

# Active Transportation Choices Tool

## Objective

- To demonstrate and facilitate interest in active transportation for the work commute or as a recreational activity
- To build capacity amongst your colleagues to create momentum for the subsequent year's campaign

## Background Information

Active Transportation can be one of the more challenging campaigns to run and can require a longer-term view of behaviour change. Someone who is already an avid cyclist recreationally may easily take up bike commuting to work. However, an individual who uses a car as their primary mode of transportation may need a more gradual process of change in order to consider choosing an active alternative for their commute.

It is important, therefore, to look at the notion of the active transportation in a broader context. Are there ways to introduce active transportation that do not require people to make drastic changes right away? Could you, for example, get colleagues to consider going for a walk on their lunch break or go for a bike ride after work one evening? All of these little changes help set the foundation for bigger change down the road.

This tool provides some ideas for you to consider as you promote active transportation. It also encourages you to enlist the help of your colleagues as you promote different active transportation activities.

## Steps

### Step 1:

Choose one or more of the following activities to help promote active transportation amongst your colleagues. For activities that require tasks such as creating maps or research, consider finding an assistant who could help you. Choose individuals who are already modeling the behaviour or have an interest in developing their skills in a particular area.

Activities could include:

- a. Maps to meetings
- b. Walk from transit stop
- c. Walking time-zone map
- d. Cup of coffee walk
- e. Walk-with-me meeting
- f. Carpool mapping
- g. Weekend walk / ride activities
- h. Biker's breakfast and after work rides
- i. Walking club
- j. Worldwide posters

More information about what these activities are and how to organize them is available on the [Greencare website](#), under the Transportation section. Choose the "[Active Transportation Supplement](#)".

**Step 2:**

Find an ally or assistant to help you run the campaign. Look and listen for people who are interested in sustainable transportation. It could be that one of your colleagues already walks, cycles or takes transit to work and would be interested in helping out. It could also be that one of your colleagues is interested in learning more about creating maps or organizing events. Try to identify how your assistant could benefit from helping you with the campaign. If necessary, articulate these benefits to their supervisor.

**Step 3:**

Run your campaign and have fun!

## Evaluation

Send the results of your campaign as well as anything you learned from this experience to Green+Leaders Program Coordinator at [sarah.currie@fraserhealth.ca](mailto:sarah.currie@fraserhealth.ca)