

**Free  
Information  
Session!**

# Solutions for Active Transportation



**How can we build active transportation infrastructure when we have:**

- ⊗ No money?**
- ⊗ No resources?**
- ⊗ No support?**

**Solutions for Active Transportation**

**February 17th, 2012**

**2:30 p.m. to 5:30 p.m.**

**Grey Bruce Health Unit 101 17th Street East, Owen Sound ON**



## Keynote Speaker



**Jeffrey M. Casello, P.E., Associate Dean Undergraduate Studies – Faculty of Environment, Associate Professor Department of Civil and Environmental Engineering and School of Planning University of Waterloo.**

Professor Casello's interests lie in urban transportation systems and their impacts on healthy and economically viable urban areas. As such, he conducts research on the design and operation of public transportation systems, urban roadway systems, and facilities for non-motorized modes. His research aims to promote efficient, balanced transportation that enhances regional economic competitiveness and supports social mobility.

He is an expert in the planning, design and operation of public transportation systems. He is the lead author (with Vukan R. Vuchic) of Transit Planning for the Institute of Transportation Engineers' (ITE) 3rd edition of the Transportation Planning Handbook. He has written more than 30 articles or reports on transportation including a 2009 report for CUTA assessing the economic benefits of transit for Canada. In addition, he is an acknowledged contributor to three seminal texts in the field of urban transportation: *Urban Transit Systems and Technology* and [Urban Transit Planning, Operations and Economics](#), and *Transportation for Livable Cities* all by Professor Vuchic.

Professionally, Professor Casello has worked as a consultant, instructor and researcher with many transit agencies and cities in the US, Canada and abroad. These include Singapore (Land Transport Authority), Washington DC (WMATA), Houston (METRO), Philadelphia (SEPTA), the Regional Municipality of Waterloo (GRT), the City of Kingston, the City of London (LTC) and Mexico City (D.F.). Dr. Casello has also worked in the public sector for the New York State Department of Transportation.



## Case Studies Speakers

● **Daryl Bender** has worked with the City of Hamilton since 2007 as a Project Manager for Alternative Transportation. In the past he has worked in TDM (Transportation Demand Management) at McMaster University, dealing with the parking/traffic crunch of the double co-hort in 2002/2003. He has instructed in the Transportation Engineering Technology program at Mohawk College, Hamilton, teaching courses in "Introduction to Traffic Signal Timing Methodology and Software" and "Freeflow Roadway Design - Freeways and Two-Lane Roadways". He has also guest lectured at McMaster University for a graduate course in the Sustainable Design of Communities, and has prepared transportation master plans and traffic impact studies for private consulting firms. Daryl is currently the president of ITE Hamilton Area Section (Institute of Transportation Engineers).

● **John Hill** is a Principal Planner for Transportation Demand Management at the Region of Waterloo, focussing mainly on the management of residential and corporate individualized marketing campaigns to promote sustainable travel behaviour. He also advises on the design of cycling and pedestrian facilities, and works to integrate these facilities with other modes of transportation. John is dedicated to using technology to engage citizens in public decision making and spearheaded the use of GPS technology to inform the Region's Active Transportation Master Plan. His multi-disciplinary approach continues to guide ongoing projects, which include: the development of TDM supportive parking policies, the design of a new multi-modal transit station in Kitchener, and the expansion of the Region of Waterloo's commuter options program—TravelWise.

## Agenda

2:30 pm **Welcome and opening remarks**

2:45 pm **Keynote**

*Jeffrey M. Casello, (P.E., Associate Dean Undergraduate Studies – Faculty of Environment, Associate Professor Department of Civil and Environmental Engineering and School of Planning University of Waterloo)*

*This objective of this session is to provide listeners with recommendations regarding opportunities to advance active transport in rural and urbanizing areas. Jeff will describe the evidence that links active transportation – walking, cycling and transit – to improved public health. He will also provide a summary of international best practices – in terms of planning and physical design elements – that have been implemented to increase the use of active transportation modes.*

4:15 pm **Case Study**

***The Design of Cycling Infrastructure in Hamilton and Active Transportation Safety.***

*Daryl Bender, Project Manager for Alternative Transportation*

*This presentation will review the Strategic Road Safety Program and collision counter-measure considerations; Hamilton's Pedestrian Mobility Master Plan; Cycling Facility Selection in the Hammer; Benchmarking (ridership data); and other ideas for consideration.*

4:45 pm **Case Study**

***Providing Transportation Choice Through Active Transportation.***

*John Hill, Principal Planner, Transportation Demand Management*

*Cycling and walking have obvious health, quality of life, and tourism benefits, but implementing an active transportation vision is a challenge in places where the majority of commuters use automobiles. The Region of Waterloo is undergoing a policy evolution away from automobile-dominated policies to a policy environment that recognizes the importance of transportation choice and accessibility for all ages and abilities. With an urban and rural road network and a large Mennonite population, the Region has over 15 years experience providing a mix of active transportation facilities that this presentation will explore. Implementing active transportation policies has required tough choices, but the status quo is not good enough for a population that has come to expect an integrated cycling and walking network.*

5:15 pm **Closing Remarks**

To register for this free information session, call Jennifer Croft at 519.376.9420 Ext.1469 or email [j.croft@publichealthgreybruce.on.ca](mailto:j.croft@publichealthgreybruce.on.ca)

