TO: Chair and Members  
Public Works Committee

WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: April 12, 2010

SUBJECT/REPORT NO:  
Smart Commute Hamilton Pedestrian Initiative - Ontario Transportation Demand Management Municipal Grant Program (PW10038) - (City Wide)

SUBMITTED BY:  
Gerry Davis, CMA  
General Manager  
Public Works Department

PREPARED BY:  
Peter Topalovic  
(905)546-5129, Extension 5129

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(905)546-2424, Extension 4621

Jim Harnum  
(905)546-2424, Extension 4483

SIGNATURE:

RECOMMENDATION

(a) That the Mayor and the City Clerk be authorized to sign an agreement between the City of Hamilton and the Ministry of Transportation (MTO) for funding in the amount of $47,500 from the MTO to undertake Transportation Demand Management (TDM) initiatives as part of the Smart Commute Hamilton Pedestrian Initiative, as outlined in the correspondence dated February 26, 2010 from the MTO (attached as Appendix A to Report PW10038);

(b) That the by-law (attached as Appendix B to Report PW10038) authorizing the receipt of funds and requiring they be applied to expenditures for the Smart Commute Pedestrian Initiative (attached as Appendix C to Report PW10038), be passed and enacted, then forwarded to Ministry of Transportation;

(c) That the funds be deposited in a dedicated interest bearing deferred revenue account established by Corporate Services - Financial Services Division and that matching funds be provided in the approved Transportation Demand Management 2010 Capital Budget (Project ID #4030855820).
EXECUTIVE SUMMARY

Recently, Hamilton participated in the Canadian Walking Master Class (CWMC) event and the Mayor signed the International Charter for Walking, committing Hamilton to achieving the Eight (8) Principles of the Walking Charter, which are: Inclusive mobility, Integrated networks, Less crime, Promotion of walking, Spaces for people, Spatial planning, Supported authorities and Reducing road danger. The CWMC brought international experts to the city in May 2009, in order to share best practices and support the city’s efforts to create a culture of walking. The proposed Smart Commute Hamilton Pedestrian Initiative will demonstrate that many of the Walking Charter principles can be achieved and supported by the implementation of this program.

The proposed Hamilton Smart Commute Pedestrian Initiative is centred on the city’s intent to conduct a pedestrian master plan and supportive programs to ensure its implementation and establish a “culture of walking” in the City of Hamilton. The proposed project is comprised of various supportive elements related to pedestrian issues and infrastructure which are outlined below and in the Work Plan found in Appendix C to Report PW10038.

2. Establishing a Pedestrian Advisory Committee to facilitate a multi-stakeholder approach to implement the Walking Charter principles and Pedestrian Master Plan recommendations.
3. Active and Safe Routes to School Infrastructure Funding for bike rack installation and the development of a green committee toolkit for schools.
4. Transportation Summit (April 2010) themed: “Taking Back the Streets”, which will bring together community leaders, community groups, city staff, concerned citizens and business leaders to discuss, brainstorm and monitor progress regarding:
   a. Pedestrian Workshops
   b. Identifying barriers to walking which will address issues such as no sidewalks, lighting, security and safety
   c. Define a strategy for meeting the 8 principles of the International Walking Charter
   d. Establish criteria for a pedestrian survey to be distributed city-wide
5. Street Opening Event (June 2010) which will bring together stakeholders to participate in an event which closes a portion of James Street North to automobile traffic to raise awareness for pedestrian issues and allow community groups and businesses to showcase their talents and services.
6. Communications Plan establish a Pedestrian Website to include the pedestrian survey, events calendar, links to associated agencies and an interactive walking, cycling and trail map.

Alternatives for Consideration - See Page 6
FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:
The MTO TDM Grant program has awarded Hamilton $47,500 for the Smart Commute Hamilton Pedestrian initiative. To be eligible for this TDM funding, the City must match this contribution with funds from the approved Transportation Demand Management 2010 Capital Budget (Project ID #4030855820).

