

This season

Two Series of social marketing webinars:

1. Social marketing instruction and review
2. Case studies: sustainable transportation and waste management

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Transportation

Haliburton Communities in Action

3rd of 4 transportation cases

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Landmark Case Studies



Designation recognizes programs and social marketing approaches considered to be among the most successful worldwide

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Landmark Case Studies



Rated by a peer-selection panel based on:

- Impact
- Innovation
- Replicability
- Adaptability

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2012 Peer Selection Panel

- Mark Dessauer, Blue Cross Blue Shield of North Carolina Foundation
- Jacky Kennedy, Green Communities Canada
- Ryan Lanyon, Metrolinx
- Nathalie Lapointe, Federation of Canadian Municipalities
- David Levinger from the Mobility Education Foundation
- Lorenzo Mele, City of Mississauga
- Geoff Noxon, Noxon Associates
- Chuck Wilsker, U.S. Telework Coalition
- Phil Winters from CUTR and the University of South Florida
- JoAnn Woodhall, Translink

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FCM Green Municipal Fund
Fonds municipal vert



Ontario Professional Planners Institute
Institut des planificateurs professionnels de l'Ontario

Ontario Planners: Vision • Leadership • Great Communities

We gratefully acknowledge these organizations for helping promote the availability of this webinar

Canada Bikes
CUTR, U. of South Florida
Green Communities Canada
International Social Marketing Assoc.

McKenzie-Mohr and Associates
National Centre for Bicycling and Walking
Ontario Health Promo ebulletin
Sustainability Network

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Canada Bikes

- *The national voice for commuter, touring and recreational cycling*
- *Newly inaugurated at Velo-City Global in 2012 after 3 years of engagement*
- *15 board members representing cycling organizations across Canada*
- *Connecting with the cycling community, government, experts and industry*

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Canada Bikes

- *Strategic initiatives for governments supporting infrastructure and safety*
- *Communication services and information on cycling*
- *Working with cycling groups and stakeholders to make cycling safe and enjoyable throughout Canada*
- www.canadabikes.org

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Haliburton Communities in Action



Strengths:

- A rare model for smaller and rural communities
- Research-based effort to identify and address barriers
- “Recognizes a broad range of issues, without making the problem too big or paralyzing”

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Haliburton Communities in Action



Strengths:

- Short and long term benefits
- Low budget aside from time
- Readily replicated by other communities and very adaptable to other behaviours

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Haliburton Communities in Action



The Panel wanted to know more about:

- Results of the impact evaluation
- Sustainability of the program

This Case Study: *What to Look For*

Planning Stages and Tools of Change

- Getting Informed
- Developing Partners
- Logic Model
- Strategy - overcoming specific barriers, supportive policies

This Case Study: *What to Look For*

Planning Stages and Tools of Change

- Evaluation – triangulation, both qualitative and quantitative

Communities in Action Haliburton County

Kate Hall, Project Coordinator & Community Development Planning Consultant

Sue Shikaze, Chair & Health Promoter, HKPR District Health Unit

Tools of Change webinar, April 10, 2013

Presentation Overview

- Haliburton County
- Background
- Strategies
- Our Evaluation Strategy
- Approaches
- Results
- Conclusions
- Implications



County of Haliburton





Why Plan for Active Transportation in Haliburton County?



- Equity and accessibility
- Link between the built environment and health
- Safety
- Environment
- Economic development
- Quality of life
- Opportunity

The Communities in Action Committee

Works to create healthy active communities by:

- **Developing partnerships** with multiple sectors in order to build knowledge and capacity around active transportation
- **Promoting** the benefits of active transportation
- **Advocating** for policies and investments that result in communities designed to support and encourage active transportation
- **Doing research** in order to develop an evidence-base for rural active transportation planning and implementation

Building Partnerships

Why?

Partnerships are key to addressing capacity issues that exist in rural communities

Key Partners for AT in Haliburton County:

- County & Municipalities
- HKPR District Health Unit
- Haliburton Highlands Cycling Coalition
- Communities in Action OPP
- U-Links Centre for Community-Based Research
- Community groups (trails, age-friendly)

Promotion: Raising Community Awareness

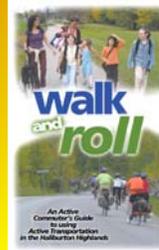
Why?

