

M I N U T E S

Active & Safe Routes to School Steering Committee

Date: Tuesday, November 19, 2019

1:00-4:00 pm

Elgin Rm

FACILITATOR: Andrew Clark (HEAL)

RECORDER: Alina Medeiros (HEAL)

ATTENDEES: **Sean Wright** (Ministry of Transportation [MTO]), **Meagan Lichti** (Southwest Health Unit), **Pam Ewart** (Southwestern Public Health), **Kristy Kastelic** (Student Transportation Services [STS]), **Melissa Waters** (STS), **Megan Graat** (HEAL), **Allison Miller** (City of London), **Sylvia Hazenberg** (Thames Valley District School Board [TVDSB]), **Chantha Sreng** (MLHU – Child Health Team), **Saad Saif** (MLHU Nursing Student), **Alex Williams** (MLHU Nursing Student), **Alexis Kampman** (City of London)

REGRETS: **Emily Van Kesteren** (MLHU), **Diane Szoller** (CANBike)

Agenda #	Notes	ACTION TO BE TAKEN
----------	-------	--------------------

1	Welcome & Introductions	
2	Review Agenda	
3	Review Minutes from September 17, 2019 Minutes approved as written	
4	Previous Business	
4.1	Safety Village (Saad) <ul style="list-style-type: none"> • The Safety village does not have room for a roundabout currently. • The PXO videos are incorporated into their curriculum. Helmets on Kids (Sylvia) <ul style="list-style-type: none"> • In January, the initial request goes out for helmets. Distribution is based on need. Funding comes from fundraising. 	
4.2	ELMO ASRTS Website Overhaul – Megan (HEAL) Actions taken by members before the meeting: <ul style="list-style-type: none"> • Review the www.activesaferoutes.ca website • Consider the following questions: <ul style="list-style-type: none"> ○ What is our purpose for the website? (e.g. What service do we provide?) ○ Who do we want the target audience of the website to be? (who will be accessing the website?) ○ What should be our scope? (e.g. geographic, types of resources, etc.) ○ What organizational headings or sorting labels do you think would make searching for resources more user-friendly? 	No working group needed at this time to develop the website. HEAL will take leadership to recreate the website.

	<ul style="list-style-type: none"> ○ What content is currently missing from our website that you would like to see added? <p>Discussion: Purpose</p> <ul style="list-style-type: none"> • The primary purpose of the website is to provide resources and "how-to" information. While we are re-designing the website, we can make the purpose of it anything we want it to be. The website should be usable for anyone promoting AST (e.g. facilitating a committee, on a committee, or encouraging AST in general). • The website should support social media and facilitate communication with the wider community. It should also help to recruit new members to the committee. • The home page needs to say what the program is and explain it to people. There also needs to be more consistency between acronyms and names (i.e. ELMO ASRTS vs. ASRTS). Potential for schools to share information by having editing capability for one page. <p>Discussion: Target audience</p> <ul style="list-style-type: none"> • Use prompts to direct people to targeted resources (e.g. "I am a teacher/student, STP facilitator, etc.") to reduce the number of clicks. • Key people include the ASRTS steering committee, teachers, students, parents, school administrators, STP team members, and general community members. Their needed resources are STP information, curriculum connections, student clubs and events, and general resources and updates. • Researchers interested in ASRTS should be directed to the HEAL website. <p>Discussion: Scope</p> <ul style="list-style-type: none"> • The website should be kept local and resources developed should be targeted towards the ELMO region. Links to other resources (e.g. OAST) can be used as needed. • ELMO ASRTS social media should be focused on sharing what we are doing with the local community. Users should be directed to share on OAST social media to reach a wider audience. <p>Discussion: Organization</p> <ul style="list-style-type: none"> • The website should include a search feature. If we are using tags to search, multiple tags should be used at once to refine the search. For example, the amount of information tagged as "Education" would be overwhelming to most. Selecting multiple tags can help to overcome this issue. • Local photos should be used to redesign the website. The City may be able to help since they have a 	<p>Andrew to reach out to Allison Miller to coordinate.</p>
--	---	---