Staffing:
There are no staffing implications associated with the recommendations of this report.

Legal:
In order to participate in this co-funded project, the City of Hamilton is required to sign and enter into an agreement with the MTO. Should it be determined that the City of Hamilton does not use the funds for which they are intended as outlined in Appendix C, or if the funds are not used within one calendar year of the signing of the letter of agreement by the Mayor, the MTO has the right to discontinue funding the project. Reports detailing expenditures related to the Smart Commute Hamilton Pedestrian Initiative will be submitted to the MTO which may also request an independent audit of the project’s expenditures.

HISTORICAL BACKGROUND

Ontario Transportation Demand Management Municipal Grant Program: A Program to Encourage Cycling, Walking, Transit, and Trip Reduction

The Ontario Transportation Demand Management Municipal Grant program provides financial assistance to Ontario municipalities for the development and implementation of TDM plans, programs, and services that promote alternatives to driving alone such as cycling, walking, transit, or carpooling.

The Ontario Transportation Demand Management Municipal Grant Program will support projects that provide programs involving education, awareness, and practical tools that will assist making sustainable transportation a reality in Ontario.

Initiatives funded through the grant program should do one or more of the following:

- Reduce the number of trips being made, especially during peak hours, through the use of incentives and disincentives
- Reduce daily vehicle kilometres traveled within a specific geographic area
- Promote transit and provide incentives to increase transit ridership
- Promote TDM best practices and build understanding of the benefits of TDM

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POLICY IMPLICATIONS

Hamilton Policies

The Hamilton Transportation Master Plan (approved in 2007) calls for a 20% reduction in vehicle kilometres travelled over current trends by 2031, and an increase in active transportation (5% to 12%) and transit (6% - 15%) trips in the same time period. The Smart Commute Hamilton Pedestrian Initiative is an implementation strategy to help achieve these goals. In addition, it helps satisfy the top priorities in the Public Works Innovate Now business plan including: “Be a leader in ‘greening’ and stewardship in the City” and the vision drivers of Communities, Processes and Finances.

Regional/Provincial Policies

The Smart Commute Hamilton Pedestrian Initiative also meets targets established in the Metrolinx Regional Transportation Plan (The Big Move, 2008), through encouraging sustainable transportation options. This specifically relates to Big Move #2 - Enhance and Expand Active Transportation, Big Move #4 - Create an Ambitious Transportation Demand Management Program, and Big Move #7 - Build Communities that are Pedestrian, Cycling and Transit Supportive.

RELEVANT CONSULTATION

Staff in a variety of City departments are engaged in the proposed Pedestrian Initiatives including: Planning and Economic Development, Public Works, Public Health the School Boards and a variety of community stakeholders.

The intended audience of this program is comprised of:
- General Public
- Neighbourhood Associations
- Local NGOs
- Local Businesses
- Chamber of Commerce
- Local BIA’s
- Education and Health Institutions
- Smart Commute Transportation Management Association
- City Staff and Council

The Communication Plan for this program is encompassing and will include:
- Public Information Centres related to the Pedestrian Master Plan
- Pedestrian Workshops related to the 2010 Transportation Summit
- Consultation with stakeholders related to the 2010 Street Opening Event
- Flyers and Promotional Material
- City of Hamilton and Smart Commute Newsletters
- Internal and external communication through local businesses and Smart Commute Partners

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• City of Hamilton and Smart Commute Website
• Pedestrian Website and Online Pedestrian Survey
• News media articles
• Radio advertising and interviews
• Council Information Updates

The results of the survey will be posted on the web and communicated to the news media. The project website will outline all the goals, measures and targets (as outlined above) and chart their progress.

