

# Canada Walks Master Class

## Case Study

Moncton 2009



Transport Canada

Transports Canada

# Canada Walks Master Class Case Study

by Canada Walks, in partnership with Walk21

Canada Walks is an initiative of Green Communities Canada

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[www.walk21.com](http://www.walk21.com)

# Acknowledgements

Green Communities Canada extends our thanks to the following people and organizations without whom the Canada Walks Master Class would not have taken place. First the cities that agreed to participate and be benchmarked against the International Charter for Walking. Although Metro Vancouver was not a full participant of the Canada Walks Master Class we were fortunate enough to deliver a professional workshop and a public lecture at Simon Fraser University so we have recognized those people here as well:

- ◆ Hamilton, Ontario
- ◆ Sharon Mackinnon, Public Health Nurse, Hamilton Public Health Services and the entire Hamilton team
- ◆ Moncton, New Brunswick
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- ◆ Sandy James, City Plans Division, City of Vancouver

Our appreciation go to our expert team, who gave their time and ideas to create an inspiring atmosphere for participants to dream of what their Cities could be:

- ◆ Bronwen Thornton, Walk21, UK
- ◆ Rodney Tolley, Walk21, Honorary Research Fellow, Staffordshire University
- ◆ Jim Walker, Chief Executive Walk England
- ◆ Jacky Kennedy, Canada Walks, Green Communities Canada
- ◆ Jody Rosenblatt Naderi, University of Texas AM, U.S.A.
- ◆ Paul Young, Public Space Workshop, Toronto, Canada
- ◆ Catherine O'Brien, Cape Breton University, Canada
- ◆ Adrian Bell, Applied Information Group, Vancouver, Canada
- ◆ Gordon Price, Program Director, Simon Fraser University Lecture Series

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- ◆ Moving on Sustainable Transportation (MOST), Transport Canada
- ◆ Each city who contributed cash and in-kind to make this project possible

# Overview

## ► Introduction

### *What is the International Charter for Walking?*

The International Charter for Walking was developed by a team of international experts as part of the Walk21 conference series and was formally launched at the 2006 Walk21 conference in Melbourne. Since that time it has been translated into several languages, and communities and individuals around the world have signed the Charter including many from Canada. To view and sign the Charter visit [www.walk21.com](http://www.walk21.com).

### *What is Walk21?*

Walk21 is an organization that exists to champion the development of healthy, sustainable and efficient communities where people can and do choose to walk. Each year, Walk21 hosts an international conference that brings together visionary and influential planners, practitioners, politicians and advocates to discuss the development of walkable communities. For more information about Walk21, visit [www.walk21.com](http://www.walk21.com).

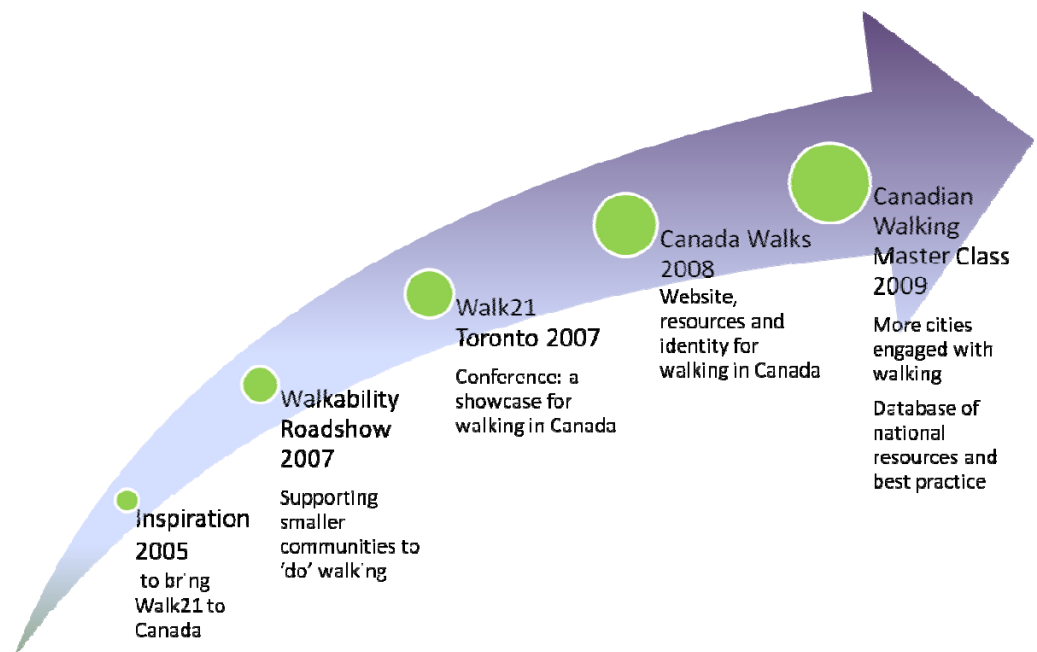
The Canadian Walking Master Class project was initiated to support the implementation of active and sustainable transportation policies and plans in communities across Canada.

Through a step-by-step process that includes inspiring political and senior decision makers, training professionals, engaging the public and providing international expertise and ideas to specific walkability issues and opportunities, the project aims to support local action to deliver enhanced walking environments and enable people to walk more.

The Walking Master Class builds on the success of the Canadian Walkability Roadshow 2007, to bring this proven process to more communities across Canada and enable them to deliver communities where people choose to walk.

Many communities across Canada have conducted Active Transportation (AT) or Sustainable Transportation (ST) workshops and have completed AT/ST community plans. However, often in these communities there are missing links between creating a plan and implementing that plan.

The International Charter for Walking provides both the strategic direction and detailed actions for creating walkable communities around the world. The Master Class uses the International Charter for Walking in a Canadian context to benchmark walking within communities and as the foundation for building more walkable communities through ideas, initiatives, inspiration and action.



# Overview

## *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.

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:

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



The Master Class team worked with four Canadian communities:

- ◆ Hamilton, Ontario, with representation from Halton Region, Region of Peel, Region of Waterloo and the Town of Milton
- ◆ Moncton, New Brunswick
- ◆ Kelowna and West Kelowna, British Columbia
- ◆ Whitehorse, Yukon Territory
- ◆ plus an extra workshop in Vancouver, British Columbia.

Whitehorse,  
Yukon

Kelowna and  
West Kelowna,  
British Columbia

Metro Vancouver  
British Columbia



Hamilton, Ontario

Moncton,  
New Brunswick

The Master Class was facilitated by Green Communities Canada, led by Walk21 and supported by local experts.

