

# APPENDIX C

## EDUCATION & ENCOURAGEMENT REVIEW





PAID PARKING  
ENCLOSURES  
MON - SAT  
10:00AM - 5:00PM  
SUNDAY  
10:00AM - 6:00PM  
PUBS, BARS & RESTAURANTS  
HOLIDAYS EXCEPTED

**STEAM WHISTLE**  
CANADA'S PREMIUM PILSNER

LUNCH MENU  
UNTIL 3:30pm

- \* Chicken Curry + Rice
- \* Blackened Catfish  
over mixed greens
- \* Seafood Cannelloni  
in a Rose Sauce

67  
**Fire Safety  
Plan**



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# 1.0 INTRODUCTION



In addition to providing physical infrastructure that is designed to support walking, providing support through education and promotional materials is essential to encouraging more trips by foot. Education and encouragement are important and cost-effective measures to enable residents to feel more safe and comfortable walking throughout the City of Mississauga. Education and encouragement initiatives can vary broadly depending on the target audience, but can include:



- Promotion of walking for recreation and as a key transportation option, highlighting key transportation connections nearby, and celebrating new infrastructure connections.
- Connecting with employers and school communities through Transportation Demand Management (TDM) and School Travel Planning (STP) programs to promote walking as part of daily commuting patterns.
- Providing better signage, wayfinding and neighbourhood focused maps that highlight key pedestrian connections and trails.
- Educating residents on pedestrian safety practices, as well as the health, social and economic benefits of walking.



As part of the Pedestrian Master Plan, an online survey (Online Survey #1) collected input from community members in October 2020. The survey results found that 61% of 550 participants had changed their transportation habits since the onset of the COVID-19 pandemic. With transportation patterns changing for so many, there is great opportunity to support individuals to include walking as part of commuting and recreational trips.



The purpose of this document is to review existing programs and initiatives that focus on promotion and education of walking. The goal of pedestrian education initiatives within Mississauga is to help residents understand the benefits of walking and how to do it safely. The Pedestrian Master Plan will also identify some policy direction and actions that fall under the theme of promotion and education of walking. These actions are listed and explained in more detail below.

## 2.0 WHAT MAKES FOR EFFECTIVE EDUCATION & ENCOURAGEMENT?



Walking is one of the simplest ways to stay active and is often overlooked as a method to achieve daily physical activity needs and promote healthy lifestyle habits. Education and encouragement programs focused on incorporating walking habits into daily life and as part of commuting trips are critical to motivating individuals to change their daily routine. Well designed programs, events and initiatives can also serve to identify and address the barriers individuals face when it comes to shifting transportation patterns and educating all road users about pedestrian safety. Identifying and addressing these barriers can create opportunities to mobilize more individuals and contribute to the overall goals of healthy and sustainable community.

Several cornerstones are critical when it comes to delivering effective education and encouragement programs that inspire local action and build results overtime. These key elements and specific strategies include:

- **Staff with time dedicated to education and encouragement.**  
Ensuring a consistent long-term effort is critical to the success of education and encouragement programs. These initiatives generally involve working with a variety of community stakeholders and these strong relationships are critical to their success. These efforts are strengthened through ongoing collaboration and cross-promotion. It is important to have dedicated team to build enthusiasm, adapt and improve on programs and initiatives overtime and to ensure a consistent approach and contact. The amount of staff time required varies with the scope of the program, in some situations it can also make sense to share this responsibility across other departments/organizations.
- **Planning an effective approach.**  
Taking the time to plan an effective approach will ensure that it includes key stakeholders and contains a broad range of opportunities for individuals with various needs. The approach should focus on educational programs (skill building/safety education), encouragement programs (challenges, initiatives, incentives) and celebration events (recognizing community champions, celebrating new infrastructure).
- **Tailoring programs to individual groups and communities.**  
Different groups of people have unique needs when it comes to encouragement and education around walking for transportation and recreation. Ensuring activities are tailored to meet the specific needs or context of a group will ensure that education and promotion is successful and will build meaningful engagement overtime. Engaging with stakeholders to inform the development of these programs will ensure success.

- **Community champions.**

An important way to build capacity for promotion and education is to identify, nurture and celebrate community champions. This can be done by fostering relationships with supportive partners, such as local community groups, businesses and individuals. Help build interest and share knowledge so champions can continue to contribute to their community. Work closely with them to identify how programs can be enhanced to meet their needs. It is also important to recognize these contributions and celebrate these local champions.

