

October 31, 2023

Good afternoon Chair, Mayor Meed Ward, Members of Council, City staff and the Burlington community

BurlingtonGreen appreciates this opportunity to provide input to the much anticipated Integrated Mobility Plan for Burlington, and we do so with **enthusiastic support**.

**We commend the City staff** for their research, extensive and innovative community engagement, and robust analysis, to produce an excellent path forward that ensures greater resilience to the impacts of climate change, and a quality of life that will provide people of all abilities and ages with more travel choices .

Beginning with some context, as some of you may know, our organization's work in the area of sustainable transportation is long standing and extensive.

- Whether it be the co-founding of the ***Burlington Transit Youth Ambassador*** Program back in 2011- a for youth by youth approach to empower young people to champion transit as a preferred choice
- Or our launch of an 8 month long ***Greenprint for the Future*** campaign back in 2014 where we extensively engaged 10,000 people to listen to and survey their views on the advocacy for effective, sustainable transportation opportunities to be integrated to urban planning policies.
- Our current solutions-focused ***Make the Switch*** program works to provide practical, accessible, low-carbon living solutions to the Burlington community, particularly in the area of sustainable transportation. We do this through outreach and extensive online resources including a series of relatable, active, transit and e-mobility videos featuring local community member experiences.
- We were very pleased to research and produce a comprehensive made in and for Burlington community-focused E-Mobility Strategy in collaboration with city staff (namely, Lynn Robichaud), critical to the advancement of the City's Climate Action Plan goals.
- We promote community transportation advocacy initiatives such as that of BFAST, and we continue to advocate to all levels of government on various transportation issues.

- More recently, we've ramped up our active transportation engagement campaigns including partnering with the City this past June to promote National bike month every day.

And, of course we have been pleased to continuously promote the many community engagement opportunities the City has provided for the development of this Integrated Mobility Plan.

This history of experiences and the insights gained, together with our continuing active role on the City's Climate Action Plan Stakeholders team, provide the context that informs the following 10 points I would like to offer today:

1. BurlingtonGreen fully supports all components of the IMP, particularly given that its implementation will directly advance significant action for the declared climate emergency and to achieve the city's ambitious goal to be net carbon neutral by 2050. **As such, we recommend that the IMP's list of key values be strengthened by including specific mention of this climate action purpose.**
2. Given that almost 40% of Burlington's community GHG emissions are from the transportation sector, and thus why the City's Climate Action Plan has identified the IMP as one of the key 7 action areas, **we suggest the IMP include a stronger link to, and alignment with, the Climate Action Plan's GHG emission reduction targets.**
3. As per BurlingtonGreen's recently submitted input regarding the Major Transit Station Areas OPA and Draft (CPP) Community Planning Permit By-law, establishing development in transit-oriented locations and with a complete communities focus that prioritizes and encourages walking and biking **is essential and the innovative IMP certainly reflects the necessary progressive mobility planning, policies and implementation to position Burlington for success in meeting the travel demands associated with continued growth.** And we particularly like the creation of a city-wide TDM (Transportation Demand Management Program) including a micro-mobility strategy that is linked to the Complete Streets Design Guide. **Certainly BG is on board to support initiatives such as this through our well-established Make the Switch program.**
4. **We like the ecosystem approach** reflected in the IMP highlighting how its policies and actions not only factor health and environmental issues, but include social issues such as safety, equity and affordability and how these stacked benefits ensure that investments to implement this plan are realizing the highest possible benefit. **As such, further incorporation of an equity, diversity and inclusivity lens to the various implementation program areas of the plan is encouraged.**
5. The IMP summary of **general engagement takeaways** is consistent with comments BurlingtonGreen receives from the community ongoing, particularly in regards to:
  - a. a desire for better connectivity of active transportation networks;
  - b. more protected cycling infrastructure;
  - c. More coverage and more convenient service options for transit;

- d. and our team regularly hears community concerns pertaining to better facilitating passing opportunities on busy multi-use paths such as the one by BG's EcoHub at the beach

6. **Regarding IMP implementation** as it pertains to capital projects, it was noted in the Plan that the criteria were constructed in such a way as to *“not over-emphasize the role of any one criteria group”*. **However we would suggest that safety, accessibility and sustainability factors be more heavily weighted with the highest opportunity for scaled GHG emissions reductions prioritized.**

7. **Timeline:** the horizon year for the IMP is 2051 and as stated in the Plan, the full achievement of goals may not occur for decades, and given the narrowing window of opportunity to effectively address the escalating implications of climate change, we suggest a revisit of the program opportunities to determine which will provide for the greatest GHG reductions, for acceleration, and in alignment with the Climate Action Plan implementation timeline.

8. **Monitoring:** as per the Plan's Legacy Value reference - the Burlington model can estimate vehicular GHG emissions for testing mode share scenarios, and thus **it is suggested that a KPI of GHG reduction impact be incorporated to the Monitoring Plan.**

9. **Community uptake:** we love that the IMP is a community-driven plan. All of the creative and effective community engagement initiatives staff employed throughout the IMP development process all contributed to perhaps one of best engagement practices we have witnessed for a city planning document.

Continuation of this level and varied forms of effective community inclusion and engagement **with the implementation of the IMP will be key in order to to influence the behavioural shifts required to achieve accelerated and sustained adoption.**

A few engagement suggestions to offer include:

- Consider changing the IMP name to include the term “ACTION” to evoke urgency and increased relatability for the community
- Brand various city-wide infrastructure with eye-catching “take action Burlington” labels on bike racks, buses, walking trail signs etc, so that the community connects the dots between how they each advance action on climate change
- Include Burlington youth in championing greater adoption of active and public transportation by resuming and expanding the Burlington Transit Youth Ambassadors program and integrating more recent best practice in this area from the City of Kingston's success.

10. And last but certainly not least, is **FUNDING** - as with all plans, and particularly the IMP with its key role in helping to tackle the climate crises locally, the required financial commitment and resources are **essential to**

achieving the plans goals.

And Section 10.2.1 outlines various funding considerations and opportunities and we suggest the **inclusion of community organization partnerships be added to the list, given the cost-efficiencies that can be gained by leveraging groups like ours to support IMP engagement programming.**

Congratulations again to Kaylan, Dan and all staff responsible for this comprehensive work for this critically important area, and thank you very much for considering BurlingtonGreen's input today.



**Amy Schnurr (She/Her)**

Co-Founder / Executive Director



Together we make a difference