



MISSION STATEMENT

The Fort Erie **ACTIVE** Transportation Committee (**FEAT**) aims to create a community that is conducive to safe, **ACTIVE**, people-powered transportation.

Get Active, Go Active, Grow Active

OBJECTIVES

GET ACTIVE

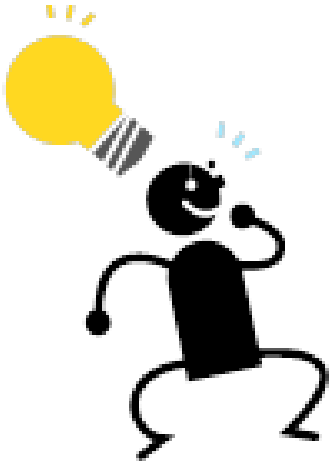


FEAT encourages everyone to engage in a healthy and **ACTIVE** lifestyle.



Go **ACTIVE**

FEAT promotes **ACTIVE** transportation as an ecological and economical alternative to the automobile.



GROW ACTIVE

FEAT works with town staff and elected officials to build upon Fort Erie's existing **ACTIVE** transportation network and foster its continued use.



What is **ACTIVE** transportation?

ACTIVE transportation is any people-powered method of travel, including walking or wheeling, cycling, paddling and even public transportation.



What we do!

An **ACTIVE** transportation network facilitates the use of **ACTIVE** modes of transport, and incorporates such features as trails, sidewalks, waterways and cycling lanes.

How do I get *ACTIVE*?

It's easy to be *ACTIVE* and you can start now by simply leaving your car at home!

Whether you walk, or wheel, cycle, or take the bus, the choice is yours!

How often do you get *ACTIVE*?



Every day?



Almost always?



Three or four times a week?



Once or twice a week?



Almost never?

Why should I go *ACTIVE*?

Some reasons YOU should consider going *ACTIVE* are:

- ✓ *ACTIVE* transportation is proven to improve your physical AND mental health
- ✓ It's good for the environment
- ✓ It decreases the amount of harmful greenhouse gasses
- ✓ Saves money – not only overall fuel consumption but health care costs and road maintenance

ACCOMPLISHMENTS

FEAT are building momentum from their past contributions and activities including:

- Community Outreach with presence at Farmer's Market and Festivals;
- Participation at Complete Streets Seminar (panelist);

ACCOMPLISHMENTS cont.

- Feedback on Secondary Plan policy and select development proposals;
- Signing of International Charter for Walking; and most recently
- The adoption of a section of the Friendship Trail through the Town's Adopt-A-Park program.

IN-PROGRESS

Activities **FEAT** have in progress include:

- Updating **FEAT's** Strategic Plan
- Tri-Party involvement in constructing Bike Racks (High Schools, Ridgeway BIA & **FEAT**)
- Sustained media presence and exposure
- Sourcing peer networks

GOALS

In the short term, **FEAT** seeks to:

- Broaden peer and organizational networks as a valuable resource;
- Promote AT and cycle tourism, particularly for our downtowns and waterfront;
- Offer a bike valet service at the Ridgeway Summer Festival;

GOALS cont.

- Prepare a submission to Walk Friendly Ontario for designation status;
- Find practical ways to engage our elementary kids in school travel planning and safety awareness;
and
- Build a “Walktober” awareness campaign.

MOVING FORWARD

Moving Forward **FEAT** shall endeavor to:

- Build on our short term goals and successes and be persistent with our long term goals.
- Further engage public for feedback and opinion in order to be a voice for the people.
- Build our own brand of promotional materials as we engage and promote an AT lifestyle.
- To normalize walking and cycling again as a healthy choice, not as a special interest.

Thank you!

