

## 11.0 Education and Promotion

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### 11.1 The Role of Education and Promotion

Education and promotion is a critical aspect to the success of the Ottawa Pedestrian Plan. A successful plan does not rely solely on infrastructure improvements and changes in the approach to city planning and design. Infrastructure improvements though a critical component of the Plan, are costly to implement and the benefit of the improvement may be localized, and appreciated only by those that make use of that particular improvement on a regular basis. Education and promotion programs on the other hand are very good value for the money spent as they have the potential to reach the broadest cross section of the city's population at a proportionately low cost.

Education and encouragement programs are aimed at changing attitudes and behaviour and making Ottawa's citizens think about including walking in their everyday lives. By promoting walking, individuals and organizations plant the seeds for initiating change by creating awareness about pedestrian issues and alerting others to the benefits of walking and how walkable places foster healthier, more livable communities, ultimately leading to a stronger "culture of walking" in Ottawa.

Generally, education and promotion can be grouped around initiatives related to:

- The preparation and delivery of educational materials and programs directed towards specific issues such as user safety.
- The development and delivery of promotional materials and programs aimed at increasing the profile of walking.

There are significant differences among different sectors of the walking and driving population with respect to level of mobility, attitudes, behavioral patterns, and learning capacities as illustrated by the following:

- Children as pedestrians have different physical, psychological and cognitive abilities than adult pedestrians.
- Young automobile drivers have different behaviors and skills than older ones.
- College and university age pedestrians can be reached through educational avenues that differ from those targeted at different sectors of the population.
- Some seniors travel only short distances and may have difficulty dealing with conditions like weather that change quickly.
- Parents may be more hesitant to let younger children walk to school than a generation ago.
- Rural residents often have further to travel and may have fewer transportation options to get to essential services than their urban counterparts.

Therefore, education and promotion programs need to be carefully tailored to the specific audiences they intend to address and in some cases the specific behaviors they seek to modify. In developing programs it is important to consider demographic variables such as language, culture, and income level as well as cognitive differences in the target audience. Some potential audiences for pedestrian-related education programs include:

*"Need to make walking to schools the first and safe choice."*

*Ottawa Resident*

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- Road users such as automobile drivers of different ages, cyclists and pedestrians, young children, youth, adults and seniors.
- Commuters and their employers.
- City officials and decision makers such as engineers, planners, developers, local officials/leaders, and law enforcement officers.

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### 11.2 Examples from Other Jurisdictions

Many jurisdictions across North America have developed programs to encourage walking and improve pedestrian and driver behaviour. To better understand the range and diversity of programs and delivery methods that are currently in use, background research was conducted on programs and initiatives. Though not intended to be inclusive of all possible approaches the research illustrates how Ottawa is positioned relative to other jurisdictions of a similar size, and to offers potential enhancements to existing programs while highlighting possibilities for new programs.

#### 11.2.1 Toronto, Ontario

Toronto has several safety campaigns that aim to tackle critical safety issues for pedestrians and raise driver awareness. Through partnerships with a variety of agencies, the City of Toronto also vigorously promotes the benefits of walking and has several walking programs that profile some of Toronto's interesting neighbourhoods, places of interest and public green spaces.

