



FEAT Committee Strategic Priorities 2015-2018

FEAT aims to create a community that is conducive to safe active people-powered transportation

Get Active, Go Active, Grow Active

(Strategic Plan last updated April 2016)



Community Outreach	Education	Planned Capital Improvements & New Developments	Trails & Destinations	Accessibility
<ul style="list-style-type: none"> • Engage business community members to promote walking & cycling friendly infrastructure. • Use social media to promote AT, FEAT and newsletter or media release styled announcements. Seek out and provide links to useful or educational tools, related events or research. • Maintain positive rapport with press. Seek opportunities for press coverage on key FEAT events or milestones / achievements. • Presence at community Festivals to promote AT, share goals & achievements and gather community feedback, opinion and perspectives for FEAT to consider and convey where appropriate. • Build network of other organizations and community groups (eg. Head Injury Assoc., Accessibility Committees and other AT groups). • Remain diligent to our community commitments such as “adopt a trail”. • Engage local schools on initiatives such as the Bike Rack fabrication project. 	<ul style="list-style-type: none"> • Seek opportunities with schools to encourage safe routes for walking and riding to school. • Seek opportunities to engage Secondary Students & Youth in promoting AT as part of a healthy lifestyle. • Seek opportunities to inform trail users through wayfinding signage to shops/attractions or other points of interest. • Seek standing as a stakeholder on municipal/regional led studies involving AT (eg- <i>Transportation Master Plans or Open Space Master Plans</i>). • Maintain public presence at festivals or events that will help garner community input. • Continue to source and find educational materials for distribution at festivals/events from partners or other outside sources. • Consider opportunities to offer editorial/press features in local paper to educate and offer AT perspectives to the population. • Ensure driving schools are enhancing pedestrian awareness and rights. 	<ul style="list-style-type: none"> • Promote installation of bike racks in town centres, commercial areas and on buses to encourage cycling – also continue FEAT’s school bike rack building project; • FEAT will promote the installation, linkage and maintenance of active transport networks (eg sidewalks, paved road shoulders and trail expansions such as a western loop); • FEAT to welcome opportunities to comment on select planning initiatives, such as Secondary Plans and to be engaged in master planning initiatives where determined appropriate; • Cycling is an important part of FEAT promotion – promotion of sharrows in areas where infrastructure improvement is not, or is less feasible, such as some of the main rural roads with narrow shoulders and ditches serve as a constant reminder to automobiles to share the of road; • Seek opportunities for more tree planting and benches in key areas to provide respite. Promote pollinator, and fruit trees along trails • Promote bicycle repair water stations. • Advocate for the Town to undertake an Active Transportation Master Plan. 	<ul style="list-style-type: none"> • “Adopt-a-Trail” Stewards and Promotion • Promote and support cycle tourism together with Bike Friendly Designations, BIA’s and other external partners / organizations. • Advocate for an active transportation connection with Stevensville; • Promote pedestrian / cycle connection improvements between the Peace Bridge and Bertie Street; • use social media to promote the advancement of Fort Erie’s trails and networks • look at traffic calming at Friendship Trail-Gorham Road intersection; and • Promote safe water transportation in bays and creeks. • Support wayfinding signage along our trail systems to inform and direct AT users on access to services en route. 	<ul style="list-style-type: none"> • cross-promotional work between Committees to get extra clout in Council eg FEAT can support the Strategic Plan from the Accessibility Committee • support the Town’s efforts to maintain active transportation routes through all seasons • Ongoing monitoring and stakeholder participation in route planning to fit need. • Seek to provide access to AT information and resources online through links to valuable resources and circulation of partner and peer AT materials and literature. • Support efforts to provide shelter from the elements at bus stops and rest areas
<p><u>FEAT Achievements !</u></p> <ul style="list-style-type: none"> • Logo / consistent branding; • Farmers’ Market and Festival Surveys; • FEAT page on Town website; • International Charter for Walking signed by Mayor on behalf of Council (2013). • Bike Racks jointly produced by FEAT, High Schools and participating BIA’s • Prompted action to have “Flashing 40” speed reduction installed on Garrison Road by Garrison Public School 				