

Practice Name:**Date Created:** 26-May-09**Author:****Last Updated:****Abstract:****GENERAL INFORMATION**

Name of Practice	Community Safety Strategy: Community Walk About Education Component
Date	18-June-08
Name of Municipality	Village of Marwayne
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THE ISSUE**Abstract:**

What is the practice you developed or are developing (brief abstract)?

Please briefly describe the final practice developed. (e.g. if you developed a new Council agenda, list the agenda items, or if a new communications plan was created,

provide a summary of the plan's goals, objectives and highlights.)

The Community Safety Policy and Strategy was formulated to address specific safety issues in a small municipality with limited personnel. Council had the foresight to see that individual stakeholders could improve the safety of Marwayne through collaboration. Collaboration with Safe Kids Canada, the Village, the Marwayne Jubilee School, our surrounding County of Vermilion River, the Health Region and Alberta Traffic made this "Community Walk About" pedestrian safety event a success. This annual education event, backed by a comprehensive strategy, provided an assessment and education component to ensure a pedestrian friendly environment that promotes a safe walkable community. As Marwayne is working on their Sustainability Plan, one of the core values for the community is "Collaboration and Partnership". This practice showcases how different groups and levels of government can work together to meet shared objectives.

Need:

Please describe (just a couple of sentences or bullet points) why you needed to create this practice (policy or process).

What issue made it necessary? (e.g. "We needed a comprehensive plan to deal with...", or "We needed an annual forecasting tool because...")

This community strategy was developed to address concerns regarding children not playing safely on roads, speed, parking issues, safe routes to school and vandalism concerns. Specifically the Safe Kids Week event provided an opportunity to talk to the school about the possibility of educating the kids to use an under used, safe route to school through our ball diamonds.

CREATING YOUR PRACTICE

Research:

How did you obtain information to help design your practice (including consultation with stakeholders, formal and informal research)?

Please include any research documentation you can share, or give us a source reference (e.g. Web site, literature, "We reviewed the bylaws from other municipalities in the area...").

Through Internet research and government documents including the Keeping Communities Safe and the Traffic Safety Action Plan, it became apparent that as a small municipality we would need to collaborate with other stakeholders to address safety concerns in the community. Then through discussions with East Central Health's (ECH) Health Promotion Programmer we became aware of the Safe Kids Week that was focusing on pedestrian safety in 2008.

Process:

How did you go about designing your practice? For instance, did you create a team, hire a consultant, borrow

something ready-made from another jurisdiction?

Describe briefly who did the design work and what process they followed.

Our strategy states for the education component that the Village objective is to ensure stakeholders are aware of emerging problems and coordinate their approach in educating the public. Council was excited that through the Safe Kids Week we could implement a safety initiative. The CAO and ECH Programmer met with the principal of the school to discuss the community safety issues/concerns and launch the idea of partnering with the school for Safe Kids Week. The school agreed for K to Grade 6 to participate in a Community Walk About event. There were follow-up detail meetings with the vice-principal, CAO, ECH and the new Traffic Safety Coordinator. Safe Kids Canada materials were used in the planning process.

GETTING APPROVAL FOR YOUR PRACTICE

Authority:

Whose/what approval did you need to create and implement the practice?

Council approved the strategy. The CAO was responsible for the implementation. The School Principal's approval was key to making this specific Walk About happen.

Reporting:

How did you inform the decision-maker(s) about the practice and your need for their approval?

Council was aware of community concerns and were looking for a way a small municipality with limited personnel could deal with the concerns and issues.

Please note the name of any documents provided to the decision-makers that you would be willing to share.

Consultation:

Did you consult with stakeholders as part of your approval process?

This was a collaborative process. Partners were: Safe Kids Canada, Village of Marwayne, Marwayne Jubilee School, East Central Health, County of Vermilion River, and Alberta Traffic Safety Coordinator

If so, how? If possible, attach a copy of templates, surveys or other documents you used as part of your consultation.

IMPLEMENTING YOUR PRACTICE

Plan:

Describe the process you went through to implement the practice. If you used an implementation plan, please note it here.

