



IMAGINE...

a Canada where we can easily and safely walk to school, work, play and transit...
Canada Walks is working to make that vision a reality.

About Green

Communities Canada

Green Communities Canada is a national association of over 30 community-based non-profit organizations that deliver innovative environmental programs and services, with a focus on household and community action.
(www.greencommunitiescanada.org)

Benefits of getting more Canadians to walk

Among the many benefits of getting more Canadians to walk, particularly for transportation, these are key:

- improved health of residents (and the resulting reduction in health care costs);
- positive environmental effects such as decreased greenhouse gas emissions and improved air quality from reductions in driving (and the resulting reduction in health care costs);
- money and time saved from less time wasted in traffic congestion;
- improved sense of community and happier residents as people get outside more and interact with one another.

What is Canada Walks?

Canada Walks is an initiative of Green Communities Canada that aims to become *the* national body to go to for information and action about walkable communities and active transportation across Canada. The mission of Canada Walks is to change the current social paradigm so that walkable communities are the cultural and social norm in Canada.

Why was Canada Walks established?

Canada Walks was established in 2008 to give a national structure to the fantastic work being done in Canada by numerous organizations and government departments around walkability. With the creation of one main source for walkability information in Canada, efforts will be streamlined and coordinated, reducing duplication of work and connecting the many important contributors.

What are the goals of Canada Walks?

The main goal of Canada Walks is to increase the number of Canadians walking, both for pleasure and for transportation. To achieve this goal, Canada Walks focuses on:

1. supporting the creation of more walkable communities, i.e. changing the built environment to make walking a safe and inviting choice; and
2. changing Canadians' walking attitudes and habits so that they *choose* to walk.

How will Canada Walks accomplish its goals?

Canada Walks does four main things:

ICANWALK.CA WEBSITE	CONSULTING	PROJECT MANAGEMENT	COMMUNICATIONS & MARKETING
Provides access to best practice information from multiple sources (some of its own plus links to other organizations) and online forums through a virtual 'Canadian Centre of Excellence.'	Brings walkability expertise into communities via consulting services, e.g. community engagement workshops and walkability roadshows.	Oversees select walking-related projects & events, e.g. Active and Safe Routes to School, School Travel Planning, World Record Walk, Recognition & Award Program for Walkable Communities.	Raises awareness of walkability issues & shares information through presentations at key conferences and community meetings, and press relations. Runs marketing campaigns to change public attitudes.

How is Canada Walks expected to evolve?

Between 2008 and 2011, the Canada Walks website will be developed, consulting services will be promoted nation-wide, and presentations will be conducted nationally. Intensive work will take place in communities across Ontario, combined with a community engagement campaign as part of 'Ontario Communities walkON.' Similar work may take place in other provinces as partner organizations come on board, funding is secured, and ideas and lessons learned are shared.

An initiative of:

