization.

**Example of the Challenge of Knowledge Related to Public Awareness (Community-based Advocacy Group):**

“More media campaigns outlining the benefits of walking especially their impact on your future quality of life. Baycrest has started a campaign on brain fitness, this needs to be out there more so that everyone understands what choices they are making today that will impact who they are in later years.”

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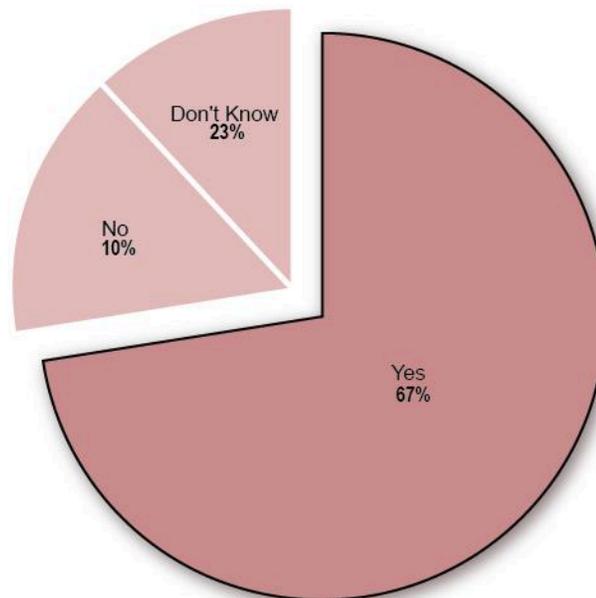
## Recommendations

In response to the identified challenges, a series of recommendations are made to advance the state of the walking movement in Canada.

### Recommendation 1: Formation of a National Collaborative

Survey respondents were asked to indicate interest in a national collaborative, and to comment on the value such a collaborative could provide (survey question 17). With 67% of respondents highlighting an interest in a national collaborative (**Figure 16**) there is a very real interest in the creation of a national collaboration of all organizations and groups that advocate and promote walking and/or plan for walkability to advance the walking movement in Canada.

**Figure 16: Respondent Interest in a National Collaborative**



A national collaborative would be the collaboration of all organizations and groups in Canada that advocate and promote walking and/or plan for walkability. This would involve the sharing of ideas and concerns, practices as well as examples of practices, data, funding sources, and knowledge. A potential form of a national collaborative could be an online discussion forum, with a series of webinars and/or virtual meetings. This would address concerns over needing to sacrifice time and/or funds to meet relatively constantly. A national collaborative could also involve a national walking summit, potentially occurring on an annual or semi-annual basis. This would present the opportunity for in-person discussions and presentations involving directives of the national collaborative.

Most importantly, a national collaborative would emphasize and add a greater sense of importance to walking and walkability in Canada. It would allow smaller community-based groups to be involved in the process and share their local knowledge, while larger professional associations and public health units could contribute through their ability to gain larger political support, access a greater number of resources, and promote walking and walkability to the

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greater public. A national collaborative could also address the previously identified challenges, the following ways as outlined below.

**Collaboration** – Collaboration has a direct impact in advancing the state of the walking movement in Canada. Working synergistically will provide an avenue for the advancement of more effective initiatives through a pooling of resources. The benefits include: giving smaller organizations more credibility through a national strategy; sharing successful and unsuccessful initiatives with other organizations; and building a national network of walking organizations to more effectively promote the benefits of walking and walkable communities.

**Example of Benefits from a National Collaborative (Municipality):**

“My perception is there are pockets of really good work going on across the country. We know we aren't well connected to what is going on in our own province. A formal collaborative would be useful to connect and inform the different groups working on enhancing walking.”

**Example of Benefits from a National Collaborative (Non-Profit Organization):**

“It would give a sense of a larger organized movement that would give weight to local-level efforts if local groups were members.”

**Example of Benefits from a National Collaborative (Community-based Advocacy Group):**

“Walking needs to be recognized as a legitimate form of transportation, and I think a national collaborative could help with that.”

**Knowledge and Data** – This theme is interrelated with the theme of collaboration, since augmenting knowledge and data will be correlated with enhanced collaboration. Over 22% of those surveyed mentioned furthering their knowledge and data as a primary reason of interest in a national collaborative. Creating a more effective and efficient flow of information between walking organizations in Canada can advance the state of walking, and will also allow for a much larger pool of accessible data. The benefits mentioned by survey respondents regarding enhancing the transfer of knowledge and data included: additional awareness for the benefits and implementation of walking initiatives; access to larger pools of data; and to encourage and maintain the energy towards creating a healthier walkable environment.

**Example of Knowledge and Data Benefits from a National Collaborative (Municipality):**

“Any information is good information! We would be appreciative to receive ideas on how successful communities implement their strategies and programs - and what makes them successful.”

**Example of Knowledge and Data Benefit from a Nation Collaborative (Non-Profit Organization):**

“It would be information to take to community stakeholders as evidence for the need of such activities promoted here. I find rural Alberta less active as the urban centres.”

