

Simcoe Muskoka Active School Travel Initiative (On The Move)
Steering Committee Meeting

Date: August 9th, 2022

Location: Teams Meeting [Click here to join the meeting](#)

Time: 1:00 p.m. – 2:30 p.m.

Chair: Christine Bushey

Attendees: Christine Bushey (SMDHU), Jennifer Niven (SMDHU), Colleen Healy (Town of Essa), Kristin Pechkovsky (County of Simcoe), Carolina Cautillo (Town of Innisfil), Terry Chambers (SMDHU), David Hegarty (New Tecumseth), Sherry Diaz (SMDHU), Joe Coleman (Town of Bradford West Gwillimbury), Ann-Marie Kungl (City of Barrie), Mary Brodeur (SMDHU), Charlotte Knegt (SMDHU), Kelly MacLeod (SMDHU), Susan Reese (SMDHU), Justin McDonald (City of Barrie)

Recorder: Jennifer Niven

No.	Agenda Item	Actions
1.0	<p>Welcome and Introduction C. Bushey facilitated a round table introduction of committee members.</p> <p>Discussion occurred at the last meeting about expanding the committee membership with representation from Police Services and a representative from the Transportation Consortium.</p> <p>C. Bushey reported that we have received confirmation that Samantha Bigley will be joining the committee from the OPP. Contacts have been provided to C. Bushey for Barrie Police Services and South Simcoe Police Services. Additional contacts were provided to C. Bushey by committee members.</p> <p>C. Bushey will follow-up you with these contacts and invite them to join the committee.</p>	<p>C. Bushey to connect with AM Kungl to discuss being introduced to Cst. Keira Brooks, Barrie Police Community Safety and Wellbeing Officer.</p> <p>C. Bushey to connect with C. Cautillo to discuss connecting with South Simcoe Police Services Sgt. Dave Phillips, who attends the Innisfil and BWG traffic committees.</p>
2.0	<p>Review and Approval of Agenda The Agenda was approved as circulated.</p>	
3.0	<p>Review of Minutes from June 6, 2022 The Minutes were approved as circulated.</p>	
4.0	<p>Business Arising:</p>	
	<ul style="list-style-type: none"> • <i>J. Niven to send out a doodle poll to determine the date of the next AST PSC meeting.</i> • <i>C. Bushey will send out a draft agenda two weeks in advance of meetings and AST PSC members will identify additional items to add to the agenda.</i> • <i>A small workgroup will be formed to draft back-to-school key messages to promote AST.</i> • <i>Draft key messages will be discussed and approved at the next AST PSC meeting in August.</i> • <i>C. Bushey will determine an outreach strategy to invite police services to the AST PSC.</i> 	<p>Complete</p> <p>Complete</p> <p>In progress – Item 5.3 on agenda For discussion today</p> <p>In progress, as reported during the welcome and introductions</p> <p>In progress</p>