The team were:

- ◆ Jacky Kennedy, Green Communities Canada
- ◆ Bronwen Thornton, Walk21, United Kingdom
- ◆ Rodney Tolley, Walk21, United Kingdom
- ◆ Jody Rosenblatt Naderi, University of Texas AM, U.S.A.
- ◆ Paul Young, Public Space Workshop, Canada
- ◆ Dr. Catherine O'Brien, Cape Breton University, Canada
- ◆ Jim Walker, Walk England, United Kingdom
- ◆ Adrian Bell, Applied Information Group, Canada
- ◆ Gordon Price, Simon Fraser University Lecture Series, Canada

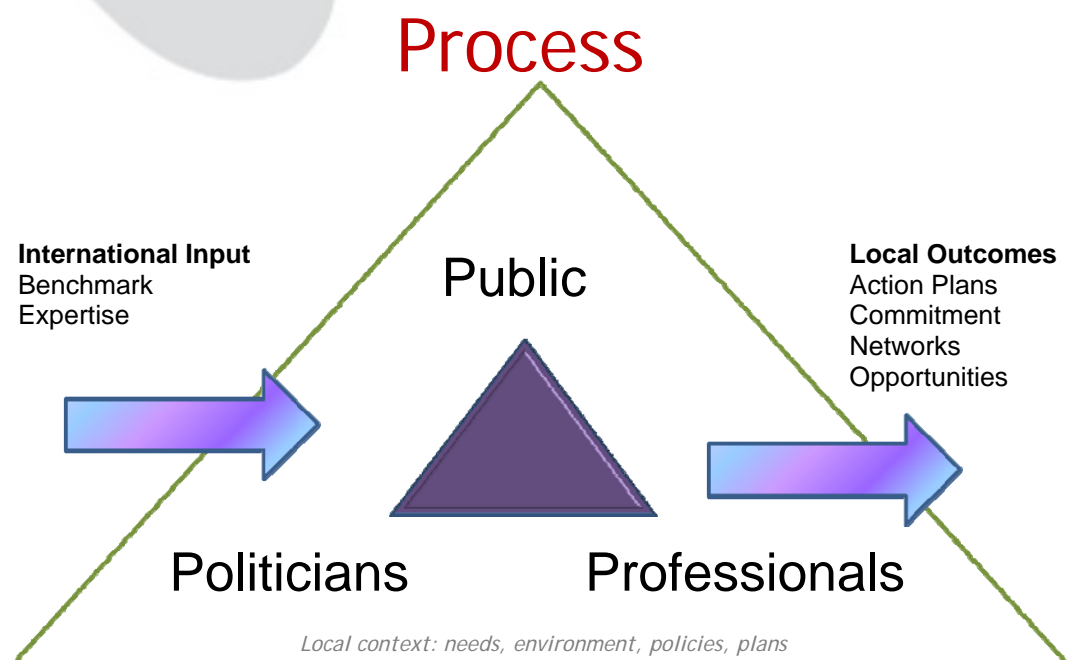
# Overview

## ► Objectives

1. To promote walking as an indicator of sustainable, healthy places and demonstrate the benefits of walkable communities to reducing the impacts of climate change.
2. To encourage and educate transportation professionals, municipal decision-makers, local NGOs and ENGOS, and members of the public to commit and invest in practical actions which build sustainable, liveable places where people choose to walk.
3. To research, publish and share Canadian best practice as part of the continuing process of ensuring the International Charter for Walking is a practical delivery framework for local action.
4. To build and support a national network of skilled professionals across Canada to share and evolve best practice and deliver walkable communities.
5. To showcase the positive outcomes for each city and to follow their progress for one year following completion of the project.

## ► Outcomes

1. A national political understanding, appreciation and commitment to sustainable, healthy communities where people choose to walk.
2. A national community of connected professionals skilled with the tools and knowledge of how to deliver more Canadian walkable communities.
3. Engaged communities demanding infrastructure and services that give residents the chance to choose to walk as an everyday activity.
4. Projects planned with detailed timelines for completion, including infrastructure upgrades and programs to track the increases in the number of people walking.



# Overview

## ► Program

The project consisted of the following steps:

Questionnaire to benchmark against International Charter for Walking and to identify opportunities and challenges within each Municipality and community



Analysis and Homework to develop Agenda for each community and prepare for the Master Class community visits



Webinar with each community to share issues, ideas and initiatives



Master Class in each community - consisting of three days of activities encompassing the following:

- ◆ Breakfast Presentations to inspire councillors and senior staff
- ◆ Workshops to support and skill professionals
- ◆ Walkabouts to identify opportunities and issues
- ◆ Community Meetings to engage the public
- ◆ Best Practice Notes to share ideas
- ◆ Wrap up Presentations to feedback and motivate senior managers.



The project and results were presented at the Walk21 International Conference on Walking and Liveable Communities in New York City in October 2009 and all Master Class case studies will be published on [www.canadawalks.ca](http://www.canadawalks.ca).

# Case Study: MONCTON

Background

## ► Introduction

The City of Moncton is a growing urban centre with a population of close to 80,000 people. The City of Moncton adopted an Active Transportation (AT) Plan in 2001. Components of the AT Plan were incorporated into the revised Municipal Plan in 2004.

Currently the City has an active Active Transportation committee and is working to develop trails and walking routes across the city.

Preparing for the Master Class

In preparation for the Master Class, cities were asked to clarify why they became involved and what their hopes and expectations were.

The responses from Moncton were as follows:

### Why do you want to be involved?

Want people to be more aware of how walkable Moncton already is, places are not as far as people think.

### How can the Master Class help you?

How do we move forward from the action plan - implementation process?

### What do you want to achieve for your community short term/long term?

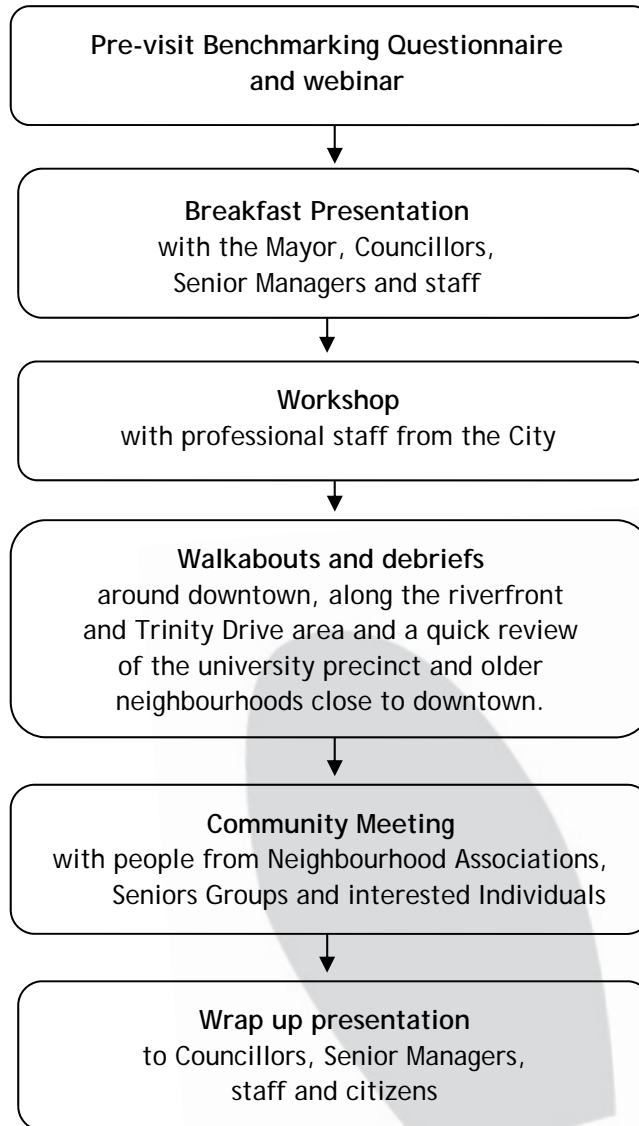
Get more people walking.



# Case Study: MONCTON

Master Class

## ► Master Class events in the City of Moncton



### Expert Team

- ◆ Bronwen Thornton, Development Director Walk21
- ◆ Rodney Tolley, Honourary Research Fellow, University of Staffordshire
- ◆ Jim Walker, Chief Executive, Walk England
- ◆ Jacky Kennedy, Director Canada Walks, Green Communities Canada

# Case Study: MONCTON

Master Class

## ► Participants

The Master Class was opened by Mayor LeBlanc and participants were from the following departments, organizations and groups as well as interested individuals:

- ◆ Recreation and Culture
- ◆ Parking and Transportation
- ◆ Parks
- ◆ Senior Advisory Committee
- ◆ Sustainable Transportation Committee
- ◆ Transport and Architectural Consultants
- ◆ Provincial Department of Wellness, Culture and Sport
- ◆ University of Moncton

## ► Media

There was very good media coverage of the walkabouts. The following media were present:

- ◆ Rogers Cable TV
- ◆ CBC Radio - 106.1 FM
- ◆ CBC News
- ◆ The Times Newspaper
- ◆ The Transcript Newspaper



# Case Study: MONCTON

Notes from  
Events

The Benchmarking Questionnaire, subsequent Webinar discussion and document review provided the background information needed to start preparing for the visit to Moncton.

## Highlights from the Questionnaire

We are most proud of the linkages that we have created, and are striving to create, between our trails, neighbourhoods, business, and retail sectors for the residents and visitors of the City of Moncton.

Working with our Moncton Accessibility Committee, we encourage an ongoing education process regarding accessible walkways in terms of products used for surface hardness, width of walkways, resting areas with benches at reasonable intervals, garbage cans placed at reasonable intervals, safe routes in terms of no obstructions, openness which encourages personal safety.

In 2007, the City of Moncton adopted a residential signage program to create community awareness around shared routes for multi-modal use.

## The priorities:

1. Community use and awareness of green space, increasing opportunities for physical activity.
2. Connectivity within neighbourhoods and throughout the City.
3. Reducing traffic congestion.
4. Creating an increased sense of community and integration between persons with and without disabilities

## The barriers:

### 1. Local culture

People want to and can conveniently drive everywhere in Moncton. There is ample, affordable parking to enable this practice and you can get anywhere in Moncton by car in about 10-15 minutes.

### 2. Weather conditions

Current and forecast weather, snow and ice covered sidewalks. This is the Maritimes where the seasons are very active in terms of precipitation. In the winter, approximately 50% of sidewalks are cleared by the City - the others are not cleared.

### 3. Lack of infrastructure

In some of the shopping areas in the City (more specifically Plaza Blvd and Trinity Drive), the atmosphere for pedestrians is not welcoming. There are plans to finish the trail network within 4-5 years (Trails Master Plan) with the idea to connect recreation trails to work, shopping, and other destinations. And generally there is poor knowledge about the trail systems in our community, people just don't think about it.

# Case Study: MONCTON

## Professional Workshop

### ► Professional Workshop

#### Ideas from participants

The morning was opened by Mayor LeBlanc, before presentations about walking imperatives and initiatives from around the world and the work being undertaken in Moncton to develop a comprehensive trails network for the city.

This was followed by group brainstorming against the principles of the International Charter for Walking. In the afternoon, the group moved into a more comprehensive discussion about how to develop and promote a culture of walking and support materials and events.



#### Ideas and issues against the principles of the International Charter for Walking

##### Increased Inclusive Mobility

- ◆ Need to break the misconception there is a parking problem in the downtown and educate the public that they can walk places or catch transit.
- ◆ Need to make key routes safer for walking in terms of even ground and curbing.
- ◆ Urban organization to get seniors together to walk - a program for walking for seniors and kids.
- ◆ Signage on trails and benches for having a rest would also help.

##### Well Designed and Managed Spaces and Places for People

- ◆ We need more downtown public washrooms and benches.
- ◆ The parking behind Capitol theatre could be turned into a green area.
- ◆ Develop more pedestrian areas/parks with shops and services creating live frontages onto them.
- ◆ The City Hall plaza could really be a 'hub', we need to create reasons for people to be there.
- ◆ Develop standards/policies for development so that all parts of Moncton can be people friendly places.

##### Supportive Land-Use and Spatial Planning

- ◆ Continue to develop strong policies which support walking friendly spatial planning.
- ◆ Control land releases to manage sprawl.
- ◆ Keep schools and services within downtown and existing communities to manage transport demand.

# Case Study: MONCTON

Professional  
Workshop

## Reduced Road Danger

- ◆ December-March are the most “dangerous” months for walking with snow, ice, uncleared paths and less daylight. But other countries with similar climates have more walking!
- ◆ Kids need to learn road sense or get street smart by just being in the streets and walking around with their parents.
- ◆ Community policing to work with schools to advocate that parents/community teach safety to their children.

