

INTRODUCTION

As challenges relating to congestion, climate change, smog, urban sprawl, infrastructure construction costs and personal health take on growing importance across Canada, there is increasing public demand for a transportation system that is environmentally sound, socially inclusive and fiscally responsible. There is also an increasing concern for public health as a result of physical inactivity. Active transportation (AT), which refers to human powered forms of transport, can help meet this demand by shifting work, school and shopping trips routinely made by single-occupancy vehicles (SOVs) to non-motorized modes such as walking and cycling.

In its 2007-2009 Sustainable Development Strategy, Transport Canada committed to achieving a consensus among federal departments, provinces/territories and municipalities on the value of a national AT strategy. This document complements the department's work by outlining national-level action plans that have been developed in the United States, New Zealand and England. Using a table format, it provides a quick scan of the context in which each AT strategy evolved along with a description of related goals, action plans and results achieved to date.

In general, while each country's governance¹, geography, population, climate, transportation network, urban development pattern, consultation methods and available budgets are quite different, their AT strategies all take an integrated, government-wide (and usually sector-wide) approach to increasing safe cycling and walking. To attain desired results, the US, England and New Zealand have focused their efforts on leadership, guidance, capacity building, demonstration projects and partnerships pertaining to the 5 E's: Engineering, Encouragement, Education, Enforcement and Evaluation.

In order to meet challenges related to entrenched transport attitudes, key players acting independently of one another, media relations, funding inequities (compared to other modes of transport), data deficiencies and political issues, AT officials employed by the three governments have discovered that they must find champions, work proactively with local authorities and NGOs, be cost effective/efficient, celebrate gains, remain flexible and recognize that progress will be an iterative process that does not end with the release of a strategy or implementation plan. Indeed, they have found that the action plan is just the start of a journey towards more sustainable, safe and healthy transportation choices.

In Canada, all levels of government have worked as best they can to incorporate AT into their transportation and health policies, plans and programs. NGOs and businesses have also played a critical role by promoting cycling, walking and other active modes for commuting and other travel purposes. Should Canada choose to create its own national AT Strategy, it can learn and benefit from the extensive and largely transferable experience of the US, England and New Zealand.

¹ For detailed information on how the US, UK and New Zealand govern, see *Review of International Urban Transportation Policy Frameworks, Strategies and Governance Models at* <https://www.tc.gc.ca/programs/environment/UTSP/docs/TC%20Report%20Final.pdf>

