

Project title:

Build the Vision Ottawa

Collaborating Organizations (if any): Ecology Ottawa will seek partner organizations from the following list of groups, all of which have worked with us on various past projects: Healthy Transportation Coalition, Bike Ottawa, Federation of Citizens' Associations – Transportation Committee, the Council on Aging of Ottawa, Ottawa Transit Riders, MS Society of Canada - Ottawa Chapter, Heart and Stroke Foundation, area community health centres and community associations.

Anticipated project timeline: June 2019 to December 2019

I am/my group is a member in good standing of the Healthy Transportation Coalition for the year of 2018. Yes

What neighbourhood is your work focused on? Citywide

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Project Description: In 300 words, Give us your best description of what this project is. What will you “do”?

“Vision Zero” is a road traffic safety concept that is sweeping cities around the world, including New York City, Toronto and Vancouver. Vision Zero is an approach to road traffic safety predicated on the notion that it is unethical to allow death and severe injury within the road transport system. In other words, death and severe injury are not an inevitable feature of our transportation network; rather, they are by-products of how we have designed our streets. US states that have adopted Vision Zero saw fatality rates decline 25% faster than the national average from 1997 to 2014.

Strong Vision Zero policies aim to eliminate death and severe injury on the road network. However, to succeed a city needs more than a single stand-alone policy. Cities require a multi-faceted plan that targets specific improvements in the built environment. This plan is stronger when it is supported by a range of active transportation groups representing diverse populations with various needs. That is the rationale behind “Build the Vision TO,” a collaborative effort by a group of Toronto-based pedestrian and cycling advocates. Build the Vision TO outlines 15 priorities for city council to consider in order to improve road safety and accessibility.

This project seeks to launch an Ottawa-focused collaborative process following the “Build the Vision TO” model. The outcome of this process will be a 10- to 15-point active transportation action plan drawn from input by multiple stakeholders. The plan will address Ottawa-specific concerns and enhance the likelihood of success of a Vision Zero policy, should it be adopted in Ottawa.

The outcomes of this project will be made public and will be shared with Ottawa City Council.

Planned Outcomes: What are the deliverables of this project?

This project will result in:

- one “Build the Vision Ottawa” active transportation policy recommendations document;

- 10-15 Ottawa-specific active transportation safety improvement recommendations presented in the policy document; and
- 4-8 Ottawa groups contributing to the active transportation policy recommendations document.

This project will help focus Ottawa's discussion on Vision Zero and provide a clear guideline on the steps required for successful implementation.

How is your initiative important to healthy transportation in Ottawa or Gatineau?

Between 2010 and 2014, 148 people died on Ottawa's streets, including 36 pedestrians and 15 on bikes. Many more suffered severe injuries as a by-product of how we have designed our transportation network – with its high speeds, over-reliance on automobiles, and lack of separation between users. This project aims to tackle root causes of the problem of severe injury and death on Ottawa's streets, making alternative forms of transportation more viable in the process.

After funding, what are the steps in your project?

After funding, the next steps in this project include:

- June 2019: Convene Ottawa-area organizations that have an interest in developing an active transportation policy recommendations document.

Possible groups include: Healthy Transportation Coalition, Bike Ottawa, Federation of Citizens' Associations – Transportation Committee, Council on Aging of Ottawa, Transit Riders Group, MS Society, Heart and Stroke Foundation, area community health centres and community associations.

- July 2019: Develop a draft list of recommendations for review among collaboration partners.

- August 2019: Finalize top 10 to 15 recommendations for approval.

- September 2019: Incorporate recommendations list into a final document for public consumption.

- September 2019: Share final recommendations as part of a broader media strategy that includes:

- o a press release;
- o sharing on Ecology Ottawa's email list of over 25,000 subscribers;
- o sharing on Ecology Ottawa's social media list of over 15,000 followers;
- o diffusion among collaborator and other affiliated groups;
- o diffusion to interested community associations; and
- o diffusion to Ottawa city councillors.

What are key needs that must be met in order for your project to be a success.

This project requires engagement and support from other organizations working on active transportation issues in Ottawa. A comprehensive recommendations document will only succeed if it is adequately representative of community needs, and has the support of engaged stakeholders.

What do you anticipate will be some challenges you will encounter in your project?

From our experience, identifying challenges in Ottawa's transportation network is relatively easy; these are plentiful and often readily observable. The challenge in this project is coming to a

consensus with a broad range of groups – covering a range of issues that touch on various facets of active transportation – on a select number of priority issues. As part of this process, it will be important to think strategically when identifying the priority issues, so that the product of the collaboration is an actionable list of viable improvements or policy directions.

How can coalition members (individuals or groups) get involved in this project?

Ecology Ottawa will reach out to all coalition members at the outset of this project, inviting them to participate. Participation will involve attending at least two meetings – one at the project outset, and one at project conclusion. Groups will also be invited to join in the media strategy, including the press release and other means of sharing report results (e.g., through groups’ social media channels).

Anticipated Budget (including existing funding from other sources)

Salaries: \$1,000 from Healthy Transportation Coalition; \$2,000 from Ecology Ottawa donors.

Printing and materials: \$400 from Healthy Transportation Coalition; \$1,000 from Ecology Ottawa donors.

TOTAL: \$1,400 from Healthy Transportation Coalition; \$4,000 from Ecology Ottawa donors.

Expense Item	Type	Notes	Amount Requested / Confirmed
Salaries			1000
Printing and Materials			400
Total =			1400

If you are receiving funding from other sources or anticipate needing to fundraise further, please tell us who and why.

Progress towards an effective Vision Zero is an organizational priority at Ecology Ottawa. We will be seeking to raise funds from other sources for this project, including from Ecology Ottawa donors and from other grantmakers, where available.

We see other funds as essential to a successful, longer-term campaign to enact a strong Vision Zero policy in Ottawa. Additional funding would pay for staff time to continue inter-organizational collaboration, generate grassroots momentum through base-building activities (e.g., petitions at events), and devote sufficient time to pushing for the policy through established policy processes at Ottawa City Hall.

What kind of non-financial support would you look for from the coalition? (Volunteers, publicity, website space, etc?)

Publicity from the Coalition would be very helpful, and would maximize the impact of the proposed project. Publicity could be in the form of support via social media or regular newsletter.

At the project outset, allowing Ecology Ottawa to contact Coalition members to inquire about their interest in involvement in the project would also be very helpful.

Will you be able to meet the reporting requirements?

Yes