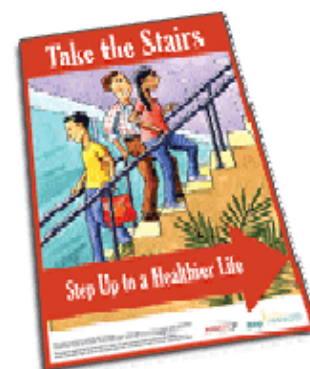
##### 11.2.1.1 Safety Campaigns

- **Please Drive Carefully** – launched in 2003/04, this campaign reinforces the theme that everyone needs to take care and be courteous as they make their way around the city. Posters are featured on transit shelters and recycling/waste receptacles throughout the city.
- **Safety Tips For Pedestrians** – available on <http://www.toronto.ca/>, safety tips for pedestrians provide tips on:
  - Being predictable and not making decisions that place the pedestrian in the path of oncoming traffic.
  - Crossing at traffic signals, crosswalks and stop signs especially on busy roads, looking both ways before crossing and not crossing until it is safe to do.
  - Walking across intersections.
  - Using the push the button to activate the flashing yellow light, pointing and indicating the intention to cross.
  - Making eye contact with drivers before stepping off the curb.
  - Waiting for vehicles to stop before making the crossing as a pedestrian.
  - Maintaining awareness of traffic until safely reaching the other side of the road.
- **Implementation of new safety features and techniques in the pedestrian/road environment** - <http://www.toronto.ca/> is used to provide information about what the programs or features are, why they are being implemented, how they should be properly used and where they are located. For example, the City is currently implementing the “zebra” striped pedestrian crossing in a number of pilot locations.

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### 11.2.1.2 Promotion

- **Building Physically Active Communities Project**- is part of the Walk into Health program produced in partnership with the provincial government, Toronto Public Health along with the Toronto Public Library, Culturelink, Toronto District School Board, Toronto Catholic District School Board, Toronto Parks, Forestry and Recreation and community volunteers. The program is designed to promote walking in Toronto neighbourhoods, at community centres, Conversation Circles, and through adult English as a Second Language (ESL) classes. Pedometers and instruction/guide books are available on loan from public libraries. Instruction books and guides contain information on:
  - Setting walking goals and tracking personal progress.
  - The benefits of walking.
  - Safety tips and preparedness tips for different weather conditions.
  - Other resources and sources of information.
- **Step Into Health program** – residents are encouraged to take the stairs when there is a clear choice between using an escalator or elevator and using stairs. It highlights the message that using the stairs burns twice as many calories as walking and significantly contributes to the recommended daily 30 – 60 minutes of physical activity. The program also includes a downloadable poster for health and safety staff to put up at their place of business.
- **Walking in Toronto Malls program** - provides regularly scheduled walking groups in various malls across the city.
- **Walking in Toronto Parks** - provides regularly scheduled walking groups in various parks and public open spaces across the city. The schedule is available on the city website.
- **Discovery Walks** - is a program of self guided walks that link city ravines, parks gardens, beaches and neighbourhoods. Informative signage is used to interpret the area's heritage and natural environment and this is reinforced with signage to mark the routes. The program is a partnership effort among the City of Toronto, Toronto Public Library, Toronto District School Board, Toronto Field Naturalists, Toronto Transit Commission, Heritage Toronto, Royal Ontario Museum, Toronto Public Health, Community History Project and the Task Force to Bring Back the Don. Brochures available at <http://www.toronto.ca/> provide information on the route and interpretation at points of interest along the way. Currently 10 walking routes have been developed.



### 11.2.2 Calgary, Alberta

Calgary focuses on education and enforcement related to intersection safety.

#### Safety

- **Look Out for Each Other campaign** - this intersection safety campaign is a joint program undertaken by the City of Calgary, Calgary Police Service, The Calgary Health Region, the Alberta Motor Association and other traffic safety partners. The program uses education, enforcement and engineering strategies together to improve intersection safety and reduce the number and severity of pedestrian collisions in Calgary. Information is available at [www.calgary.ca](http://www.calgary.ca).

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### 11.2.3 Seattle, Washington

Public awareness campaigns in Seattle receive the highest level of endorsement:

*“Year after year Seattle wins awards for being a walkable city...”*

*“I want to make sure residents and visitors can walk throughout Seattle safely – that means increasing pedestrian and driver awareness.”*

*Greg Nickels, Mayor, Seattle WA(109)*

Programs and initiatives tend to focus on safety and involve a number of media campaigns and enforcement programs including:

- **Public Service Campaigns** to alert drivers and pedestrians to the 3 most common pedestrian-auto collisions (drivers making right hand turns, drivers taking left hand turns, drivers stopping in multi-lane roads to allow pedestrians to cross the street – the **Drive Carefully, Think of the Impact You Could Make** campaign). These are supported by signs installed in busy pedestrian corridors and billboards to reinforce the message.
- **Improving walking routes to schools**, by specifically targeting certain schools and educating children at schools and community centres on safely crossing roads.
- **Seattle Police** are stepping up enforcement of pedestrian safety laws and are strengthening penalties for drivers who fail to yield to pedestrians. In addition they have launched a red light camera enforcement pilot project and placed portable speed billboards throughout the city to encourage drivers to slow down.