## Less Crime and Fear of Crime

- ◆ Around schools parents collect their children by car out of a fear of bullying or ‘loitering’ older kids. Need to address issue of bullying by other channels or active engagement with the kids.
- ◆ Active School Bus - one solution to bullying; older students as leaders like student patroller program.

## More Supportive Authorities

- ◆ Counteract opinion with evidence.
- ◆ Data for walking counts.
- ◆ Count walking separately from biking.
- ◆ Codiac Transit has counts of their clients.
- ◆ Political and community champions.
- ◆ Need to take risks - educated risks/political risks.
- ◆ Communicate with developers.
- ◆ Downtown Moncton Inc. - Business Improvement: walkers = positive \$.
- ◆ Encourage use of public space.
- ◆ Internal networks.
- ◆ Parks and engineering work to make on/off street connections.
- ◆ Rescind by-laws for use of streets: they currently limit people playing in the streets.
- ◆ Select safe streets, signage, not for all streets.

## Culture of Walking

- ◆ Moncton is to become an *in motion* city as part of the national movement for increasing physical activity. *in motion* will start with two target groups but aims to become a comprehensive set of resources, branding and initiatives.
- ◆ Currently, while there are some resources, a lot of the signage and materials for walking are branded with the different sponsors’ logos and this has confused people. We need to shift the focus from the sponsors to the message and ensure these resources are aimed at providing useful information so people can use it to get active, use the trails, etc.
- ◆ Parking fees and policies need review.  
Look at park and ride facilities - park for free in the Coliseum lot and then have a shuttle bus to bring people in to downtown. It might not work in Moncton for everyday but could work on Saturdays for the market area. When drivers are looking for a parking lot it lengthens their trips and adds to traffic flow so perhaps eliminating some parking lots might reduce this impact. Moncton is raising its parking rates in the downtown as a disincentive to park.

# Case Study: MONCTON

Professional  
Workshop

- ◆ There are many mapping tools available today: [www.walkit.com](http://www.walkit.com); Google; and many others. Need to put the mapping tools and maps on the City's web site. The City is developing a GIS map so that people can select their destination and determine the best route to get there.
- ◆ There are 'Share the Road' signs along some routes now - seems to be working. Measure pedestrian activity but difficult to measure the impact of the Share the Road signs and their impact. Cyclists were 0.1% and now about 0.3% so still low but at least going up. Pedestrian traffic also low but we need more data.



# Case Study: MONCTON

Community Meeting

## ► Community Meeting

### Ideas from participants

Following presentations about the Master Class, International Charter for Walking and what is currently underway locally, the group were asked to brainstorm against two questions:

1. Imagining: In the next 18 months to 2 years, what changes have occurred to improve/increase walking in Moncton?
2. What role did you play? Identify some actions that helped make it happen?

The subsequent discussion ranged more broadly than these questions. Participants were interested in getting into detail on a few particular topics and ideas.

### Local walking opportunities

There is a Tim Horton's (TH) coffee shop in almost every neighbourhood in Moncton. You could take a city map and draw a radius around each TH, put up posters in the stores with each the map saying: "you could have walked here in 15 minutes if you live within this circle". You might get more people walking in the neighbourhoods as well - not just to their local TH. Open it up to all businesses in the neighbourhood as well so you're expanded the opportunities and create local walking maps.

People can develop a sense of identity within their neighbourhood and the local shops if they can walk to them and get to know their neighbours and shopkeepers. If we talked to the neighbourhood groups could they identify the community meeting places like corners shops and Tim Horton's that we could use for creating maps?

### Perceptions of Walking

- ◆ Moncton folks don't have a sense of how long it takes to walk places. The perception is that it takes longer than it really does. People don't think they have the time or that it's convenient.
- ◆ We would like to go somewhere for a walk but where we live there's nowhere to walk to. If you shop and buy too much to carry then get a buggy to pull. Bike trailers for cyclists.
- ◆ Develop a promotional package/toolkit with half a dozen programs like Euro walking; geocaching; urban poling; local maps for trails and tours; and promote it through a kiosk at the Saturday Farmer's market.

### Transit

Need to partner with Codiac transit. The bus waiting area outside The Bay is where all buses start or end their journey but it is not welcoming for customers. There is little shelter and not enough spaces to sit. If this could be improved with amenities, shelter, good lighting and perhaps art then it will send a message that passengers are important. It might also encourage others to try the bus. This could be done at low cost initially. Ironically, the buses are equipped with free WIFI but are the current passengers using this type of service? Seniors can travel free on transit one day a week (Wednesday) - it is a pilot project that could expand to other days or all days.

# Case Study: MONCTON

Community  
Workshops

## Downtown

- ◆ On Sundays there could be a pedestrian promenade from City Hall to the waterfront trail. How many parking spaces would need to be sacrificed on Downing Street to make this happen? Less than 30.
- ◆ Downtown BIA - Councilor Paul Pellerin sits on the committee - much common interest with what we're saying but no representation unfortunately.
- ◆ Local walking tours, possibly year-round, are popular with tourists but if Moncton folks could be attracted to them it might make them learn there is more to the downtown than they thought.
- ◆ Bring more people downtown to the Farmers Market, encourage more stalls and more customers and occupy parking lots = less parking. Park cars behind the Capital and then walk; kiosks down Robinson Street all the way to the Market .



# Case Study: MONCTON

Walkabouts

## ► Walkabouts

### Notes from experts

The walkabouts were the opportunity for the team to walk around selected streets in the city and discuss site specific issues, ideas and projects, for locals to 'see' the streets from an outsider's informed perspective and for the outsiders to experience walking in Moncton directly.

In Moncton the team visited downtown, the riverfront trail, Trinity Drive neighbourhood, the University and Mountain Road.

### Downtown

Along Main Street, the traffic is well managed and there are some good public spaces and some unrealised opportunities. Where streets have been paved and pedestrianized, the spaces created need life and activity to fill them. This has been achieved in Robinson Court but not Oak Lane. The public plaza in front of city hall could be an even greater public space with direct connections to the parks and trails along the waterfront.



While the weather won't always be conducive to outdoor dining, the day of the walkabout was warm and sunny and Main Street was abuzz with people out and about. These tables and chairs are well placed so that a clear passage is maintained for people walking along the street.

It is imperative that outdoor activities do not impede movement along the street, particularly for people with a disability. A clear movement zone should be maintained along the entire length of the street, not shifting back and forth from the building line and leaving inadequate space for ease of movement.