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**Funding** – A national walking collaborative would benefit certain organizational initiatives through increased access to funding. Organizations that rely on funding would be able to make their funding needs apparent to a wider audience, which may increase their ability to access and/or raise funds. In addition, having access to additional knowledge and data will create a more extensive resource library to aid organizations in justifying and reinforcing their initiatives that require funding.

**Example of Funding Benefits from a National Collaborative (Municipality):**

“A collaborative could raise the profile of the benefits of walking at the political level. This is extremely important for federal and provincial levels to help fund walking initiatives/projects as a means to manage health costs.”

**Built Environment** – Potential benefits listed by respondents when asked the value of a national collaborative in relation to the built environment included the importance of credibility in moving city planners and politicians towards adopting walkability infrastructure projects. The formation of a national walking collaborative could allow organizations to use an evidence-based approach to further planning, policy, and advocacy work as it pertains to enhancing the built environment. This could involve evidence demonstrating the correlation between the built environment and personal health, as well as evidence from successful practices demonstrating an increase in walking as a result of changes and/or additions to the built environment.

**Supportive and/or Enforceable Policies** – A national walking collaborative can further promote and support policies surrounding the feasibility and adoption of walkability. As mentioned in the survey responses, a national collaborative can provide support for healthy cities policies as well as national support for further policy initiatives. The policy, planning, and advocacy benefits that can be taken from a national strategy will be valuable in supporting policies that relate to the walking movement in Canada.

**Example of Policy Benefit from a National Collaborative (Professional Association):**

“To help us inform our Healthy Communities policies and empower our members to consider walkability best practices within their practice.”

**Recommendation 2: Explore and Advocate for Funding Opportunities**

Funding is a primary concern for almost all survey respondents, representing a significant barrier to progress on advancing the state of the walking movement in Canada. This is especially evident in rural and suburban areas where active transportation planning is often considered a luxury.<sup>10</sup> Furthermore, smaller municipal governments, or those located in rural areas, may lack the ability to provide and prioritize the necessary funds to support walking

<sup>10</sup> Transport Canada (2011). “Active Transportation in Canada: a resource and planning guide”. Transport Canada, EcoPlan International. Retrieved from: <http://www.tc.gc.ca/media/documents/programs/atqe.pdf>

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related programs and initiatives. Therefore, in order to secure the additional funding needed, it is pertinent to explore and advocate for funding from other sources.

One such source of funding would be at the provincial/territorial level. With the provincial/territorial mandate for grants including issues of health and transportation, there is an opportunity to expand the existing funding for active transportation. Securing provincial/territorial grants would ensure that walking initiatives are advanced without putting undue pressure on individual municipalities or organizations. An example of a provincial/territorial grant program is the Manitoba Small Communities Transportation Fund (SCTF), which is discussed in **Appendix C – Examples of Practices**. This program involves direct funding, and is targeted toward smaller municipalities that do not have the means to fund active transportation initiatives.

It is recommended that provincial/territorial grants be advocated for by walking organizations across Canada. Municipalities must often rely on monetary support from senior levels of government (provincial/territorial, federal). This puts the province/territory in a better position to fund walking plans and programs. This would also create a more even distribution of funding between populated urban centres and rural areas that have a lower tax base. All organizations can play a role in advocating for additional funding opportunities. Creating a sense of awareness and demand for walking projects and initiatives is important in gaining political support, particularly from senior levels of government.

Another avenue to explore regarding increasing funding opportunities would be to allow for a top-down allocation of funding to smaller, locally based groups such as community-based advocacy groups, walking groups/clubs, and non-profit organizations. These groups were found to have the lowest funding allocation toward walking in 2014, while also having the fewest funding sources. However, the work they provide is valuable in reaching the community and increasing awareness. It is recommended as part of municipal programs or plans, such as Active Transportation Master Plans, that funding strategies or programs be established to allocate funding to small community-based groups. These groups would not require a large amount of funding to achieve their goals, and are vital resources in the walkability planning process.

**Recommendation 3: Emphasize Active Transportation Surveying**

The implementation of effective walking infrastructure relies on an understanding of what types are appropriate for the respective project. An important first step in completing walking projects is to understand where the demand exists for walking, and what connections, trails, pathways, or roadways are most in need of improvement. To ensure the effectiveness of such initiatives, it will require up-to-date and accurate data on travel behaviour and existing infrastructure. Unfortunately, most existing data focuses on motorized travel. Furthermore, transportation surveys rarely consider the importance of mode connectivity between walking and motorized forms of travel, over inflating the number of exclusive motorized vehicle trips.

It is recommended that those involved in transportation data collection, or those who are able to perform transportation surveys, increase the focus on walking. Municipalities will likely be

involved in conducting or retaining outside organizations to conduct transportation surveys. This should include surveying methods that adequately capture walking as a mode of transportation. Furthermore, municipalities can encourage transportation impact studies completed for development proposals to be more inclusive of active transportation.

