

Go for Green A Year In Review

April 2000 – March 2001



Go for Green A Year In Review

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A. Our Green Roots

Since 1992, Go for Green has developed community-based programs that aim to inform Canadians about the benefits of an active and environmentally-sensitive lifestyle, and nurture commitment and action... to improve our health and the health of the environment.

Recent studies show serious concerns about personal and environmental health:

- 63% of Canadians are not physically active enough to achieve health benefits.
- 93% believe that environmental problems will largely effect the health of our children and grand-children.

Go for Green addresses these urgent issues in practical ways through our active living and environmental stewardship programs.

For more on Go for Green's roots, see Go for Green's Millennium Year Special Review (1992-September 2000).

B. Our Mission and Vision

Go for Green is the Active Living and Environment Program whose mission is to encourage outdoor physical activity that protects, enhances or restores the environment. Go for Green has community-driven solutions that make a positive contribution to Canadian society.

Our vision is to nurture commitment and action that improves our health and the health of the environment.

Program objectives include:

- 1) Partnerships
To build local, regional and national partnerships and alliances that help Canadians "Go for Green".
- 2) Participation/Education
To provide opportunities for Canadians to experience, value, and learn to protect the environment while being active outdoors.
- 3) Safety/Accessibility
To create healthy, safe and accessible environments for outdoor physical activity.
- 4) Active Transportation
To encourage active transportation alternatives as an alternative to our growing reliance on the automobile.

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C. Message from the Executive Director

As I reflect back on the year past, I look at the growth of Go for Green and what it has accomplished as a result of many dedicated people.

The Millennium Trail Inventory - our official millennium project, affected the work of every member of the organization in some way. This massive undertaking placed 50 young Canadians on trails conducting the most extensive trail inventory ever undertaken in this country. At the end of this special year, extensive inventory information had been gathered on over 3,000 community trails, and posted on the TrailPAQ web site. What an accomplishment! To every one of the 'green team' students and their Team Leaders – thank you. You have helped Go for Green touch this country from coast to coast to coast.

I want to thank all members of the 2000/2001 staff, and Board for their tireless efforts during this Millennium year. The organization is stronger, and continues to deliver meaningful programs including Active and Safe Routes to School, Active Transportation. Growing this year, were new seasonal programs, which have been well received, including Gardening for Life and Wintergreen. We now offer Canadians year round opportunities to participate in healthy outdoor physical activity while protecting enhancing and restoring our environment. Let's celebrate! In thousands of small ways, in thousands of communities, we have reminded Canadians of the joy of riding a bicycle, or planting a tree, or walking to school, or building a rink for the kids, or taking a trail through part of this wonderful land.

Thank you as always to our sponsors, government partners, friends at other national and provincial organizations, and the countless community volunteers who lead Go for Green initiatives close to home. You make our mission possible.

Let's keep it going! Next year will be the 10th anniversary of Go for Green. We will need teamwork, partnership, and a clear focus on the Vision we have set together, to continue to meaningfully engage Canadians. At Go for Green we all need to look forward. We have so much to accomplish and a great journey ahead. Enjoy.

Respectfully submitted,

Stephen Grundy
Executive Director

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D. Canadian Communities “go for green”

Every year, Go for Green gets to take part in grass-root initiatives that are truly Canadian success stories in the areas of active living and environmental stewardship. Here are some highlight stories written by our Project Coordinators:

Nathalie Racine **Active & Safe Routes to School Coordinator**

One of the projects funded by the Active & Safe Routes to School Action Fund this year was a neat one from Calgary, Alberta.

The project focused on children with disabilities, encouraging them to use active modes of transportation to get to and from school, but safety was an issue. As a result, the school decided to purchase equipment such as: expandable roller-blades, bicycles with training wheels, helmets and other safety equipment for children with mental and physical disabilities. With these adaptations, these kids were able to participate in the *International Walk to School Day* with the other kids, and were integrated in other weekly activities where kids were encouraged to walk or cycle to school. What a great idea to get all kids moving!

Dan Andrews **TrailPAQ Project Coordinator**

Go for Green as an organization goes to great lengths to link Canadians with their communities, and when I see this effect happening within trail groups, I am reinvigorated with the desire to continue making the links. Let me illustrate an example by recalling an encounter I had while inventorying the Saugeen Rail Trail.