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

Walking is considered a sustainable, healthy and community-based form of transportation. Hamilton, like other typical North American cities, has evolved with an automobile-based city plan, resulting in urban sprawl and a dependence on the automobile for short trips and commutes. This Pedestrian Initiative will help establish a “culture of walking in Hamilton” in recognition of its placing as the 9th best walking city in Canada, as determined by West Jet Magazine in 2009. The Pedestrian Master Plan, Transportation Summit, infrastructure investments, education, awareness/outreach and signature “Street Opening” event in June 2010, will help remove barriers to sustainable commuting, resulting in fewer automobile trips, a reduction in vehicle kilometres travelled, a reduction in greenhouse gases emitted by the community and an improvement in community health.

The Smart Commute Hamilton Pedestrian Initiative will encourage:

- Fewer automobile trips and a reduction in vehicle kilometres travelled.
- A reduction in greenhouse gases emitted by the community through decreased automobile use.
- An improvement in community health resulting from:
  - increased active commuting, especially for short trips
  - increased awareness and use of Hamilton’s extensive trail system
  - decreased toxic emissions from automobile use
- Increased transit ridership, since active commuters and pedestrians are more likely to use transit for longer trips.
- Congestion Reduction and Road Safety: as more pedestrians chose to walk for short trips, automobile use is reduced. In addition, “pedestrianized” communities have slower car-traffic speeds (traffic calming), which improves the safety of the community.
- Increased awareness for pedestrian issues and active transportation. Many residents are unaware of the benefits that walking can have for their health and for congestion reduction in the city. Education and awareness events support this goal.
- Establishing a culture of active transportation. While city planning has an impact on whether residents drive their cars or choose other modes, other incentives such as employer-based TDM programs, seminars, public engagements, events
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and education in schools can help circumvent the issues related to poor infrastructure planning and take a “people first” approach.

**ALTERNATIVES FOR CONSIDERATION:**

**Alternative 1 - accept Provincial funding for the TDM-based Smart Commute Hamilton Pedestrian Initiative**

This alternative is recommended, with matching funds available from the approved Transportation Demand Management, 2010 Capital Budget (Project ID #4030855820).

**Alternative 2 - decline Provincial funding for the TDM-based Smart Commute Hamilton Pedestrian Initiative**

This alternative is not recommended. The proposed programs and infrastructure that will benefit from the additional Ontario Transportation Demand Management Municipal Grant Program will support the Hamilton Transportation Master Plan (2007) initiatives by improving the transportation system and providing transportation alternatives for the City as a whole.

**CORPORATE STRATEGIC PLAN**


The proposed Smart Commute Hamilton Pedestrian Initiative supports a wide variety of corporate strategic issues and contributes to establishing a framework for policies and implementation plans related to providing pedestrian facilities.

**Intergovernmental Relationships**

- Influence federal and provincial policy development to benefit Hamilton
- Acquire greater share of Provincial and Federal grants (including those that meet specific needs)
- Maintain effective relationships with other public agencies

**Growing Our Economy**

- A skilled and creative labour pool that supports new employers
  - Employee health and wellness
  - Employee retention and satisfaction
  - Analysis of travel demand at the workplace
  - Attracting the next generation of employee with a culture of active transportation and health
- A visitor and convention destination
The Open Street Event in June 2010 can act as an attraction for visitors outside of Hamilton and a showcase for Hamilton sustainability initiatives.

**Social Development**
- Residents in need have access to adequate support services
- People participate in all aspects of community life without barriers or stigma
  - Affordable and sustainable transportation
  - Active transportation is a key element to liveable communities

**Environmental Stewardship**
- Natural resources are protected and enhanced
- Reduced impact of City activities on the environment
  - Reduced Traffic Congestion
  - Improved Air Quality
- Reduce the impact of Hamilton's industrial, commercial Private and Public operations on the environment
- Aspiring to the highest environmental standards

**Healthy Community**
- Plan and manage the built environment
- An engaged Citizenry
  - Improving citizen health and wellness

**APPENDICES / SCHEDULES**

Appendix A - Letter of Agreement
Appendix B - A By-law to Authorize the Receipt of Funding from the Province of Ontario to undertake Transportation Demand Management Initiatives related to the Smart Commute Hamilton Pedestrian Initiative.
Appendix C - Summary of Smart Commute Hamilton Pedestrian Initiative Expenditures
LETTER OF AGREEMENT