	<p>photographer. ASRTS should have to reach out soon.</p>	
4.3	<p>iWalk 2019 campaign – Story Submissions – Andrew</p> <ul style="list-style-type: none"> • Little social media promotion for iWalk 2019. The event occurred during the CUPE work to rule, therefore many events were canceled. • Two story contest submissions (one student and one class). Prizes for the classes should be consistent with last year's prizes (\$50 per class, \$25 for the individual). The student will receive a \$25 indigo gift card. Students should decide what their class prize is. • To increase future uptake of the story contest, we could show the students the prizes, combine with other events and community partners (e.g. family centers, libraries, etc.). If the story contest is run again, a working group should be developed to lead it. 	<p>Chantha to present the award to the school.</p>
4.4	<p>Twitter– Andrew</p> <ul style="list-style-type: none"> • ELMO_ASRTS twitter account is gaining followers. So far there is a good reach within the province, but not much outside of Ontario. • Benefits of having a twitter account include differing platforms to share information, promotion, aligning with other organization's social media (i.e. schools and transportation services), and tweet notifications. The difficulties of twitter include the fact that people may be using different platforms and, therefore, are unable to follow our Twitter account. • Currently, a HEAL student is scheduling tweets that are already created. Andrew retweeting relevant posts as they arise. Success stories can be shared by tagging ELMO_ASRTS on twitter. • Future tweets should be aligned with current themes (e.g. Canadian Safety Week). Future tweets are to be written by steering committee members to align with a theme. Tweet writing responsibilities to be included in the work plan. • A terms of use for creating tweets should be developed. This document should include information such as: how to formulate a tweet, common hashtags or people to tag, and when to start a dialogue vs. when to engage vs. when to take down a controversial tweet. When running the twitter it is important to remember that we are evidence-driven and not advocates. 	<p>By the end of November, steering committee members decide a theme or week that they manage the twitter for (themes should align with their passions or organization's events). Email info@activesaferoutes.ca with what you can do. In January, we will divvy up the responsibilities.</p>
4.5	<p>Wayfinding signs – Saad Wayfinding and CanBike Evaluation – Andrew</p> <ul style="list-style-type: none"> • Sir Isaac Brock and W. Sherwood Fox are both interested in Wayfinding signs. Sir Isaac Brock was the first school that identified interest. It was agreed 	<p>Representative on behalf of Sir Isaac Brock to</p>

	<p>that they can proceed with the signs. If there is money left over, W. Sherwood Fox can go through with Wayfinding signs. Future schools will have to raise funds and apply for grants to obtain funding for signs.</p> <ul style="list-style-type: none"> About four questions to be sent out to evaluate wayfinding signs and CanBike programs. This survey will be sent out before Christmas. 	<p>inquire about wayfinding signs.</p> <p>ASRTS Co-Chairs to send out the evaluation form.</p>
4.6	<p>STP Ethics Submission Applicant – Andrew HEAL suggested submitting the ASRTS ethics at TVDSB from the ASRTS Committee directly, rather than from HEAL. Since HEAL needs to have data ownership, it was agreed by attendees to keep the ethics submission from HEAL.</p>	<p>Andrew will submit ethics.</p>
5	<p>Roundtable & Project Updates</p>	
5.1	<p>Emily Van Kesteren’s role – Andrew</p> <ul style="list-style-type: none"> Emily is moving to a new position. Andrew will be the single co-chair of ELMO ASRTS until the position is filled. 	<p>Emily will follow through with 2 pre-planned meetings: 1) ASRTS strategic planning and 2) STP Manual revisions.</p>
5.2	<p>Strategic Planning – Andrew Partnership Evaluation – Pam</p> <ul style="list-style-type: none"> Emily is currently connecting with the steering committee and resource members. She will be facilitating the Strategic Planning meeting. From the partnership evaluation, it seems that people are feeling satisfied with the partnership. Benefits: <ul style="list-style-type: none"> Greater impact as a committee (pooling of resources, collaboration helps to achieve much more), Promotion of their organization Areas of improvement: <ul style="list-style-type: none"> Meetings <ul style="list-style-type: none"> Attend regular, have someone else attend in your place if you are unable to attend Participate fully in the meetings Feel comfortable share at the meetings Ensure that meetings are a productive use of the time Representation from front-line doers and decision-makers Participation <ul style="list-style-type: none"> Comfortable in the partnership Working together better Contributing and feeling a part of the decision-making process Communication 	