Located in Ontario on the shores of Lake Huron lies a converted rail-trail linking Port Elgin to Southampton. After a century of use, the rail line lay abandoned until 1992, when the Town of Port Elgin obtained the land and limited it to recreational activities. The following year Southampton did the same, and in 1995 the Saugeen Rail Trail was officially opened for use, linking the two communities.

Over the last six years, the community has gathered around the trail, planting trees and gardens, and taking ownership by keeping the pathway clean and safe. With the trail inventoried

and the information now posted on TrailPAQ.ca, the community is encouraging use by everyone. This is just one example of the kind of success active trail groups are enjoying across Canada. As TrailPAQ Project Coordinator, I hope to assist other trail groups achieve equal success.

Adèle Black **Communications Coordinator**

As the Coordinator of Go for Green's new Awards Program and school award, I come across some amazing initiatives that are taking place right now across Canada, and that are making a real difference!

I especially admire the enthusiasm of one school in Peterborough, Ontario. This school got 100% of its students, all of its staff, including custodians, the crossing-guard, teachers, volunteers, the secretary, the principal... even the Peterborough Examiner and TV reporters... to walk to school on October 4th for one special reason: to support the personal and environmental health benefits of getting to school on your own steam – *and have a little fun in the process!*

In fact, this school was among eight schools in Canada who reported 100% participation on *International Walk to School Day* and, through the luck of the draw, was selected as the winner of our National Walk to School Award. It's nice to hear that they're amongst several schools in Canada that are teaching our children that they too can make a difference by doing simple things, like walking, cycling, scooting or skating to and from school.

Dara Finney **National Trails Coordinator-Millennium Project**

The mammoth task of cataloguing thousands of Canadian trails requires a group of passionate, enthusiastic people – and that was the Millennium Project staff!! For seven months these avid biologists, geographers, archaeologists and

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photographers traversed the mountains, plains and backcountry collecting information and stories about Canadian trails.

The Manitoba crew experienced a particularly special weekend in the middle of one of the wettest summers – *perfect weather for breeding mosquitoes*.

Covered in bug jackets and reeking of repellent, the Manitoba crew ploughed its way through Duck Mountain Provincial Park, assessing trails and hiking to the highest point in Manitoba! That night as the sun lowered over the horizon, so did the temperature – right down to 0 °C. – a delightful temperature as it was now too cold for mosquitoes to buzz or bite. So in celebration of the lack of bugs, the group huddled by the campfire exchanging stories and belting out tunes (the “Gambler” actually won applause from neighbouring campsites!)... then it happened... the sky cleared from clouds and the most magnificent array of Northern Lights illuminated the sky!

It’s so easy to ignore the beauties in life sometimes and we so often forget to stop to take a look to see what our own country has to offer. This summer we rediscovered that the prairies, mountains and lakes of Canada are truly magical, and nowhere in the world will you find a sky so vast and air so clean.

Jody Conrad **Trail Inventory Coordinator**

Last summer, Team Leaders across Canada hired a team of field workers to actually *walk* each trail in their respective province or territory, taking very detailed descriptive notes and gathering the most objective trail information. This meant that a very detailed inventory process had to be designed and implemented.

The result was very successful with over 2,000 recreational trails across the country inventoried and profiled on TrailPAQ.ca, and a team of knowledgeable and skilled inventory teams in place in each province and territory...part of the TrailPAQ legacy.

It is important to note that besides inventorying trails, the teams also took on the job of promoting TrailPAQ to local trail managers, trail

organizations, all levels of government and, of course, trail users themselves. This was perhaps their most important job because that awareness initiated (and continues to initiate) many additional trail registrations by managers on-line on TrailPAQ.ca. Today the inventory details over 3,000 trails country wide...all profiled on TrailPAQ.ca.

Chantal Laliberté **Active Transportation Manager**

In the past year, I have had the opportunity of working with partner organizations in the Outaouais region to develop a campaign that would reduce greenhouse gas emissions by encouraging the use of active modes of transportation to and from work, school, or other activities. The campaign, developed by *Kino-Québec*, the *Régie régionale de la santé et des services sociaux de l’Outaouais*, and the *Conseil régional en environnement et développement durable de l’Outaouais* (CREDDO), targeted four main groups: municipalities, school boards, workplaces, and public transportation agencies.

Over the course of the seven month pilot project, funded in part by the Federal Government’s Climate Change Action Fund, we met our three objectives: 1) to create awareness of the benefits of Active Transportation, 2) mobilize decision makers and the community into participating in the project, and 3) act on new opportunities to use active modes of transportation.