FEB 26 2010

His Worship Fred Eisenberger
Mayor
The City of Hamilton
77 James St. N., Suite 400
Hamilton, Ontario
L8R 2K3

Dear Mayor Eisenberger:

RE: Letter of Agreement between Her Majesty the Queen in right of the Province of Ontario, represented by the Minister of Transportation for the Province of Ontario (the “Ministry”) and the City of Hamilton (the “Municipality”) Related to Funding Provided by the Province of Ontario to the Municipality under the Ontario Transportation Demand Management Municipal Grant Program (this “Letter of Agreement”)

This Letter of Agreement is in response to the Municipality’s application for funding under the Ontario Transportation Demand Management Municipal Grant Program (the “TDM program”) to assist the Municipality in carrying out the project described in the application package the Ministry received from the Municipality on Smart Commute Pedestrian Initiative (the “project”).

The Ministry has now completed its review of the applications received under the TDM program and wishes, subject to the terms and conditions set out below, to provide funding for the project, as it promotes transportation demand management strategies in advancement of sustainable transportation in Ontario.

Funding from the Ministry to the Municipality under the TDM program (the “TDM funding”) will be provided in accordance with the terms and conditions set out in this Letter of Agreement and the Ontario Transportation Demand Management Municipal Grant Program – 2009-2010 Guidelines and Requirements (the “Guidelines and Requirements”).

In consideration of the mutual covenants and agreements contained in this Letter of Agreement and the Guidelines and Requirements, which the Municipality has reviewed and understands and which are hereby incorporated by reference, and other good and valuable consideration (the receipt of which is hereby acknowledged), the Ministry and the Municipality covenant and agree as follows:

.../2
1. In accordance with and subject to the terms set out in this Letter of Agreement and the Guidelines and Requirements, and upon receipt of this Letter of Agreement signed by the municipality and copies of the authorizing municipal by-law and insurance certificates, as applicable, the Ministry agrees to provide TDM funding to the Municipality up to a maximum amount of $47,500, unless the Ministry otherwise agrees upon in writing, for the purpose of carrying out the project.

2. Unless terminated earlier in accordance with the terms and conditions set out in this Letter of Agreement or extended at the Ministry’s option and with the consent of the Municipality, the term of this Letter of Agreement shall commence on the effective date, which shall be the last date it is signed by one of the representatives from the Municipality, and shall expire after the Ministry’s last instalment of TDM funds.

3. The Ministry may terminate this Letter of Agreement at any time, without cause, upon giving at least thirty (30) days written notice to the Municipality. If the Ministry terminates this Letter of Agreement without cause, it may: a) cancel all further TDM payments; b) demand repayment of any TDM funds remaining in the possession or under the control of the Municipality; and/or c) determine the Municipality’s reasonable costs to wind down the project and permit it to offset these costs against the TDM funds remaining in the possession or under the control of the Municipality.

4. If the Ministry fails to receive the necessary appropriation of funds from the Ontario Legislature for the TDM program, the Ministry may terminate this Letter of Agreement immediately by giving notice to the Municipality. In such instance, the Ministry shall have the same rights as those set out in paragraphs 3a, b, and c.

5. This Letter of Agreement constitutes the entire Agreement between the Ministry and the Municipality with respect to the subject matter contained in this Letter of Agreement and supersedes all prior oral or written representations and agreements.

6. Any changes to this Letter of Agreement shall be by written amendment signed by the Ministry and the Municipality. No changes shall be effective or shall be carried out in the absence of such an amendment.

7. The Municipality hereby consents to the execution by the Ministry of this Letter of Agreement by means of an electronic signature.