- Build a base of community support, awareness, activity

How? Variety of encouragement activities:

- Focus on village hubs
- Promote “doable” message
- Variety of encouragement and education events: World Record Walks, annual Cycling Festival, Commuter Challenge, Bike/Walk to School
- Local media

Promotion: Community Education



SHARE the ROAD
www.cyclehaliburton.ca

Advocacy

Why?
Raise awareness with municipal elected officials of the benefits of active transportation and their role.

How?

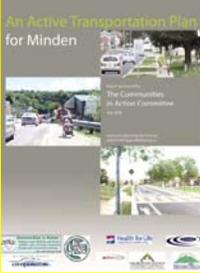
- Communication through reports, updates and delegations to council
- Hosting workshops and events and inviting councillors and staff
- Making policy recommendations: Participating in Official Plan reviews
- Influencing infrastructure decisions: coordinating letter writing campaign re: paved shoulders

Research and Planning

Why?
Build a strong, evidence-based case
Develop tools and resources

How?

- Conducting community-based research to identify AT needs, concerns, challenges
- Helping create a vision – illustrations
- Developing active transportation plans for Haliburton and Minden



Evaluation Questions

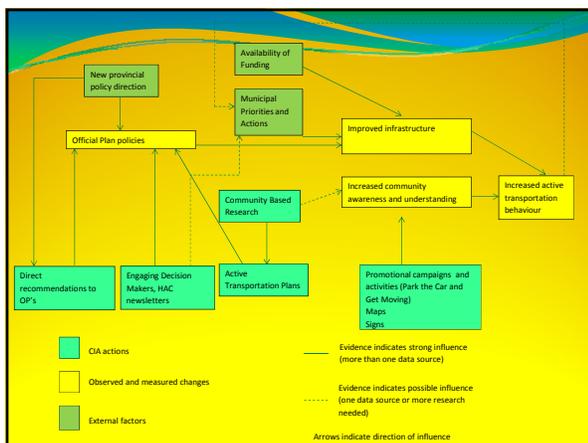
What has changed since the CIA began work on active transportation?

What has been our contribution to these changes?

How effective have we been?

Evaluation Framework

- Policy & Planning
- Community Design & Infrastructure
- Community Awareness
- Actual levels of AT activity



Evaluation Strategy

- Inventory: policy and infrastructure changes
- Survey: asked residents about their AT awareness and behaviour
- Observational Study: manual counts of people walking and cycling
- Key Informant Interviews

Inventory

Developed list of all policy and infrastructure changes that have taken place during the study period, 2005 - 2012



Results: Policy Inventory

Official Plans at County and local levels all now include language to support healthy, active communities in general

All include policies specific to active transportation, and walking and cycling



"Active transportation (e.g. bicycling and walking) can play a positive role in improving mobility and the quality of life as part of a balanced transportation system. **The Township will support the development of bicycle and walking routes**, and will use the Haliburton County Cycling Master Plan as a resource to help inform future planning." (*Township of Algonquin Highlands Official Plan, 2010, 8.1.4*)

...encouraging healthy, active communities by applying principles of good community design, active transportation, as well as providing parks and recreation opportunities." (*Dysart et al. Official Plan, 2010, 2.2.7*)



