

# Sparking change through strategic partnering

LOOKING INSIDE AND OUTSIDE  
GOVERNMENT FOR STRENGTH IN  
NUMBERS

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# The Challenge

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In a large, geographically diverse, low cycling environment, with minimal cycling infrastructure, how do you build community support for active transportation?

**Where do you begin?**

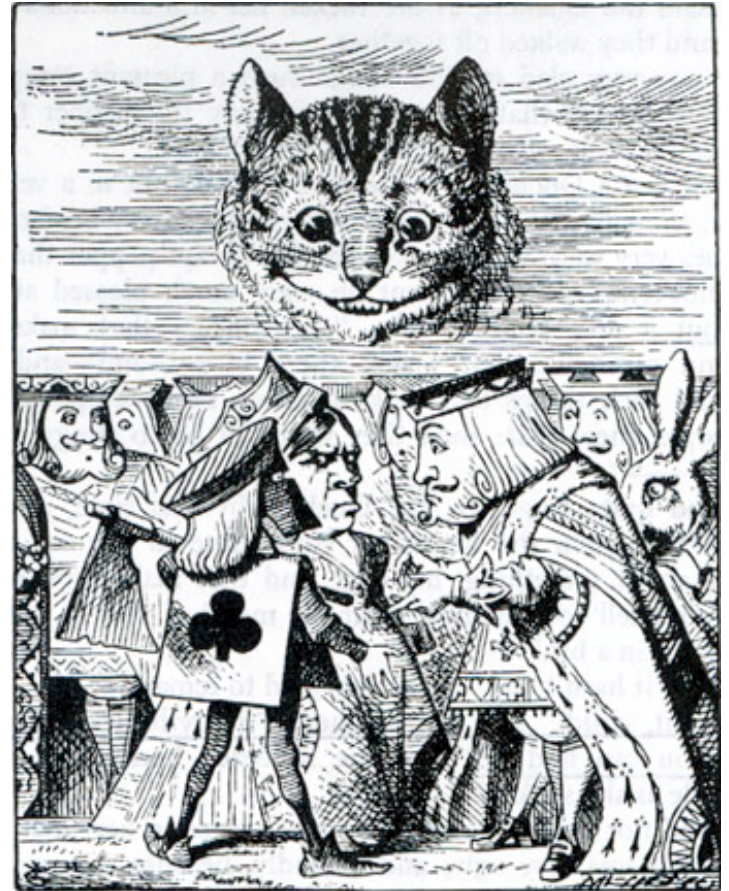
# “Begin at the beginning”

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the King said, very gravely,

"and go on till you come  
to the end: then stop."

*Lewis Carroll, Alice in Wonderland*



# Why Partnerships?

Assumptions:

1. The goal cannot be reached by any one individual or group working alone,
2. Participants include a diversity of individuals and groups who represent the concern and/or geographic area or population
3. Shared interests make consensus and therefore **action** possible

Roussos and Fawcett 2000 (adapted by Ledsham, 2016)



# Why Community?

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Social support networks

Cycling visibility

Living with other cyclists

Co-workers

Local level involvement

Positive feedback



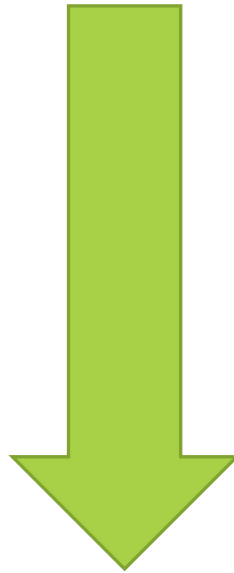
Cycling is a **social practice**-it is not just about individual change but about social change

# Partnerships are hybrid strategies

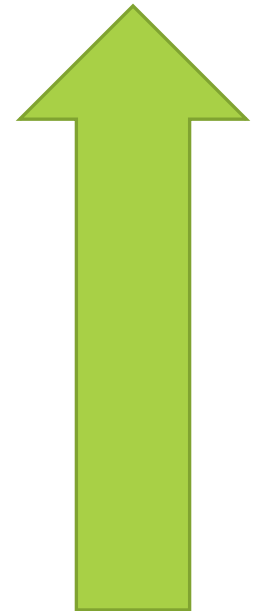
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TOP DOWN

BOTTOM UP



**Need  
Both**



Planning led by 'experts'

Grassroots community  
organizing-local 'experts'

# Peel's Role/ Goal

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Strategically provide space and opportunities for champions in the community to participate and thrive

This includes funding!