### 11.2.4 Portland, Oregon

Like Toronto, Portland takes a balanced approach with campaigns related to safety and programs to increase the profile and popularity of walking.

#### 11.2.4.1 Safety

- **Community and School Traffic Safety Partnership** - a community partnership to improve traffic safety that includes the Portland Office of Transportation, Portland Police Bureau, neighborhoods, pedestrian and bicycle advocates, schools, courts, health professionals, and senior advocates.
- **Annual Transportation Safety Summit** - an internal summit with staff and agencies serves as a “report card” of initiatives, successes and issues over the past year, and provides a unified starting point for setting priorities for the coming year.
- **Reducing Driver Error campaign** - services and education materials to reduce collisions and fatalities resulting from driver error are available on-line and through a variety of media. Specific driver errors being targeted include:
  - Speeding;
  - Red light running;
  - Driving under the influence;
  - Seat belt and car seat errors, and;

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109 <http://www.seattle.gov/mayor/issues/pedsafety/>

## Ottawa Pedestrian Plan (Final Report June 2009)

- Youth driver errors.
- **Pedestrian and Bicycle Safety campaign** - includes services and education materials for improving pedestrian and bicycle safety.
- **Pedestrian Crosswalk Safety** - the "Pedestrian Crosswalk Safety" presentation is one element of the Safe Routes to Senior Centres program. The training focuses on Oregon's crosswalk law (Stop and Stay Stopped law), relevant information about pedestrian safety, and changes to specific pedestrian and driver behaviours that will result in an improved environment for walking.
- Safe Routes to School Portland.
- **Combined Pedestrian and Bicycle Safety** messages on <http://www.portlandonline.com/>

### 11.2.4.2 Promotion

- **Walking Maps** - the City of Portland designs and distributes maps that are specifically geared towards pedestrians. Maps include health and safety tips for pedestrians along with a comprehensive legend which illustrates:
  - *Community assets* parks, community centers, schools, libraries, post offices, grocery stores, hospitals, fire stations.
  - *Walking amenities* traffic signals, public restrooms, water fountain, view points, public stairways and points of interest.
  - Unpaved off-street pathways through some of North Portland's many parks and offer a chance to experience some of the cities beautiful scenery and green spaces.
  - Paved off-street pathways both walkers and cyclists.
  - Notes about dogs in parks and locations of designated off leash areas.
  - Transit information.
  - Shopping areas.
- **The Ten Toe Express program** - which includes a series of guided walks and a walking kit. Participants in Ten Toe Express can order a walking kit complete with a pedometer, trip logs to help them track their progress, a short-tripper coupon book with discounts for local pedestrian-friendly businesses. The program also offers a series of guided walks, including **Senior Strolls** for older walkers, aimed at helping them remain motivated.
- **All Weather Walker program** - A neighbourhood walking program coordinated by local neighbourhood associations aimed at motivating residents to become more active through joining regular walking groups.



### 11.2.5 Boulder, Colorado and Los Angeles, California

The final two examples, though developed to encourage cycling are examples of online interactive mapping programs that allow users to plan their route by selecting an origin and destination, then check various criteria related to the character of their preferred route. The program generates a route map accompanied by written directions. The service is available free of charge on the cities' websites:

- **GoBike**, Boulder Colorado, <http://gistrans.ci.boulder.co.us/wwwGoBike/bikeroute/login.aspx>

## Ottawa Pedestrian Plan (Final Report June 2009)

- **Bike Metro**, Los Angeles, Orange, San Bernadino and Riverside counties, California <http://www.bikemetro.com/route/routehome.asp>

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### 11.3 City of Ottawa Programs

Currently Ottawa has no dedicated budget (2007) for the development of walking programs, however staff have been creative in developing safety, education and encouragement programs through synergies with other initiatives and developing partnerships with outside agencies.