8. Any provisions which, by their nature are intended to survive the termination or expiration of this Letter of Agreement, including the Municipality’s indemnification obligations, shall survive its termination or expiration for a period of seven years from the date of expiry or termination.
If the Municipality is satisfied with and accepts the terms and conditions of this Letter of Agreement, please secure the required signatures for the four enclosed copies of this Letter of Agreement and return two fully signed and dated copies to the Transportation Planning Branch, Provincial Planning Office, Ministry of Transportation, 777 Bay Street, 30th Floor, Suite 3000, Toronto, Ontario M7A 2J8, for the Ministry’ s records.

Once the Ministry has received the documents set out in section 1, the Ministry may, in accordance with the TDM program, make arrangements for the payment of TDM funding to the Municipality.

Sincerely,

Kathleen Wynne
Minister of Transportation

I have read and understand the terms of this Letter of Agreement, as set out above, and by signing below I am signifying that the Municipality has consented to be bound by these terms.

Per: _________________________ Date: _______________

Head of Council

Per: _________________________ Date: _______________

Clerk or Authorized Delegate
CITY OF HAMILTON

BY-LAW NO. __________

a. To Authorize the Receipt of Funding from the Province of Ontario to undertake Transportation Demand Management Initiatives related to the Smart Commute Hamilton Pedestrian Initiative.

WHEREAS the Province of Ontario Transportation Demand Management Municipal Grant Program provides financial assistance to Ontario municipalities for the development and implementation of TDM plans, programs, and services that promote alternatives to driving alone such as cycling, walking, transit, or carpooling;

AND WHEREAS in a letter of agreement received February 26, 2010, attached to this By-law as Schedule A, the Minister of Transportation informed the City of Hamilton that it is a recipient of such funding, subject to an authorizing by-law and that matching funds be provided by the City.

NOW THEREFORE the Council of the City of Hamilton enacts as follows:

1. The City of Hamilton is authorized to receive a payment of $47,500 from the Province of Ontario as committed in the 2010 Ontario Transportation Demand Management Municipal Grant Program funding letter to the Mayor,

2. The payment of $47,500 shall be
   a. used to undertake Transportation Demand Management Initiatives related to the Smart Commute Hamilton Pedestrian Initiative;
b. be subject to a final summary report to the Ministry detailing expenditures, use of provincial funding, and outcomes achieved, for which the Ministry may request an independent audit of the project; and

c. provided in full or in part, up to one year from the date that the letter of agreement between the City of Hamilton and the Ministry of Transportation is signed by the Mayor and the City Clerk, provided that the City of Hamilton provides matching funds (through the approved Transportation Demand Management 2010 Capital Budget - Project ID #4030855820)

3. This By-law shall come into force on the day it is passed and enacted.

PASSED and ENACTED this ______ day of ________, 2010.

___________________________  __________________
Fred Eisenberger      Kevin C. Christenson
Mayor       City Clerk
Smart Commute Hamilton Pedestrian Initiative Work Plan

Overview and Timelines

The proposed Hamilton Smart Commute Pedestrian Initiative is centred on the city’s intent to conduct a pedestrian master plan and supportive programs to ensure its implementation and establish a “culture of walking” in the City of Hamilton. The proposed project is comprised of various supportive elements and initiatives related to pedestrian issues and infrastructure which include:


<table>
<thead>
<tr>
<th>Task</th>
<th>Timeline</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain a consultant to conduct a Pedestrian Master Plan for the City of Hamilton</td>
<td>Q2 - 2010</td>
<td>This project would be a roster assignment completed through the Public Works Strategic Planning Section.</td>
</tr>
</tbody>
</table>

2. Establishing a Pedestrian Advisory Committee to facilitate a multi-stakeholder approach to implement the Walking Charter principles and Pedestrian Master Plan recommendations