One municipality that has practiced active transportation data collection is the City of Kamloops with the implementation of their “Needs Assessment”. An overview of this data collection tool can be viewed in **Appendix C – Examples of Practices**. The City of Kamloops devised a series of measurement tools to understand pedestrian safety, as well as trip demand throughout the municipality.

#### **Recommendation 4: Increase Public Awareness**

Successful advancement of walking initiatives in Canada relies on obtaining public and organizational support. Since municipalities must first notice a demand, or have a concern regarding walkability in a community, the community must be aware and mobilized for meaningful action to be undertaken. Coherent rationales for policies and programs, and utilizing appropriate communication mediums, will assist in raising the profile for walking. Tools to enhance public awareness can include community fundraisers, local media connections, and partnerships with other organizations or groups. These tools encompass a variety of avenues that can be utilized on an individual basis to best drive public interest on advancing the state of walkability in Canada.

Increasing public awareness through the local media is utilized by 78% of survey respondents (**Figure 5**). Increasing correspondence with the local media would be a cost-effective manner of informing the public about current and future walking related initiatives. Advertisements require funding, and given the cost barrier, would be difficult to implement. Therefore, to increase public awareness, organizations can create newsworthy initiatives to benefit from free news coverage, or partner with governments or private corporations with budgets better able to handle the costs associated with advertisements.

Of the organization types that responded professional associations and public health units/organizations are in a more persuasive position to raise awareness surrounding the importance of walking. Since a lack of physical activity is often correlated with chronic illness, an important avenue in raising public awareness would be to continue using media, campaigns, and general health advice postings that emphasize the need to walk more.

#### **Recommendation 5: Emphasize Policies/Plans**

The presence of higher-level policies, recognizing walking as both a transportation alternative and as part of a healthy and active lifestyle within a given jurisdiction, is an effective and important means of achieving walkability improvements. In research regarding ‘Complete Streets’ projects, one of the top three factors identified by planners and other professionals in implementing ‘Complete Streets’ programs is the presence of supportive, higher-order policy

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documents.<sup>11</sup> However, as indicated by survey respondents, Active Transportation Master Plans as well as Pedestrian Master Plans are not as prevalent as would be hoped for.

The creation of policies and plans for a given jurisdiction would ultimately be performed by a municipality. However, community groups, health units, and professional associations can all encourage the development of these plans through raising awareness surrounding the needs for higher-level policies and plans. These groups can be involved in the policy and/or plan development process by offering feedback on community needs, as well as strategies. Organizations with access to additional resources can also partner with a municipality to assist in policy/plan completion. Community mobilization is critical in order to highlight the need for higher-level policies and/or plans. For this reason, the community-based groups, as well as public health units can play a large role in the process.

### Recommendation 6: Encourage Walking as Part of a Healthy Lifestyle

Walking provides many health benefits which can be encouraged by the public health sector. Ensuring the public is healthy with low rates of chronic diseases such as diabetes, depression, cardiovascular disease, and obesity, means less stress is placed on public health care while the greater population experiences the benefits of a healthier lifestyle. Since walking is not always an equally viable transportation option to the private automobile, it is imperative that walking is encouraged as a worthwhile activity that is part of a healthy and active lifestyle. Indeed, the most popular reason for supporting walking among survey respondents is to improve the physical and emotional health of the population (**Figure 4**).

Efforts involving walking advocacy and walkability planning, should communicate the benefits from an increase in walking for the individual. Innovative partnerships between non-profit organizations and public or private agencies, may further the importance of walking as a healthy activity.

A successful example of encouraging walking as part of healthy lifestyle is the Change4Life campaign that took place in England (discussed further in **Appendix C – Examples of Practices**). This involved the creation of a Walk4Life toolkit that helped families walk more for both leisure and commuting.<sup>12</sup> This has the potential to be replicated in Canada through public health units/organizations and provincial/territorial governments. These bodies can reach the general public through the creation of marketing campaigns focusing on the health benefits of walking.

### Recommendation 7: Further Research

This research has targeted the role of organizations that advocate for walking and/or plan for walkability in Canada. Furthermore, this research has been performed to identify what

<sup>11</sup> Clean Air Partnership (2013). "Complete Streets Gap Analysis: Opportunities and Barriers in Ontario". Toronto: Clean Air Partnership, Toronto Centre for Active Transportation.

<sup>12</sup> England Department for Transport & Department for Health (2010). "Active Travel Strategy". Department for Transport. Retrieved from: <http://www.apho.org.uk/resource/view.aspx?RID=90297>

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organizations involved in the process are doing to further the state of the walking movement in Canada, and how they can be assisted in achieving their goals. However, an important aspect that remains unexplored in this study is public perceptions toward a walking movement in Canada. This information would be valuable in establishing a connection between public opinions and the practices of walking organizations throughout the country.