#### 11.3.1 Core City Programs

At present core city programs for pedestrian education and promotion are being developed and delivered by all departments. In general, current programs are aimed at transportation alternatives, safety and health. Details for most programs are available at [ottawa.ca](http://ottawa.ca). The following is a brief description of programs.

##### 11.3.1.1. Transportation Demand Management (TDM)

###### (a.) TravelWise

As evidenced by the 2005 Origin Destination survey, a large sector of Ottawa's population commutes by private automobile. This trend is also reflected by the City of Ottawa staff's commuter travel patterns. For example, the 2005 City of Ottawa Employee Commuter Options Survey undertaken in the fall of revealed that approximately 70 per cent of City employees commute to work by private automobile(110).

The goal of the TravelWise program is to help reduce transportation infrastructure demand by promoting walking, cycling, taking transit and carpooling as commuter options. TravelWise works with local employers, schools, community groups and the general public to make various travel options more attractive than driving alone. The program includes walking, cycling, transit, in-line skating, and carpooling. Initiatives delivered through TravelWise include:

- **OttawaRideMatch.com** - a local ride matching system that allows commuters to quickly and securely find carpool partners. The system matches people based on origin and destination points, working hours and carpooling preferences. Through the TravelWise program the city is currently contemplating the development of a web-based interactive bicycle route mapping tool similar to those being used in Boulder CO, and Los Angeles CA.
- **Car Free Day** - an event sponsored by the city which involves the closure of a significant street to automobile traffic. It encourages citizens to walk or cycle and increases the visibility for sustainable modes of transportation.
- **Travelwise Employer and Community Outreach** - TDM staff attend transportation fairs and similar workplace and community events to promote commuter options.



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110 City of Ottawa Employee Commuter Options Survey, 2005.

## Ottawa Pedestrian Plan (Final Report June 2009)

- **Initiatives serving other Active Transportation modes** such as cycling through the operator safety programs, maps, and awards recognizing outstanding contribution to cycling efforts.

In addition to active and sustainable commuting options, TravelWise also encourages alternate work arrangements such as:

- **Compressed Work Week** - an employee works longer shifts in exchange for a reduction in the number of working days in their work cycle (i.e. on a weekly or bi-weekly basis).
- **Flexible Working Hours** - an employee works a standard length day or week but with flexible starting and ending times.
- **Job Sharing** - two employees share the same job and work a regular schedule that is less than the standard hours per week.
- **Modified Work Week** - an employee works 80% of the standard weekly hours of work with a corresponding reduction in pay.
- **Telework** - an employee does some or the entire job from a location other than the employer's worksite. The work is usually done from the employee's home, returning to the office for meetings and other group activities.

Through the Envirocentre the City also provides support for programs and events during Environment Week. Since alternate work arrangements can play a role in reducing congestion on Ottawa roads a more concerted effort should be made to encourage employers to support these options.

### (b.) External Collaboration With Other Agencies and Jurisdictions

As a member of the Association for Commuter Transportation of Canada (ACT) the City has worked in partnership on several initiatives including:

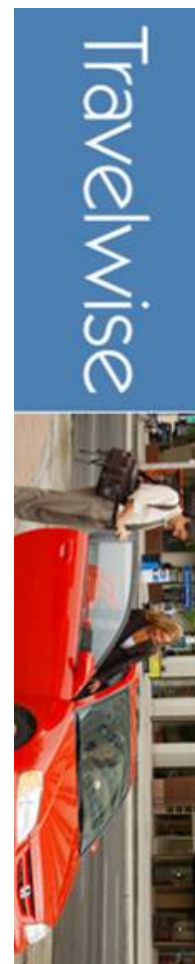
- Building Capacity for TDM Workshop (2005).
- In-kind support for the first national TDM summit being held in fall 2007.
- Leveraging financial support for the development of the "Business Case for TDM" and "TDM Supportive Guidelines for Developers".
- Leveraging financial support from Transport Canada for the start up of *OttawaRideMatch.com*.

