

The Bike Rack is the New Blue box

The role of infrastructure in behavior change

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A bit about me...

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Over 15 years experience developing and implementing campaigns designed to encourage active transportation and sustainable living.

EnviroCentre – Ottawa based non-profit.
Programs and services designed to help people take action to reduce their environmental footprint.

Presentation objectives

- The role of Active Transportation for health, wellness and environmental sustainability
- Learnings from one of the most successful behavior change campaigns – Curbside Recycling
- From infrastructure to initiatives – what we can do to encourage the use of active transportation

What is Active Transportation?

Self-propelled, human-powered method of getting from one place to another.

It's healthy, it is "free", it's clean/green.



But cars, cars and more cars

- We live in a car centric society.
- Our cities are designed for cars, from our door steps to our destinations.
- But at what cost?

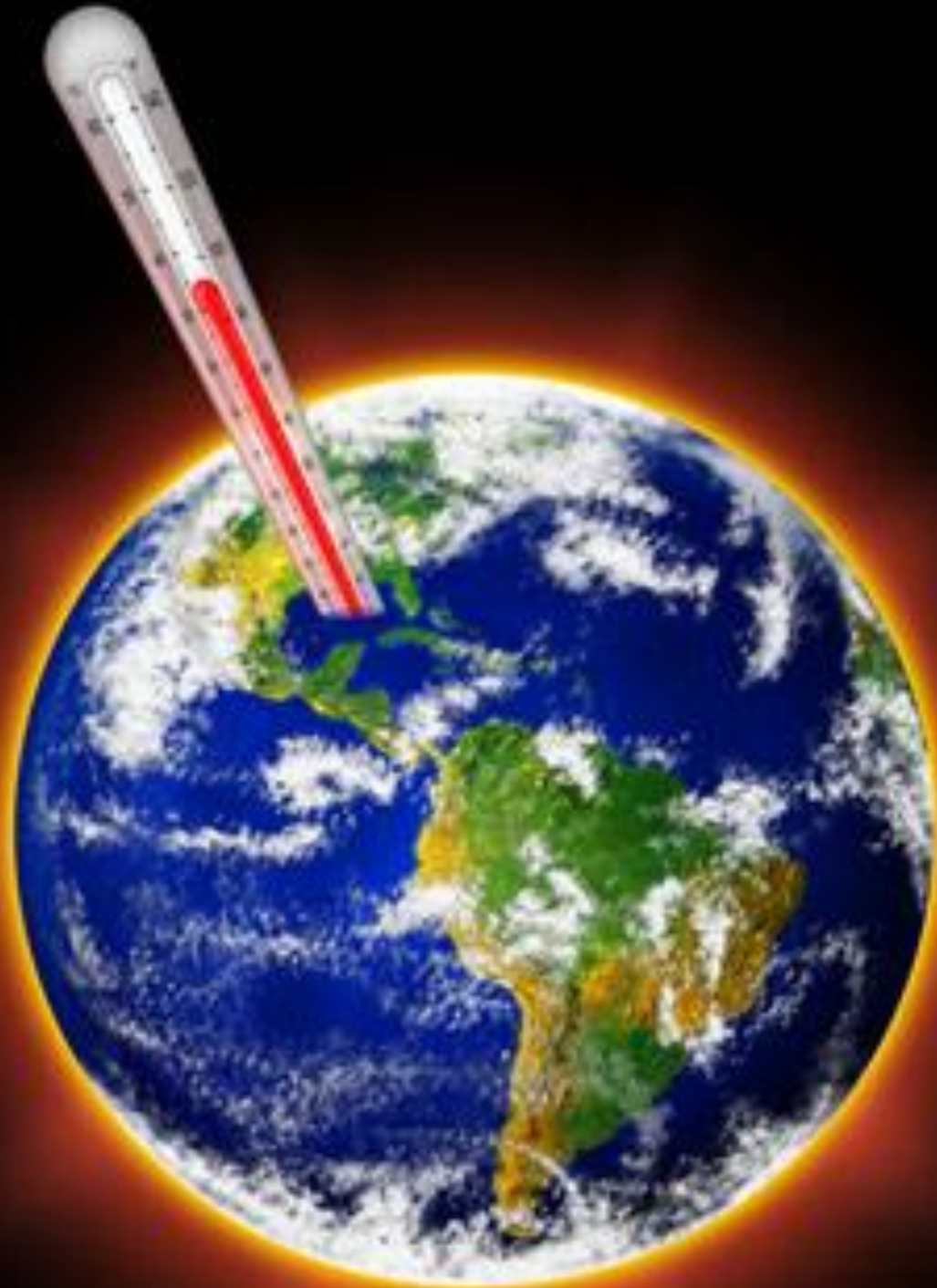


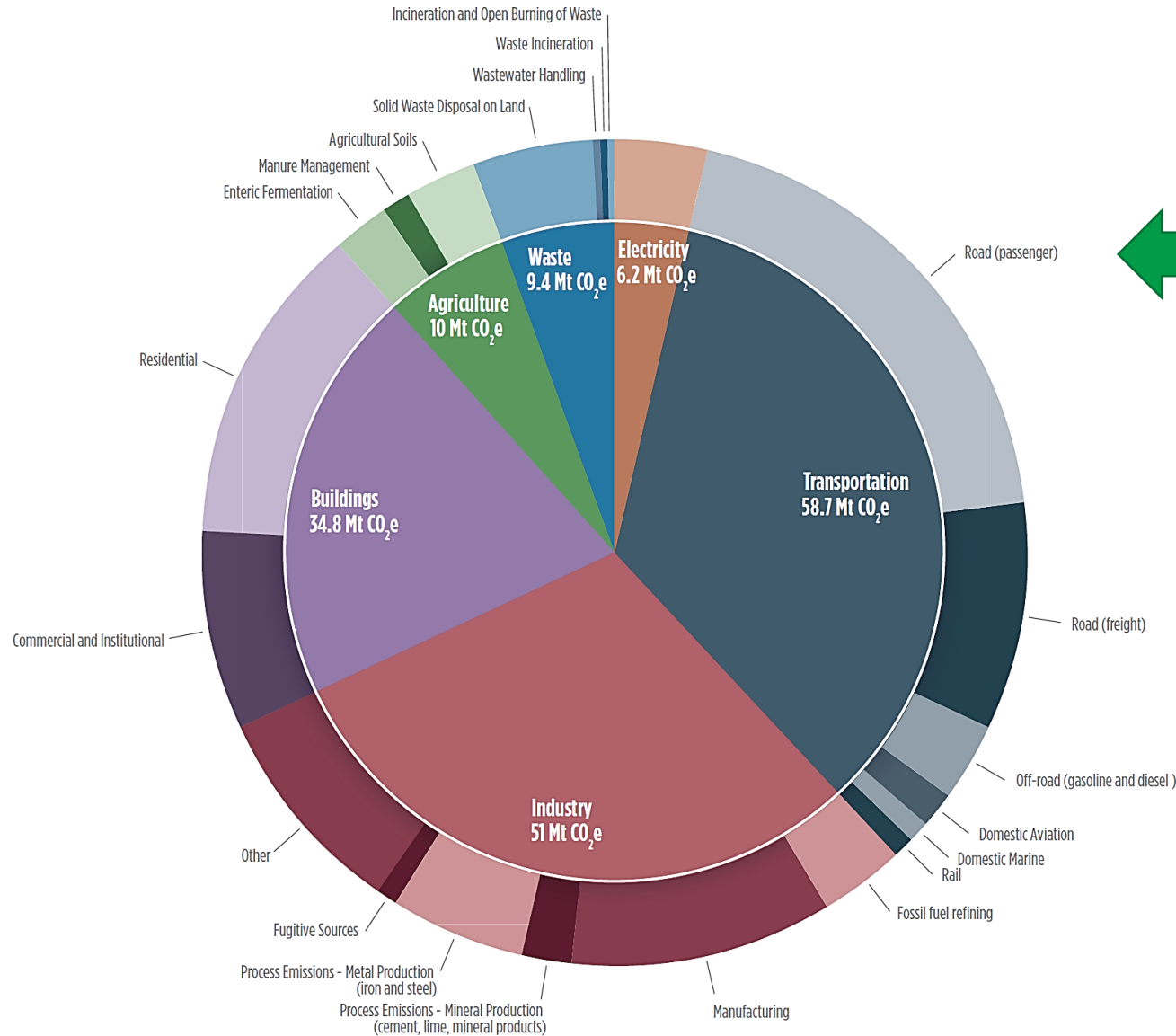
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According to the 2018 ParticipACTION Report Card on Physical Activity for Children and Youth, only 35% of 5-17 year-olds are reaching their recommended physical activity levels.





