

Simcoe Muskoka Active School Travel Initiative (On The Move)

Steering Committee Meeting

Date: October 11, 2022

Location: Teams Meeting

Time: 1:30 p.m. – 3:30 p.m.

Chair: Christine Bushey

Present: Andy Campbell, Jennifer Niven, Christine Bushey, Mary Brodeur, Christine Cousins, Christine Hyde, Colleen Healey, David Hegarty, Sherry Diaz, Jennifer Parker, Joe Coleman, Justin McDonald, Kerri McDonald, Katie Kirton, Charlotte Knecht, Sean Levasseur, Kelly MacLeod, Chantele Mayer, Kristin Pechkovsky, Shannon Lowe

Regrets: Matt Ellis, Samantha Bigley, Sharon MacKinnon, Raj Gill, Ann-Marie Kungl, Brandon Hall, Dan Perreault, Kayla Kalalian

Recorder: Jennifer Niven

| No. | Agenda Item | Actions |
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| 1.0 | <p>Welcome and Introduction</p> <ul style="list-style-type: none"> • <i>Welcome new members</i> <p>C. Bushey welcomed everyone to the meeting and introduced new members of the Steering Committee.</p> <ul style="list-style-type: none"> • Joe Coleman – Bradford West Gwillimbury • Colleen Healy - Essa • Sean Levasseur - Simcoe County Transportation Consortium • Christine Cousins - Bracebridge <p>C. Bushey also indicated that representation from Police Services have been recruited as follows:</p> <ul style="list-style-type: none"> • Muskoka OPP – Samantha Bigley • South Simcoe Police Services – Shannon Lowe • Awaiting confirmation of Barrie Police Services | |
| 2.0 | Review of Agenda | Approved |
| 3.0 | Review of Minutes from August 9, 2022 | Approved |
| 4.0 | Business Arising: | |
| | <ul style="list-style-type: none"> • <i>K. Kirton will follow-up with the Simcoe County District School Board regarding the involvement of the Simcoe County School Transportation Consortium.</i> <p>Sean Levasseur from the Simcoe County Transportation Consortium has joined the Steering Committee.</p> <ul style="list-style-type: none"> • <i>New member orientation session.</i> <p>Orientation has been provided to interested and available new members via two offered group sessions.</p> | <p>Complete</p> <p>Complete</p> <p>A Steering Committee membership list will be</p> |

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| | <p>Any Steering Committee members who were not able to attend one of the orientation sessions will have an opportunity for a one-on-one orientation with their local Public Health Nurse (PHNs) in their area. PHNs will be reaching out.</p> <p>A membership list with the names and contact information for the local PHNs will be developed and circulated to Steering Committee members with the minutes.</p> <ul style="list-style-type: none"> <i>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.</i> <i>Steering Committee members can send suggestions for a name change for the AST Project Steering Committee to J. Niven and C. Bushey. Name change will be added to the next meeting agenda.</i> <i>New promotional items and stencils will be added to the website.</i> <p>New promotional items (wayfinding signs, ground stencils, OTM word search activity, OTM colouring activity, OTM pencils, OTM business card promotional key messages) are in the process of being added to the On the Move website.</p> <ul style="list-style-type: none"> <i>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 Municipal Partners section, and to also ask about adding hyperlinks to the OTM website to their active school travel or active transportation webpages.</i> <i>Final social media messages will be provided to Steering Committee members for their use.</i> <p>As monthly social media messages are developed, they will be sent to the Steering Committee for their use.</p> | <p>created with PHNs names and email addresses and will be circulated to the Steering Committee along with the minutes.</p> <p>Discussed under item 5.1</p> <p>Discussed under item 5.1</p> <p>Steering Committee members will be notified by email once the new promotional items are on the website.</p> <p>In the meantime, if Steering Committee members would like to borrow any of the new promotional items, they can send an email message to C. Bushey or J. Niven.</p> <p>In progress</p> <p>Complete and ongoing.</p> |
| <p>5.0</p> | <p>New Business</p> | |
| <p>5.1</p> | <p>Active School Travel Project Steering Committee</p> <ul style="list-style-type: none"> C. Bushey reviewed the 2022 draft Terms of Reference for the Steering Committee and reviewed the edits that were made in track changes. Discussion occurred about the name of the committee, and it was agreed that it would now be called the Simcoe Muskoka On the Move Steering Committee to reflect the new branding. To easily identify email messages related to the OTM initiative, the subject line for every email message will start with SM OTM SC. Discussion occurred about adding secondary schools to the Terms of Reference as a target audience. It was stated that the focus of the initiative so far has been elementary schools. There has been no intentional reaching out to secondary schools, but the Terms of Reference can be worded in a general way as to allow flexibility should there be an opportunity to work with secondary schools. Discussion occurred about quorum and C. Bushey will add content agreed to related to this. Discussion occurred about the format for meetings, and it was agreed that meetings would continue to be held by Microsoft Teams. Assessment about in person or hybrid meetings will occur in the future. | <p>C. Bushey will add language re: quorum to the TOR.</p> <p>C. Bushey will accept track changes and circulate the final Terms of Reference to the On the Move Steering Committee.</p> |

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| | <ul style="list-style-type: none"> • Membership on the Steering Committee was discussed and updated to reflect new members. • C. Bushey accepted track changes. | |
| 5.3 | <p>Monthly Theme Messages and Activities</p> <ul style="list-style-type: none"> • C. Bushey asked the members if there was any feedback on the use of September and October OTM social media messages. • Some members reported that messages are being used on their social media platforms and member organizations are also following the health unit’s social media platforms. Some have asked that the health unit tag them in their social media. • The workgroup will continue to work on monthly social media messages and activities and send them to Steering Committee members for their use. | |
| 5.5 | <p>Kiss N Ride Programs</p> <ul style="list-style-type: none"> • C. Bushey reviewed the information in the attached Kiss N Ride Information document. • It was identified that there are many safety concerns related to Kiss N Ride initiatives. Typically, Kiss N Ride areas are a one-way designated lane for cars to park in and drop students off. However, it was noted that parents were parking at the Kiss N Ride for long periods of time which causes vehicle congestion and safety issues in Kiss N Ride areas. <p>Feedback:</p> <ul style="list-style-type: none"> • Concern within in existing sites is that they may pre-date Kiss N Ride designs. With new construction – trying to figure out how to design a school to accommodate the traffic flow. • One of the challenges is volume of traffic as people are not walking their kids. • Issues with supervision duty on site and the ability for the teachers to take on that responsibility. <p>Possible solutions:</p> <ul style="list-style-type: none"> • Look at developing maps with alternative locations for vehicles to park if not just dropping of their child. • Look at improvements to design of Kiss N Ride areas such as a “right turn only” for parents exiting the Kiss N Ride and the addition of no stopping zones. • Principals sending notes to parents on the use of Kiss N Ride area and information on where parents can park. • Enhance enforcement. • Education from police services. <p>Next step: To support further discussion on Kiss N Ride initiatives at the next Steering Committee meeting, members will gather information from their respective organizations on how they are implementing Kiss N Ride initiatives, policies or information available and challenges and successes they have had.</p> | <p>J. Niven will forward the Kiss N Ride Information document to Steering Committee members.</p> <p>Steering Committee members will gather information from their respective organizations on how they are implementing Kiss N Ride initiatives, policies or information available and challenges and successes they have had.</p> |
| 5.6 | <p>HOP App</p> <ul style="list-style-type: none"> • S. Diaz presented information on the Hop App which was developed by the Ottawa’s EnviroCentre in partnership with Ottawa Student Transportation Authority (OSTA) • Implementation of the App in Simcoe Muskoka would require regional administration and capacity to provide this support would need to be assessed. • In the meantime, the App can be used by partners and could be promoted as a grab and go activity on the OTM website. | <p>J. Niven will forward the HOP App to the committee members.</p> <p>S. Diaz will connect with Lisa Gander from the Enviro Centre to see if ethics approval was</p> |

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| | <ul style="list-style-type: none"> A question was asked regarding whether or not there was ethics approval obtained for the data collection that would occur through the App and if school board ethics approval would need to be obtained. A question was also asked about number of users and return users and how well the App is working. S. Diaz offered to follow-up with the Enviro Centre to gather more information. | obtained, and to enquire about number of users and returning users and how well the App is working. |
| 5.7 | <p>OTM Data Collection Regional Report</p> <ul style="list-style-type: none"> C. Bushey reviewed the AST Project Regional Report (attached) This report was created in February of 2021 based on data collection that was completed by schools in the fall of 2019 and in early 2020. Key highlights were discussed. | AST Regional Report to be provided to Steering Committee members. |
| 5.8 | <p>Sustainability</p> <ul style="list-style-type: none"> C. Bushey provided background information on the Policy Scan that was conducted in 2020. The City of Barrie and Bradford West Gwillimbury participated in the policy scan. Scans were done of similar sized municipalities that were known to have active school travel policies. Scans were also done of the Simcoe County District School Board, the Simcoe Muskoka Catholic District School Board, and the Trillium Lakelands District School board to assess active transportation supportive policies in each of the school boards. A gap analysis was then conducted to determine which policies were missing in Barrie and Bradford West Gwillimbury. The policy scan information was intended to be used to identify active school travel policies that could be recommended to municipalities and school boards for implementation as part of sustainability planning. Review of the policy scans and policy recommendations were put on hold due to the COVID-19 pandemic. It was decided that this work should move forward again as part of sustainability planning. C. Bushey, K. Pechkovsky, J. MacDonald, K. Kirton and C. Hyde volunteered to form a small workgroup to review the policy scan documents and discuss next steps. To also support sustainability, the health unit is collecting information from other jurisdictions on what models they are using to operate and sustain their active school travel initiatives as well as funding sources. S. Diaz engaged with Kate Berry before she left Green Communities Canada and will be connecting with a few other individuals that Kate recommended. Once more information is gathered, S. Diaz will develop a chart with various models/approaches others are using in Ontario (e.g., funding, resources, staff, policy etc.) and this will be shared with the Steering Committee. It was identified that more discussion is needed regarding the School Travel Planning (STP) Facilitator role, Regional Coordinator role and future funding. | <p>C. Bushey will set up a meeting with K. Pechkovsky, J. MacDonald, K. Kirton and C. Hyde to review the policy scan documents.</p> <p>C. Bushey will send the policy scan documents to the small workgroup prior to meeting.</p> |
| 6.0 | <p>Proposed Meeting Schedule: October, January, March, June, August</p> <p>Steering Committee members approved the schedule of meetings as per the above suggestion.</p> | J. Niven to send out a doodle poll to select dates for the Jan and March meetings. |