

ASRTS Meeting

Date: November 24th 2023

Attending: Kristy, Andrew, Emma, Jacqueline, Marianne, Sarah, Sean, Graham, Sylvia, Molly, Nate, Scott and Allison

Previous Action Items:

- None

Introductions:

Emma Fabri will be taking the position of representing the climate change and stewardship department of the city

Adding and Additional Executive Member:

MLHU expressed interest

MLHU has gone through a reworking

Updates:

Funding – contacted from Allison, Emma and their team to pursue projects through ASRTS committee. The picked task was developing recommendations on what will be required to develop a bike train model in the local elementary school areas (a list of recommendations). Use this as a starting point to build connections with school boards, cycle link and our committee. Eventually funding for bike racks.

Andrew's firm has been hired to do the work on this, if you would like to be part of the conversation please reach out to Andrew. He has reached out to the two school boards, cycle link and a few others. First two weeks of December for the conversations. Timeline is to have everything completed by the end of December.

School Travel Planning:

Impacted by the reorganization of the Health Unit (MLHU). Need to finish organizing the resources so that we can begin some pilot studies with the schools, identifying next steps. Require the resource summaries from the health units – hopefully after Christmas. Hoping for a mid-winter roll out for the pilot study. Resource summaries have been divided between Sarah and Jacqueline. Request for additional people to assist, perfect for students. Currently no ask from schools. Once the summaries are done we are hoping to ask one to two schools to pilot the automation. There is no evaluation component to the new manual so it is low barrier, simply requiring the Principal's permission.

A few schools which may be interested Tecumseh PS & Byron Somerset PS. Both asked for resources and were provided with activities to chose from. If we know of a school that is interested we should direct them to the website which will go through to Kristy.

Website:

The website is up and running. Byron Summerset did contact STS through the website. Kristy shared the website home page. www.activesaferoutes.ca

Will incorporate resources from partners around the table into the website. We can link the resources to the website.

The website is easier to navigate, and easier to the eye. Wondering how to best promote the website within TVDSB? The communication working group can take that work on. We will use the link from the resource page in our promotion of specific resources.

Agendas and minutes are loaded onto the website in case steering committee members cannot find them (also to be more transparent). Upcoming events, such as steering committee meetings, are also on the website. That way the public can be more informed and involved. All meetings are open to the public.

Communication Working Group Update:

The first meeting was online. The communication working group meetings are not currently posted online. May be a point of discussion, uncertain about how much detail should be shared.

Communications from the city of London: Andrew Secombe was there. Which was very helpful.

We did an overview of our current social media: twitter, Instagram and Facebook. Posted quite actively during IWalk week. We hope to find a way to reduce the capacity required to post regularly

Developed goals and objectives for the group (Please see the communication working group notes)

Some of the universal messaging we want to have delivered:

- Partnership information, occasionally posted (secondary purpose)
- Celebrate successes at the schools
- Benefits of active school travel
- Services and programs we are offering
- Showing behind the scenes
- How to guide on how to address things such as safety issues
- School travel planning promotion
- How to get involved with ELMO ASRTS

Audiences to focus on:

- General public
 - o Post cards/ pop ups at events – at both ASRTS booths and partner booths
 - o Screens/ digital billboards
 - o Partner communication channels
 - o Social media channels
 - o Community resource centres
- Potential Partners
 - o Direct emails and phone calls
 - o Events and presentations
 - o Other school boards
- School systems
 - o Trustee meetings

- Superintendents
- PD training and ties to the curriculum
- Newsletters
- Websites
- Staff meetings
- PH assessments for high schools
- School board SharePoint – run by different portfolios, would just need some help to know what to include (link, wording etc)
- Parents and Children
 - Newsletter inserts
 - Social media
 - Backpacks
 - Posters
 - School councils
 - Connecting with parents in other places that may be less chaotic than the school (rec centres/ libraries/ community centres etc)

Andrew will post the link to the communication group invite so that anyone can join who is interested:

[Link found here.](#) December 1st from 9 am – 11am

External Partnership Development

Who are we missing from the table?

Potentially the crossing guards. We are uncertain who is in charge of the crossing guards within the city. Allison will be asking. Uncertain how the crossing guards are regulated outside of the city – most likely the municipality

Engagement with other municipalities: Oxford, Elgin, Middlesex etc. Much more representation from the city of London on the Steering Committee. A list of people to contact and build relationships with would be helpful.

Cycle link is well connected in Ingersoll Nate to connect.

A get together to chat with potential partners and the work would be a good way to build up relationships.