Single largest emitter of GHG emissions is from the personal vehicle!

Ontario's emissions by sector: Environment and Climate Change Canada: 2014

So what can we do?

- Something needs to change.
- But behavior change is tough, especially given the ways our cities are designed, the pace of life, and the competing priorities each and every day.
- Let's look at one of the most effective behavior change initiatives in Canada.





Not many people know that the birthplace of curbside recycling was right here in Ontario.







PHOTOCOPY
SERVICE
A-830-1



**Recycling
centre**

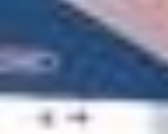
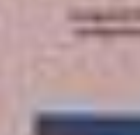
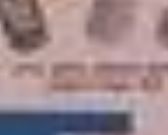


**We
Recycle**

COMPOSTING ONLY



RECYCLING ONLY



TRASH ONLY



The 5 R's



Bike Drive Bus Walk Carpool



We need to get off autopilot

Changing behaviours is complex

- Social Marketing, Design Theory, Behavioural Economics
- Core principals for all:
 - Understand your target market
 - Determine the barriers to change (Theory of Change)
 - Pilot, prototype – see what works
 - Monitor and evaluate – keep going or tweak interventions.
- It's important to remember that it is not a one solution for all and there are great things happening everywhere we can borrow and adapt.

The Bike Rack is the New
Blue Box
=
Amenities for more than
just cars



We have built active and sustainable transportation out of our communities





Infrastructure: Complete Streets

Elgin Street – Ottawa



Churchill Ave. N.
854 ← 660





BIKE PARKING

THERE IS TOO MUCH TRAFFIC
FOR BILLY TO WALK TO SCHOOL ;
SO WE DRIVE HIM.



Lockwood

Traffic Inducing Traffic





Kids Are the Stars for 8 80 Cities' Pop Up that Debuts Toronto's First-Ever School Street

If you can build or
change the
infrastructure, what
can you do?





St. Rita School @StRitaOCSB · 21h

Active transportation, like walking or wheeling, is a great way to incorporate physical

I Love to
WALK
Because.....

February the 13th
AVPS
ECO-CLUB is.....
Winter Walk
Day!





Positive Marketing & Promotion

Fun activities and campaigns that
Help families take the first step
and try something new:

- Walk to School Day(s)
- Winter Walk to School Day



Reduce traffic around the school by implementing a **Walk a Block** location.

This can be a formal arrangement at a location near the school

OR

Create a map that shows families the five minute walk zone.

Create messaging and prompts that align with your school vision/mission for a healthy/safe environment for students.