A couple of ideas that came out of the pilot project were the “Jour V” event on May 31, 2001, which encouraged the use of bicycles as a mode of transportation, and the presentation of a *mémoire* in partnership with several cycling interest groups aimed at assuring the incorporation of safe and efficient cycling infrastructure for the proposed McConnell-Laramée Boulevard in Hull (QC).

These ideas illustrate the willingness of Outaouais organizations to act, one step at a time, on improving Active Transportation options.

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Siobhan Glenn **Winter Green Coordinator**

Winter Green is an exciting program that encourages Canadians to lead healthy, active lifestyles over the winter months, while protecting the environment.

This past year, a lot of work has gone into developing a new Winter Green initiative on outdoor rinks. This initiative entitled *Ice Dreams* includes such potential partners as the NHL and Sport Canada, and is scheduled to launch in 2002.

A great example of how a community can benefit from a skating rink comes from a family in New Brunswick.

In 1974, Mr. and Mrs. Toner of Grand Falls, New Brunswick constructed a small barn-like facility to house an indoor natural ice rink for their children and other kids in the neighbourhood. More than 25 years later, kids up to 14-15 years of age use the facility on a regular basis. This indoor natural ice rink even attracts high school hockey players (sponge pucks only) from time to time, who actually learned to skate on this very same rink!

Mr. Toner still maintains the ice, and last summer he completed some major repairs to the facility with his two sons and brothers. Many hockey players who are still active in the sport today began their love for the game on this ice surface, thanks to Mr. and Mrs. Toner who have given the youth of this town an opportunity to skate and play hockey!

Frances Michniewicz **Gardening for Life Coordinator**

In the last year, Halifax, Nova Scotia has become the centre of attention due to its leadership in becoming the first major North American city to restrict the cosmetic use of lawn and garden pesticides. The city is leading by example, demonstrating its concern for the environment, and following through on its desire to protect the health of its citizens.

On April 1st of this year, the first phase of the by-law will come into effect. To prepare its citizens for this transition, the Halifax Regional Municipality has undertaken an educational approach. One of the strategies involves a training session for gardeners who want to become trainers in sustainable gardening and landscape maintenance. This wonderful approach engages gardeners who have a vested interest in their environment and health to learn four basic principals: 1) to value diversity, 2) to take care of the soil, 3) to know their garden, and 4) to save energy. These trained gardeners can then share their knowledge face to face with their fellow neighbours, friends and family.

This simple exchange reaches more people, provides methods to overcome barriers, and allows citizens to enjoy the benefits of a pesticide-free green space, such as: playing with the kids on the lawn, getting a healthy physical workout from weeding, enjoying a more direct connection with Mother Nature, and taking a more active role in being an environmental steward!

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E. Our Team

⌘ Board of Directors ⌘

Manitoba: Mr. Jim Evanchuk (Chair) <i>Diabetes and Chronic Diseases Unit, Manitoba Health</i>	Nova Scotia: Mr. Ted Scrutton (Past Chair) <i>Nova Scotia Sport and Recreation Commission</i>	Newfoundland: Mr. Dave Feener <i>Department of Tourism, Culture and Recreation</i>
Saskatchewan: Ms. Ann Donovan <i>Sport and Recreation Unit, Municipal Affairs, Culture and Housing</i>	New Brunswick: Ms. Marie-Claire Pierce <i>Sport, Recreation & Active Living</i>	Prince Edward Island: Mr. John Morrison <i>Community & Cultural Affairs Culture, Heritage, Recreation & Sport</i>
Alberta: Mr. Fred Wilton <i>Sport & Recreation Branch, Alberta Community Development</i>	Ontario: Mr. Bjorn Nielsen <i>Ministry of Tourism, Culture & Recreation</i>	Québec: Mme Diane Boudreault <i>Kino-Québec, Secrétariat au loisir et au sport</i>
British Columbia: Ms. Kathryn MacLean <i>Ministry of Community, Aboriginal and Women's Services</i>	Northwest Territories: Mr. Gary Schauerte <i>Municipal and Community Affairs, Government of Northwest Territories</i>	Nunavut: Mr. Simon Adams <i>Recreation & Leisure Division Community Government & Transportation, Government of Nunavut</i>
Yukon: Ms. Jan Downing <i>YTG Sport and Recreation Branch</i>		