Household-level research would be highly valuable to this discussion. This research could aim to gain perspectives from the public regarding the current culture surrounding walking in Canada. In other words, whether or not walking is viewed as worthwhile recreational and functional mode of travel, as well as why. This research could also provide a sense of common travel patterns as well as recreational patterns and choices involving walking. This information would augment the information provided here and present a more coherent direction for future progress.

# APPENDICES

## Appendices

### Appendix A – The State of Walking Movement in Canada Survey

#### Introduction

We need your help. The purpose of this survey is to begin to capture what organizations are doing to promote and support walking and walkability across the country. We are interested in learning about programs and activities as well as other initiatives that make walking safe, routine and enjoyable. Thank you for participating in this important research to better understand the walking movement in Canada.

#### Question 1

Please provide the name of your organization or group. If you are not part of a formal organization, we still want to hear from you. Please complete as much information as you can and use the comments areas to help us understand your work. Thank you.

Name: \_\_\_\_\_

#### Question 2

Please indicate the type of organization/group you are:

- Community-based Advocacy Group
- Advisory Committee of Municipal Council
- Walking Group/Club
- Public Health
- Professional Association
- Other

Comments: \_\_\_\_\_

#### Question 3

Please provide the postal code where your organization/group is located.

Postal Code: \_\_\_\_\_

#### Question 4

What is your primary role in this organization?

- Executive Director or President
- Paid staff
- Board Member
- Volunteer
- Other

Comments: \_\_\_\_\_





**Question 5**

Please select the primary geographic focus of your organization’s work on walking/walkability:

- Single Neighborhood
- City-wide or Municipality-wide
- County-wide
- Regional
- Provincial
- National
- Other

Comments: \_\_\_\_\_

**Question 6**

6. Master plans have been shown to increase the development of walk friendly communities. Are you aware of any of the following plans in your community?

Master Plan Type	Yes	In Development	Uncertain	N/A
Pedestrian Master Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle Master Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active Transportation Master Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments: \_\_\_\_\_

**Question 7**

How many paid staff does your organization/group currently employ that are working on walking/walkability? Put zero (0) if you do not have paid staff.

Full-time: \_\_\_\_\_

Part-time: \_\_\_\_\_

Other: \_\_\_\_\_

Comments: \_\_\_\_\_

**Question 8**

We’d like to get a sense of the financial resources being used to support walking and walkability in Canada.

a) Briefly describe the grants and other types of funding sources that you access to do your walkability work.



Grants/Funding Sources: \_\_\_\_\_

b) Estimate the amount of funds that your organization/group spent in 2014 to support walking and walkability.

Funds Spent in 2014: \_\_\_\_\_

c) Estimate the amount of in-kind support your organization received in 2014 to further your walkability work. Please describe the type of in-kind support you received.

In-kind Support Received: \_\_\_\_\_

d) Are you a member-based organization?

- Yes
- No

If yes, how many dues paying members did your organization/group have in 2014? If you did not have paid members, please put zero (0).

Dues Paying Members: \_\_\_\_\_

**Question 9**

We'd like to get a sense of the volunteer contribution to increase walking rates and improve community walkability.

a) How many people volunteered for your organization/group in 2014? If none, please put zero (0).

Volunteers: \_\_\_\_\_

b) What types of activities were volunteers engaged in? Please describe.

Volunteer Activities: \_\_\_\_\_

c) Briefly describe the skills and experience that your volunteers bring to your walkability work.

Volunteer Skills: \_\_\_\_\_

**Question 10**

Many organizations work on both walking and cycling. Approximately what percentage of your organization's time is spent on walking and cycling initiatives?

Initiative	0-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%	N/A
Walking Initiatives	<input type="radio"/>										
Cycling Initiatives	<input type="radio"/>										

Comments: \_\_\_\_\_

**Question 11**

What are the top three reasons why your organization/group is interested in supporting walking and walkability? Please select only three.

- Improve the physical health of the population, including emotional health
- Improve the environmental health of the planet
- Improve local economic development in the community
- Improve road safety in the community
- Improve access and mobility for residents
- Improve the social capital/civic engagement of the community
- Other

Comments: \_\_\_\_\_

**Question 12**

How often does your organization/group engage in the following activities to promote walking?

Promotional Activities	Never	Occasionally	Annually	Monthly	Weekly	Daily
Walking groups or clubs	<input type="radio"/>					
Incentives and rewards, such as walker discounts, special recognition, t-shirts and water bottles.	<input type="radio"/>					
Events, such as open streets, ciclovias, Mayor's Walks, or walking challenges	<input type="radio"/>					
Promotional Campaigns, such as "Park the car, it's not that far"	<input type="radio"/>					
Informational and educational sessions, meetings or events	<input type="radio"/>					
Walking prescriptions	<input type="radio"/>					
Support materials, such as pedometers, walking poles or apps	<input type="radio"/>					
Organizing and implementing Safe Routes to School programs	<input type="radio"/>					
Promote organizational practices, such as walking meetings	<input type="radio"/>					
Engage with local media, e.g. newspaper articles, radio PSAs, etc.	<input type="radio"/>					

Comments: \_\_\_\_\_

**Question 13**

How often does your organization/group engage in the following walkability related activities?