### .3 Active and Safe Routes to School (ASRTS)

The Active & Safe Routes to School program in Ontario is supported jointly by Green Communities Canada, Transport Canada's Moving on Sustainable Transportation initiative, Ontario Ministry of Health Promotion's Healthy Eating Active Living initiative, the Public Health Agency of Canada and a host of local partners and supporters. The program is currently delivered by the City of Ottawa and the Envirocentre.

Active and Safe Routes to School (ASRTS) promotes safety, physical activity and environmentally sustainable transportation for the journey to and from school, helping communities understand and respond to transportation problems, learn traffic safety skills and get to know their own neighbourhoods better.

Currently the program is being delivered to 6 schools and involves both walking and cycling. School nurses are the primary point of contact which facilitates the delivery of health related messages regarding the benefits of walking and cycling, gets children cycling, provides information and encouragement to parents through the "trickle-up effect" and provides some incentive to teachers as a role



## Ottawa Pedestrian Plan (Final Report June 2009)

model. ASRTS receives a heightened profile through the annual **WalkDay** -a province wide event held in the fall whereby schools and communities are encouraged to incorporate walking into their daily routine.

### 11.3.1.2 Road Safety

#### .1 The Integrated Road Safety Program (IRSP)

*“Schools in Rockcliffe  
Park area need  
sidewalks that lead to  
them.”  
Ottawa Resident*

IRSP is a program between the Ottawa Police Service, the City Operations Department, Ottawa Public Health and community partners. The program was established in 2003 and uses the “3 E” approach to road safety (Engineering, Enforcement and Education) to deliver messages safe travel around Ottawa. Educational messaging focuses on safety and security benefits, abundant health benefits, reduced vehicle emissions, and a sense of community. Initiatives include:

- Traffic Safety Outreach Program - The City of Ottawa's Traffic Safety Outreach Program is conducted at Ottawa's elementary schools. It provides an informative seminar that educates elementary school children, as pedestrians and cyclists, about pedestrian and cycling safety, particularly with regard to crossing the street, recognizing traffic signs, adult crossing guards and school safety patrollers. The Program's focus is to inform children on how to properly cross a street with the following traffic control conditions:
  - traffic control signals, with pedestrian advance signals;
  - traffic control signals, without pedestrian advance signals;
  - multi-way stop controls, and
  - uncontrolled intersections and mid-block crossings.
- Adult Crossing Guard Program - The Adult Crossing Guard Program ensures safe road crossing conditions for elementary students in high traffic corridors by providing trained Adult Crossing Guards to instruct, direct, and control students and traffic at school crosswalks. The crossing guards have become entrenched in the communities they work, with parents and children relying on the daily support before and after school. Requests for the program may be initiated by the community or the school and the City will review all requests according to the City of Ottawa Council approved warrant.
- School Child Safety Patrol Program - The School Child Safety Patrol Program in collaboration with the Ottawa Police Service, Ottawa Area School Boards, and individual schools trains and supports student volunteers, who with the permission of their parents, assist fellow schoolmates in crossing roadways in the school area. The role of the School Child Safety Patroller is to instruct, direct, and control students in crossing the roadways at or near schools; and to assist teachers and parents in the instruction of school children in safe pedestrian practices at all times and places. Their actions benefit the community by increasing the existing level of safety at the crossing while teaching the younger students the proper way to cross roadways.
- An annual Road Safety Report.
- Key Messaging such as **School Zone Safety** messages for parents and drivers are posted on *Ottawa.ca* which offer:
  - tips and safety rules for children, parents and drivers;



## Ottawa Pedestrian Plan (Final Report June 2009)

- information on the current program to replace school crossing signs, and;
- information on push buttons at intersections and messages about how and when to safely cross.
- The Safety Improvement Program (SIP).
- The **Selective Traffic Enforcement Program** (STEP).- where priority is given to pedestrian, cycling and transit messages during the summer months when activity is highest. The **Speeding Costs you Deerly** campaign is one example.

