

APPENDIX L
Existing Active Transportation Programs and Related Organizations

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The following list provides an overview of local organizations and where applicable, the programs offered. It describes the types of programs available and shows the diversity of organizations and government departments that are or could be involved with Active Transportation.

Resource Conservation Manitoba – Green Commuting Initiatives

Resource Conservation Manitoba (RCM) is a not-for-profit, non-governmental environmental organization, with sustainable transportation representing one of its core program areas. RCM delivers four main programs under its Green Commuting Initiatives:

<<http://www.resourceconservation.mb.ca/>>

- *Winnipeg Commuter Challenge*
 - The Commuter Challenge is a national sustainable transportation program that takes place during Environment Week (first week of June). RCM coordinates the Winnipeg Commuter Challenge.
 - Winnipeg won the top prize in both 2003 and 2004 in the National Commuter Challenge against other cities of similar size across Canada.
 - Over 13,000 Manitobans from more than 200 workplaces and schools participated in the 2004 Commuter Challenge, representing a total savings of 100,000 kgs of carbon dioxide emissions.
 - As noted on RCM's web site, this friendly 5-day competition encourages individuals in workplaces and schools to adopt alternative forms of transportation. Prizes are awarded to workplaces and schools with the highest participation rates for several categories based on total population.
 - Materials for coordinators to promote the Commuter Challenge in their workplace are available on the RCM web site.
 - Planning partners include the City of Winnipeg, Manitoba Public Health Association, Winnipeg Transit, Climate Change Connection, Manitoba Hydro, Manitoba Cycling Association, Prairie Pathfinders, International Institute for Sustainable Development, and the Province of Manitoba.
 - Sponsors include the City of Winnipeg, Winnipeg Transit, International Institute for Sustainable Development, Great West Life, Investors Group, Manitoba Hydro, Olympia Cycle and Ski, Winnipeg Free Press, Province of Manitoba, and Mountain Equipment Co-op.
- *Active and Safe Routes to School (ASRTS)*
 - RCM promotes and delivers the Active and Safe Routes to School program (in partnership with Go for Green) that focus on working with parents and teachers to encourage elementary students to walk and cycle to school. Examples of ASRTS initiatives include the Walking School Bus and International Walk to School Day.
- *off ramp Manitoba*
 - This vehicle-trip reduction program focuses on secondary schools to identify, develop and support leaders among high school students who would undertake a green commuting initiative in their school.
- *Going Green*
 - In this pilot project, RCM works with four Commuter Challenge workplace coordinators at four participating employers to demonstrate the economic and

environmental benefits of workplace-based TDM programs. The project also includes developing online resources on sustainable transportation for workplaces.

Manitoba Cycling Association

- *Recreation & Transportation Committee* – responsible for commuting aspects of cycling for the MCA
- *Cyclist's Map of Winnipeg & route signage project (1999).*
 - Produced by the Rec & Trans Committee, the Cyclist's Map of Winnipeg identifies suggested routes for cycle commuting or recreational cycling based on perceived traffic volumes and featured suggested cycle routes to Pan Am Games venues. Funding and project assistance was provided by Environment Canada's EcoAction Program, the City of Winnipeg, and Manitoba's Sustainable Development Innovations Fund.
- *Online information*
 - The MCA web site promotes the Cyclist's Map of Winnipeg, provides cycling tips and information, information on CAN-BIKE safe cycling courses, winter cycling, and more. <<http://www.cycling.mb.ca>] >
- *The Commuter Cyclist* - brochure available in print or online
- *Winnipeg Bicycle Listserve*
 - E-mail news and discussion group on cycling in Winnipeg administered by the Rec & Trans Committee.

Winnipeg Police Service

- The Winnipeg Police Service Uniform Bicycle Patrol Unit operates from April to October each year.