Promotional Activities	Never	Sometimes	Often	Always
Advocating for pedestrian infrastructure, such as sidewalks, trails, pathways, safe crosswalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating for active transportation funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating for or implementing policies and by-laws that support walking and walkability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating for or implementing beautification projects to enhance the walking environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementing safety projects, such as Crime Prevention Through Environmental Design (CPTED), traffic calming, speed reduction initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementing social marketing campaigns to promote walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning or implementing connectivity initiatives, such as bridges or alleyways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning or implementing trail related projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating for Complete Streets policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments: \_\_\_\_\_

**Question 14**

What has been your organization's most successful policy accomplishment focused on improving walkability?

Policy Accomplishment: \_\_\_\_\_

**Question 15**

If questions 12-14 do not adequately explain the nature of your work to support and promote walking and walkability, please provide a brief description here.

Explain: \_\_\_\_\_

**Question 16**

What assistance could your organization/group or community most benefit from that would help increase walking rates and create more safe and enjoyable walking environments? Please select your top three ideas.

- Assistance with Organizing Community Support
- Advocacy Training
- Tools to increase public awareness
- Information about funding opportunities
- Assistance with proposal development

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- Grants or funding for small local projects
- Examples of successful campaigns in other communities
- Connections to communities with successful projects to share
- Assistance in prioritizing policy initiatives
- Individual consultation on developing walking campaigns
- Walkability audits
- Other

Comments: \_\_\_\_\_

**Question 17**

Canada Walks would like to gauge interest in the following:

a) A National Walking Summit to bring organizations and groups from across the country together to learn and share information about walking and walkability in Canada. Please indicate whether or not you would be interested in attending such an event.

- Yes
- No
- Don't Know

Comments: \_\_\_\_\_

b) The formation of a National Collaborative to raise the profile of walking and walkability, and move the agenda forward at a national level. What value could a National Collaborative bring to the work that you are doing in walking and walkability? Please describe.

Describe: \_\_\_\_\_

c) A National Walking Strategy to guide progress in increasing the rates of walking in the country, and efforts to make walking safe, routine and enjoyable. What value could a National Walking Strategy bring to the work that you are doing in walking and walkability? Please describe.

Describe: \_\_\_\_\_

Thank you for your time. If you would like to receive the summary report on the survey results, please provide your email address here (optional).

Email: \_\_\_\_\_

## Appendix B – Survey Respondent List

Organization/Group	Province/Territory
ACT Canada	Ontario
Active Transportation Coalition of Cape Breton	Nova Scotia
Active Transportation Portage La Prairie	Manitoba
AI	Ontario
Alberta Health Services	Alberta
Bayview Village Association	Ontario
Bridgeland Riverside Community Association and Bridgeland Walks	Alberta
Calgary Rural Primary Care Network	Alberta
Calgary tour de nuit Society	Alberta
Canadian Institute of Planners	Ontario
Canadian Volkssport Federation	Ontario
CARP, Brockville and Thousand Islands Chapter	Ontario
Castor & District FCSS	Alberta
Centre de santé communautaire de l'Estrie à Embrun et Crysler	Ontario
Chris Larson	BC
Citizens 4 Active Transportation	Ontario
City of Port Moody	BC
City of Vernon Transportation Department	BC
City of Welland, Bike AT Welland, Regional Niagara Bicycle Committee, Greater Niagara Circle Route Committee, Niagara Active Transportation Network	Ontario
City of Winkler	Manitoba
Clean North	Ontario
Coalition for a Liveable Sudbury	Ontario
Communities in Action Committee; HKPR District Health Unit	Ontario
Cordova Bay Hikers	BC
Coronation ChooseWell Committee	Alberta
Council on Aging of Ottawa - Age-Friendly Pedestrian Safety Committee	Ontario
Crane Institute for Sustainability	Ontario
CultureLink's Settlement Services of Toronto & NEAT Mentorship Program	Ontario
Department of Health and Wellness	Nova Scotia
Downtown Yonge Business Improvement Area (DYBIA)	Ontario
East Coast Trail Association Inc.	Ontario
Ecology Action Centre	Nova Scotia
Ecology Ottawa	Ontario
EnviroCentre	Ontario
Environment Network	Ontario
Esjan, Arborg Club of the Icelandic National League of North America	Manitoba
Forest Terrace Heights Community league	Alberta
Get With It! Walking in the Hallways	Ontario
Green Calgary	Alberta
Grey Bruce health Unit	Ontario
Halifax North West Trails	Nova Scotia
Hamilton Public Health Services	Ontario
Halton Region Health Department	Ontario
HASTE BC	BC
Hazel Dean Community league	Alberta
Healthy Eating Active Living Our Future (HEAL)	Alberta
Healthy Living Coalition (Central Alberta)	Alberta
Heart and Stroke Foundation	Ontario
Heart and Stroke Foundation	Nova Scotia

