

**City of Burlington  
Burlington Integrated Transportation Advisory Committee**

Date of Meeting: November 21, 2016  
 Time of Meeting: 7:00 p.m.  
 Place of Meeting: Burlington City Hall, Room 247

Members Present: Rob Proctor, Alan Kirkpatrick, Kerry Eaton, Brian Hayman, Don Thorpe, Ken Rutter, Doug Benton, Devon Ambrose, Tim Park

Member Regrets: Councillor Lancaster, Jim Young, Kayla van Zon, Janet Gadeski

Others Present: Kaylan Edgcumbe (transportation services), Garth Rowland (transit), John Zaloznik (transportation services), Lisa Palermo (Clerk)

**Draft Minutes**

Agenda Item	Discussion	Results/ Action
1. Declarations of Interest and Approval of Minutes		<ul style="list-style-type: none"> <li>Motion to approve the minutes of the September 19, 2016 ITAC meeting. CARRIED</li> </ul>
2. Transportation Plan (TP) - Communications	<ul style="list-style-type: none"> <li>Sharon Will, Communications Advisor and Michelle Dwyer, Corporate Public Involvement Consultant outlined the community engagement plan for the TP. Planning and Building, Transportation and Transit are working together on community engagement.</li> <li>The Grow Bold brand includes the new Official Plan, Transportation Plan, and the Transit Mobility Growth Plan.</li> <li>The Mayor's Inspire Event held on November 21 at BPAC was the kick off for public engagement which will commence in full swing mid February. Strategies include a mix of traditional and</li> </ul>	<ul style="list-style-type: none"> <li>ITAC members are encouraged to be Ambassadors for the new transportation vision and directions.</li> </ul>

	<p>non-traditional and include; workshops, meetings, walking tours, appearances at community events, ambassadors on transit, connecting with students, social media, ward drop-ins, purchased advertising, focus groups, etc. A key focus will be to 'go to where people already are'.</p> <ul style="list-style-type: none"> <li>• Members provided additional public engagement ideas for consideration: <ul style="list-style-type: none"> <li>○ Partner with other citizen committee events – i.e. cycling committee workshop</li> <li>○ Be present at existing community events – i.e. Jane’s Walk in May, and charity events – i.e. ALS and Terry Fox events</li> <li>○ Put information into race kits for the Chili Half Marathon, Around the Bay Road Race and others.</li> <li>○ Radio advertising</li> <li>○ Let residents know that they have transportation choices.</li> <li>○ Help residents understand that that just changing some trips and not necessarily all trips will make a positive difference.</li> <li>○ Explain clearly what Go Bold means</li> <li>○ CH TV</li> <li>○ Have a public figure be a champion for Go Bold in the community (Medical Officer of Health, former Mayor Rob McIsaac, School Boards..)</li> </ul> </li> </ul>	
<p>3. Transportation Subcommittee update</p>	<ul style="list-style-type: none"> <li>• AI provided members with an update form the Transportation subcommittee meeting held October 24. At the meeting, subcommittee members reviewed the Seniors’ Advisory Committee position paper on transit, section by section to provide comments. Subcommittee members supported some of the recommendations made by BSAC but did not support the idea of free transit. ITAC members supported the subcommittee’s feedback. AI will provide the final copy for submission to BSAC. The position paper will be presented to</li> </ul>	<ul style="list-style-type: none"> <li>• MOTION to submit the response prepared by the Transportation subcommittee to the Burlington Seniors’ Advisory Committee regarding their position paper on transit. Carried.</li> </ul>

	the Committee of the Whole – Budget on January 16, 2017, along with ITAC’s comments.	
4. Active and Sustainable School Travel Hub	<ul style="list-style-type: none"> <li>• Doug, Brian and Ken provided their verbal feedback regarding the Active and Sustainable School Travel Hub workshop held on October 27, 2016. Written feedback was provided and circulated to members in advance of this meeting. <ul style="list-style-type: none"> <li>○ To date there is no real champion in the community</li> <li>○ Funding is a deterrent to taking this initiative forward</li> <li>○ School boards were in attendance and are working at a grass roots level with city staff.</li> </ul> </li> </ul>	
5. Transportation Planning update	<ul style="list-style-type: none"> <li>• John highlighted the key themes/ideas relayed by urban planner Brent Toderian and public transit expert Jarrett Walker at the Mayor’s Inspire series held November 14.</li> <li>• Overall, the event was well attended. ITAC members did a great job engaging participants in conversation about transportation in Burlington during the hour leading up to the presentation.</li> </ul>	
6. Transportation Operations update	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	
7. Transit update	<ul style="list-style-type: none"> <li>• Garth indicated the Transit Plan will be coming in 2017. Staff is discussing ridership vs. coverage at this time and working with a consultant on the plan. Garth will bring new draft policies to ITAC in future for information/comment.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
8. Other Business	<ul style="list-style-type: none"> <li>• The Big Move - a bold and visionary plan that outlines a common vision for transportation for one of the largest and fastest-growing urban regions in North America. The plan introduces a new way of moving around the region. This initiative is led by Metrolinx and they are looking for feedback from stakeholders. Members discussed whether or not they should be reviewing the ‘papers’ and providing feedback? Kaylan indicated that staff will attempt to review the ‘papers’ and provide comments. Kaylan suggested that comments regarding the Active and Sustainable School Travel white paper</li> </ul>	<ul style="list-style-type: none"> <li>• Circulate the white papers to members prior to the next meeting so that the committee can determine if they will review and provide comments on any, some or all the reports.</li> </ul>

	<p>would be welcomed.</p> <ul style="list-style-type: none"> <li>• Winter Walk Day – coming in February 2017. A program created to encourage youth to walk to school. Kaylan asked if members would be interested in participating as Ambassadors on Winter Walk Day. Participating would involve, engaging youth about the benefits of walking, handing out toques and snacks. More details to come.</li> <li>• A representative from the Halton Region Health has asked to attend a future ITAC meeting to discuss potential linkages, partnership, etc.</li> <li>• Kaylan relayed that council endorsed the new Transportation Directions and Vision. Staff will look to ITAC for their comments and input on the Directions and Vision in 2017 when a comprehensive report to include transit and planning is presented to council.</li> <li>• Al attended the Burlington City Wide Parking Stakeholders meeting and provided members with a summary of the discussion. Staff is undertaking a peer review of other municipalities, looking at opportunities for cost sharing and reductions in parking spots.</li> </ul>	<ul style="list-style-type: none"> <li>• ITAC members agreed that the Halton Region Health representative should be invited to come and speak at the next meeting.</li> <li>• Kaylan will reach out to members for feedback on the new directions and vision so that ITAC comments can accompany staff's comprehensive report.</li> <li>• Al will continue to participate as representative from ITAC and provide members with updates.</li> </ul>
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Adjournment: 8:35 p.m.

Next meeting date: February 13, 2017, City Hall – Room 247