Work done was:

- support from Council for the Community Strategy & education event
- Village, ECH and School agreed to partner on a Community Walk About
- County of Vermilion River through their GIS Department, agreed to provide detail maps regarding the route
- the School would use a fun day to coordinate with the Walk About
- the Grade 11 class would mentor the groups of kids as they walked
- applied & received grant from Safe Kids Canada
- the Traffic Safety Coordinator, ECH and the CAO walked the route noting specific details for the mentors to talk about and provided the school with Safe Kids' Urban Community Walk check sheet
- ECH wrote up a talking points document with hazards and specific educational notes for the Grade 11 mentors
- ECH did the media release and placed an ad in the local paper
- on the day of the walk, the kids walked in groups with their mentor and their teacher. The CAO, ECH and one RCMP Officer also rotated through groups during the walk providing additional information

- Safe Kids Canada safe roads, safe kids brochures was sent home with each kid
- the Village newsletter promoted the day with the proclamation and launch details, then the next month a follow-up article and also driver education awareness based on the Safe Kids Canada brochure
- as follow-up the next week, a Councilor, the CAO and ECH spent 15 minutes in each classroom asking what they learned, as opportunity arose, moved the discussion to safety education and tabulated the kids thoughts and safety concerns on the Safe Kids Canada's Community Walk About printout
- one grade created color maps that detailed their findings/safety concerns. The grade one's wrote letters to Council. These were all presented to Council.
- the information was then taken back to Council & action will be directed from the information gathered

Policy:

See attached policy Community Safety Policy & Strategy

What changes to bylaws, regulations or procedures were

needed to implement this practice and how did you deal with them?

Please attach a copy of the change in bylaw, policy or procedure.

When:

When did your municipality begin to use the practice?
Was it implemented all at once or in stages?

The policy and strategy were developed in winter 2007 and passed January 2008.

The event was formulated over the spring.

Who:

Who was responsible for implementing the practice?

The CAO. As we have done one education event, all stakeholders have expressed interest in follow-up activities.

If someone else is responsible for ongoing management, who is it?

RESOURCES REQUIRED

Budget:

How much did it cost you to design and implement your practice (i.e. We saved/spent \$XX per year)?

For the event, we received a \$250 grant from Safe Kids Canada for advertising. All other stakeholders time was provided as in-kind.

What are your ongoing operational and capital costs, if any?

Staff:

What human resources did you need to design, implement and manage your practice? (e.g. "It took X staff member (s) X months on this" or "This is part of normal staff duties.")

This was part of normal staff duties. The CAO time for writing the policy/strategy and for the facilitation of the education event.

Infrastructure:

What "capital costs" (such as information technology, other equipment or building assets) did you need to design, implement, manage, and/or evaluate your practice?

none

EVALUATING YOUR PRACTICE

Formal:

If you did a formal evaluation (e.g. user satisfaction survey, analysis of annual expenditures or number of rate payers served) for your practice, please describe the evaluation tool and the process used.

Tell us who was involved.

Informal:

If you did an informal evaluation, describe what you did (such as discussing the practice with people in the office or on the street, or letters/comments received).

Following the classroom visits, the vice-principal, CAO, ECH and Councillor discussed the effectiveness and ideas for upcoming educational opportunities.

Performance measures:

Please list the performance measures for this practice (i.e. reduced number of complaints, money saved, or change in equipment life expectancy.)

Please list the process you used for measuring performance, (i.e. We do annual surveys on...) examples include:

- collecting data
- establishing a baseline
- applying the measures
- results
- follow up

With the safety strategy the Village is addressing citizen's specific concerns regarding children not playing safely, speeding, parking issues, safe routes to school and vandalism concerns. With a strategy in place, Council can be assured that safety is being addressed in the village.

With the education component, the "Community Walk About" gave an opportunity to promote an underutilized new path through our ball diamonds. This new path was needed as a safe alternative route to the school and downtown without having to go on the busy heavy traffic street. Combining this awareness campaign with pedestrian safety was a perfect fit. From the "Walk About" already plans are in motion to improve the functionality of the area.