Background	Heartland Recreation Commission	Manitoba
	High Country Wellness Coalition	Alberta
	Highland Primary Care Network	Alberta
	Hike Nova Scotia	Nova Scotia
	Humber Valley Heritage Trail Association	Ontario
	Individual who invites friends out walking	Alberta
	Informal Nordixx Pole Walking Group	Ontario
	Jane's Walk	Ontario
	John Fortier	Ontario
	KFL&A Public Health	Ontario
Responent Overview	Lougheed Choosewell	Alberta
	Lunenburg County Community Health Board	Nova Scotia
	Lunenburg County Community Health Board	Nova Scotia
	Manitoba Fitness Council	Manitoba
	McGill Students Outdoors Club (MOC)	Quebec
	McLeod community league	Alberta
	Mount Pearl Lions Club	Newfoundland
	Municipal District of Bighorn - Community Services	Alberta
	Municipality of Killarney-Turtle Mountain	Manitoba
	Municipality of the District of Lunenburg	Nova Scotia
Current Practices	Niagara Region Public Health	Ontario
	Nordic Pole Walking	Ontario
	Nordixx Pole Walking Canada	Ontario
	Nordixx Pole Walking Halton Region and Hamilton	Ontario
	Nordic Walking Guelph	Ontario
	Norway House Cree Nation Parks & Recreation	Manitoba
	NWT Recreation and Parks Association	Ontario
	Old Ottawa East Community Association	Ontario
	Ontario Senior Games 55+	Ontario
	Open Streets TO	Ontario
Current Resources	Ottawa Public Health	Ontario
	Ottawa River Institute	Ontario
	Paul First Nation School Rocks Wellness	Alberta
	Pelham Active Transportation Committee	Ontario
	Perks Recreation and Community Relations Department Riverview, NB	New Brunswick
	Prairie Lakes Recreation District	Manitoba
	Robertson-Mynarski Residents Association	Manitoba
	Safe Communities Humboldt & Area	Saskatchewan
	Safe, Healthy, Active People Everywhere (S.H.A.P.E.)	Alberta
	Sandy Hill Community Health Centre	Ontario
Challenges & Next Steps	Saskatoon Health Region, Public Health	Saskatchewan
	Sault Ste. Marie Region Conservation Authority	Ontario
	Sault Trail Advocacy Committee	Ontario
	Saulteaux Voyageur Trail Club	Ontario
	Sexsmith Walk/Run Club	Alberta
	SHAPE	Alberta
	Sherman Hub Traffic Concerns Team	Ontario
	Southern Health-Sante Sud	Manitoba
	The Bruce Trail Conservancy	Ontario
	The Friendly Corner	Ontario
Appendices	The Laneway Project	Ontario
	The Memorial Link	Ontario

Background	Thorold Active Transportation Advisory Committee	Ontario
	Tools of Change	Ontario
	Town of Canmore Engineering Services	Alberta
	Town of Coalhurst, Coalhurst Elementary School Wellness Committee, Coalhurst Wellness Committee	Alberta
	Town of Lakeshore	Ontario
	Town of Legal	Alberta
	Town of Stonewall	Manitoba
	Town of Teulon	Manitoba
	Valley Recreation District	Manitoba
	Vancouver 'Venturers Volkssport Club	BC
Responent Overview	Vélo Québec	Quebec
	Victoria International Walking Festival Society (aka Phoenix Festival)	BC
	Victoria Y Volkssport Club	BC
	Volkssport Association of British Columbia, (member of the Canadian Volkssport Federation)	BC
	Walk Edmonton	Alberta
	Walk Halifax	Nova Scotia
Current Practices	Walk Metro Vancouver Walk British Columbia	BC
	Walk On, Victoria	BC
	Walk Ottawa	Ontario
	Walk Safe Coldstream	BC
	Walk Toronto	Ontario
	Walking & Volkssport Association of Ontario	Ontario
	Waterloo 55+ Seniors' Hiking Club	Ontario
	WECHU	Ontario
Current Resources	Wellness Coalition-Avalon East	Newfoundland
	Whitehorse Walks	Yukon
	Winnipeg Regional Health Authority	Manitoba
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## Appendix C – Examples of Practices

### Example 1: Funding – Manitoba Small Communities Transportation Fund (SCTF)

Manitoba's Small Communities Transportation Fund (SCTF) is a program meant to help small communities (population of 50,000 or less) that may lack funding, improve active transportation conditions. The program contains a simple and straightforward application form for municipalities to complete to allow for ease in the process. In total, the Province has set aside \$1 million in funds to cover the time period of 2014 – 2019. A maximum of \$200,000 is to be distributed each year, with a maximum of \$50,000 awarded per project. Each municipality that receives funding can only receive funding for one project per year.<sup>13</sup>

Manitoba's funding program targets small communities who may not require large infrastructure improvements. It is considered to be a good example of direct active transportation funding from a provincial/territorial level. The types of projects funded in relation to walking include<sup>14</sup>:

- New sidewalks/pathways for pedestrian use, including curb cut-outs or ramps to enhance accessibility;
- Lighting and signage on sidewalks, trails and bike paths; and
- Active transportation design/project plans which lead to future active transportation infrastructure development (e.g., pathway design plans; update of a Transportation Plan to include an Active Transportation Plan, etc.).