Results: Infrastructure Inventory



Figure 2 Area 2: York Street

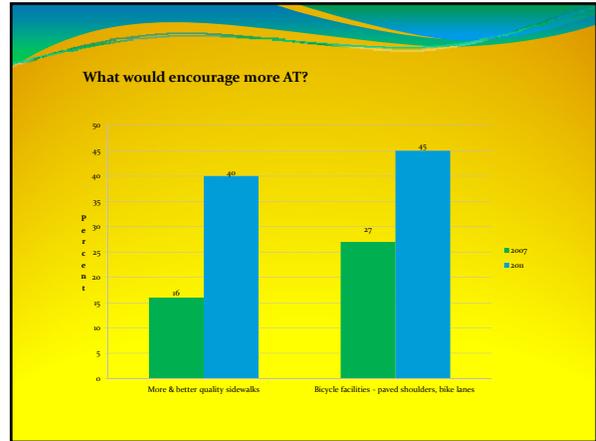
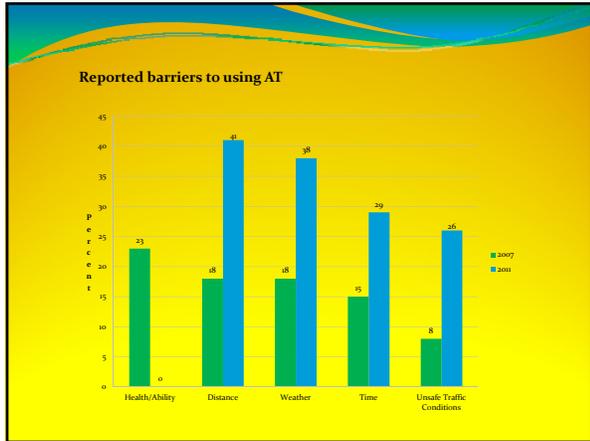
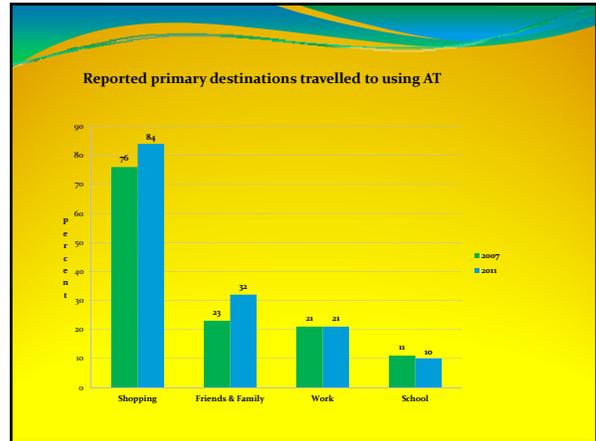
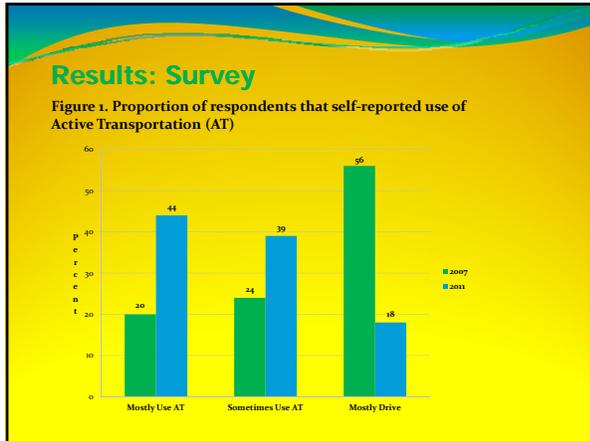


Survey

Purpose was to get self-reported data on use of active transportation.

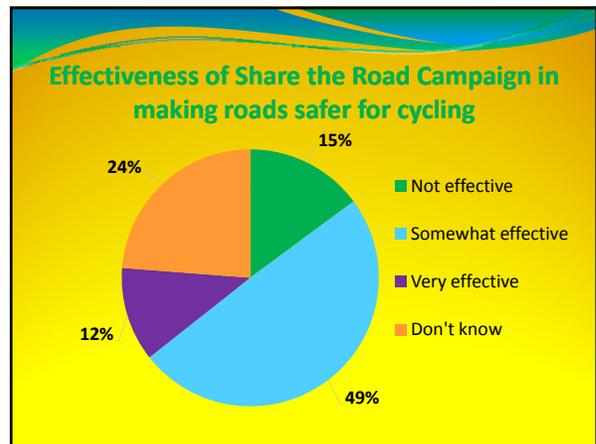
Comparative data:

- Self-reported levels of active transportation
- Typical destinations travelled to
- Barriers to using AT
- Overcoming barriers



"People are becoming more physically active as there is more public education around things like obesity and diabetes. Parents and kids are using them (trails) more for a healthy lifestyle and there are more trails systems overall."

"As a driver it is very helpful to have the Share the Road signs as reminders to look out for (and share the road with) cyclists."



Limitations: Survey

- Convenience sample
- Survey questions were somewhat different from surveys done in 2005/07

Addressed by:

- Promoted survey widely, made available in paper and electronic versions
- Maintained intent of key questions, while improving them for clarity, so that comparisons could still be made

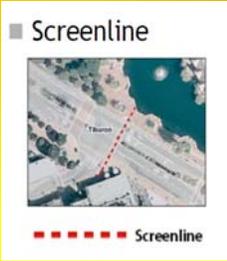
Observational Study

Purpose was to obtain quantitative data on AT activity to complement the survey data.