- **Collaborating with other agencies and partners.**

Many community groups and organizations host a variety of special events, community initiatives and education programs. There is value in supporting either financially or with staff resources to help build energy behind these efforts. Collaboration ensures that positive relationships are developed, that cross-promotion of programs can occur and that important feedback and support can be provided from external partners.

# 3.0 BUILDING ON THE SUCCESS OF EXISTING PROGRAMS

The City of Mississauga has been working for many years to increase pedestrian safety and promote alternative travel modes. This section profiles existing programs.

- **Increase walking trips to school.**

**Peel Public Health's School Travel Planning (STP)** program addresses the barriers to active transportation and fosters a culture of walking and cycling to school through collaboration with community stakeholders. The STP program is a 5-step process that takes place over three years and is available throughout the region. The process is facilitated by Public Health Nurses in the region. Each school community works to address unique barriers to active travel through the development of programs, policies and infrastructure changes. Several local initiatives include:

- Peel Safe and Active Routes to School Committee – Region of Peel staff, local school boards, police and community organizations come together on this committee to support local education and outreach strategies, policies and program development that build a culture of walking and cycling to school.
- The Walk and Roll Peel school mapping tool, provides a simple interface to plan walking and cycling routes to school. Individuals can see existing infrastructure, crossing guards, schools, and plot their routes with the help of the tool.
- The Peel School Bicycle Parking Program aims to provide safe and secure bike parking at schools throughout the region. Since 2015, more than 300 bicycle racks have been installed at more than 150 schools.
- The region participates in annual Bike to School Week, with 189 schools participating in 2019.



Figure 1.: Peel Public Health - School Travel Planning Flyer

**The Peel Police** coordinate the Peel Children's Safety Village which is an educational centre designed for students grade 5 and under. The Safety Village offers various programs including building pedestrian and cycling safety skills, as well as a patrol program. A Bicycle Rodeo Guide and kit is also available for those wanting to host their own bicycle education events.

**Safe City Mississauga** is a non-profit that fosters community leadership for crime prevention through education, research, collaboration and citizen engagement. The Crossroads Youth Program offers elementary school assembly presentations to schools on a variety of topics, including road and pedestrian/personal safety.

- **Reducing driving speeds**

The **Peel Police** have several road safety initiatives that target pedestrian safety. '[Take the Pledge Peel](#)' is a campaign to reduce driving speeds, it encourages residents to print a pledge and post an image on social media to declare they will slow down to reduce collisions.

The **Ontario Traffic Council's Driving Safer Communities Program**, is a campaign to raise awareness of the use of ASE (Automated Speed Enforcement) to reduce speeds in school zones and community safety zones where the posted speed is under 80km/hr. A website ensures access to educational materials and outlines the benefits of speed reduction tools as part of an effort to spur dialogue on road safety. ([www.ASEOntario.com](http://www.ASEOntario.com)).

The City of Mississauga provides the public with free **"Please Slow Down" lawn signs**. These [bright lawn signs](#) encourage drivers to slow down and pay attention when traveling on local streets. The signs are produced by the City and are available free to residents through their ward Councillor or municipal customer service centre.

- **Promote pedestrian safety.**

**Pedestrian Safety Requests** are easily made through the **City of Mississauga's** [road safety](#) and [traffic](#) website pages. The website provides an easy access point to request local pedestrian safety improvements including access to the Crossing Guard Program, requesting new traffic signals, requesting traffic signal timing, phasing information and traffic calming requests. The website also provides education on pedestrian infrastructure including accessible signals, countdown signals, community safety zones, neighbourhood speed watch program and pedestrian crossovers.

As part of settlement efforts to build welcoming communities for newcomers, **CultureLink** provides a wide variety of services and programs. In August 2020, they created a [Newcomers On the Move: Transportation Video Series](#) to help newcomers safely navigate Mississauga on foot, bicycle and transit. The series also provides an overview of the benefits of different forms of transportation, route planning support and a special feature on navigating these systems during the COVID-19 pandemic.