Country	United States of America (US)	England (UK)	New Zealand (NZ)
Name of AT Strategy	National Bike and Walk Study (NBWS)	Walking and Cycling: an action plan (WCAP)	Getting there – on foot, by cycle (GT)
Strategy Development	1992 – 1994; Released April 1994	2003 – 2004; Released June 16, 2004	2003 – 2005; Released February 2005
Strategy Timeframe	No specific timeframe but two 5 year reports submitted (1999 and 2004)	June 2004 – June 2009 (Reports submitted quarterly or bi-annually)	2005-2015
Lead Department(s)	Federal Highway Administration (FHWA)	Department for Transport (DfT)	Ministry of Transport (MoT); Land Transport New Zealand (LTNZ)
Key Players (other than Lead)	<ul style="list-style-type: none"> • Office of the Secretary, National Highway Traffic Safety Administration, Federal Transit Administration, Federal Railroad Administration • States • Local Government/Metropolitan Planning Organizations • NGOs • Foundations 	<ul style="list-style-type: none"> • Activity Co-ordination Team (Office of the Deputy Prime Minister, Department of Health, Department for Culture, Media & Sport, Department for Education & Skills, Her Majesty’s Treasury, Department for Environment, Food & Rural Affairs, Sport England, New Opportunities Fund, Health Development Agency) • Local Authorities (LAs) • NGOs (Active Travel Consortium) • Bicycle Industry 	<ul style="list-style-type: none"> • National Walking and Cycling Advisory Groups (NWCA) • Central government agencies, including: (NZ Police, Transit NZ, LTNZ, Accident Compensation Corporation, Energy Efficiency and Conservation Authority, Sport and Recreation New Zealand, Ministry of Health, Health Sponsorship Council, Local Government NZ) • Local Government, Territorial Local Authorities and Regional Councils • NGOs
Consultation	<ul style="list-style-type: none"> • Internal consultation with department, agency field staff, State and local bicycle and pedestrian coordinators and a broad based group of walking and cycling national experts. Public register was made available and 500 comments were received. 	<ul style="list-style-type: none"> • 2003 <i>On the move: by foot</i> solicited advice from Government, walking/cycling groups. Engaged mostly with NGOs but also some contact with LA staff interested in walking/cycling issues. 	<ul style="list-style-type: none"> • For GT strategy - development and involvement of NWCA; 8 regional workshops held alongside written submission process engaging agencies from a range of sectors, local government, walking/cycling user groups, and individuals. • For GT initial 3-year implementation plan – a number of NWCA groups created to advise on implementation priorities related to various strategy components.
Baseline Data	<ul style="list-style-type: none"> • Nationwide Personal Transportation Surveys (1990) • U.S. Census "<i>Journey to Work</i>" survey (1990) 	<ul style="list-style-type: none"> • 1996 National Cycling Strategy (NCS) – 1996 • 1998 Casualty Rate • National Travel Survey (annual report) 	<ul style="list-style-type: none"> • New Zealand Travel Survey – data used to develop aspects of the 1999 National Pedestrian Profile • National Crash Analysis System • Health Sector Injury and Mortality Data
Strategy Motivation	<ul style="list-style-type: none"> • Safety - Increase in walking/cycling fatalities and injuries (5,649 pedestrians and 816 bicyclists were killed in motor vehicles crashes in 1993). • Decline in walking/cycling trips. 	<ul style="list-style-type: none"> • Health issues • Long-term decline in walking and cycling. Cycling levels had decreased significantly since 1996. Number of walking trips have decreased though 	<ul style="list-style-type: none"> • Decline in walking and cycling for day-to-day transport (21%-19% from 1989 to 1999). • Safety issues – 14% walking/cycling death rate across NZ; 35% in urban areas.

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Strategy Motivation (cont'd)		length of walk is slightly longer. <ul style="list-style-type: none"> • Transport - reduction in congestion • Climate Change/Environment • Liveability 	<ul style="list-style-type: none"> • Increased transport focus on urban transport, shorter distance household travel trips and modal shift potential of walking/cycling. • More recently, increased focus on Climate Change.
Goals/Targets	<ul style="list-style-type: none"> • Double number of walking/cycling trips from 7.9 percent (19.7 billion trips) to 15.8 (37.4 billion trips). • Simultaneously reduce fatalities and injuries by 10% from 1993 levels. 	<ul style="list-style-type: none"> • Initially, no specific WCAP goals set due to failure of 1996 NCS. Future of Transport paper requests LAs to set their own focused, realistic, achievable targets by 2006. • School Travel Program – All schools in England to have a school travel plan by 2010. • At request of NGOs, targets have since been set, where appropriate, as a measurement of success. 	<ul style="list-style-type: none"> • More people choosing to walk and cycle, more often. • Community environments and transport systems that support walking/cycling. • Improved safety for pedestrians and cyclists.
Main Elements of Strategy	<p><i>9-Point Federal Action Plan</i></p> <ul style="list-style-type: none"> • Technical Guidance (transport information interpretation and distribution) • Integration of cyclist/pedestrian needs into transport policy, design, procedures • Funding (for infrastructure, public education and safety) • Professional education and training (planners and engineers) • Promotion and awareness (increase walking/cycling levels and legitimize them as travel modes) • Activities that increase the safety of bicycling and walking • Inter-governmental collaboration and public/private partnerships • Research, data collection and technology transfer development • Serve as positive national presence and role model <p><i>5-Point State & Local Government Action Plan (Recommended)</i></p> <ul style="list-style-type: none"> • Create bicycle/pedestrian program • Plan and construct needed facilities • Promote cycling and walking 	<ul style="list-style-type: none"> • Creating places that people want to walk and cycle in (Land Use Planning, Transport Planning, Rights of Way Improvement Planning, Improving Liveability, Designing Streets for People, Home Zones & Quiet Lanes, Tackling Anti-Social Behaviour) • Providing high quality facilities for safe walking and cycling (A Safer Road Environment, Support for Small Projects, Access to Public Transport, Inland Waterways, Government Setting the Standard) • Influencing travel behaviour, through education, training, marketing and promotion (Personalized Travel Plans aimed at individual households, Travel for Education, Training and Marketing, Travel to Work, Educating Motorists, Broader Promotional Campaigns) • Building skills and capacity, for example accredited cycle trainers, improving professional skills in LAs • Monitoring success through better targets and indicators <p><i>Implementation Framework</i></p> <p>Actions from across Government that can contribute to increasing walking/cycling brought together in one action plan but each department responsible for delivery. DfT staff produces updates and subsequently</p>	<ul style="list-style-type: none"> • Strengthening foundations for effective action (using integrated, sustainable approach to land transport; expanding knowledge and skill base; facilitating collaboration and co-ordination) • Providing supportive environments & systems (advancing land use, planning and design; provision of supportive environments for walking/cycling, in existing communities; networks for long-distance cycling) • Influencing individual travel choices (changing attitudes and perceptions; supporting new travel choices by individuals) • Improving walking/cycling road safety and security (crime and personal security) <p><i>Implementation Framework</i></p> <ul style="list-style-type: none"> • Central co-ordination, supported by national advisory groups • Three Year Strategic Implementation Plans • Annual implementation plans for national agencies • Performance indicators, plus regular monitoring and evaluation • Informed government investment • Early emphasis on supporting effective local