Manual counts of people walking and cycling.

Methods:

- 2005-07 – count all peds and cyclists in area
- 2012 – screenline method



Results: Observational Study

Minden

Invergordon Ave.		Pritchard Lane		Water St.	
2007	2011	2007	2011	2007	2011
10	21	7	24	5	75

Average number of people using AT based on 3 hours of observation.

Results: Observational Study

Haliburton

Highland St.		York St.		Courtesy Crossing	
2005	2011	2005	2011	2005	2011
146	277	106	135	55	56

Average number of people using AT based on 3 hours of observation.

Limitations: Observational Study

- Counts were done of pedestrians and cyclists only
- Need to account for other potential factors of influence
- Used a different count method to collect the data (2005/7 to 2012)

Addressed limitations by:

- Taking averages
- Counts done Tues/Wed/Thur
- Compared counts at same locations only

Key Informant Interviews

Purpose was to get qualitative data on the impact of the CIA from a municipal perspective.

- Purposeful sample, with representation from all four local municipalities + county
- Cross-section of staff roles represented (i.e. planning, administration, transportation)
- Criteria: on current council, and sat on previous council

Results: Key Informant Interviews

Theme: CIA as a Credible Resource

"...to have them as an independent body to provide the municipal and county levels with direction and to highlight best practices and bring resources to the table is very effective."

"The CIA has been the main reason for us incorporating active transportation into our planning in the village."

"The CIA has been a great partner for council and for lobbying other levels of government. Lots of projects would not have been put into place if it weren't for them."

On a scale of 1-5, how much do you think the work of the Communities in Action Committee (CIA) has contributed to the observed changes in the community related to active transportation?

Average response was 4.2

Theme: Cultural Shift in Decision Making

"Politicians are more aware of the needs and impacts of cyclists and pedestrians now."

"(My role..) has been to ensure that we are all thinking about active transportation when making decisions regarding roads and sidewalks."

"It's become part of the fabric of the community. We are at this point right now where you can see that threads of active transportation are there."

Theme: Benefits of AT

"The population is aging and so this has become an economic strategy for our municipality – making it a destination for retirees and creating places for walking has influenced our whole decision-making."

"From a tourism perspective, getting people to get out of their cars and getting them to wander too... to make us a more welcoming community so that people can't wait to park their car, get out of it and walk."

Limitations: Key Informant Interviews

- Interviewer and analyzer bias of qualitative data
- Purposeful sample of key informants

Addressed limitations by:

- One person conducted all interviews
- Establishing criteria for selecting key informants
- Interviewed to saturation
- Data analysis conducted by three people on two separate occasions

What the data tells us

- There appears to be an increase in walking activity over the past 7 years
- Improved infrastructure for walking and cycling makes a difference
- Awareness raising is also important to encouraging more walking and cycling
- Partnership and communication between municipalities and CIA has been positive
- Creating walking and cycling friendly communities has multiple benefits



So what did the research tell us about the impact of the CIA on the observed changes with respect to active transportation?

Conclusions

- The CIA contributed to observed changes in policy, planning and infrastructure to support AT
- Promotional efforts were successful for raising awareness and contributed to more people using AT
- Investments in infrastructure are effective ways to get more people walking and cycling
- AT Plans were effective resources for municipal planning
- The CIA's participation in the review of official plans was an effective strategy to affect policy change
- All of the interventions between 2005 and 2012 have contributed to increases in AT

Implications

- Community-municipal partnerships increase capacity to affect changes that support AT
- Increases in AT are achieved through many interventions implemented over time
- Measurement, monitoring and evaluation of interventions to improve conditions for AT are required to better understand the return on investment
- Having and articulating a consistent vision is important

"Persistence and consistency – slow consistent pressure applied over a long period of time."

What we learned from the evaluation process

- What doesn't get measured, doesn't count
- Seek assistance from your HU's epidemiologist, university professors and students
- Set out an evaluation strategy at the head end of a project
- Ask the right questions
- Measure results often for comparison

Thank you!

Kate Hall
kvhall06@gmail.com

Sue Shikaze
sshikaze@hkpr.on.ca

www.communitiesinaction.ca
www.cyclehaliburton.ca
www.hkpr.on.ca