# Case Study: MONCTON

Walkabouts



Better public transit services support more walking and more walking can support better public transit. It is essential to reward people who choose public transit with quality routes to transit stops and comfortable and safe waiting areas. Deserts like this one (left) actively discourage transit use.

This pleasant park on the waterfront had a direct link up to Main Street but is sadly severed from the City Hall by car parking and roads. This link is a key opportunity to provide a continuous quality pedestrian experience for residents and visitors to Moncton.



The value of this corridor to the identity of Moncton as a city, we believe, far outweighs that of a few car parking spaces. The City can bring alive the slogan, 'Our Tide is Rising' with quality public space between the City Hall and the riverfront, maximising the connection between its natural assets and business opportunities.



# Case Study: MONCTON

## Walkabouts

The waterfront is lovely when you get there! The quality of trail along the waterfront is delightful for recreational walking. Better links up into downtown and more lighting would increase the potential of this asset for more everyday walking.



Trinity Drive presents real challenges to people walking. The entire area is premised on high speed vehicle movement and has substantially compromised pedestrian movement, even for local people. Access around the area and into the big box developments needs to be immediately addressed with high quality provision for people walking, including links through the wastelands of car parking to the shops.



It is imperative that new developments such as the one shown below, build in walkability rather than continue to 'over-provide' for motor vehicles. Sidewalks on both sides of the street, narrower road space (especially as all homes have off-street parking), street trees and good crossing points will



all encourage residents to spend more time in their shared space and walk to local services.

Better neighbourhood designs were evident in older neighbourhoods and these should serve as a model for future development.

# Case Study: MONCTON

## Walkabouts



Walking facilities beside high speed, high volume roads such as Mountain Road and many others in Moncton, need to be more than a strip of concrete against the curb. Wider pathways, with a nature strip and trees between the path and motor vehicle traffic provide a much more comfortable, safer and attractive environment for people to walk.

This crossing point on Mountain Road has been placed to assist local people to access the shops. Unfortunately, there is no access into the shopping centre once you have crossed the road, except through the parked cars. These disconnections in pedestrian facilities deter people from choosing to walk. Providing high profile, high quality links will invite people to walk to local destinations more often.



# Case Study: MONCTON

## Key Findings and Recommendations

### ► Key Findings and Recommendations

#### Wrap up and Next Steps

On the last morning the Master Class team met with managers and staff from the City of Moncton and local citizens to present their findings and ideas from the range of walkabouts and workshops held over the preceding days. This group discussed the critical issues for the city and where the first steps for change might be taken.

The key issue and question for Moncton at the beginning of the Master Class was: How do we move forward from the (Active Transportation) Plan? The priorities identified through the Master Class are to build a stronger culture of walking through maps and campaigns, especially around local centres, high profile works installed temporarily but with panache, downtown street openings and community events. Focussing on local centres and implementing a suite of improvements for walking can generate momentum to inspire others to get involved and to roll out to other places.

For this to happen it will require a strong sense of leadership and endorsement from the Council and engagement with a diversity of stakeholders, community representatives and local businesses. The city might also need to take a few risks and to give the community time to respond to the changes before they are judged successful or not. It will also be imperative for the city to measure results and thus a system for collecting data needs to underpin all planned interventions.

At this time, Moncton suffers from a piecemeal approach to walking in terms of both infrastructure and programs. There is the foundation for a strong walkable community in both the street layout and vision for downtown, there is potential within outer suburbs through the proposed trails/streets network and there are the challenges of existing big box developments and dominant highway routes. There is also the acknowledgement that while walking is a good idea, habitual car use in a city so easy to get around by car will be hard to break.

So as we have heard from the city: we need to start at people's front doors! Start with local walking options, so people perceive it as a possible, everyday activity, not something they have to squeeze into an already busy schedule. And there is a need to start with local shops, those who have the most to gain from a stronger sense of local community and people walking and spending time there.

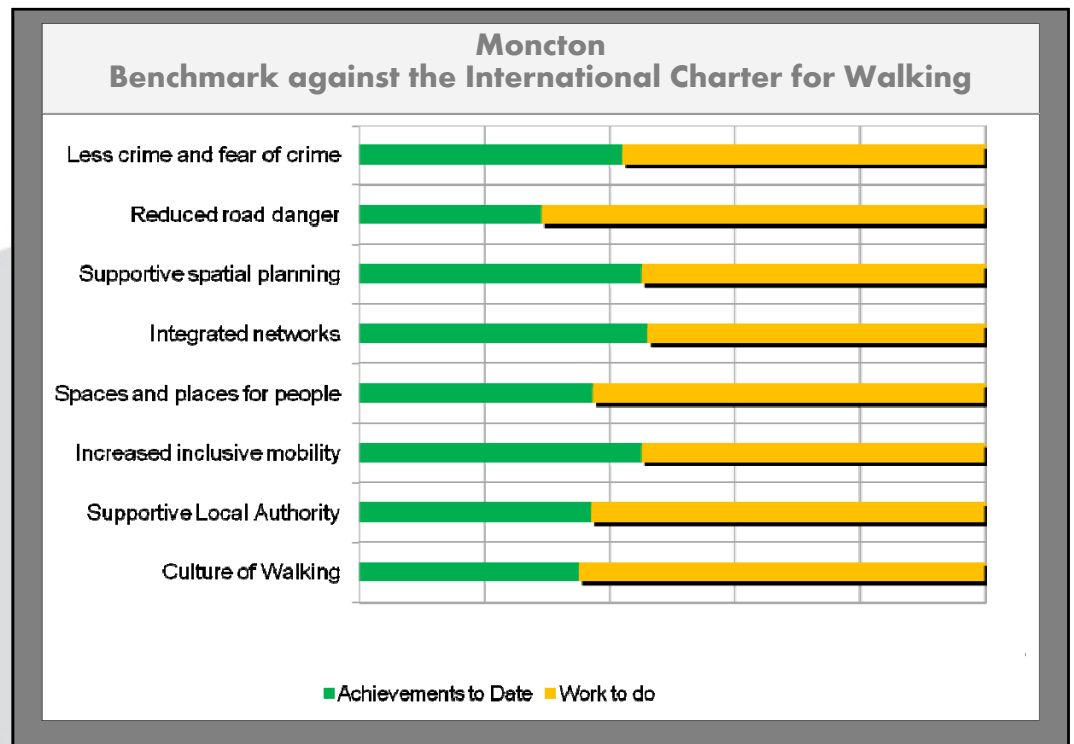
If downtown is to become the vibrant commercial and residential centre identified in vision statements it has to be premised on priority for pedestrians. And this priority has to inform every single decision made about downtown, not just about the sidewalks. Car parking and traffic management, retail, commercial and residential development approvals, public realm improvements, links to the riverfront, mapping and signage and cultural events. People will want more reasons to come downtown than just the availability of car parking.