**Canada Walks** is a program of Green Communities Canada that promotes the value of walking and walkability. The organization provides resources, implementation tools and works with community partners to help build Canada's walking movement. The [Walk Friendly Community](#) program is a recognition program that works with municipalities using a framework for walkability to encourage progress and monitor their efforts overtime. The program evaluates and awards municipalities using a specific framework that scores communities and projects based on the level of walkability. From 2013–2015, Canada Walks worked to profile several communities including Mississauga. Mississauga was awarded the silver designation, ranking fourth among large Canadian Cities. Mississauga was recognized for its innovative approaches in planning, investments in pedestrian infrastructure, education and awareness initiatives and as a founder of the TDM program Smart Commute.

# 4.0 PROFILE OF BEST PRACTICES



This section profiles several best practices in education and encouragement to inspire continued action on this important component of creating a walk friendly city.

- **Provide and enhance pedestrian wayfinding.**

Increasing transportation information that is centered around pedestrians creates a sense of familiarity, safety and security with a space. This reassurance and orientation ensure individuals are more likely to walk as part of their trip. Wayfinding systems provide visual cues, maps and guidance to help people develop a mental map and support them to learn routes within urban centres and along recreational trails. Wayfinding supports community members and visitors, and it can also help people with cognitive impairments navigate their community.

Every transit trip begins and ends on foot, and pedestrian wayfinding connections as part of transit systems are essential to support riders in route planning and navigation. One of the priority actions in **Metrolinx's Regional Transportation Plan** includes "consistent wayfinding across all modes". Metrolinx is working with transit providers across the region to create a consistent approach through the Regional Transit Wayfinding Harmonization Project. This will help commuters across the region to feel more confident trying out new trips and navigating the transit system. The [Toronto 360 Wayfinding Project](#) worked to make the city more walkable, welcoming and easy to navigate for both visitors and residents. Detailed maps were incorporated into 225 on-street signs, and 360 maps were installed at bikeshare station locations.

The average pedestrian trip is often to access local community destinations, part of a longer trip chain, or for recreational purposes. For this reason, it makes sense to target efforts to increase pedestrian activity at a neighbourhood level. The **City of Edmonton** worked with local community groups to develop [43 community maps](#) across the city. The maps highlight the benefits of walking, identify a wide range of pedestrian and community information and sample walking routes. They offer free printed copies to residents. The city also offers a variety of historical walking tour maps, nature walks and a bike map.

- **Support communities to be healthy and active.**

As part of Online Survey #1 for the Pedestrian Master Plan, Mississauga residents identified the importance of walking as part of a healthy lifestyle as one of the top reasons they walk. This included 73% of respondents identifying that they walk/roll 30 minutes each day and 62% identifying that the implementation of a Pedestrian Master Plan would encourage them to walk more often. This is important when we consider that the [Canadian Physical Activity Guidelines](#) encourages adults to accumulate at least 150 minutes of moderate to vigorous physical activity per week.

Locally led events can create more opportunities for people to connect and explore local landmarks, history and learn about community. Jane's Walks are a series of locally led walks that take place in communities across Canada. **Jane's Walk Mississauga** is in its 7th year bringing residents together to explore local spaces and has featured a Clarkson Cemetery Lantern Walk, a poetry and local history walk in Meadowvale and a walk hosted by members of the QTBIPOC community to discuss how different public spaces impact how we all feel.

The **City of Calgary** is supporting residents and community groups to transform pedestrian spaces in an aim to improve activity and connectivity. The [Activate YYC program](#) provides micro-grants of up to \$1600 to support community based tactical urbanism initiatives that will lead to meaningful changes in shared spaces. The projects tend to centre around three common project areas they refer to as:

- Walk, Play and Be Neighbourly
- Shortcuts, Catwalks, Mazes and Mews
- Traffic Calming

The project has mobilized 769 volunteers, completed over 75 projects across the city and engaged more than 14,000 residents to explore and engage with their communities.

- **Encourage Multi-Modal Commuting**

As a founder of the original Metrolinx TDM program Smart Commute, the City of Mississauga recognizes the importance of influencing personal travel choices. The **Region of Peel's Transportation Demand Management Plan** identifies actions, policies and strategies to target individuals, workplaces and governments to incentivize and support a shift in transportation patterns.

Change My Ride was a pilot program that ended in 2020. It included a mobile app that supports users in the **Region of Peel** to help shift away from driving alone to more sustainable options including carpooling, transit, walking and cycling. Employers offered rewards to employees that use the program. By logging trips, users could find carpooling partners, route planning support and even win prizes. Experienced users could become Commute Ambassadors and provide support to others seeking to change their trip patterns. Since the Change My Ride pilot ended, the Smart Commute program has been streamlined into [Smart Commute Peel Region](#), which will be launched in 2021. The focus of the program will be on mobility management, supporting users with alternative modes of travel in Peel and will provide an app.