<table>
<thead>
<tr>
<th>Task</th>
<th>Timeline</th>
<th>Method</th>
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</thead>
<tbody>
<tr>
<td>Establish a Pedestrian Committee</td>
<td>Q4 - 2010</td>
<td>A council directive has already been acquired and interested parties already contacted.</td>
</tr>
<tr>
<td>Develop a list of potential stakeholders</td>
<td>Q4 - 2010</td>
<td>Hold an open membership drive to allow any interested citizens to participate, in addition determine the appropriate city staff who are required for the initiative.</td>
</tr>
<tr>
<td>Develop a Terms of Reference Document and Meeting Structure</td>
<td>Q4 - 2010</td>
<td>This would be completed by the committee under the direction of the chair.</td>
</tr>
<tr>
<td>Establish goals and metrics</td>
<td>Q4 - 2010</td>
<td>Completed by the committee in order to chart the progress of the program.</td>
</tr>
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</table>

3. Active and Safe Routes to School Infrastructure Funding for bike rack installation and the development of a green committee toolkit for schools.

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</thead>
<tbody>
<tr>
<td>Active and Safe Routes to School Infrastructure Funding for Improved Cycling Infrastructure</td>
<td>Q1 – 2010</td>
<td>Criteria for bike rack funding is already complete and applications posted on web for schools to fill out.</td>
</tr>
<tr>
<td>Develop an education toolkit on establishing school based sustainability committees which help maintain the</td>
<td>Q3 – 2010</td>
<td>Work with Green Communities Canada, city staff, Metrolinx Stepping It Up staff, and local schools to develop the toolkit elements. Much of this material exists and requires city staff to</td>
</tr>
</tbody>
</table>
### Vision:
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### Values:
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#### Task Timeline Method

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<tbody>
<tr>
<td>proper use of the TDM infrastructure and ensure that the curriculum incorporates TDM</td>
<td></td>
<td>compile and present the data in an easy to read and accessible format. This may include a web-based interface.</td>
</tr>
</tbody>
</table>

4. **Transportation Summit (April 2010)** themed: “Taking Back the Streets”, which will bring together community leaders, community groups, city staff, concerned citizens and business leaders to discuss, brainstorm and monitor progress regarding:

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<tr>
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</thead>
<tbody>
<tr>
<td>Organize the Transportation Summit</td>
<td>Q2 - 2010</td>
<td>Smart Commute Hamilton has extensive experience in planning a summit</td>
</tr>
<tr>
<td>Develop a list of community leaders, NGOs, city staff, participants from other levels of government, concerned citizens and business leaders</td>
<td>Q1 - 2010</td>
<td>Already complete</td>
</tr>
<tr>
<td>Develop a series of workshops to address • Way-finding issues • Identifying barriers to walking including sidewalk analysis, trail integration, lighting, security and safety</td>
<td>Q2 – 2010</td>
<td>Using input from the Canadian Walking Master Class and the Pedestrian Committee, a series of workshop topics, speakers and breakout sessions will be planned</td>
</tr>
<tr>
<td>Define a strategy for meeting the 8 principles of the International Walking Charter</td>
<td>Q2 – 2010</td>
<td>This is the most important outcome of the summit and will be used to complement the findings of the Pedestrian Master Plan.</td>
</tr>
<tr>
<td>Establish criteria for a pedestrian survey to be distributed city-wide</td>
<td>Q2 - 2010</td>
<td>Once the results of the Walking Master Class, Summit and Master Plan are compiled they can be used to develop a survey which will seek broader participation in pedestrian issues from citizens at large.</td>
</tr>
<tr>
<td>Develop a method to distribute the survey using hard-copies and web-based interfaces</td>
<td>Q4 – 2010</td>
<td>Using the experience of the Hamilton Rapid Transit Team and Hamilton Information Services, a web-based survey will be developed and hosted on the City’s web portal.</td>
</tr>
</tbody>
</table>

5. **Street Opening Event (June 2010)** which will bring together stakeholders to participate in an event which closes a portion of James Street North to automobile traffic to raise awareness for pedestrian issues and allow community groups and businesses to showcase their talents and services.