### .2 Pedestrian and Cycling Safety Program

This program includes the following initiatives:

- Audible Pedestrian Signals (APS).
- The **Share the Road** campaign is a key component of the Integrated Road Safety Program. Each month, two traffic safety priorities are highlighted.
- Traffic safety for motorists- a number of education and enforcement programs focusing on correcting driver behaviour dealing with topics such as speeding, red light running, intersection safety and wildlife-vehicle collisions.

#### 11.3.1.3 Transit Services

A core business objective for Transit Services is to increase ridership. In addition to more traditional advertising and marketing materials, Transit Services has created a number of innovative tools and programs to encourage more transit users. Increasing ridership also serves to increase walking across the city as virtually every transit trip involves a pedestrian trip of some length. Some of the programs include:

- The **Travel Planner** is an interactive web based route planning tool that enables patrons to plan their route and includes a calculation of walk times from their origin to their destination ([www.octranspo.com](http://www.octranspo.com)).
- The Senior's **Try It and Ride with Us** program, which allows seniors ride free on Wednesday throughout the summer. This program encourages seniors to try the public transit system.
- The **ECOPASS** is a transit pass derived through a payroll deduction program, and results in an annual savings of 15% in comparison with the traditional monthly pass system. The city supports the ECOPASS program by offering payroll deductions for City staff. Approximately 1,000 city staff are enrolled in the ECOPASS program, therefore there is still significant room for growth.
- Providing advertising space on public transit, providing advertising space. All city departments are entitled to space at a discounted rate.
- Programs for other Active Transportation modes such as the **Rack & Roll Program** that provides bicycle racks on buses.

#### 11.3.1.2 Initiatives through Ottawa Public Health

Under the Physical Activity banner on the Ottawa Public Health section of [Ottawa.ca](http://Ottawa.ca) there are numerous tips, activities and some organized programs to encourage more active lifestyles. A few related directly to walking are:

*“More “exploration” opportunities in centretown – sculpture walks, laneway development (murals, etc.), historic walking tours (brochures and podcasts).”*

*Ottawa Resident*

## Ottawa Pedestrian Plan (Final Report June 2009)

- The **Pathways to Health Project**- which encourages increased physical activity in Ottawa by providing maps of all-season recreational routes and raises awareness of the many health benefits that pathways provide at a low cost.
- The **Step up and Be Counted** 10,000 Steps Pedometer Challenge- which provides access to a pedometer on loan from libraries and a motivational guide to record personal activity throughout they day, set goals and monitor personal progress. The guide includes useful links for additional resources  
([www.ottawa.ca/residents/health/living/activity/adults/walking/pedometer\\_en.html](http://www.ottawa.ca/residents/health/living/activity/adults/walking/pedometer_en.html)).
- The **10,000 Step Workplace Challenge** -which offers employees across Ottawa an incentive to walk at work, at home, and everywhere in between. Teams of 10 people borrow pedometers and record the number of steps taken in a day. The top three teams with highest number of accumulated steps are awarded a prize.
- Information on *Ottawa.ca* regarding physical activity for adults including tips on stretching, walking clubs and **WinterWalk**.
- Information on *Ottawa.ca* targeted at youth and children such as Active and Safe and Active Routes to School (in collaboration with Traffic and Parking and Operations-TPO), International Walk to School Week, and Start a Walking at Your School.

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### 11.4 The Importance of Partnerships

The importance of strong partnerships cannot be overlooked. Fiscal resources and staff time are becoming increasingly limited, yet the demand for services continues to be ever-increasing. Pooling resources to deliver the same messages in a coordinated manner results in a much stronger message and can reduce the dilution effect of similar messages coming from a number of different sources.

