

The City of  
**BARRIE**

**Guide to Communicating  
With City Council**

**PRESENTATION REQUEST**

PLEASE PRINT

SUBJECT:		SIMCOE - MUSKOKA ACTIVE TRANSPORTATION SYMPOSIUM	
PREFERRED DATE:		OCTOBER 21, 2013	
NAME:		Velma Shewfelt	
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705-721-1495	velma.shewfelt@smdhu.org		
NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable), INCLUDING THE PERSON(S) WHO WILL BE SPEAKING AND/OR PRESENT AT THE MEETING:			
Eleanor McMahon speaking on behalf of Symposium Planning Group (see attached for details)			
BRIEF STATEMENT OF PURPOSE OF PRESENTATION:			
To inform & invite participation in the Simcoe - MUSKOKA ACTIVE TRANSPORTATION Symposium, Nov. 13 & 14, 2013 in Orillia.			
DO YOU REQUIRE AUDIO-VISUAL EQUIPMENT? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
If yes, please contact the City Clerk's Office to make arrangements.			
WHAT FORMAT? i.e. Power Point, Overhead slides etc. (Note: a maximum of 12 slides is recommended)			
Power Point <input type="checkbox"/>	TV/VCR <input type="checkbox"/>	Audio <input checked="" type="checkbox"/>	Windows Media Player <input type="checkbox"/> Version #

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City of Barrie, City Clerk's Office  
70 Collier Street, P.O. Box 400, Barrie, L4M 4T5  
Tel: 705 739-4204 Fax: 739-4243  
[www.barrie.ca](http://www.barrie.ca)

Active Transportation Symposium – Fall 2013  
Request for Deputation before Orillia City Council

## Simcoe – Muskoka Active Transportation Symposium

November 13 – 14, 2013 at the Best Western Mariposa Inn, Orillia, ON

Planning Committee Members:

- The County of Simcoe
- City of Barrie
- Sustainable Severn Sound
- A private planning consultant, and
- District of Muskoka
- Barrie Cycling Club
- Simcoe Muskoka District Health Unit
- Share The Road.

The Symposium will be moderated by Eleanor McMahon, road safety advocate, frequent speaker on Active Transportation issues and founder of Share the Road Cycling Coalition, a cycling advocacy organization with branches across Ontario, Canada and the world. She is enthusiastic, passionate and highly knowledgeable about the many benefits to both persons and the municipality – health, economic, environmental - that well thought out AT investments can bring.

The purpose of the Symposium is two-fold:

First, it is our intention to help “change the conversation” by changing the thinking about Active Transportation (AT) – what it is, what investment in AT can bring to a municipality and what the municipality is missing or worse, losing, without it.

This objective will be accomplished on the evening of November 13. Over dinner, a panel of speakers, including former Mayor of Madison, Wisconsin, Dave Cieselewicz, will address a variety of topics relevant to elected officials and senior municipal staff. It will be our pleasure to have you as our guests.

Second, in response to requests from front line planning and engineering staff, we hope to help build capacity and collaboration among those staffers whose job it is to make AT work in the municipality, and who are called upon to justify these investments in fiscally challenging times.

This objective will be met on November 14<sup>th</sup> as we present a full day of hands on workshops, speakers and other practical resources for municipal planning, engineering, and public works staff, and the community-based planners they often work in concert with. This day will be available at a nominal cost.

Our request for a deputation will allow Eleanor McMahon, speaking on behalf of the planning group, to convey the invitation to council to attend the Symposium, particularly the evening of November 13<sup>th</sup>, and to help instill in them the imperative for their planning staff to attend the hands-on learning day.