	<ul style="list-style-type: none"> • K. Kirton will follow-up with the Simcoe County District School Board regarding the involvement of the Simcoe County School Transportation Consortium. • AST PSC members will forward names of other potential stakeholders to C. Bushey. • J. Niven to forward June 6th PowerPoint presentation to AST PSC members. <p>C. Bushey indicated that the orientation presentation provided to committee members at the June 6, 2022 Steering Committee meeting will be circulated to new Steering Committee members to assist with their orientation.</p> <p>C. Bushey also indicated that local public health nurses (PHNs) will connect with new Steering Committee members to offer a thorough orientation to the On the Move initiative. The options for orientation include a group session with new members, or one-on-one orientation sessions offered by local public health nurses.</p>	<p>Complete</p> <p>Complete</p> <p>J. Niven to forward the PowerPoint presentation to the new AST Members.</p> <p>Local PHNs will connect with the new members in their geographic area to offer an On the Move orientation session, with the options being either a group orientation session or one-on-one sessions.</p>
5.0	New Business	
5.1	<p>Terms of Reference and Committee Name</p> <p>The original Terms of Reference for the Steering Committee were reviewed at the last meeting to determine if members wanted to re-establish the Steering Committee.</p> <p>The original Terms of Reference are reflective of the role in overseeing the funded pilot project, and now that a decision has been made to continue with the Steering Committee, C. Bushey proposed the Terms of Reference be revised to reflect the more ongoing nature and role of the Steering Committee. C. Bushey reviewed some proposed changes for Steering Committee member consideration. The draft proposed Terms of Reference will be sent to members for their review and feedback.</p> <p>Members can add suggestions in track changes in the document and forward back to J. Niven and C. Bushey.</p> <p>C. Bushey also discussed the name of the Steering Committee – Simcoe Muskoka Active School Travel Project Steering Committee.</p> <p>The term Project was meant to reflect the role in overseeing the original pilot project that was funded by Green Communities Canada. The pilot project is now an ongoing initiative. There has also been branding created for the initiative with the new name being On the Move.</p> <p>Given these changes, C. Bushey asked if the Steering Committee would like to change its' name. Committee members were invited to send suggestions for new names to J. Niven and C. Bushey. This will also be added to the next meeting agenda.</p>	<p>Draft revised Terms of Reference will be sent to Steering Committee members for review and feedback and will be added to the next meeting agenda for discussion and approval.</p> <p>Steering Committee members can send suggestions for a name change to J. Niven and C. Bushey. Name change will be added to the next meeting agenda.</p>
5.2	<p>On the Move Website Overview</p> <p>C. Bushey provided an overview of the website. www.simcoemuskokaonthemove.ca</p> <p>C. Bushey reviewed the existing and new promotional items. If Steering Committee members would like to borrow any of the promotional items (vinyl banners, A-frames with poster or feather flags), please email OTMsimcoemuskoka@smdhu.org.</p> <p>C. Bushey reviewed the new resources that were developed (business card, colouring page, word search) and discussed if these should be on the website. The committee members felt that it would be great to be able to access these printable resources at any time. C. Bushey mentioned the stencils will be added to the website.</p> <p>Steering Committee members can request the business cards by emailing: OTMsimcoemuskoka@smdhu.org</p>	<p>New promotional items and stencils will be added to the website.</p>

	<p>The new Municipal Section of the OTM website was reviewed and Steering Committee members were invited to offer suggestions for any additions that would be valuable.</p> <p>It was suggested that on the Municipal Partner section of the OTM website links could be created to the active school travel or active transportation section of municipal websites. It was further suggested that municipal websites link to the On the Move website.</p> <p>C. Bushey reviewed the wayfinding signs and asked if the members would like to see these added to the municipal section. It was noted that the original project budget had funds for a set of signs for the 17 pilot schools. Any additional signs would have to be purchased by municipalities or schools. It was also noted that the signs are meant to be installed on municipal property and that installation would be the responsibility of the municipality. It was agreed that it would be valuable to add the sign to the OTM website.</p>	<p>Public Health Nurses to follow up with municipal members of the Steering Committee to see if there is additional content they would like to see on the On the Move (OTM) website, and to also ask about adding hyperlinks to the OTM website to their active school travel or active transportation webpages.</p> <p>C. Bushey will look into adding the way finding signs to the OTM website.</p>
<p>5.3</p>	<p>Monthly Theme Messages and Activities</p> <p>A small workgroup consisting of Christine Hyde, Chantel Mayer, Terry Chambers, and Christine Bushey created a chart for monthly themed messages and activities.</p> <p>The August messages were presented to the Steering Committee for review and were approved. The September messages are in the process of being created and will be shared with the Steering Committee once final.</p> <p>Posting of the August back-to-school messages will begin August 17th. Posting of the September messages will begin the week of Sept 5th. Messages and activities for the rest of the school year will be worked on by the small workgroup.</p> <p>Steering Committee members are welcome to use these messages on their own social media platforms and independently push them out or they can ensure they are following SMDHU on social media, so they can repost social media messages sent out by the health unit.</p> <p>There was a discussion about whether these messages were meant to be county/district wide or municipal specific. It was indicated they are meant to be county/district wide.</p> <p>It was agreed that members could revise the messages to make them specific to their municipality. Municipal partners can connect with their local public health nurse for assistance with tailoring social media messages.</p> <p>It was also suggested that monthly grab-and-go messages could be created for partners to use and that these messages could also be revised to reflect local events and activities that promote/support active transportation / OTM.</p> <p>It was noted that in the social media expander bars on the OTM website, there are static messaging for partners to use for 4 common theme events (International Walk to School Month, Winter Walk Day, Spring into Spring, Bike to School week).</p>	<p>Final social media messages will be provided to Steering Committee members for their use.</p>
<p>5.5</p>	<p>Kiss N Ride Programs</p>	<p>Defer to next meeting</p>