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<tbody>
<tr>
<td>Street Opening Event</td>
<td>Q2 - 2010</td>
<td>This event is planned to coincide with Commuter Challenge Week and Biking Month. It will occur on the Sunday before the Week to help promote the Commuter Challenge.</td>
</tr>
<tr>
<td>Engage Stakeholders and</td>
<td>Q1 - 2010</td>
<td>With the establishment of the Pedestrian</td>
</tr>
</tbody>
</table>
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<tbody>
<tr>
<td>establish a multi-stakeholder event planning committee</td>
<td></td>
<td>Committee and the already established Cycling Committee, along with the Smart Commute Hamilton Transportation Management Association, a large body of stakeholders already exists and has an interest in planning this event.</td>
</tr>
<tr>
<td>Develop the agenda, events, speakers, contributors, displays and workshops for the event</td>
<td>Q1 - 2010</td>
<td>This will performed by the event planning committee.</td>
</tr>
<tr>
<td>Engage local business who will be impacted by the event</td>
<td>Q1 - 2010</td>
<td>This will be performed by the event organizer in cooperation with the Hamilton Special Events team.</td>
</tr>
<tr>
<td>Create an awareness campaign to help affected stakeholders understand the benefits of such an event.</td>
<td>Q2 - 2010</td>
<td>Smart Commute Hamilton TMA and Public Health will take the lead on this item with the help of the Public Works PR team.</td>
</tr>
<tr>
<td>Obtain necessary permits</td>
<td>Q1 - 2010</td>
<td>Work with the City of Hamilton Special Events Coordinator to obtain the necessary permits</td>
</tr>
<tr>
<td>Street Closing Logistics</td>
<td>Q2 - 2010</td>
<td>Work with the Hamilton Police Service to secure the closing of certain streets for the events</td>
</tr>
<tr>
<td>Obtain Street Closure Bylaw</td>
<td>Q2 - 2010</td>
<td>Council has been very supportive of TDM measures in the City.</td>
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6. **Communications Plan** establish a Pedestrian Website to include the pedestrian survey, events calendar, links to associated agencies and an interactive walking, cycling and trail map

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<th>Timeline</th>
<th>Method</th>
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<tbody>
<tr>
<td>Establish a Pedestrian Website to include the pedestrian survey</td>
<td>Q4 – 2010</td>
<td>Consult the pedestrian committee to develop the walking content for the site and create a one-stop all encompassing site for pedestrian issues in Hamilton.</td>
</tr>
<tr>
<td>Develop an interactive walking, cycling and trail map</td>
<td>Q4 – 2010</td>
<td>Work with a web-development firm to make the current hard copy bike and trail map produced by Public Works into an interactive web-based map</td>
</tr>
</tbody>
</table>
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### Funding Breakdown

<table>
<thead>
<tr>
<th>Description</th>
<th>Total Cost</th>
<th>Funding Breakdown (amount by source)</th>
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<tbody>
<tr>
<td></td>
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<td>Ontario TDM Program</td>
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<tr>
<td>Professional &amp; Consulting Services</td>
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<tr>
<td>Pedestrian Master Plan</td>
<td>35 000</td>
<td>17 500</td>
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<tr>
<td>Equipment, Supplies, and Materials</td>
<td></td>
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<tr>
<td>School bike racks funding</td>
<td>10 000</td>
<td>5 000</td>
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<tr>
<td>Green Committee Toolkit Development (includes website)</td>
<td>3 000</td>
<td>1 500</td>
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<tr>
<td>Open Street Event</td>
<td>20 000</td>
<td>10 000</td>
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<tr>
<td>Public Outreach and Communication materials and activities</td>
<td></td>
<td></td>
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<tr>
<td>Communications Plan</td>
<td>20 000</td>
<td>10 000</td>
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<tr>
<td>(includes campaign planning website and online survey)</td>
<td></td>
<td></td>
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<tr>
<td>Event-related Expenses</td>
<td></td>
<td></td>
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<tr>
<td>Transportation Summit</td>
<td>7 000</td>
<td>3 500</td>
</tr>
<tr>
<td>- Hall rental, audio visual, guest speakers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$95,000</td>
<td>$47,500</td>
</tr>
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