# Case Study: MONCTON

Recommendations against the International Charter for Walking

## ► Recommendations against the International Charter for Walking

The responses in the questionnaire and the observations of the visiting expert team were consolidated into this descriptive graph against the 8 principles of the International Charter for Walking. The graph provides a qualitative snapshot to highlight where achievements have already been realised and where there is work to do.



As is illustrated in the above graph, the most important first steps, and potentially the biggest gains for walking, can be achieved through building a more supportive local authority and fostering a culture of walking. This is not to say that the city doesn't currently support walking but that some key components of that support need to be prioritized within council systems, such as data collection, and that the city's commitment needs to be promoted at all levels within both the political and administrative arms of the municipality. Politicians, professionals and the public need to understand just how walking can deliver the outcomes they seek, especially when it comes to quality of life and economic growth.

On the following pages are key findings and recommendations mapped against the eight principles of the International Charter for Walking which provide an overview of the type of works that the City of Moncton can undertake to start building more walkable communities and ensuring the viability and liveability of the City for generations to come.

# Case Study: MONCTON

Recommendations  
against the  
International  
Charter for Walking

## 1. Increased inclusive mobility

*People in communities have the right to accessible streets, squares, buildings and public transport systems regardless of their age, ability, gender, income level, language, ethnic, cultural or religious background, strengthening the freedom and autonomy of all people, and contributing to social inclusion, solidarity and democracy.*

### Key Findings

The independent mobility of children, young adults, people with a disability and seniors is currently compromised by the dominance of motor vehicle priority in the City. The allocation of space to motor vehicles, distances to destinations, vehicle speeds, insufficient safe crossing points and the impact of noise and air pollution on any comfortable and attractive walking opportunities all deter these groups from choosing to walk as part of everyday life.



Organised groups of seniors who go walking together need the support of the City for their activities, especially for health outcomes. These groups can also assist the City to identify where to best target improvements.

All the recommendations outlined in this report, which will build a more walkable city for the people of Moncton, must be premised on ensuring access to local communities for everyone, especially groups with particular needs. An accessible walking environment (linked with public transit) is key to enabling the people in our communities, who do not have their own vehicle, to enjoy their local shops, schools and services.

### Recommendations

1.1 Identify priority areas to develop walking opportunities or improve existing facilities, such as where more seniors or people with a disability live, around schools, youth facilities and local centres and along key routes into and around downtown or to public buildings. For example, provide more benches on trails and best practice signage to support navigation.

1.2 Continue implementing current systems for supporting people with a disability, ensure all road crossings provide wheeled access (curb cuts) and identify new opportunities for enhancing access for people with a disability.

# Case Study: MONCTON

Recommendations  
against the  
International  
Charter for Walking

## 2. Well designed and managed spaces and places for people

*Communities have the right to live in a healthy, convenient and attractive environment tailored to their needs, and to freely enjoy the amenities of public areas in comfort and safety away from intrusive noise and pollution.*

### Key Findings

The layout of the downtown in Moncton is highly walkable, a compact grid layout that links from the waterfront, through the main shopping streets and up into the suburbs. This is a fantastic asset, but the value of this foundation for a walkable community is being eroded by the plethora of car parking lots, lack of proper pedestrian facilities and services, and failure to create a coherent understanding of this potential within the community.

The downtown has a few lovely spots that give local people an opportunity to enjoy their public realm, the plaza in front of the City Hall, the gardens near the riverfront, some small pedestrian streets and a few buzzing street cafes.

But unfortunately, these spaces don't create a coherent positive experience for people. For example, to get to the park at the river front, people have to walk through a car park with no pedestrian pathway or facilities of any kind. This piecemeal approach to public space will not deliver the downtown experience people want or Downtown Moncton Centreville Inc (DMCI) promotes in its vision statements.

The link from Main Street and the City Hall plaza to the riverfront needs to be 'owned' by the City and utilised to create a fantastic pedestrian connection between this nice walking street and your greatest natural asset, the riverfront. Other opportunities to provide inviting public spaces, such as greening the car park behind the Capital theatre should be investigated.

Just out from downtown there are historical neighbourhoods which are also inviting to walk around. And as Moncton sprawls outwards, there continues to be local shopping centres that can be places for people to walk to and enjoy. Even at the big box developments, opportunities exist to provide good public spaces and not just deserts of car parking.

### Recommendations

2.1 Develop a public realm strategy for downtown Moncton which supports the objectives of the City and DMCI to give pedestrians priority and attract more residential development. This strategy needs to identify a clear process for creating a continuous experience of good spaces and places for people, linking existing places and enhancing others and the connections to them.

2.2 Identify local neighbourhood centres and prioritise pedestrian access and amenities in these areas, especially where traffic flows are high, such as along Mountain Road. This can include good access to the centres, seating, and local information boards.

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2.3 Recognise the need to retrofit big box developments and establish design standards for any future developments to make them more inviting and accessible for pedestrians so at least the people living closest can choose to walk - good crossing points at the road, clear walking routes through the parking lots and direct to the door, connections between stores, and, over the longer term, develop plans for strategic infilling of parking lots with residential and commercial uses.

2.4 Undertake works 'temporarily' so that people can experience the change and learn how to use the space differently. Take out a traffic lane and install a wide sidewalk and cycle lane, with planters, trees and white paint to quickly, cheaply and effectively change public space. Install these temporary works for a summer to measure the impact.

## 3. Improved integration of networks

*Communities have the right to a network of connected, direct and easy to follow walking routes which are safe, comfortable, attractive and well maintained, linking their homes, shops, schools, parks, public transport interchanges, green spaces and other important destinations.*

### Key Findings

Moncton has very good plans for a comprehensive network of arterial trails and on-street routes, collector trails and routes, and safe neighbourhood streets. Plans for marking where the trail heads intersect with the street network and promoting that network so it is available from people's front door are good foundations for implementation.

Linking walking routes and pedestrian priority to public transit opportunities will enable more people to walk. Valuing the people who ride public transport with proper provision of shelters and services is essential to encourage more patronage and thus more walking at both ends of the journey.