The **City of Portland's Smart Trips Program** is a comprehensive individualized marketing program that works to shift drive-alone mode share in the city. The program encourages individuals to try walking, biking, transit, carpooling and carsharing. Since 2005 the program has worked to educate residents about the transportation options available to them and encourages them to give other modes a try. From 2005–2014 the program focused on targeting geographic areas and had great success, resulting

in a reduction of drive-alone trips of 9 to 20%. Beginning in 2014, the program shifted focus to target new residents of the city, demonstrating a reduction in vehicle trips by 5 to 8%. A training curriculum has been developed to support other jurisdictions in specific program elements that may be used to implement a successful TDM program.

Providing education and encouragement to take transit also results in an increase in pedestrian trips. **Ottawa's Transit Training** program provides support to individuals looking to access the transit system. The program provides free training sessions to schools, community groups, new Canadians and those with accessibility challenges. The program provides the opportunity to learn how to use the OC Transpo service in a tailored, low-stress session. Participants are taught about bus features, helpful tips and useful route planning tools to make their new commute choice a success.

Building on the success of existing educational programs and a review of current best practices, several key themes emerged around pedestrian education and encouragement opportunities in Mississauga. This information has been distilled into two general action areas:

1. Provide and support educational programs to increase walking mode share and safety.
2. Encourage walking through promotional events, wayfinding, marketing and communications.

# 5.0 RECOMMENDED PROMOTION & EDUCATION ACTIONS

While it is understood that infrastructure, including sidewalks, trails and crossings, are critical to enhancing the pedestrian environment, a range of support measures are also important to encourage people to walk in Mississauga. These support measures can help to build a culture where walking is regarded as a practical option for both recreation and daily transportation. These efforts will help to achieve two of the goals of the Pedestrian Master Plan, **encouraging walking as part of an active and healthy lifestyle and to increase the number of walking trips in Mississauga.**

THEME: PROMOTION & EDUCATION	ACTIONS
<p>Co-ordinate with partner agencies to implement the Pedestrian Master Plan.</p>	<p><b>School travel.</b> Promote and support the Region of Peel's School Travel Planning program and the City's School Walking Routes program.</p>
	<p><b>Sidewalk snow clearing awareness.</b> Develop an education and public awareness campaign to inform residents about sidewalk snow and ice clearing responsibility.</p>
	<p><b>Road safety and regulation awareness.</b> Collaborate with Peel Regional Police, Road Safety Committee, Traffic Safety Council, the Region of Peel and other agencies to encourage walking and raise awareness of road safety laws for all road users in areas with the greatest pedestrian risk and injury severity.</p>
	<p><b>Safe transportation practices.</b> Support campaigns that promote safe travel practices for all road users.</p>

THEME: PROMOTION & EDUCATION	ACTIONS
<p>Encourage walking through promotional events, wayfinding, marketing and communications.</p>	<p><b>Walking events.</b> Support events lead by other agencies and partners that raise awareness of walking.</p>
	<p><b>Targeted communication and engagement.</b> Develop guidelines to conduct targeted communication and engagement regarding walking and pedestrian projects with equity seeking and under-represented groups to understand their unique needs and issues.</p>
	<p><b>Benefits of walking.</b> Work with Peel Health, health researchers, businesses and other communities to develop and deliver informational materials outlining the benefits of walking.</p>
	<p><b>Public communication and information.</b> Create public communication channels for the Active Transportation Office, including a website, e-mail newsletters and social media.</p>
	<p><b>Marketing and promotion.</b> Actively market and promote walking and active transportation through various forms of media.</p>
	<p><b>Transportation Demand Management.</b> Develop transportation demand management requirements for new developments in line with Action #8 of the Transportation Master Plan and recommendation #4 in City's Transportation Demand Management Strategy and Implementation Plan.</p>
	<p><b>Neighbourhood safety programs.</b> Support, develop and monitor new municipal programs and measures to promote walking and improve neighbourhood safety for pedestrians (including slower residential street speed limits, Crime Prevention Through Environmental Design measures and neighbourhood maps).</p>
<p><b>Pedestrian Wayfinding Strategy.</b> Develop a plan to consolidate and/or complement local and regional directional signage programs with a comprehensive, city-wide wayfinding system for all modes.</p>	