⌘ Staff ⌘

Stephen Grundy <i>Executive Director</i>	Anne Robinson <i>National Project Director</i>	Chantal Laliberté <i>Active Transportation Manager</i>
Ed Mayhew <i>Financial Manager</i>	Dara Finney <i>National Trails Coordinator / Acting Active Transportation Coordinator (as of October 2000)</i>	Nathalie Racine <i>Project Coordinator / Active & Safe Routes to School Coordinator (as of August 2000)</i>
Adèle Black <i>Communications Coordinator</i>	Dan Andrews <i>TrailPAQ Project Coordinator (as of January 2001)</i>	Joy Kinnear <i>Active & Safe Routes to School Coordinator</i>
Siobhan Glenn <i>Winter Green Coordinator (as of October 2000)</i>	Shawn Pollard <i>TrailPAQ Corporate Relations (as of October 2000)</i>	Jody Conrad <i>Trail Inventory Coordinator</i>
Frances Michniewicz <i>Administrative Assistant / Gardening for Life Coordinator (as of October 2000)</i>	Holly O'Brien <i>Administrative Assistant (as of January 2001)</i>	Allison Cook <i>Active Transportation Planning Intern (May-August 2000)</i>
Anna McArron <i>Winter Green Coordinator (2000)</i>		

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TrailPAQ's Millennium Trail Inventory Project Team Leaders *February-September 2000*

Manitoba: Sandra Jezik	Nova Scotia: Meredith Flannery	Newfoundland: Shawn Pollard
Saskatchewan: David Mark	New Brunswick: Cindy Nadeau	Prince Edward Island: Andrew Ing
Alberta: Kent Baylis	Ontario: Dan Andrews	Quebec: Jean-Sébastien Perron
British Columbia: Leanne Atkinson	Northwest Territories: Barb McKee	Yukon: Brad Finnon

Volunteers

Luisa Romero <i>Promotions Assistant</i>	Gilles Dagenais <i>Clerical Support</i>	Joe Michniewicz <i>Data entry</i>
Michael Michniewicz <i>Data entry</i>	Judy Taylor <i>Resource Organization</i>	

∞ Committees ∞

Executive Committee

Board Members:	Staff:
Jim Evanchuk, Chair	Stephen Grundy
Marie-Claire Pierce	
Ann Donovan	
Dave Feener	
Ted Scrutton, Past Chair	

Resource Management Team

Board Members:	Staff:
Dave Feener, Chair	Stephen Grundy
Ted Scrutton	Adèle Black
Bjorn Nielsen	Shawn Pollard
Gary Schauerte	

Pathways for People Team

Board Members:	Staff:
Marie-Claire Pierce, Chair	Anne Robinson
Fred Wilton	Chantal Laliberté
Kathryn MacLean	Dara Finney
Simon Adams	Nathalie Racine
	Jody Conrad
	Dan Andrews
	Holly O'Brien

Seasonal/Special Projects Team

Board Members:	Staff:
Ann Donovan, Chair	Frances Michniewicz
John Morrison	Siobhan Glenn
Jan Downing	
Diane Boudreault	

F. Our Partnerships

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Active Transportation</p>	<p>Liveable City Project, Medicine Hat (AB) <i>Organized a community forum to discuss and educate citizens and municipal planners on the benefits and ease of building for Active Transportation.</i></p> <p>New Brunswick Planners Association <i>Organized an education and idea sharing forum for New Brunswick municipal and district planners and parks staff.</i></p>	<p>Canadian Institute of Planners <i>Involved in the updating of the Cycling Manual.</i></p>	<p>Health Canada <i>Supported pilot workshops, displays at Environment Week and the creation of the “Making the Case for Active Transportation” fact sheets.</i></p> <p>Moving on Sustainable Transportation <i>Supported radio and television PSA promotion strategy and expansion of the website.</i></p>
<p>TrailPAQ</p>	<p>Team Leaders <i>Made connections with Prov./Terr. trail councils and organizations, as part of the Millennium Trail Inventory Project.</i></p> <p>Field Workers <i>Conducted trail inventories in every Prov./Terr., worked with trail groups, and promoted the program, as part of the Millennium Trail Inventory Project.</i></p> <p>Trail Councils <i>Promoted the program to trail groups across Canada through newsletters, press releases and media coverage.</i></p> <p>Trail Groups <i>Promoted the program to trail users, and at trail meetings/events.</i></p> <p>Provincial and local sponsors <i>Provided equipment and funding for Prov./Terr. data collection.</i></p>	<p>Compaq Canada <i>Supported the program.</i></p> <p>Kodiak Canada <i>Supplied apparel for the field teams.</i></p> <p>Beneficial Designs <i>Developed inventory-related computer software.</i></p>	<p>Millennium Bureau of Canada <i>Supported TrailPAQ’s Millennium Trail Inventory Project.</i></p> <p>Go for Green Board Members <i>Provided key contacts within the trail community and were integral to securing further in-kind and support funding in all Prov./Terr.</i></p> <p>Provincial and Territorial Governments <i>Provided in-kind and support funding, as well as key contacts in supporting departments.</i></p>