Moncton has a consistent provision of sidewalks with 400km along the majority of streets and roads. The quantity of sidewalks is impressive and does provide a connected network for walking. However the presence of high speed, high volume traffic on many of these roads, lack of sufficient crossing points and lack of amenity along the edges, detracts from the quality of this provision. Research shows that having a green buffer zone with street trees along a sidewalk makes an area not only more attractive, but safer and more comfortable, especially for families with young children.



### Recommendations

3.1 Prioritise implementation of existing plans to create a comprehensive network of trails and streets for active transportation. Allocate funds to make a high quality visible difference as quickly as possible. Select a few high profile locations for immediate works that will attract both media attention and local interest.

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3.2 Prioritise walking over all other modes when designing access to public transit stops. Reward people for choosing transit and attract new customers with high quality bus shelters that are lit after dark and contain seating, rubbish bins and information about both the bus and the local area.

3.3 Ensure that any reviews of public transit and all strategic planning recognizes the need to consider not only the vehicle system, but also the access routes from within the commuter catchment, the quality of the experience for the passenger beyond the door of the bus and links with key walking routes, centres and destinations.

3.4 Identify best routes to schools through travel planning with schools and prioritise these for comprehensive improvements. In particular, identify opportunities for more street trees and a green buffer zone between the sidewalk and traffic zone.

## 4. Supportive land-use and spatial planning

*Communities have the right to expect land-use and spatial planning policies which allow them to walk to the majority of everyday services and facilities, maximising the opportunities for walking, reducing car-dependency and contributing to community life.*

### Key Findings

Moncton is a city of quite different parts. The downtown and some of the older neighbourhoods retain a sense of being built for people to move around independently from motorised transport, with street patterns that can readily support walking, but newer suburbs and retail developments have blown out around the edges of Moncton creating environments that are hostile to walking and dominated by vehicle movement. Pockets of residential areas are comfortably walkable within themselves but are disconnected from the surrounding community services and shops by high speed, high volume roads that deter people from choosing to walk even 5 minutes to get a bottle of milk.



It is encouraging to learn that there is a move away from perpetual outward expansion and a recognition of the costs associated with maintaining vast amounts of road space and this must be the way forward for Moncton. Infilling land closer to the downtown will put people within reach of the choice to walk and these developments can start linking up community hubs, such as the University and downtown. It is imperative that future developments are not built with the motor vehicle as the only design standard and priority mode of transport but that facilities for walking (and cycling) are also the basics for any new development.

Existing big road, big box developments need to be retrofitted with clear, direct and safe walking access, not minimal, disconnected sidewalks, so that local people can not only choose to walk there but are 'rewarded' for doing so.

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## Recommendations

4.1 Review planning policies and guidelines to ensure walking is given (at least) equal priority with other modes and higher priority in residential neighbourhoods, local shopping streets and around schools for all new developments. Ensure current steps towards more sustainable development patterns are not only included in municipal plans, but highlighted, prioritized and promoted to developers.

4.2 Identify opportunities to reduce sprawl by building mixed use developments into existing street networks, consolidating housing around town centres and ensuring street layouts that are continuous and connected to enable people to choose the shortest, most comfortable route to local centres.

4.3 Mitigate the impacts of existing sprawl by ensuring sidewalks along all residential streets, safe crossing points and priority for children walking to school. It is also important to ensure that when local residential streets meet busier roads, the level of service for walkers is maintained to encourage walking other than just to your neighbour.

4.4 Insist on good quality pedestrian access to big box developments that includes wide, continuous walkways from the sidewalk to the front door with safe crossing points and access to other businesses on the site. Ensure the pedestrian phasing on traffic controlled intersections leading into these developments provides sufficient safe crossing time and that a full pedestrian phase is provided on each change of the light.

## 5. Reduced road danger

*Communities have the right for their streets to be designed to prevent accidents and to be enjoyable, safe and convenient for people walking - especially children, the elderly and people with limited abilities*

### Key Findings

Moncton has the most surprisingly polite drivers the Master Class team encountered! The readiness of traffic, including big trucks, to come to an immediate, respectful stop so that you can cross the road was both unexpected and extraordinary. In an environment where vehicle space and speed dominates the road corridors, polite drivers do go some way to mitigating the impacts of the big roads and lack of crossing points. Sadly it's not a reliable form of reducing road danger to pedestrians.

Moncton, like most cities in North America, has provided for motor vehicles at the expense of pedestrian movement. It is encouraging to see plans for Mountain Road seeking to redress this imbalance, but properly providing for pedestrians in high speed, high volume environments needs to happen in many other locations around Moncton.

Particularly in areas such as Trinity Drive, where the pedestrian facilities are so inadequate it's a wonder that people walk at all. But they do! And they put

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themselves at risk doing so. It is imperative that the City addresses these areas as a matter of priority for both pedestrian comfort and convenience but most urgently for pedestrian safety.

Participants in the Master Class identified December to March as the most 'dangerous' months for walking with snow and ice on uncleared paths and less daylight as key factors. These do not have to be a barrier - with proper clearing and lighting, walking, can be sustained.

## Recommendations

5.1 Reduce the impact of traffic volumes and speed throughout Moncton, but especially, along key shopping streets and around schools and residential areas with a range of measures to provide a better environment for pedestrians: sufficient crossing points with controlled signals that give pedestrians priority, wide sidewalks with a buffer zone to traffic that can contain street trees, street furniture and bicycle lanes.

5.2 Address points of immediate concern, such as Trinity Drive with positive pedestrian provision, protected from traffic, giving direct and comfortable access to the big box sites and local streets.

5.3 Reward slower speeds by programming the flow of green lights down long corridors to change for vehicles travelling at 50kmh.

## 6. Less crime and fear of crime

*Communities have the right to expect an urban environment designed, maintained and policed to reduce crime and the fear of crime.*

### Key Findings

Crime and fear of crime was not a substantial issue during the visit to Moncton. While there is crime within the community (just as any other) it was not seen as a significant factor influencing whether people choose to walk or not.

The only particular issues raised were fear of bullying and loitering around schools resulting in parents collecting their children by car instead of allowing them to walk home. This needs to be addressed by other channels and active engagement with the children. Successful programs such as Active School Buses run by older students occupy students productively and effectively.

It is important to ensure that crime or the fear of crime do not become reasons people choose not to walk. It is important to create environments that displace anti-social activity with good design, active street frontages and by attracting more people to occupy public space with positive activities.

### Recommendations

6.1 Adopt an Active School Bus program for schools, led by students to provide active and safe opportunities to walk home from school

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6.2 Create opportunities and space for people to spend time in the public realm which displaces anti-social activities and intentions. Hold events and activities in the down town more than once and enable local community events to prosper by facilitating street closures and other municipal support mechanisms.

