

## SUSTAINABLE TRANSPORTATION IN *Your Community*



Insert community logo

**Email to Attend  
this FREE Workshop**  
*(lunch and coffee breaks are  
sponsored by the Town of  
\_\_\_\_\_)*

"Dependency on the automobile is growing, even as more Canadians declare concern for the environment ...In 1992, 68% of Canadians aged 18 and older drove everywhere, according to a new report from Statistics Canada. By 1998, that proportion was 70%.In 2005, 74% of Canadians were full-time drivers. Biking and walking rates, meanwhile, declined to 19% in 2005 from 26% in 1992."  
-National Post, January 23, 2008

"Although Alberta currently ranks highest in Canada for vehicle ownership and gas consumption, Albertans also value their quality of life and active lifestyles and would like to improve the infrastructure that encourages a healthier, more sustainable and inclusive approach." -Kathryn Winkler, SAA, 2008

**For further workshop  
information, contact  
Sustainable Alberta  
Association  
223 12th Ave SW  
Calgary, AB T2R 0G9  
t.403 294 0904  
f. 403 668 9903**

or \_\_\_\_\_@  
\_\_\_\_\_

Please be our guest at a FREE workshop that will focus on helping residents of \_\_\_\_\_ leave their cars at home by engaging communities in a process to **evaluate and improve** their sustainable transportation environment.

This workshop is sponsored by Transport Canada and the Town of \_\_\_\_\_, and presented by Sustainable Alberta Program Director, Rebecca O'Brien.

Sincerely,

Kathryn Winkler  
Executive Director  
Sustainable Alberta Association

### What is the workshop about?

This workshop will provide residents, community leaders, and municipal staff an opportunity to:

1. Become familiar with the concept of Complete Streets and their critical importance to public health and environmental well-being
2. Share information on Sustainable Alberta Association (SAA)'s successful social marketing strategies, including the Calgary Commuter Challenge event
3. Assess the current conditions for sustainable transportation in \_\_\_\_\_ arrive at a common understanding of its strengths, weaknesses, and priorities
4. Learn best practises for Complete Street design ( pedestrian, cycling and transit facilities) and view examples from other Canadian communities;
5. Provide input on next steps for the improvement of the walkability, bikeability and transit options in \_\_\_\_\_.

### Who Should Attend?

This workshop is aimed at community leaders: political leaders, municipal staff, health-care professionals, and invited members of the public, especially those who have demonstrated an interest in health, and environmental and planning issues.

### Who is delivering the workshop?

Rebecca O'Brien is the program Coordinator for the Sustainable Alberta Association (SAA). Rebecca has been working in the sustainable transportation sector since 1999, when she initiated the TRAX ([www.trax.ns.ca](http://www.trax.ns.ca)) program in Halifax, now one of the longest running and effective sustainable transportation programs in Canada. Rebecca is committed to the principle that a healthy Canadian population requires vibrant, diverse communities that ensure quality of life and human dignity over automobile dependency. Rebecca currently serves on six committees and boards, and is the recipient of a number of awards for her work in implementing sustainable transportation infrastructure including the Queen's Golden Jubilee Medal and Saint Mary 's University's Harold J. Beazely Award. Rebecca has presented at conferences across the country, has had hundreds of print, radio, and television appearances. Since moving to Calgary in 2005, Rebecca has worked collaboratively to improve the sustainability of her own community in Calgary, including initiating playground naturalizations, recycling programs, a pesticide-free Calgary coalition ([healthycalgary.ca](http://healthycalgary.ca)), a school carpooling program ([SchoolPool.ca](http://SchoolPool.ca))and anti-idling campaigns. Rebecca is currently serving on the Inglewood Community Association Board of Directors, the Healthy Calgary Coalition Board, and the Old Y Centre Board. Using her energy and focus, SAA has expanded from its role from administrating the Calgary Commuter Challenge to year-round trip reduction and sustainable transportation workshops throughout Alberta. SAA has delivered nine workshops in Alberta over the past year. Rebecca continues to increase awareness of the connection between health, education and environment. Rebecca is a married mother of two fabulous children, and she walks, cycles and takes transit year-round in Calgary.