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Active & Safe Routes to School</p>	<p>Provincial/Territorial Representatives <i>Nine provinces and territories found champions to help promote the program and other events, such as International Walk to School Day.</i></p> <p>Greenest City (ON) and Way to Go! (BC) <i>Coordinated an Active & Safe Routes to School program in their respective province.</i></p> <p>Canada Family Services, Block Parent Canada, Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD), The National Forestry Association, Canadian Living Magazine and others <i>Published articles on the program in their organization's publication.</i></p> <p>Provincial and community partners</p> <ul style="list-style-type: none"> • SHAPE, City of Calgary (AB) • PEI Heart and Stoke Foundation • Manitoba MPETA • City of St-John's, Newfoundland • Recreation & Parks Association of the Yukon • New Brunswick Lung Association • Kino-Québec, Québec • Durham Region Health Dept., Ontario • Perth-Andover Recreation Commission Inc., Nova Scotia • Resource Conservation Manitoba • City of Hamilton–Dundas Health Dept., ON • City of Stratford, Ontario 		<p>Health Canada <i>Supported the national Active & Safe Routes to School program.</i></p> <p>Environment Canada's Climate Change Bureau <i>Supported the Active & Safe Routes to School Action Fund (funding to support schools with the implementation of program-related projects).</i></p>

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
Gardening for Life	<p>Mike Christie <i>Provided program support as a consultant.</i></p> <p>Canadian writers of the Gardening for Life series:</p> <ul style="list-style-type: none"> • Gord Stewart, Victoria, B.C.-based writer specializing in environment and health issues. • Edith Smeesters, writer of <i>Pelouses et couvre-sols</i> (2000) 	<p>Nature's Garden Seed Company <i>Assisted with the "Gift of Green" Mother's Day pilot project.</i></p>	<p>Health Canada <i>Supported the program.</i></p>
Winter Green	<p>National Hockey League and CBC <i>Involved in the development of the Ice Dreams project.</i></p> <p>CrossSled North America Ltd. <i>Involved in the launch of the program (Fall 2001).</i></p>	<p>Echo Advertising <i>Involved in the development of the Ice Dreams project.</i></p>	<p>Health Canada <i>Supported the production of the "Winter Treasures" curriculum.</i></p> <p>Sport Canada <i>Supported partnerships with other sectors.</i></p> <p>Provincial and Territorial Partners <i>Assisted with the collection of Winter Green stories and ideas for the website, and provided a listing of recreation directors from their respective province/territory.</i></p> <p>Nova Scotia Sport and Recreation Commission <i>Supported the development of the program.</i></p> <p>Halifax Regional Municipality <i>Supported the development of the "Winter Treasures" curriculum.</i></p>
"Go for Green" Prescription	<p>College of Family Physicians <i>Collaborated on the design and distribution of the "Go for Green" Prescription.</i></p>		<p>Health Canada <i>Supported the initiative.</i></p>

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Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
National Go for Green Awards	Leisure Information Network, Sport Information Resource Centre, Canadian Intramural Recreation Association, Canadian Health Network, SchoolNET, Greenest City, Ontario Physical & Health Education Association, Way to Go!, Schools Come Alive (AB), Trail Associations, Kino-Québec <i>Assisted with promoting the program and distributing the Awards brochure to schools, communities and workplaces.</i>		Go for Green Board Members and the Department of Education in PEI, Newfoundland, Manitoba and Yukon <i>Assisted with promoting the program and distributing the Awards brochure to schools, communities and workplaces.</i>

G. Major Accomplishments

Active Transportation Program

Our Active Transportation Program encourages Canadians to choose modes of transportation that require *human power* – like walking, cycling, scooting or skating – for a cleaner environment and improved personal health.