ONTARIO
ecoschools
écoécoles 
de l'ONTARIO

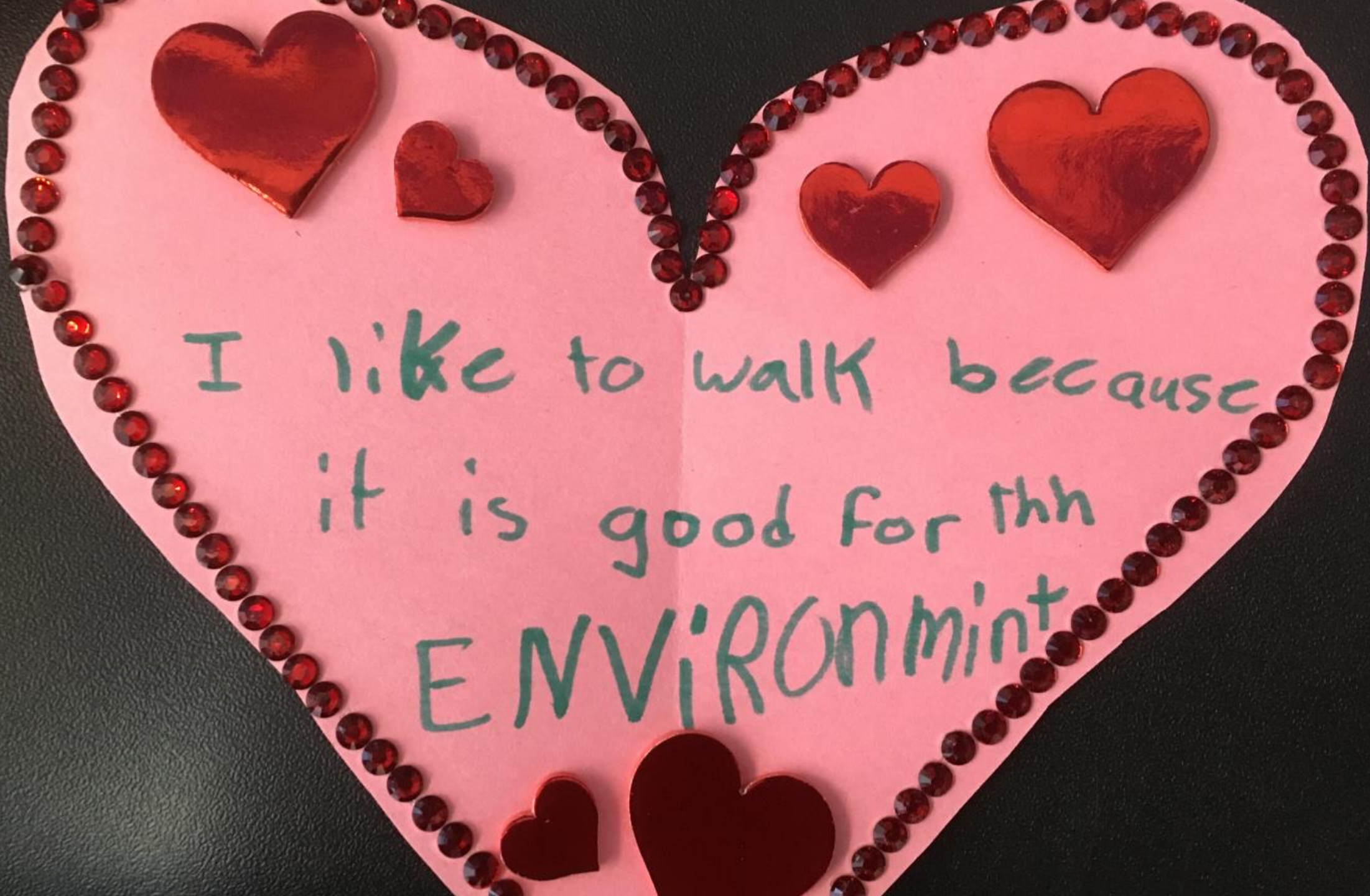
The Bike Rack is the New Blue Box

- Recycling came from the need to address the growing problem of waste, and reduce our environmental impact.
- Curbside Recycling was so effective because:
 - Convenient & Consistent – infrastructure
 - Messaging was motivating & clear: “We Recycle” – we do this!
 - Education – schools played a big role.
- Imagine if the same happened for transportation!
- We can stop prioritizing the personal vehicle, and show that all modes are welcome, feasible, and the best option.

**SMALL CHANGES
EVENTUALLY
ADD UP TO HUGE
RESULTS.**

THEGOODVIBE.CO





I like to walk because
it is good for thh
ENVIRONmint

We can all take steps
towards shifting minds
and modes...
of transportation



Thank you

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