The program is available for viewing at the following:

<http://www.gov.mb.ca/ia/bldgcomm/sctf.html>

<sup>13</sup> Manitoba Ministry of Municipal Government (2014). "Small Communities Transportation Fund Program Guidelines". Manitoba Municipal Government. Retrieved from: [http://www.gov.mb.ca/ia/bldgcomm/pubs/sctf\\_pg.pdf](http://www.gov.mb.ca/ia/bldgcomm/pubs/sctf_pg.pdf)

<sup>14</sup> Manitoba Ministry of Municipal Government (2014). "Small Communities Transportation Fund Program Guidelines". Manitoba Municipal Government. Retrieved from: [http://www.gov.mb.ca/ia/bldgcomm/pubs/sctf\\_pg.pdf](http://www.gov.mb.ca/ia/bldgcomm/pubs/sctf_pg.pdf)

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### Example 2: Data – City of Kamloops “Needs Assessment”

The City of Kamloops “Needs Assessment” was a method practiced by the municipality for the development of their previous Pedestrian Master Plan (2002). The “Needs Assessment” includes a series of measurements intended to accurately identify:

- Current safety issues;
- Pedestrian safety;
- Network contribution;
- Pedestrian demand, and;
- Average ratings and priorities.

An overview of each measurement is provided below.

#### *Current Safety Issues*

This has been termed “Safety Issues Rating” by the City of Kamloops. This is a measurement of subjective qualitative indicators to provide a current assessment of pedestrian safety on a road network.<sup>15</sup> It uses the following indicators:

- Existing sidewalk on at least one side
- Existing sidewalk or gravel/asphalt walkway adjacent the road link but could use improvement
- No pedestrian facilities, and no identified problems
- No pedestrian facilities, and potential safety problems
- No pedestrian facilities with a known safety problem or within 100m of vulnerable pedestrian land use (i.e. school or seniors facility)

#### *Pedestrian Safety*

This has been termed “Pedestrian Safety Index” (PSI) by the City of Kamloops. This is a LOS (level-of-service) analysis that calculates pedestrian safety quantitatively using a series of indicators.<sup>16</sup> They are:

- Width of buffer, total road and sidewalk;
- Peak 15 minute traffic volume;
- Buffer area, parking and sidewalk coefficients;
- Percent on-street parking;
- Average running speed of vehicles; and
- Total number of through lanes.

<sup>15</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>

<sup>16</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>

This measuring technique has been designed by Sprinkle Consulting Inc. under sponsorship from the Florida Department of Transportation.<sup>17</sup> The visual results of the PSI can be viewed in **Figure 17**.

### *Network Contribution*

Termed “Network Contribution Rating”, the City of Kamloops by using this method has determined the general importance of certain paths or segments to the overall network connectivity of the municipality.<sup>18</sup> This measurement used the following set of indicators:

- Existing sidewalk on at least one side;
- Existing shoulder or walkway adjacent, in peripheral area;
- No sidewalk for significant length (> 1000 m) or not connected at either end;
- No sidewalk for moderate length (400 – 1000 m); and
- No sidewalk for short length (< 400 m).