	<p>This program was raised by a Steering Committee member who was wondering how municipalities and/or school boards in Simcoe Muskoka are managing Kiss N Ride programs.</p> <p>Some schools are expressing concerns about the safety of children in these areas where Kiss N Ride programs are being run. It was stated that some of the older schools were not designed in a way to accommodate Kiss N Ride areas, making this program challenging to operate safely. It was suggested that it would be helpful to have discussion with Steering Committee members about what their experiences are with Kiss N Ride programs to determine if there are any recommendations/tips that could be made for a smoother operation of these programs.</p> <p>T. Chambers, Public Health Nurse, has gathered information about how other jurisdictions are operating/managing their Kiss N Ride programs and other student drop off and pick up procedures and has put this in a document.</p> <p>It was decided that this discussion would be deferred to the next Steering Committee meeting so all committee members could participate in the discussion.</p>	
<p>5.6</p>	<p>Planning for the 2022-2023 School Year</p> <ul style="list-style-type: none"> • Support for original 17 schools • Expansion to additional schools • Expansion to additional interested municipalities • HOP App <p>C. Bushey reviewed the document called Proposed Support for Existing and New OTM Schools with proposed processes.</p> <p>It was stated that the health unit does not have capacity to promote OTM beyond the 17 schools at this time. It is proposed that the original 17 OTM schools be contacted in late September to assess their capacity to continue with the comprehensive best practice School Travel Planning (STP) Model. If some schools choose to not continue their participation, then we may replace their spot with a school that is ready for the OTM initiative/STP Model. These schools could be identified by Health Unit staff, school boards, municipalities or by schools themselves expressing interest.</p> <p>Some schools may be interested only in education and encouragement activities. These schools could be provided with consultation support, orientation to the OTM website, resources and materials to help them run activities.</p> <p>C. Bushey asked the Steering Committee members if they support the approach proposed and it was approved.</p> <p>A question was asked about developing a framework / sustainable model that could be rolled out where there is more capacity for STP facilitation. The STP best practice model indicates that dedicated time for STP facilitation is essential to the success of the initiative. Currently Public Health Nurses in the Chronic Disease Prevention Program fill the role of STP Facilitator. In other jurisdictions, for instance in York Region, the Public Board and Catholic Board share the cost for a School Travel Planning Facilitator. The health unit is currently exploring STP models being used in other jurisdictions. This information will be brought to a future meeting under the topic of Sustainability.</p>	<p>Defer Hop App to next meeting</p>
<p>5.7</p>	<p>Sustainability</p> <ul style="list-style-type: none"> • Determine what STP model will be used in the future, including a regional coordinator role and school level STP Facilitation roles 	<p>Sustainability will be discussed at the next Steering Committee meeting.</p>

	<ul style="list-style-type: none"> • Determine how and when to bring on additional schools and municipalities • Determine next steps with policy scan • Future funding <p>C.Bushey briefly introduced the topic of sustainability of OTM in Simcoe Muskoka.</p> <p>Due to time limitations, this item will be brought forward to the next Steering Committee meeting.</p> <p>As noted above, the health unit is currently in the process of gathering information from other regions on how they are sustaining active school travel initiatives.</p>	
<p>6.0</p>	<p>Proposed Meeting Schedule: October, January, March, June, August</p> <p>C. Bushey reviewed the proposed meeting schedule.</p>	<p>The proposed meeting frequency will be confirmed at the next meeting.</p> <p>J. Niven will forward a doodle poll for the October meeting.</p>