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Main Elements of Strategy (cont'd)	<ul style="list-style-type: none"> Educate bicyclists, pedestrians and public Enforce laws and regulations 	reports to Minister before publication on website. If there is high risk of non-delivery, staff will notify senior officials and ultimately the responsible Ministers.	action
Outcomes (to date)	<ul style="list-style-type: none"> Creation of strategy. Almost doubled walking/cycling trips to 36 billion (but number of all modal trips also increased so modal split remained the same as before strategy implemented). Combined walking/cycling crashes reduced by 18% (but unsure whether walking/cycling is safer or whether citizens are using vehicles to make more short trips.). 55 of 60 action items started, 15 of which are basically completed (but many “lagging behind”). Dedicated national staff and mandated State Bicycle & Pedestrian Coordinators Pre-strategy national funding level of \$2 million annually now at \$445 million. State and local governments usually at least match national funding (note: \$1US = \$1 CAD @ Sept/07) Mainstreaming walking/cycling into national transport thinking, policy & practices. Information & Resources – Web based clearinghouse for walking/cycling. Research: Surface Transportation Environment and Planning Cooperative Research Program (STEP) - Active Transportation receives \$70,000/year. Demonstration Projects (2006-2009): <ul style="list-style-type: none"> <i>Non-Motorized Transportation Pilot Project</i> - \$100 million – four communities each receive \$6,250,000 annually to assess AT “transportation load” by improving connectivity for walking/cycling. <i>Safe Routes to School (SRS)</i> – \$612 million divided amongst States to improve kids health through walking/cycling to school while 	<ul style="list-style-type: none"> Indications that walking/cycling numbers are starting to increase. London improving the most: 83% since 2000. WCAP guidance helping LAs to deliver walking/cycling element of their Local Transport Plans (LTP) more effectively. NGOs successfully delivering projects with LAs. £852.5 million for better street lighting, crossings on major roads and cycle parking at stations (note: £1 = \$2.03 CAD @ Sept/07). Cycling England established in 2005 – Initial £5 million/year doubled to £10 million/year in 2006. Resources/Capacity Building - Manual for (Multi-Modal) Streets created for professionals with the objective of making pedestrians and cyclists the highest priority. Demonstration Projects: <ul style="list-style-type: none"> <i>Sustainable Travel Towns</i> – £10 million, 5-year initiative to assess and demonstrate the potential to increase alternative mode travel use in 3 cities. 170,000 citizens provided with personalized travel planning resulting in 10% decrease in car use and 20% increase in walking/cycling and bus use. <i>Safe Routes to School (SRS)</i> – £18.5 million has helped increase walking levels amongst school age children increased by 8% to 54% and bicycling from 2% to 4%. <i>Walk to School National Campaign</i>: DfT provides £5 per LA voter to Living Streets, an NGO, to coordinate the campaign. <i>Links to School</i> - £2 million is provided for bicycle lanes linking schools with nearby communities. <i>Cycling Towns</i> - Six towns in England are 	<ul style="list-style-type: none"> Dedicated national staff to lead strategy at MoT and LTNZ. First 3-year implementation plans with focus on national-level initiatives released in July 2006. Shift in national transport thinking, policy & practices which has led to better understanding of barriers and enablers for local government (e.g. decision makers). Dedicated national funding to support local action. Pre-strategy level of \$3 million now at \$14.5 million. Expected to increase to \$18 million in 2007/08 and \$25 million by 2012. Local government, which usually matches national funding, can also access further \$8.34m to support TDM activities. (Note: 1\$ NZ = \$0.75 CAD @ Sept/07). Increased numbers of local and regional walking and/or cycling strategies. Increased expectation that walking/cycling facilities will be included in general road improvement projects, with funding provided from the budgets of those projects. Funding for NGOs, which has enabled them to have paid national workers who build capacity and create strong networks. Increased national resources & initiatives (new walking/cycling national planning guidelines, research, expanded national Bike Wise programme), and new initiatives to promote walking (SRTS, Walk-it data base, street audits). National Cycle Skills Guidelines out for consultation. Project to improve pedestrian counts (new