In the past year, two new Active Transportation resources were developed: 1) “Fitting Places: How the Built Environment Affects Active Living”, which demonstrates how the built environment influences our ability to integrate physical activity into our lives, and 2) “Making the Case for Active Transportation”, six one-page facts sheets that make the case for active transportation by presenting the following reasons and benefits: health, environment, safety, built infrastructure, perceived barriers to participating, and economic.

In January and February 2001, Go for Green conducted two “Planning for Active Transportation” pilot workshops in New Brunswick and Alberta, which included municipal and district planners and parks staff, as well as community representatives. These pilot workshops will form the basis for more extensive workshops throughout Canada in the future.

In July 2000, Go for Green contributed to Transport Canada’s Sustainable Development Strategy by attending a consultation session, and providing input to the priority actions for the next three years.

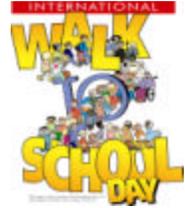
Active & Safe Routes to School Program

This national program encourages active modes of transportation to and from school. Components of the program include: walking/cycling school buses, no idling zones, *International Walk to School Day*, and the Active & Safe Routes to School Action Fund.

In 2000, 43 schools in Canada, excluding Ontario and British Columbia, registered for the national program, and implemented at least one of its components.



On October 4, 2000, over 840 Canadian schools participated in the first *International Walk to School Day*. The idea was to walk to school together with a purpose – to promote safety, health, physical activity and concern for the



environment. Canada was amongst eight countries that participated in the event, including the U.S., Great Britain, Ireland, South Africa, Gibraltar, Cyprus and the Isle of Man.

Also in 2000, 74 Canadian schools received funding through the Active & Safe Routes to School Action Fund (Round 1) to support the implementation of projects that encourage parents and children to use active transportation to and from school. In addition, nine new provincial and regional partnerships were created to promote and deliver the program in schools, thanks to the work of Go for Green’s Prov./Terr. representatives who supported the hiring of Champions to contact schools and community partners directly.

Gardening for Life Program

Our Gardening for Life Program supports the idea of *natural* gardening, including such things as using a non-motorized push mower, raking leaves and pulling weeds by hand, and avoiding the use of chemical pesticides, herbicides and fertilizers. Gardening naturally provides personal health benefits through physical activity, and creates a healthy environment.

In the spring of 2000, a Mother’s Day greeting card pilot project was launched as an awareness initiative. A total of 500 “Gift of Green” greeting cards made of natural, environmentally-friendly components and embedded with native wildflower seeds were distributed across Canada to promote the program and raise funds. The idea is that recipients can place the card in their garden or potting soil, and within weeks beautiful wildflowers begin to sprout.

Also in 2000, a new fact sheet entitled “The Physical Benefits of Gardening” was developed for the website. It explains how each gardening activity exercises different parts of the body,

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provides helpful tips for a safe and effective workout, and summarizes how natural gardening is not only good for the body and soul, but the environment too.

In March 2001, the first two articles of Go for Green's Gardening for Life series, written by Canadian writers Gord Stewart and Édith Smeesters, were distributed to community newspapers across Canada. The articles are entitled "Gardening...Just for the health of it" and "Ecological Lawn Maintenance".

TrailPAQ Program

TrailPAQ, sponsored by  Compaq Canada Corp., promotes outdoor physical activity on trails, and supports trail development through a sustainable web-based resource centre located at www.trailpaq.ca.

TrailPAQ was officially launched on June 1, 2000, beginning a 10 year partnership between Compaq and Go for Green. This partnership was later recognized by the Canadian Centre for Philanthropy as the winner of the *2000 Imagine New Spirit of Community Award*.

Also in 2000, the Millennium Bureau of Canada recognized TrailPAQ's Millennium Trail Inventory Project as an official Millennium project. As a result, Go for Green received funding to hire over 55 young Canadians and inventory trails in every province and territory. Thanks to the work of these Prov./Terr. teams, Go for Green met its goal of 2,000 trails registered on the website by 2000, making TrailPAQ.ca Canada's premier source for trail information.



Over the summer, the Canadian TrailPAQ Inventory Process (CTIP) was introduced to the Canadian trail community. CTIP enables trail managers to identify areas of a trail that require attention, and provides trails users with a standardized quantitative assessment of a trail.

