



PLANNING AND BUILDING SERVICES MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: M. BANFIELD, RPP, DIRECTOR OF PLANNING AND BUILDING SERVICES

**NOTED: A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH
MANAGEMENT**

R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE: BACK TO SCHOOL SEASON ACTIVE TRANSPORTATION COMMUNICATIONS
PLAN**

DATE: SEPTEMBER 9, 2019

The purpose of this Memorandum is to advise members of Council of the work that the departments of Planning and Building Services, Roads, Parks and Fleet and Access Barrie, Communications Branch have done to work with both the Simcoe County District School Board and the Simcoe Muskoka Catholic District School Board relating to neighbourhood integration of schools into the surrounding communities.

The daily school drop off and pick up procedures impact the neighbourhoods surrounding schools throughout the school year. Each school has drop off and pick up procedures that are unique to their approved site plans and operational needs. Both school boards are committed to operating drop off and pick up procedures that maximize the safety of students and staff and minimize disruptions to the surrounding neighbourhoods. Active Transportation as it relates to walking and biking to school has the ability to greatly reduce vehicular traffic patterns and should be encouraged by everyone.

City staff from the Planning and Building Services and the Roads, Parks and Fleet Department and the staff at both school boards have met to discuss ways to improve drop off and pick up procedures and to also encourage active transportation. A triple-logo postcard has been prepared and will be distributed to students within the City of Barrie (attached as Appendix "A"). The message is to encourage parents and guardians to follow drop off and pick up procedures, to respect the surrounding neighbours and businesses and to also consider walking or biking to school.

As back to school season is upon us, in addition to the postcard, here is a list of communications initiatives planned to encourage safe drop off and pick up procedures and to encourage active transportation to and from school:

- School newsletter template item;
- *This Week in Barrie* feature in The Barrie Advance;
- Digital monitors in Barrie community/rec centres;
- Facebook Note with active transportation tips;
- Radio ads to encourage back-to-school safety tips, Walk to School month;
- Ad in the City's Spring/summer rec guide; and



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- Social media posts.

In addition to the communications initiatives, staff from Roads, Parks and Fleet have been working with Simcoe Muskoka District Health Unit and the Simcoe County District School Board, including some of the French schools, based upon funding received for active school travel and some initiatives coming out of that funding over the next six months will include: a policy scan, Instructional videos prepared by students and sidewalk activities to promote active school travel.

For more information, please contact Michelle Banfield, RPP, Director of Planning and Building Services at x5466.

APPENDIX "A"

Active Transportation Postcard

Safety reminders for school drop off and dismissal

If you live in a walk zone, the best way to get to school is by walking or biking. This promotes physical activity, helps the environment and minimizes traffic around schools during busy times.



Tips if you have to drive to school:

- watch your speed and be aware of students and staff
- follow your school's safe drop off/pick up procedures
- respect the surrounding community—don't block resident driveways or businesses



barrie.ca/ActiveTransportation