Sean has provincial contacts which may be helpful. Mostly in KW, Guelph etc. There may be good value at establishing that network at a higher level. Could lead into new ideas, potential resources etc

Andrew to send out a list of municipalities and the names. If we gain 5 or 6 municipal reps we can have a meet or greet.

Three indigenous nations should also be invited and be included. Many of the schools are bused, but so are the ones from SWPH. Reduced health outcomes statistically in Indigenous communities makes sense to include them. There is a responsibility not only to inform but to include. Should invite to the table. STS does not have a contact through busing services. Scott has a colleague who he can tap on the shoulder from the Oneida nation. He would appreciate wording/ clear asks.

Andrew will make a list of the partners who we can reach out to. Kristy will make an introduction email to send them. Begin the process of connecting.

Private schools, especially those with outdoor/ activity focus. Louise does a lot of their active transportation work and she is on the email list. French first language school boards have never been reached out to or engaged with.

Waldof schools – Marianne has a connection. Kapour (?), and Moncia Sass he is very invested in cycling and active transportation.

CAA well funded, resource that they bring is print resources. We focus on the digital resources but the print are more useful for events and being in the schools. They have a lot of focus on safety (cycling, pedestrian etc). Allison and Sean work closely with them.

Connecting with new comer groups would also be a good one to look to. They are often looking for resources. More likely to use active routes. Have been attempted in the past. Child passenger safety resources would be particularly helpful because of cultural differences. CPSAC- Child Passenger Safety Association of Canada

Will save the contact until after Christmas.

Round Table

Safety Patrol – Sylvia TVDSB

CAA safety patrollers used to be in the elementary schools. They worked with police. However, police are no longer in the elementary schools so discussions on how to continue this work. Both school boards are looking at the feasibility of the program. Hoping to sort it out by the spring.

London Middlesex Road Safety – STS Kristy

Joined the London Middlesex road safety committee and is looking forward to being a part of that table.

Road Safety Bill - Sean MTO

Road safety bill hoping to launch in the spring, anticipating some large changes. No details on priorities at this time.

Webmapping and GIS Opportunities - Andrew Fanshawe College

Web mapping around cultural assets. Planning and GIS. If anyone has any work they are looking to get done (around Sept 2024) Andrew is interested in partnering. Partnering with other professors at Fanshawe Urban 360 lab for very low or free cost. If there are things around GIS or web mapping that you want done this summer Andrew can get you a contact.

ACTION ITEMS

All Partners: Any web mapping or GIS work that anyone would like done around Sept 2024, reach out to Andrew who would like to partner, along with other professors from Fanshawe College.

Allison and Sean: Reach out to, or provide Andrew with contact information for CAA contacts

Scott: Speak with colleague regarding Indigenous representation/ participation in ASRTS

Andrew: Create a list of municipalities to seek representation from (see Appendix A)

Sean: To reach out to, or provide Andrew with contact information for Provincial contacts.

Nate: To reach out to, or provide Andrew with contact information for Ingersoll Cycle Link

Allison: To ask about involving crossing guard representation, and finding contact information.

Communication Group: Determine the best way to promote the new website to TVDSB and beyond.

All Partners: Contribute resources to link to the website.

Health Units (Sarah and Jacqueline): Create summaries for resources on website to be used in pilot

All Partners: If you would like to be a part of bike bus initiative please reach out to Andrew (note a shortened time line)

Appendix A: List of Municipalities and Potential Partners to Reach Out To

In Summary

Crossing Guards

- Allison will reach out locally

Municipalities

- City of St Thomas
- Elgin County
 - Central Elgin
 - Malahide
 - Aylmer
 - Bayham
 - West Elgin
 - Southwold
 - Dutton / Dunwich
- Oxford
 - Zorra
 - East Zorra-Tavistock
 - Blandford-Blenheim
 - Woodstock
 - Southwest-Oxford
 - Norwich
 - Tillsonburg
 - Ingersoll
- Middlesex County
 - Municipality of Adelaide Metcalfe.
 - Municipality of Lucan Biddulph.
 - Municipality of Middlesex Centre.
 - Municipality of North Middlesex.
 - Municipality of Southwest Middlesex.
 - Municipality of Strathroy-Caradoc.
 - Municipality of Thames Centre.
 - Village of Newbury
- Indigenous Communities – Scott & system principal
 - Oneida of the Thames
 - Munsee Delaware
 - Chippewa of the Thames

Provincial Contacts

- Other groups across the province – Sean

- CPSAC- Child Passenger Safety Association of Canada

Parent Groups

- TVPIC
- CVCHSA
- LD-PIC

Other School Groups

- Waldorf and other private schools
- Viamonde
- Providence

New-Commer Groups

Appendix B: Road Safety Calendar – linked to email



2024 Road Safety
Events Calendar (1).pdf