

# Creating Walkable & Bikeable Rural Communities



**7:45am**     **Registration Opens**

**8:30am**     **Welcome & Opening Remarks**

**8:45am**     **Keynote Address – Bikes Can Do That!**

Justin Jones opens the day with Share the Road's message about the power of bikes to make our communities healthier, safer and more prosperous places to live.

**9:15am**     **Seminar – A How-to Guide to Rural Active Transportation Planning**

This two-part seminar marries the theory and practice of creating walkable and bikeable rural communities. First, you'll hear from Kate Whitfield of Alta Planning + Design as she takes you through the ABC's of active transportation planning in rural communities from a design perspective. Next, Richard Allen, Manager of Economic Development will share insights on the development of the Frontenac County active transportation plan.

**10:30am**    **Activity & Networking Break**

**10:50am**    **Seminar – Becoming a Bicycle Friendly Community**

The session opens with Justin Jones providing an overview of the popular Bicycle Friendly Community Award (BFC) program followed by Olivia White of Eco-Counter who will talk about the power of data collection in building a bicycle and pedestrian friendly community.

**12:00pm**    **Lunch & Networking**

**1:00pm**     **Panel Presentation – Who's job is it anyway?**

Hear from three professionals in the fields of public health (Chantal Lalonde), tourism (Brendan Matheson), and recreation (Lisa Billing) as they share their unique approaches to facilitating conversations and actions to create walkable and bikeable communities. An extended Q&A with the panelists will follow the presentation.

**2:15pm**     **Special Presentation – 2019 EOATN Community Builder Award**

**2:20pm**     **Networking Break**

**2:35pm**     **Seminar – Trails, clubs and events...oh my!**

Navigating the complexities of risk management in trail and outdoor event development can seem daunting. In this two-part seminar, Dr Jeff Jackson will give us an overview of the legalities and practices to reduce risk while Rob Luke will share insights and his experience with the Turkey Point Mountain Bike Club.

**3:35pm**     **Presentation – A look back at EOAT Summits' past**

Danielle Shewfelt, Public Health Nurse presents a retrospective look at the EOAT Summit and its role in shaping a more walkable and bikeable Eastern Ontario through new regional partnerships, strategies, and actions. A special presentation and 'passing of the torch' to the 2020 EOAT Summit hosts will be made.

**4:00pm**     **Closing Remarks**



## Speaker Bios

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### Justin Jones

#### Manager, Bicycle Friendly Ontario, Share the Road Cycling Coalition



Justin joined Share the Road in 2013 and has overseen the growth of the Bicycle Friendly Ontario Program ever since. Throughout his teens and early adulthood, Justin never rode a bike. It wasn't until the summer of 2007, while completing his Master's at the University of Toronto, that he decided to get back on his bike to explore the City. Since that first ride, Justin's love affair with all things two-wheeled has been constantly gathering speed. He sees the bicycle as a tool for developing healthier, better connected and more prosperous places, and loves working with stakeholders to make their communities more bikeable and livable. Justin has a passion for pragmatic advocacy – working together to find common solutions is what drew him to Share the Road. His areas of expertise include project management, oral and written communication and project facilitation.

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### Kate Whitfield, P.Eng., MCIP, RPP

#### Senior Associate Engineer/Planner, Alta Planning + Design, Inc.



Kate is both a Professional Engineer and a Registered Professional Planner. She has led projects from the functional planning stage, through detailed design and construction. Leading Alta's Canadian operations from Ottawa, Kate has worked on walking and cycling projects from coast to coast including Halifax, Fredericton, Ottawa, the GTA, Winnipeg and Vancouver. Kate grew up in Kingston and can now be seen around Ottawa on her beloved cargo bike.

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### Richard Allen

#### Manager of Economic Development, County of Frontenac



Richard Allen is Manager of Economic Development for Frontenac County. For the past 10 years, Frontenac County has embarked on a trails-based economic development strategy centered around the development of the K&P Trail, a 75 KM railway corridor that runs from the City of Kingston to Sharbot Lake. Richard's approach to economic development brings together 15 years of experience in municipal politics, executive business training, adventure tourism and community development. Richard rides his bike almost daily but wouldn't call himself a cyclist. He has also trained for and participated in two half-marathons but wouldn't call himself a runner.

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### Olivia White

#### Client Consultant, Eco-Counter



Olivia works with Eco-Counter to help cities and towns across North America integrate count data into their active transportation projects. She graduated with a Masters in Urban Planning from McGill University in 2018.

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### Chantal Lalonde, MHS

#### Health Promotion Specialist – Physical Activity, Eastern Ontario Health Unit



Working in public health for the past 13 years has been the perfect marriage of Chantal's two passions: physical activity and planning. As the Health Promotion Specialist, her role includes facilitating conversations among stakeholders and providing support to municipal partners with planning and implementing strategies that lead to more walkable and bikeable communities. She values collaboration and capacity building above all, believing that the best outcomes stem from working together and providing people with the information and tools needed to make change. In her spare time, Chantal is likely to be spotted out for walk with her husband or on some stretch of country road running or riding her bike.

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### **Brendan Matheson**

#### **Experience Development Coordinator, Tourism Simcoe County**

Brendan has revolved the greater part of his life around cycling. Starting as an aspiring professional mountain biker and turning to coaching when he realized 'those who can't do, teach'. In between those years, he also managed a bicycle store and guided army cadets through the foothills of Alberta on mountain bikes. Most recently, Brendan has worked with the Barrie Cycling Club, developing a cycling tourism strategy for the County of Simcoe and has turned that into a full-time role at Tourism Simcoe County. In his spare time, he's buying bikes, hiding new bikes from his partner and taking up international travel writing when the opportunity strikes.