	<ul style="list-style-type: none"> ▪ More timely and efficient between group members ▪ A good amount of emails currently, do not increase the number of emails being sent ▪ Consistently updating STP school lists of active and previous school lists ▪ Knowing what active and previous schools are <ul style="list-style-type: none"> • Level of school buy-in • Quarterly update on school progress, facilitator contacts ○ Improvement of evaluating progress 	
5.3	<p>STP Manual Revisions – Andrew</p> <ul style="list-style-type: none"> • The revised STP Manual is not cohesively connected. • Plan to meet in February for Emily to bring back her observations and ideas for improving consistency, simplifying the process, and filling in identified gaps. The Youth Surveys will also be discussed at this meeting. The actual Manual is unlikely to be worked on at this meeting, as it will be discussed to direct the next steps in the revisions. • Hoping to launch the new manual in September 2020 	STP Manual working group to meet in February.
5.4	<p>Account Balance – Andrew</p> <ul style="list-style-type: none"> • Upcoming costs include survey translation, website overhaul, refreshments for the strategic planning meeting, and the 2020 Sharing Event • Decided we don't need more money from the health units • Use small prizes to share with STP schools (e.g. stickers) 	
5.5	<p>Prospective Partnership – London Environmental Network (LEN) – Alina</p> <ul style="list-style-type: none"> • In early November, Alina and Emily met with a representative from the LEN to discuss a potential partnership. • Member benefits: <ul style="list-style-type: none"> ○ Email list for workshops, funding, partnership opportunities ○ Outreach booth in the community, 6-8x per year (sharing information from members) ○ No cost, no monthly meeting • Email list for primary contacts, member list, then the general email list • Attendees agreed that ASRTS should be a member of the LEN. 	Primary contact for the LEN to fall to Emily's role. Partnership application to be revisited and followed through when new Co-Chair is hired (at January meeting, if possible).
5.6	<p>Ontario Active School Travel Fund – Melissa/Kristy Walking School Bus Pilot – Melissa/Kristy</p>	OAST Progress report due at the end of November.

	<ul style="list-style-type: none"> • Melissa and Kristy presented to the STS board of directors to share successes in hopes of gaining buy-in. • Melissa and Kristy are still working with St Pius and St. Nicholas. Assumption will not be progressing through the entire STP program. Algonquin and St. Michael's have been identified as potential for STP schools in Woodstock. Westmount and Jean Vanier have been identified in London. These schools are being picked with direction from the school board. • Nancy (Canadian Cancer Society) is conducting a Walking School Bus training session for trainers. Andrew, Chantha, Kristy, Melissa, and Pam are planning to attend. Rick Hansen, June Rose, and Central will not be moving forward with the walking school bus. St. Nicholas will be moving forward. A parent from Byron Southwoods has reached out inquiring about a walking school bus program. 	<p>Andrew, Chantha, Kristy, Melissa, and Pam to attend the walking school bus training session.</p>
5.7	<p>Drop Zones update and toolkit– Andrew</p> <ul style="list-style-type: none"> • Ongoing concerns from St. Marguerite D'Youville. • Undergraduate students at the HEAL are developing materials about drop zones. 	
5.8	<p>School Travel Plan Schedule Update – Alina</p> <ul style="list-style-type: none"> • St. Francis is beginning an STP. • St. Michael's and Byron Southwood are planning to start in the New Year. 	
6	<p>Roundtable updates</p> <ul style="list-style-type: none"> • Alina is organizing events for Geography Awareness week in late November. Events will be held at St. Nicholas Catholic School and St. Pius X Catholic School. • Andrew has started a student STP committee at Sir Arthur Currie. 	
12	<p>Closing remarks Upcoming Meeting Dates for 2019: January 21, 2020, 1-4 pm Elgin Room March 17, 2020, 1-4 pm Katherine Harley Room May 19, 2020, 1-4 pm Elgin Room June 16, 2020, 1-4 pm Katherine Harley room</p>	

CONFIRMED _____ CHAIR