Manitoba Public Insurance (MPI)

- *Summer Ambassadors program* - Every year, MPI dispatches a team of safer cycling trainers called 'Summer Ambassadors' to schools and community centres in Winnipeg and rural areas to organize bike rodeos and training sessions.
- *Road Safety Learning Resources* - MPI collaborated with the Department of Education on the development of comprehensive road safety learning resources for Kindergarten to Grade 10 students in Manitoba. Allied with the Health Education/Physical Education Curriculum, this program covers virtually all aspects of road safety including well-defined lesson plans on safer cycling.
- *KidSafe* – MPI includes bicycle safety information in the Kidsafe pages of their web site. It includes a description of their 'Cycle Safely' program as mentioned above: a kit that includes a video, instructor guide, message poster, event poster, student handbook, and sticker sheets. There are five lessons with an optional sixth lesson that must be delivered by a certified instructor through the Manitoba Cycling Association. These learning resources are available in English or French.
<http://www.mpi.mb.ca/english/rd_safety/kidsafe/bicycle_safety.html>
- Produced 10-minute video on Bicycle Safety (1989) for elementary students

CAA Manitoba

- Offers rental of 16-minute video called "Otto the Auto on Bicycle Safety (Series H)" produced by the AAA Foundation for Traffic Safety and targeted at

Kindergarten to Grade 3 students. Content: basic riding skills, picking the right bike, fitting your helmet and drive your bike like a car.

Downtown Winnipeg Biz map showing bike rack locations

- The Downtown Parking & Walking Map produced by Downtown Winnipeg Biz includes the location of bike racks. It is available online with an option to zoom in to specific areas.
<http://www.downtownwinnipegbiz.com/index/downtown_map_13>

Trail associations / community-based trail development

- Fort Whyte Centre (long term plans to develop private trail on their property that would connect to Assiniboine Forest/Park)
<http://www.fortwhyte.org/fwSupport_horizons.html>
- Heart & Stroke Foundation (Seven Oaks Hearts in Motion™ Trail and Brookside Hearts in Motion™ Trail)
- Manitoba Recreational Trail Association (TransCanada Trail in Winnipeg)
<<http://www.mrta.mb.ca>>
- Save Our Seine River Environment Inc. (advocating plan for an interpretive canoeing and hiking corridor) <<http://www.saveourseine.com>>
- Winnipeg Trail Association (coordinating group for development of a trail network in Winnipeg)

Active living organizations

- Active Living Alliance for Canadians With a Disability
- Active Living Coalition for Older Adults
- Healthy Schools Manitoba
- Manitoba Fitness Council Inc.
- Manitoba Physical Education Teachers Association (MPETA)
- Physical Activity Coalition of Manitoba (PACM)
 - A new coalition that encompasses government departments/agencies, non-governmental organizations, universities, private sector and professional associations representing health, recreation, fitness, sport, education, youth and seniors. Their mission is “to support increased physical activity among Manitobans through collaboration, promotion and education.” PACM has identified Active Transportation as one of its key initiatives.
 - The coalition launched an active living initiative called “Get Moving Manitoba” in December 2004.
- Winnipeg-In-Motion Initiative
 - Details are not yet available on this planned new initiative that will be launched as part of a provincial Manitoba-In-Motion program. The City’s Corporate/Community Services Department will be taking the lead related to potential Civic involvement within the proposed In-Motion initiative.

Walking clubs

- Running Room (walking clubs run out of their three locations)
- Prairie Pathfinders Walking Club

Province of Manitoba

- Department of Healthy Living <www.gov.mb.ca/healthyliving>
- Department of Health
- Conservation Department

University of Manitoba

- *U of M Bikepool* – Free e-mail list created by the University of Manitoba Recycling and Environmental Group to connect cyclists at the U of M. To register, e-mail: uofmrecycling@gmail.com
- *Security Services: Uniform Bicycle Patrol Unit* – On-campus community policing program first implemented in 1993. The bike unit consists of six constables who help to provide a safe environment for all campus users.
<<http://www.umanitoba.ca/campus/security/bike.html>>