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### **Lisa Billing**

#### **Recreation Supervisor, Town of Saugeen Shores**

Lisa Billing oversees the cycling file, along with recreation, special events and community development for the Town of Saugeen Shores. A self declared member of the 60% of interested yet cautious cyclists, you'll find her cruising around Saugeen Shores on her sparkly purple cruiser, basket and all. She rides for recreation and fun, and you can't wipe the smile off her face as she rides along. Fostering relations, working collaboratively with partners and being resourceful with limited budget are invaluable experiences that have supported her work in moving Saugeen Shores forward to become a Bronze level bicycle friendly community.



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### **Jeff Jackson, PhD**

#### **Coordinator, Professor, Outdoor Adventure Program, Algonquin College in the Ottawa Valley**

Dr. Jeff Jackson is a professor and coordinator of Algonquin College's Outdoor Adventure Program. He has worked extensively with municipalities and governments on trail related risk management policy, including the province of British Columbia, the District of North Vancouver, and the Ontario Trails Council, and several smaller municipalities. He has authored a number of chapters and papers on trail risk management and is invited to speak on trail risk across a wide range of sectors and has consulted as an expert witness on trail-based legal cases.



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### **Robert Luke**

#### **President, Turkey Point Mountain Bike Club**

Rob Luke has been an avid mountain biker since 2003. A favourite pastime of his is cycle touring and he has ridden vast expanses and long distances in Canada. He was a Director of the Lynn Valley Trail Association from 1999 to 2011, serving as President in 2007 and 2008. His contribution to LVTA included trail signage and maps along with a users' Code of Conduct. He's also a founding, and current 10-year member of 'Norfolk Pathways for People' – a local group dedicated to walking and cycling routes that advocates for all Active Transportation. In 2011, he was a founding member and principal of the Turkey Point Mountain Bike Club. He has served as President of the club since 2012.



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### **Danielle Shewfelt, RN**

#### **Public Health Nurse, Leeds, Grenville & Lanark District Health Unit**

Danielle has spent the last 20+ years working in Public Health on topics such as: Physical Activity, Healthy Bodies/Healthy Minds and Healthy Eating. She was part of the planning committee for the first Eastern Ontario Active Transportation Summit that was hosted in Almonte in 2014, and since then has supported the Summits hosted in Kemptville, Carleton Place and Brockville. Danielle, along with many partners, has also helped to establish the Eastern Ontario Active Transportation Network. Danielle is a real "trail blazer" and is helping to "clear the path" for everyone to have the opportunity to be active and enjoy nature.

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**Thank you to our 2019 EOATS Speakers!**





The 2019 Eastern Ontario Active Transportation Summit is hosted by



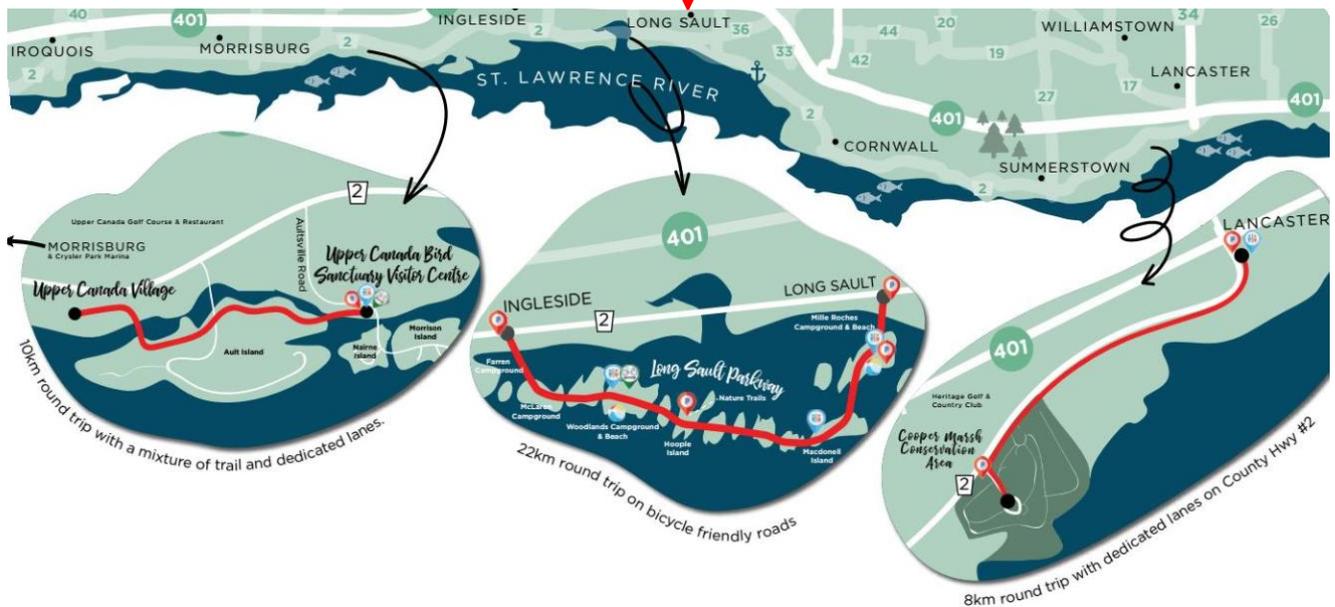
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