Another positive impact, is this strategy ties in with our emerging Sustainability Plan where Marwayne plans on becoming a walkable community. A walkable community encourages safe walking, biking and active means of transportation. It increases activity to help reduce obesity. A safe environment is a key attribute of an environment that is supportive of active transportation.

With the school community being encouraged to assess the "walkability" of the Village, the kids are encouraged to see their voice counts in influencing the local government to address their concerns and educating them at the same time.

It was felt the event was successful. At the informal follow-up meeting, to make the event better, ECH would next time meet with the Grade 11 mentors to provide a more formal education component for their discussions with the K to 6. We all agreed that pedestrian safety education needed to be on an ongoing basis with hopefully one education event per year.

Changes:

(a) Based on the evaluation (formal or informal), describe any changes you have made, or would like to make, to your practice as a result. (e.g. "After implementing this practice, we decided that it would be better if...")

-or-

(b) Has your practice met your expectations and if so, how?

LESSONS LEARNED / BENEFITS RECEIVED

Benefits:

What are the benefits of this practice to your municipality? (eg. Preparation of Council agenda packages now requires less time, etc.)

The Walk About was successful in raising awareness of the new trail through the ball diamonds that offered a safe alternative route to school and having a collaboration of so many organizations work successfully. For the kids to voice their concerns directly to a Councilor gave them insight to how government works. A couple of teachers comments were "Thank you for caring enough about our safety to come and talk to us." Council was pleased with the results and want to continue to encourage other educational events.

Key Lessons:

What key lessons have you/your municipality learned through the process of:

- designing;
- obtaining approval;
- implementing; and
- evaluating your practice?

This successful event will provide the foundation for future collaborations needed to continue with the Marwayne Community Safety Strategy.

Include any problems, surprises, and unanticipated benefits. (e.g. "We realized that we needed to spend more time...")

Advice to Municipal Peers:

What advice would you give to another municipality that is considering adopting your practice? Is there anything you might have done differently?

To make this happen there must be one champion to facilitate the collaboration process, in this case it was the CAO. It was key that the CAO made the time to ensure communication during the planning process of this event.

PRACTICE UPDATES

New Information:

There may be some new information to add since this practice was first posted. This is especially true if:

- a new process has been implemented in your municipality;
- there are new practice evaluation results; or
- there has been a change affecting organizational direction. For example, explain how new economic conditions or a new vision/strategy affect the practice.

Please indicate those changes here. Don't forget to list any new documents that may be useful to your peers. Then go to "Other Information" to attach the new documents.

OTHER INFORMATION

Suggestions:

Please list relevant information sources that others might

use or you would be willing to share (courses, Web sites, literature, experts).

Documents & Attachments:

Please attach (using the "Browse" button below) any documents you would be willing to share with others interested in your practice (e.g. a bylaw, a policy, approval documents, templates).

Marwayne Community Safety Policy & Strategy
Talking Points for the Walk
Safety Walk Map
Community Walk About - Urban template
Newsletter Articles
advertisement

* Note: If you do not have an electronic copy of a document, please send Municipal Excellence a paper copy for scanning to:

Alberta Municipal Affairs
Municipal Excellence Network
17th Floor, Commerce Place
10155-102 Street
Edmonton, AB
T5J 4L4

Nominations:

Do you have any suggestions of other individuals or municipalities with municipal practices that we should add to the Municipal Excellence network? Please list their practice, municipality, and contact information.

Or, e-mail menet@gov.ab.ca and let us know about a municipal colleague that has a really good way of doing things.

COMMENTS

Have we missed something; anything you'd like to add to the areas we have touched on, or an area we have not mentioned?

Marwayne's vision is: ensuring quality of life in a safe, viable and thriving community. Ignoring the safety concerns of the citizens was not an option for Council, they knew we could formulate a "made in Marwayne" solution. The Community Safety Policy and Strategy help move the Marwayne community towards keeping our community safe. In taking on the leadership role to facilitate partnerships with a diverse group of stakeholders, to specifically look at the education component of the strategy has worked well.