

GETTING STARTED

Driven to Action

A CITIZEN'S TOOLKIT

tools, samples, worksheets

DESIGN AN EFFECTIVE FLYER

A good flyer should be simple and eye-catching and state the problem and solutions. It should be easy to photocopy but distinct from other campaigns. It tells people what to do, provides contact information and is cheap to make and print. You want to be able to give originals to others

to photocopy and hand out. Or change the action you want readers to take. Make sure that when you use the same flyer style you try using different colours or identifying marks to distinguish them.

[FRONT]

SAMPLE FLYER

[BACK]

Stop Sprawl

HELP BUILD A BETTER CITY

CLEAR MESSAGE:

Big Development Threatens
Wetland/Village Green

SOLUTION:

Rebuild Downtown Instead

SUBMESSAGE:

We Need More Transit, Not Roads

ON BACKGROUND:

use a bold color paper like red, green, yellow or orange. Keep words in black for easy photocopying. Graphic not necessary.

Citizens for Sustainable Communities
[LOGO Optional – if you have name recognition (i.e., a residents association) otherwise put on the back until people know who you are.]

LIST FACTS:

Mega Homes Inc. Wants to Pave-over Parkland
We will lose 500 trees, a children's soccer field or a popular fishing stream

Sprawl: raises taxes, destroys trees, causes smog, leaves you stuck in traffic and isolates entire communities

END SPRAWL IN OUR CITY:

- say no to growth that uses land for one purpose only, houses
- say no to developments that destroy watersheds, natural areas and threatens birds and animals
- say no to money spent on new roads and sewage pipes, instead of better transit and repairs of existing infrastructure

Ask your Councillor to vote to make our city stronger and redirect plans to build new homes into existing areas. Call city hall and ask to speak to your Councillor.

Get involved to build a better city:

Call [your number] email: [your e-mail address]

Put your contact information at bottom of page. Use e-mail or P.O. Box, or telephone number if you can handle the calls.

[your web address]

KNOW YOUR COMMUNITY

Conduct a survey comparing the quality of life in different types of developed communities such as low density single family, medium density mixed use, and high density. Compare and contrast time spent driving to and from work, schools, daycare, shopping and children's after school activities. Figure out beforehand what differences you

want to explore such as how many hours a week residents spend in their car, how much money residents spend on personal transportation, distance to nearest natural space, access for pedestrians and cyclists, and available services such as convenience stores, sports facilities, retail areas or churches.

SAMPLE: COMMUNITY SURVEY

Help Build A Better City

Street name: _____ Ward/Riding: _____

Your Daily Commute: *Spending too much time on the road?*

Do you travel during rush hour? Yes | No

How long does it take? under 30 minutes | 30 minutes-1 hour | over 1 hour

How do you get there? car | transit | bike | walk | other

How much time do you and your family spend in your car each week? Hours: _____

Do you need a car to enjoy your recreational activities? Yes | No

How much do you spend on transportation each month? for your car(s) _____ transit _____

(include car payments, insurance, gas, maintenance and parking)

How many cars in your household? none | one | two | three or more

Your Neighbourhood: *Does your family have everything you need in a neighborhood?*

Can you walk in your neighbourhood? to parks | sports fields | school | church | to shop | work | friends

Are there sidewalks on your street? Yes | No On both sides of the street? Yes | No

Do you feel safe biking in your neighbourhood? Yes | No

Does your neighbourhood have? Festivals | cafe | art galleries | theatres | recreation centre

Healthy Communities: *Do you think your community is healthy?*

Do cars contribute to air pollution in your neighbourhood? Yes | No

Are there trees on every lawn on your street? Yes | No

Does your family do any of these? walk | use the park | play sports | bike

Are local streams and/or rivers healthy in your area? Yes | No

Has the environment been damaged in your neighbourhood? Yes | No

Help Build a Better City

Would you like more transit/bike lanes/sidewalks?

Would you like a broader selection of houses? size | price | design | attached | rental

Would you like more public space/street level shopping/trees?

Should farms/natural areas be protected from future development in your area? Yes | No

Do local watersheds need better protection? Yes | No

Should developers be rewarded for building healthier communities? Yes | No

Should your city create a growth boundary that protects the environment and encourages better planning within the city? Yes | No

Are you interested in helping to stop sprawling development in our community?

Name: _____ Address: _____

Phone: _____ Email: _____

Thank-you.

GETTING STARTED: A WORKSHEET

How Well Is Land Used In Your Community?

Warning signs can be measured that show growth has been inefficient and likely to perpetuate sprawl.

1. Rate Local Land Use Efficiencies

Exercise: Calculate population densities across local neighborhoods within your community. Or compare densities between communities particularly if you think one community is a more desirable place to live.

Town:	City:
Residents per hectare:	
Units of housing per hectare:	
Land Use:	
Numbers of: Retail outlets:	Community centres: Schools:

Lessons can be used from positive examples, and sprawl reduced by targeting low -density neighborhood for reinvestment and growth. Make the point that higher density lowers is one antidote to sprawl.

FIND DATA: Statistics Canada, municipal and provincial governments are excellent sources of population and density data.

2. Compare Compact and Sprawl Neighbourhoods

Exercise: Calculate densities in different areas of your city.

Residential density:	[number of residents per hectare]
Housing Stock:	[number of single family houses vs apartments]
Sewer & Watermain Lengths:	[Kilometres per 1000 people]
Roadways:	[Kilometres per 1000 people]
Percentage of residents that drive to work:	
Percentage of residents that take transit:	
Ratio of vehicles per person:	

Creating a demographic picture of your community will help identify problems that may be causing sprawl.

FIND DATA: This data should be available through your municipal government and Statistics Canada.

Is Your Community Transit-Oriented?

3. Determine local transportation patterns

Exercise: Compare where people live to where they work, and how they get there.

This exercise can show that as distance from work increases so does reliance on the car. In order to stop new road building and hence, sprawl, encourage growth that reduces the distance between work and home.

Where do you work?
 How far is your commute to work?
 How do you get there?
 Drive, single occupancy:
 Vehicle:
 Carpool:
 Public Transit:
 Walk:
 Bicycle:

FIND DATA: Statistics Canada or local Transit Commission or Transportation Department. If you can't find the information ask your Transit Commission or Council to do a study.

4. Determine if local transit is accessible

Exercise: Research the barriers to taking transit in your community.

This exercise will help determine what your transit system needs in order to increase ridership and halt the building of new roads.

Transit riders per capita
 Evening/weekend services offered
 Hours of operation of transit
 Compare percentages of:
 Residents that can walk to nearest transit stop
 Residents that ride transit to work
 Residents that shop by transit
 Residents that do both of the above
 Residents that do not own a car
 Does your municipality have a plan to increase ridership?
 Have you had more than one fare hike in last 4 years?

FIND DATA: Municipal Transit Commission, local transit advocacy group



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SOLUTIONS ARE IN OUR NATURE

Getting Started Tools: part of **Driven to Action, A Citizen's Toolkit**

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