As well as guidance, connections and facilities.

# Assess current position & Determine your goal

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Who inside the government has similar/ aligned interests? Public Health? Poverty reduction? Social Housing? Environment?

Where is cycling most likely to occur?

What neighbourhoods are most likely to support cyclists?

What community groups have similar goals? Again, just like internally not necessarily cycling related....

Who are your champions?



Champions  
are key to  
change

# What goals can cycling address?

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## Individuals:

Reduced transportation costs

Improved physical health

Improved mental health

Transportation independence

Increased sense of community



# What goals can cycling address?

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## Community:

Reduced expenditures on transportation (by both the government and individuals) leaving more money for other activities

Reduced number of motorized vehicles on the road

Reduced pollution and GHG emissions

An increased sense of community

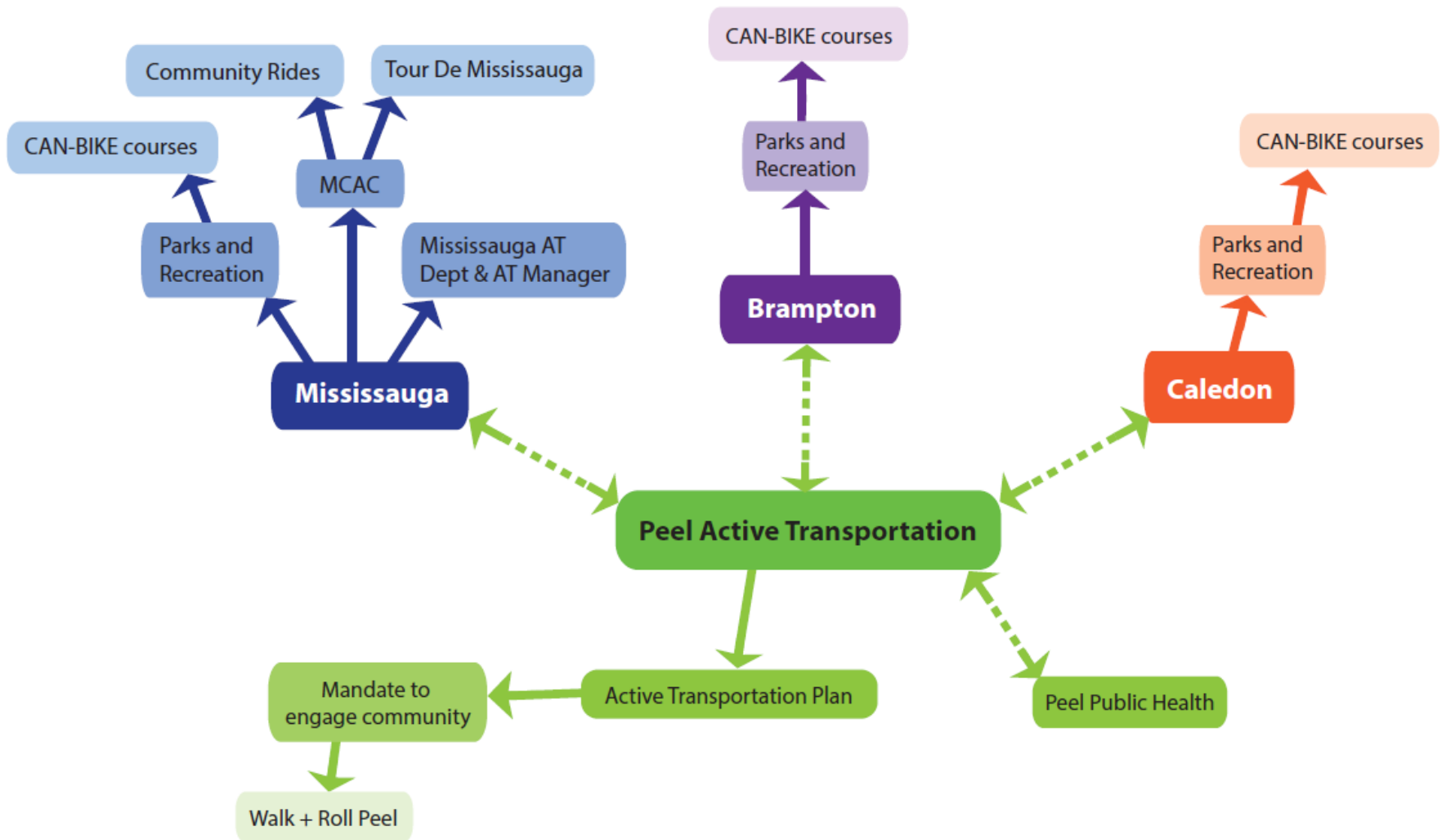
Reduced noise pollution

Improved public health

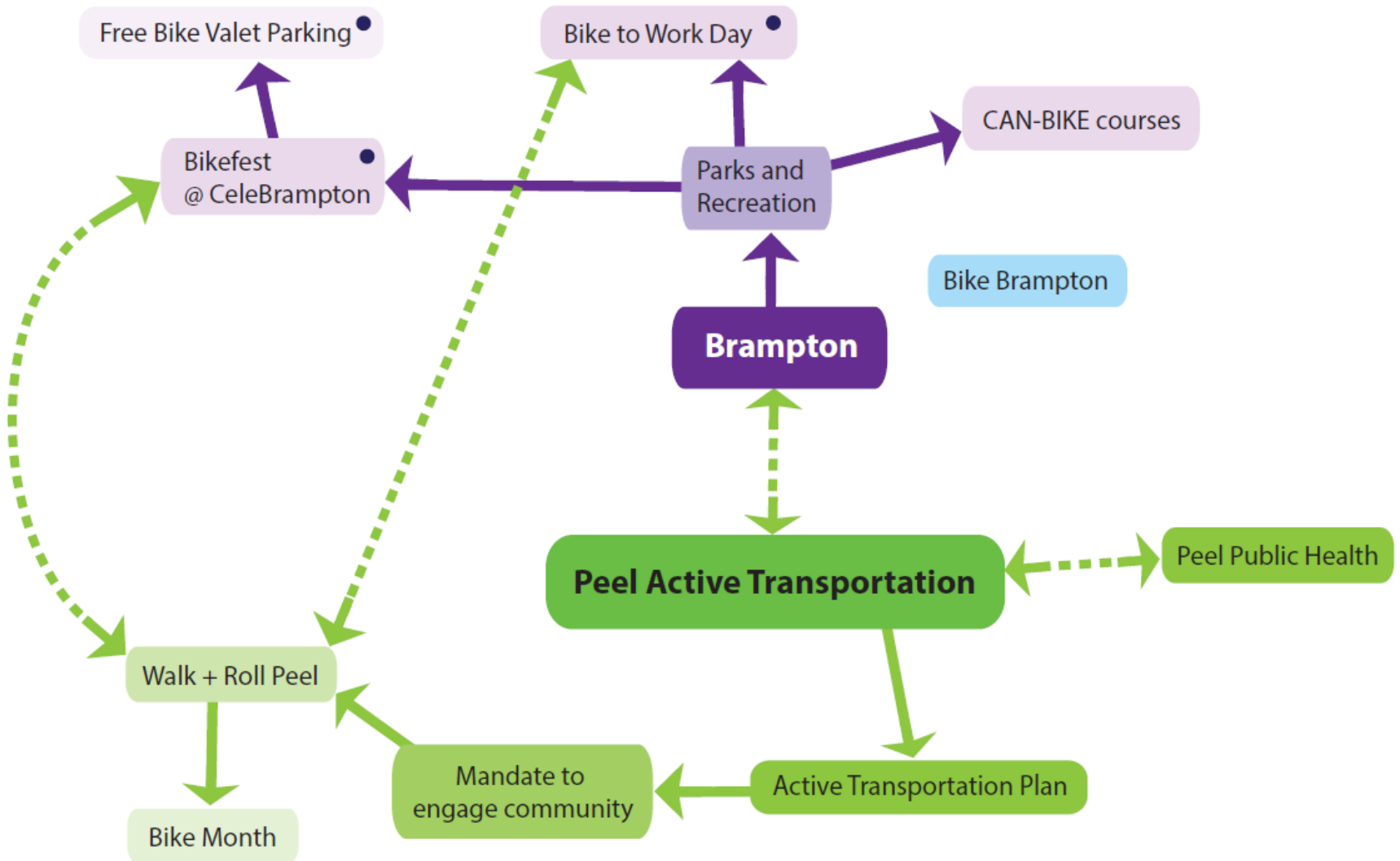
Improved mental health



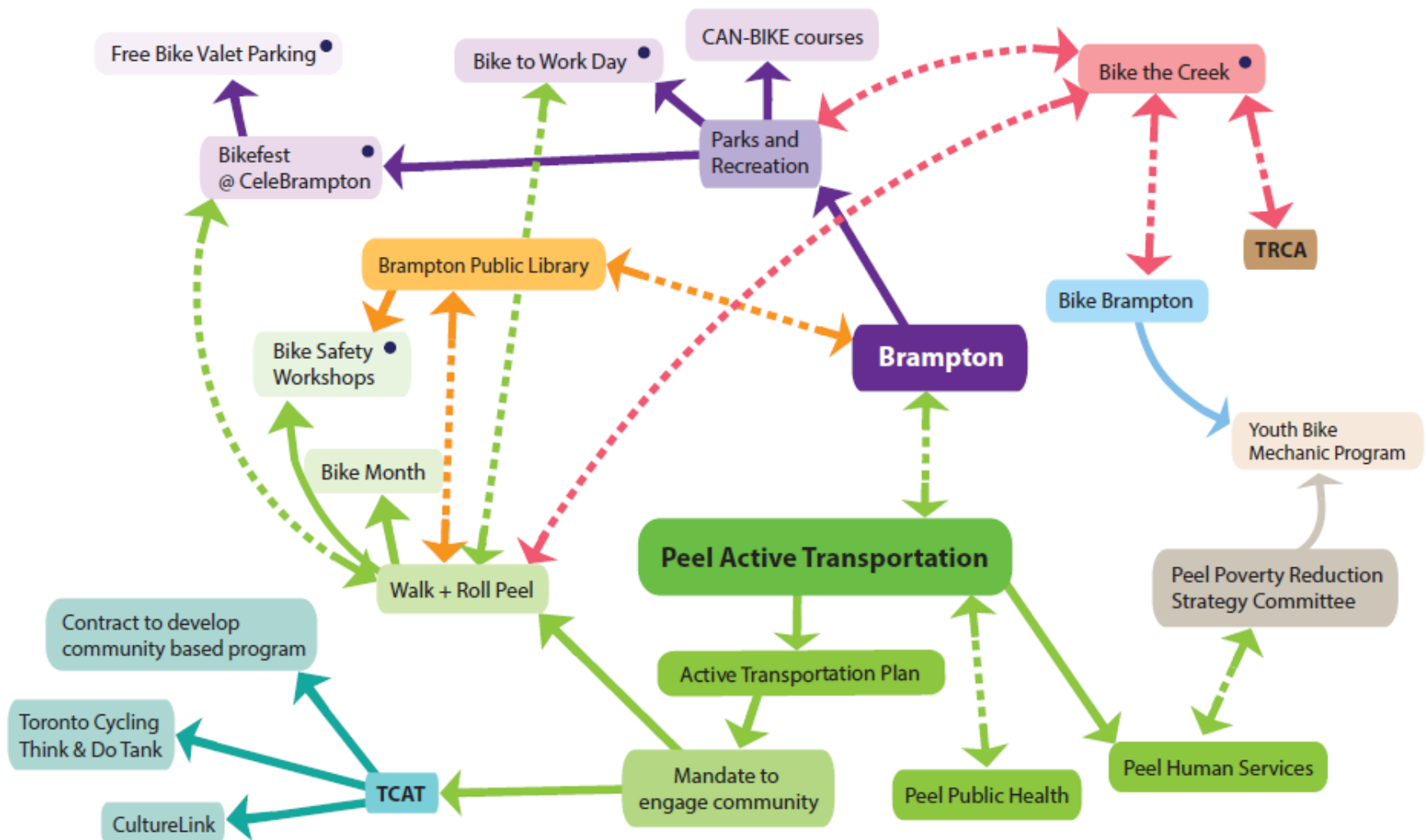
# Region of Peel 2012



# Region of Peel 2013



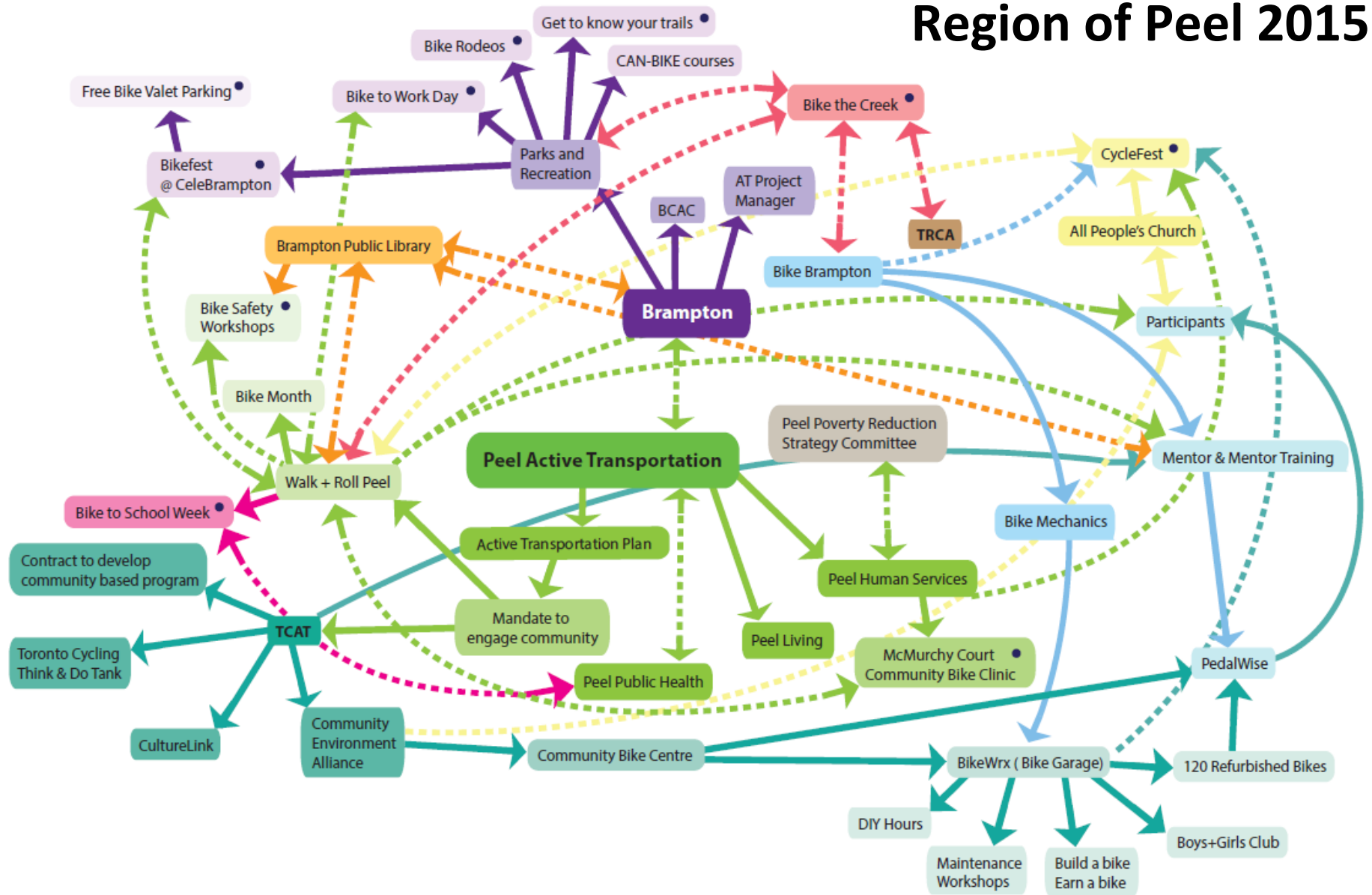
<https://www.pearsoncmg.com/api/v1/print/healthcare/9780134160199>



# Where is cycling most likely to occur?



# Region of Peel 2015



# Partnerships create measurable change

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## PedalWise Participants 2015

68% increase in willingness to spend on bicycles and bike accessories during program

138 minute increase in cycling physical activity per week during program

90% participants ride several times a month or more for recreation at end of program