### *Pedestrian Demand*

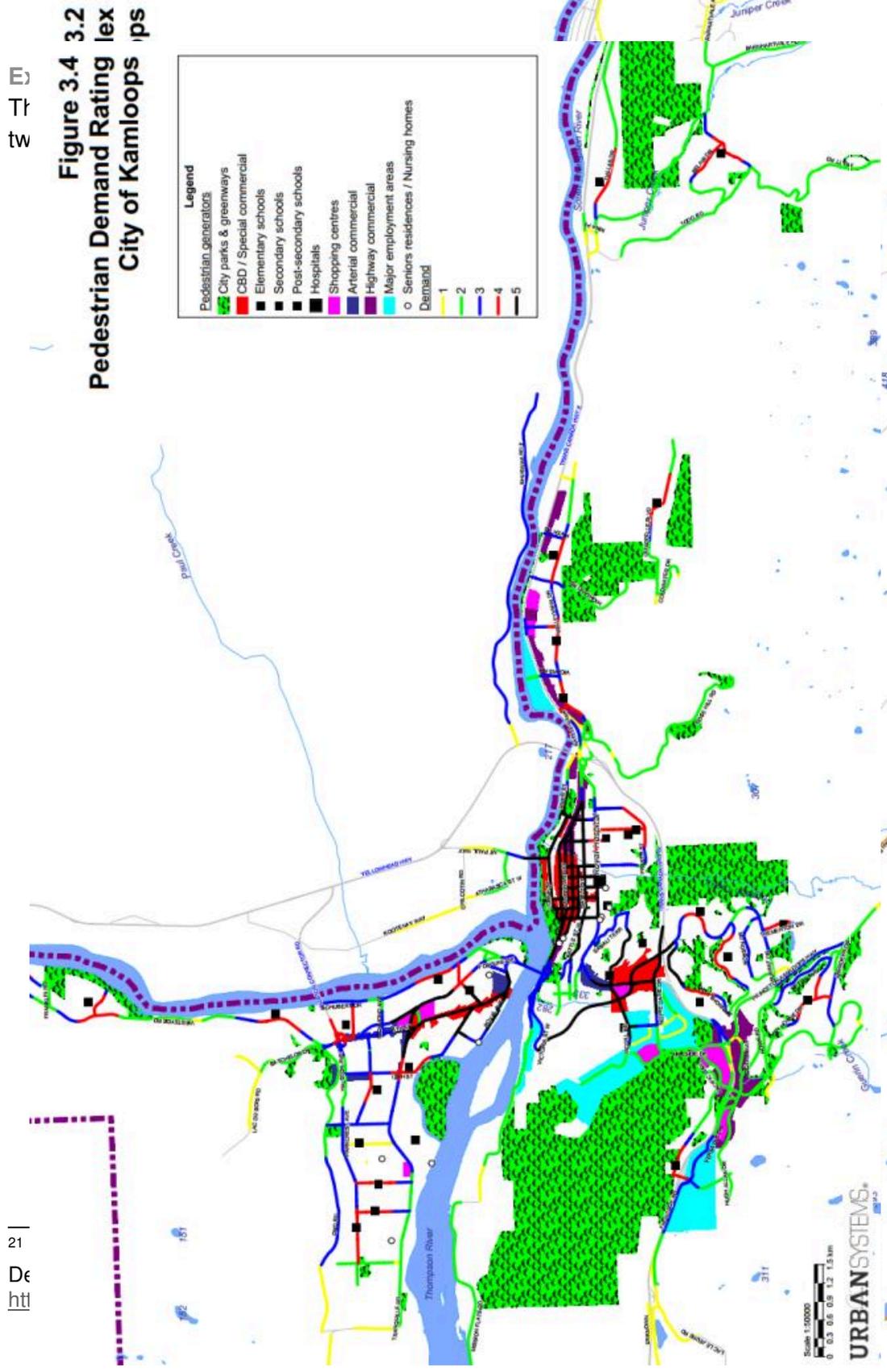
The City of Kamloops has measured pedestrian demand within the municipality through a measurement termed “Pedestrian Demand Rating”. The City of Kamloops has stated the importance of this rating due to its ability to determine whether there is need or desire for certain paths and segments.<sup>19</sup> A demand rating is assigned to each segment. The demand rating is determined by surrounding land-uses, and a set of distances between “generators”.<sup>20</sup> The results of the Pedestrian Demand Rating” are displayed in **Figure 18**.

<sup>17</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>

<sup>18</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>

<sup>19</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>

<sup>20</sup> City of Kamloops (2002). “Kamloops Pedestrian Master Plan”. ICBC, City of Kamloops. Retrieved from: <http://www.kamloops.ca/transportation/pdfs/pedestrianplan/pedestrianplan.pdf>



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routes and estimated travel times quickly, as well as to find others engaging in recreational walks in the area.

Walk4Life can be visited at: <http://www.walk4life.info/>

The goal of the campaign is to create the largest societal movement in the country.<sup>22</sup> The campaign recognizes the importance of changing behaviour and perceptions surrounding walking as equally important to establishing such a campaign. Change4Life however, understand the important role of all partners involved in encouraging this behaviour change to increase walking rates, and improve personal health. Those involved in the Change4Life campaign include:

- National government;
- Non-Profit Organizations;
- NHS;
- Schools;
- Community Groups; and
- Individuals and Families.

The campaign has been considered successful, with over 400,000 families joining the movement in 2009, along with 25,000 local supporters, and 183 various national organizations.<sup>23</sup> Furthermore, as part of a continual fielded tracking study, it has been indicated that over 1 million mothers claimed to have changed something in their child's lifestyle to change attitudes and behaviours.<sup>24</sup>

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<sup>22</sup> England Department for Transport & Department for Health (2010). "Active Travel Strategy". Department for Transport. Retrieved from:

<http://www.apho.org.uk/resource/view.aspx?RID=90297>

<sup>23</sup> England Department for Transport & Department for Health (2010). "Active Travel Strategy". Department for Transport. Retrieved from:

<http://www.apho.org.uk/resource/view.aspx?RID=90297>

<sup>24</sup> England Department for Transport & Department for Health (2010). "Active Travel Strategy". Department for Transport. Retrieved from:

<http://www.apho.org.uk/resource/view.aspx?RID=90297>