Some current partners and sources of investment in walking education and promotion include:

- The Federal Government through programs such as **Moving On Sustainable Transportation (MOST)** which promotes awareness of sustainable transportation issues and the development of new tools and approaches to encourage concrete action by Canadians.
- Public Health Canada and the programs they deliver and fund.
- The Provincial Government through programs such as:
  - The Ministry of Health Promotion's **Active 2010 - Communities in Action Fund**, a comprehensive strategy to get more Ontarians physically active, and the;
  - **Ontario Trillium Foundation**, an agency of the Ministry of Culture, which receives \$100 million in government funding annually through Ontario's charity casino initiative. Grants are available for eligible charitable and not-for-profit organizations in the arts and culture, environment, human and social services, and sports and recreation sectors.
- The Ministry of Health Promotion through Ottawa Public Health..

## Ottawa Pedestrian Plan (Final Report June 2009)

- Ottawa Public and Separate School Boards through participation in the development of Active and Safe Routes to School, and through the awareness and acknowledgement of school curriculum based programs.
- Active Ottawa Actif. A five-year initiative that promotes, provides and supports accessible and affordable opportunities for Ottawa citizens to participate in physical activity. It is led by a coalition of community partners including the City of Ottawa, the National Capital Region YMCA-YWCA, the Canadian Fitness & Lifestyle Research Institute, Health Canada, Ministry of Tourism & Recreation, Heartbeat, Ottawa-Carleton District School Board, University of Ottawa, Boys and Girls Club and several other community organizations.
- Ottawa Police Services.
- The Pathway Patrol (previously under Ottawa Police Services, now being coordinated by Envirocentre).
- The National Capital Commission.

Potential additional partners include:

- Partners in Healthy Living Ottawa (formerly Ottawa Heartbeat).
- Environment Canada.
- Local Neighbourhood Community Associations.
- Community Centres through support for city initiatives in individual neighbourhood.

### **Recommendation 11.1**

**It is recommended that the City:**

**Develop and implement pedestrian education and promotion programs under the TDM Program and undertake a review of existing walking promotions to ensure a coordinated approach. (Reference recommendations 7.1, 7.3 and 10.4.).**

#### **11.4.1 Raising Awareness with Other Agencies**

Although the city may not sponsor, endorse or participate in programs that are developed and delivered by outside agencies, these programs do help to increase awareness of and participation in walking across Ottawa. From time to time and through contact with TDM staff in other jurisdictions, Ottawa's TDM staff may become aware of new programs and should be encouraged to share these possibilities with the appropriate agency.

For example, the city does not sponsor or endorse school board curriculum, this is the responsibility of the local school boards. However, promoting some possible avenues to partners in the education system helps to raise awareness among school officials. A couple of possibilities include:

- **Clean Air Champions seeks** to improve air quality by working with respected athletes to motivate and educate Canadians to adopt practices and lifestyles that enhance both environmental and personal health. Clean Air Champions' **Stepping Ahead** program is a curriculum based program for grades 7, 8 and 9 that focuses primarily on the physical activity skills associated with walking, running and cycling. The goals of the program are to inspire youth to use these skills more often for active



*Guelph, ON*

## Ottawa Pedestrian Plan (Final Report June 2009)

forms of travel in their everyday lives. Stepping Ahead also provides students nutrition, sport and green tips, and draws the link between health and associated environmental impacts of air pollution. SA is made possible through the support of the Government of Ontario, Communities in Action Fund.

- **Active Schools** helps teachers across Ontario to implement the new curriculum with fun, quality physical activity programs for their students.

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### 11.5 Potential Enhancements to Education and Promotion Strategies

As illustrated in the previous sections of this chapter, education and promotion programs are a critical component of a successful Pedestrian Plan. A number of programs have been developed and delivered, and staff have found some creative methods of delivering programs through synergies with other initiatives and developing strategic partnerships with other agencies.

The following are some suggested enhancements to existing programs and new ones that should be considered.