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(cont'd)	improving safety, and reducing traffic, fuel consumption and air pollution in school districts.	sharing nearly £17 million to promote cycling. <ul style="list-style-type: none"> ○ <i>Bikeability</i> - DfT has provided £30 million to Cycling England (over 3 years) in order to teach 100,000 school age children how to safely ride their bikes to schools. ○ <i>Bike It</i> – DFT provides £2 million for this partnership that works in 10 schools with the aim of getting school aged kids out of cars and on to bicycles. With the help of a dedicated officer who identifies SRS, organizes Bikeability cycle training, secures funding from the LA for cycle parking and promotion, <i>Bike It</i> has quadrupled cycling levels. 	technology trials).
Administration/ Budget	<ul style="list-style-type: none"> • \$1 million US for strategy development, consultation and document printing. • 12 full-time FHWA staff (current). 	<ul style="list-style-type: none"> • 30 officers involved (full and part-time staff) in coordinating action but with various levels of involvement in delivering each action. • No budget to co-ordinate other than 5% of DfT officer time. • Main WCAP budget is provided to LAs for their LTP framework. 2007/08 small scheme allocation in LTPs is £588 million (excluding London). • Further £999.8 million budget for better walking/cycling infrastructure, school programs, demonstration projects, central government cycling promotion and Cycling England. 	For strategy and initial implementation plan development phases: <ul style="list-style-type: none"> • On average, 3 FTE (two MoT and one LTNZ staff, with additional staff support at key times). • Approximately \$200,000 NZ over 3 years for consultation and advisory processes, international review of national/major walk/cycle strategies, document printing, etc.
Relevant Web Sites	<ul style="list-style-type: none"> • National Bike and Walk Study – www.bicyclinginfo.org/rd/pdf/Pr1_Doc3.pdf • NBWS 10-Year Status Report - www.fhwa.dot.gov/environment/bikeped/study • Bicycle & Pedestrian Program - www.fhwa.dot.gov/environment/bikeped/index.htm • SAFETEA-LU - www.fhwa.dot.gov/flh/safetealu.htm 	<ul style="list-style-type: none"> • Walking and Cycling: an action plan – www.dft.gov.uk/pgr/sustainable/walking/actionplan/ • ACT - Activity Co-ordination Team (ACT) - www.dh.gov.uk/en/Policyandguidance/Healthandsozialcaretopics/DH_4077912 • Cycling England - www.cyclingengland.co.uk/ • Sustrans/Active Travel Consortium - www.sustrans.org.uk/default.asp?sID=1089735305687 	<ul style="list-style-type: none"> • Getting There Strategy - www.transport.govt.nz/getting-there-index/ • NZTS - www.transport.govt.nz/new-zealand-transport-strategy-2/ • LTNZ - www.landtransport.govt.nz/road-user-safety/walking-and-cycling/ • Bike Wise - www.bikewise.co.nz/ • NZ Walking & Cycling Strategies – www.ltsa.govt.nz/research/reports/274.pdf