6.3 More people in public spaces and walking along our streets puts more eyes on the street, which deters crime. People attract people, so attracting people to walk to local neighbourhood centres, schools and services and around downtown will create a greater sense of ease.

6.4 Undertake walking audits during the day and after dark to ensure lighting, sightlines, cleanliness, etc., are providing an environment that is not only safe to walk in, but feels safe to walk in.

6.5 Utilize Crime Prevention Through Environmental Design principles (CPTED) to ensure new developments support safe streets and public spaces (no blank facades, hiding places, good lighting, clear sight lines, etc.)

## 7. More supportive authorities

*Communities have the right to expect authorities to provide for, support and safeguard their ability and choice to walk.*

### Key Findings

Mayor LeBlanc is positively committed to improving the quality of life and economic prosperity of Moncton. Providing for walking can be one of the foundation stones of this commitment, as more walking will support not only individual health but also stronger communities, viable businesses and a dynamic city centre.

There is a clear recognition amongst staff of how challenging it is to provide for and promote walking in Moncton. This can deflate the energy needed to take on this challenge, to potentially take a few risks to realise outcomes and to properly commit to making walking viable.

The current Active Transportation Plan (2002) contains some good recommendations about providing transport corridors for all modes, about linking into local communities and utilising both the trails and road networks. However, the plan focuses more fully on cycling and provision for bicycles than walking. In addition, the benefits, impacts and opportunities for walking are wider than active transport, underpinning economical, social and public health outcomes for the city.

There is a distinct need for the City to:

- ◆ develop a strong vision and strategic goals for walking,
- ◆ recognise the role walking can play in delivering current objectives and outcomes,
- ◆ provide the financial and human resources to develop and implement projects, and
- ◆ ensure all city services contribute to achieving these goals and benefit from realising them.

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To support this vision and commitment, municipal staff will benefit from professional development opportunities to enable officers to not only prioritise walking within their projects, but to know how to cost effectively deliver best practice facilities and opportunities for walking in Moncton.

City data collection currently counts walking and cycling in the same category. Such a system fails to provide any understanding of the levels of walking in Moncton, let alone an accurate picture, and it marginalises the importance of walking in decision making. The city must build a sound dataset to inform future decisions and directions.

## Recommendations

7.1 Make a clear commitment to walking as a priority mode for both transport and recreation, as the yardstick for public realm developments and as a key contribution to financial prosperity, improved public health and quality of life. The first step in demonstrating this commitment could be signing The International Charter for Walking and secondly to give it high priority in the Municipal Plan, all strategic documents and even a Walking Plan.

7.2 Support internal relationships between different departments through a staff network to promote and provide for walking, via e-newsletters, lunchbox training sessions, meeting opportunities.

7.3 Collect data about walking, on a consistent citywide basis to inform strategic transport planning as well as local projects. Walking must be counted separately from cycling and people's experience (qualitative) collected as well as just numbers (quantitative). Counts must include all segments/legs of the journey, not just the dominant mode. This information can then be used to:

- ◆ Link with data from Codiac Transit about their customer base: map the distribution of demographic groups who would be more likely to walk.
- ◆ Track road crash statistics.
- ◆ Look at community hubs and services to build a more comprehensive understanding of walking in Moncton and its potential.

7.4 Review local by-laws which currently limit how people can use their streets and ensure opportunities for street parties, closures and play are available in local neighbourhoods and shopping streets

## 8. A Culture of Walking

*Communities have a right to up-to-date, good quality, accessible information on where they can walk and the quality of the experience. People should be given opportunities to celebrate and enjoy walking as part of their everyday social, cultural and political life.*

### Key Findings

As was stated right from the beginning of this project: "people don't realise just how walkable Moncton is!" In a city where it's easy to get anywhere by car in 10-15 minutes, that is how people get around. Children are driven to school, spend very little time just being in the streets and thus don't learn good road sense or street

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awareness. Car culture is so ingrained in both people's minds and the environment that even just going down to the local shop is done in the car, instead of walking. People will drive to Tim Horton's and then sit in their car in the car park to have their coffee and donut.

And yet Moncton has some great opportunities for people to walk and has recognised the need to support more active transportation through some comprehensive plans and projects. Changing the culture of the city so that people choose to walk more often is certainly a challenge and will require a comprehensive approach of both physical changes to the environment and social changes in how streets and public spaces are used.



Walking needs to be viable from their front door and not just something you do after driving to a park or trailhead. To develop at least a local walking habit, people will need to know how close things are and that it is comfortable to walk there from their front door. Information, maps, local business promotions can all foster a greater understanding of how walkable Moncton is.

When roads have been dominated by motor vehicle traffic it can take time for communities to learn how to use them differently. People need to be invited back into their public realm and to be given opportunities to enjoy it. The city plays a key role in changing people's perceptions of the potential for their public space. And it might need to take some risks along the way. When closing Main Street to cars for Canada Day, close its entire length. In fact, close Main Street to traffic every Sunday, all summer! This makes it habitual rather than special and more likely that more people will come downtown to see what is going on.

Local maps, information boards and online maps are also important sources of inspiration for people to choose to walk. Some best practice mapping will greatly assist in letting people know how close everything is, it highlights good walking streets and pedestrian links and tells them where they can enjoy a cup of coffee or use the washroom (not just park their car). Use these tools to promote walking rather than just illustrate the street layout.

## Recommendations

8.1 Identify some key local centres (or Tim Horton's) and develop local walking maps and campaigns supported by the businesses and other services. Reward people who walk to the local shops and businesses with incentives, discounts, a nice place to sit down in. Highlight how close the shops are by putting 5, 10 and 15 minute walking time circles on the maps.

8.2 Limit parking near the Farmers Market, so people have to walk to get there. Create a route of other stalls and activities around the market to encourage its expansion and to invite people to spend longer enjoying the downtown.

8.3 Hold events to invite people into public space and learn how to enjoy it, at their local neighbourhood centres, schools, churches, parks, carparks. Provide space for cafes and stalls to spill onto the street.

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8.4 'Open the streets' to people every Sunday for the Summer. Make Main Street a buzzing social experience. Sponsor activities involving local talent and the business community, occupy empty shop frontages with art installations, put on a barbeque! Try a Cyclovia style event (see <http://www.walkandbikeforlife.org>) over an even longer length of street and connecting to the riverfront trail, with inline skating, cycling and walking all part of how people can use the space.



Creating good public space invites the community to come out and play!