#### 11.5.1. External Communications:

- *Ottawa.ca* is an excellent tool for disseminating information and providing links to other partners' websites that serve a common goal. Raising the profile of TravelWise through the addition of a TravelWise "hot button"/direct link on the City of Ottawa homepage and a more complete list of links on the TravelWise main page may help to make information on programs more easily accessible. This should also include a link to **Ottawa Counts** where forecasting and research information is available.
- Develop an Active Transportation newsletter that highlights latest developments in Active Transportation, new programs, and reports on successes. The newsletter can be disseminated through *ottawa.ca* and at Client Service Centres.
- Not all residents are internet savvy. Other avenues such as street banners, billboards, tax bill inserts, community recreation program brochures and other publicly accessible media should be included as part of the communication strategy.
- Develop and brand a walking promotion aimed at changing both the cultural perception of walking and driver behaviour toward pedestrians.

#### 11.5.2 Internal Communication/Awareness: An Active Transportation Roundtable

- City professional staff are housed in several buildings across the city. Despite modern communication technologies, it is difficult to keep abreast of what others are doing related to pedestrian planning, design, operations and maintenance. Similar to the Cycling Roundtable, professional staff from different departments who are responsible for pedestrian related projects interact through a formal meeting environment, providing an opportunity for key staff to be informed, share ideas and ensure that all staff/departments dealing with pedestrian

## Ottawa Pedestrian Plan (Final Report June 2009)

issues are working together to achieve a common goal and delivering a unified message.

### 11.5.3 Walking Maps

- Develop and distribute walking map(s) that bring together best walking routes, important destinations, and points of interest.
- Provide/enhance pedestrian mapping at key public parking and transit nodes to provide information on location and distances to important nearby destinations.

### 11.5.4 TravelWise

- Examine the potential to expand the web-based interactive bicycle route mapping tool to include walking routes and a “Walking and Cycling Buddies” program similar to the RideMatch program.

### 11.5.5 Private Sector Incentive Programs

- Encourage private business to develop employee incentive programs such as:
  - Pedestrian user groups and walking buddy programs.
  - Providing/encouraging time for walking during the day to improve mental and physical health.
  - Encouraging walking to work through friendly competitions within the office/between offices.
  - Developing and publicizing routes to walk on large business campuses, and encourage business to make their place of business pedestrian friendly.
- Develop an awards recognition program for businesses that have made efforts to make their place of business pedestrian friendly, and/or combine this recognition program with established programs for like modes such as cycling.
- Examine the potential to enlist private businesses’ recognition and support of the value of the TravelWise program by offering incentives/discounts to members of the public who use Active and Sustainable Transportation modes in their everyday lives.



*Niagara-on-the-Lake,  
ON*

### 11.5.6 The City as a Leader

- Ensure that professional staff on the “front lines” of the implementation of the Ottawa Strategic Plan initiatives are given opportunities to be well informed of current trends and practices through supporting professional development.

### 11.5.7 Partnerships

Continue to pursue and enhance partnerships with internal and external organizations such as:

- Ottawa Public Health to deliver messages and programs related to walking as part of an active and healthy lifestyle.
- Advisory Committees.
- Transit Services to deliver messages and programs related to integrating transit with pedestrian trips.

## Ottawa Pedestrian Plan (Final Report June 2009)

- Historical Societies, BIA's and other such groups to develop and promote themed walking tour routes and tour maps.
- Economic Development Office to deliver messages and programs related to Ottawa as pedestrian friendly place to live, work and play.
- Ottawa Tourism to deliver messages related to Ottawa as a pedestrian friendly tourist destination.
- the National Capital Commission to further integrate and compliment activities and facilities that are used by pedestrians.
- School boards to develop and deliver messages and programs related to walking to school.
- School boards and Envirocentre to expand Active and Safe Routes to School program.
- The Pathway Patrol to assist pedestrians using the pathway and sidewalk system.
- Other potential partners that are identified from time to time.

Researching, developing, implementing, monitoring, evaluating and improving programs, as well as working with partners to promote pedestrian travel requires commitment and resources. An operating budget should be allocated for this very important facet of the Ottawa Pedestrian Plan.

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### 11.6 Summary of Recommendations

**It is recommended that the City:**

**11.1 Develop and implement pedestrian education and promotion programs under the TDM Program and undertake a review of existing walking promotions to ensure a coordinated approach. (Reference recommendations 7.1, 7.3 and 10.4.).**