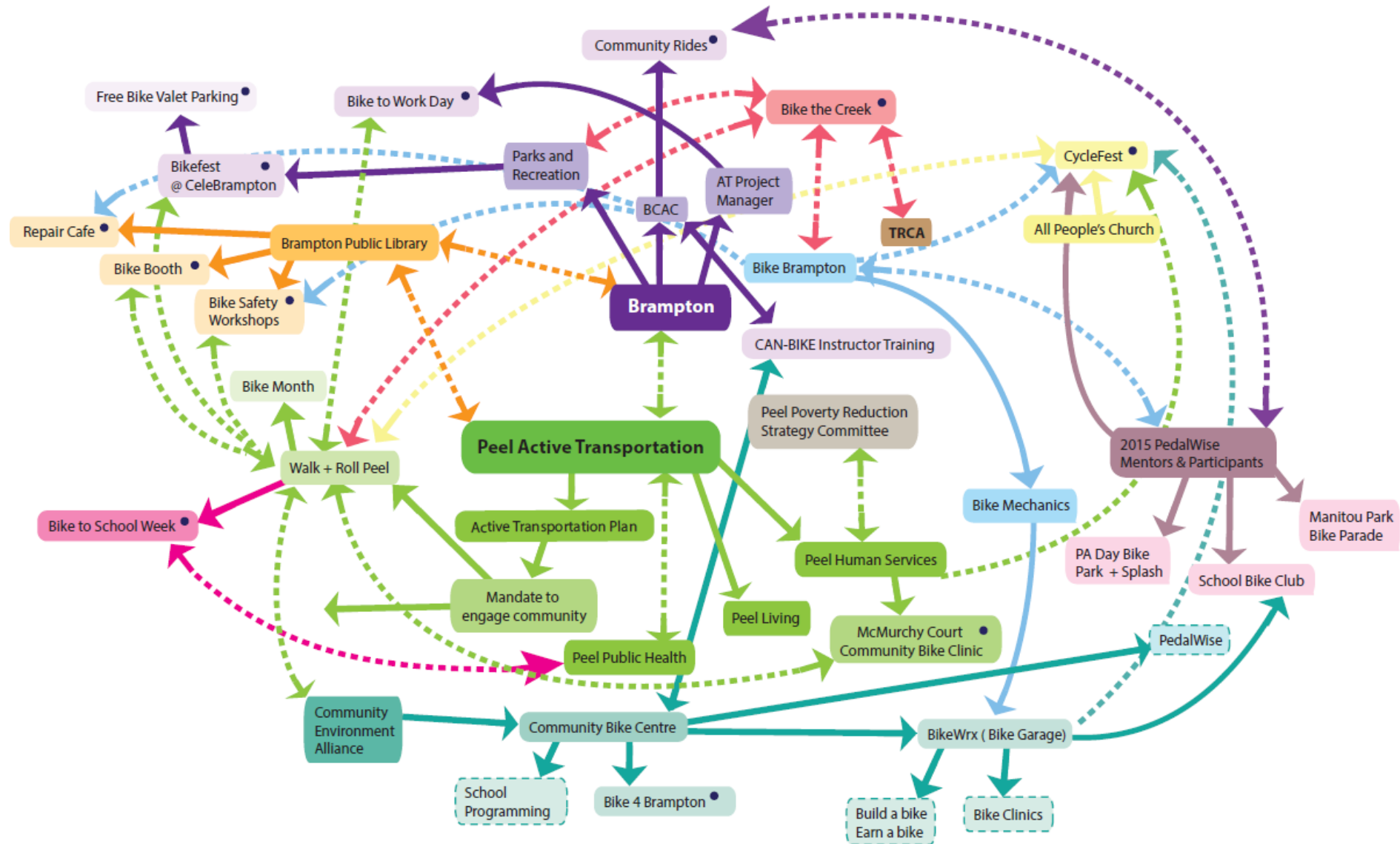
More than half of participants use their bicycles to go shopping at least once per week at end of program



Real change  
with real  
people



## Region of Peel 2016



A group of people are riding bicycles on a city street. In the background, there are traffic lights and buildings. The scene is bright and sunny.

# Key takeaway

The desire for change exists.

The best way government can create change is to strategically empower, support and inspire residents and organizations in their own visions for their community.

# Contact:

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## **With Many Thanks to:**

Toronto Centre for Active Transportation, Bike Brampton

Region of Peel, Community Environment Alliance

CultureLink Settlement and Community Services,

Toronto Cycling Think & Do Tank

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