In the fall of 2000, the following five trail groups were awarded grants through the TrailPAQ Community Fund: 1) Cole Harbour Parks & Trails Association (NS), 2) Bright Sand Lake Regional Park Authority (SK), 3) Dorchester Community Trail Advisory Committee (ON), 4) Rosthern Committee for Hearts in Motion Trail/Route

Development (SK), and 5) the County of Peterborough (ON). Grants of up to \$10,000 were awarded to projects that demonstrated collaborative efforts within the community; encouraged non-motorized trail activities, such as walking or skiing; and preserved or enhanced the natural environment.

Winter Green Program

Winter Green encourages Canadians to participate in traditional outdoor winter activities – like snow shoeing, skating or skiing – while being sensitive to the environment.

In 2000, Go for Green acquired Active Living Canada's resource "Get Winter Active!", which provides community leaders with "Tips, Tools and Cool Ideas" on how to get your community more active in winter.

In addition, a new Winter Green resource entitled "Get Winter Green!" was developed. This complimentary package to "Get Winter Active!", includes recipes for a successful backyard rink, information on getting warm without breaking the bank, facts about Canada's winter Night Sky, helpful Winter Green documents and successful, environmentally-friendly, outdoor winter initiatives in Canada.

At the beginning of 2001, background research for Go for Green's new *Ice Dreams* initiative was conducted to capture a national snapshot of outdoor rinks in Canada.

The official launch of Winter Green is scheduled to take place in the fall of 2001, in collaboration with CrossSled North America Ltd.

"Go for Green" Prescription

Go for Green and the College of Family Physicians of Canada (CFPC), in partnership with Health Canada, collaborated on the design and distribution of a new and uniquely Canadian prescription for *healthy physical activity* – a "Go for Green" Prescription.

"Go for Green" Prescription Pads will be distributed by the CFPC to more than 15,000 family doctors across Canada as an insert with the May 2001 issue of the "Canadian Family Physician". An adapted version will also be made

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available on Go for Green's website in the spring of 2001, encouraging Canadians to make their

own physical activity commitment.

H. Community Recognition

Elaine Burke Award (1994-2000)

Since 1994, Go for Green's Elaine Burke Award has recognized municipalities, community groups, schools and school-based organizations in Canada for outstanding achievements in active living and environmental citizenship. Over the years, more than 200 communities across the country received the Elaine Burke Award and its Living Gift, a \$500 prize compliments of Go for Green. And, through the simple action of planting one or more trees per recipient, nearly 300,000 trees were planted!

The award was named to honour the memory of the late Elaine Burke, one of Go for Green's founders whose vision and vitality were instrumental in laying the cornerstones of Go for Green.

Although the year 2000 marked the last year of the Elaine Burke Award, it was also the year that Go for Green launched a new school award in honour of Elaine, developed in consultation with her family.

Go for Green's National Walk to School Award, in honour of Elaine Burke

In the fall of 2000, Go for Green launched a new national school award that encourages schools to promote active transportation to their students, and highlights the success of *International Walk to School Day* in Canada.

This new award entitled Go for Green's National Walk to School Award, in honour of Elaine Burke, recognizes the school in Canada with the highest percentage of participation in *International Walk to School Day*, and includes a \$500 prize to assist with the award-winning school's active transportation initiatives.



Winner of the Elaine Burke Award 2000

The Sackville Rivers Association of Sackville (NS) was selected as the national winner of the Elaine Burke Award 2000, in recognition of their concrete actions to encourage active living and protect the environment.

The Association has long been not only an advocate for river and land preservation/restoration, they also support the concepts of active living and putting people in contact with nature through their walkway initiative. Their actions have resulted in the revitalization of a key ecosystem in a very short time, and created a community of followers and supporters that will lead to sustainable activity for years to come.

On December 7, 2000, Ted Scrutton, Go for Green's Nova Scotia representative, presented a plaque and a \$500 prize (Living Gift) to the Sackville Rivers Association during their annual Christmas Social. They were also encouraged to plant one or more trees as a legacy to their community.

Winner of Go for Green's National Walk to School Award 2000

Queen Elizabeth P.S. of Peterborough (ON) was selected as the winner of Go for Green's National Walk to School Award 2000.

On *International Walk to School Day*, October 4, 2000, 100% of the student population at Queen Elizabeth P.S. used active modes of transportation, such as walking, cycling or in-line skating, to school or part of the way to school.

On November 10, 2000, John Burke, Elaine Burke's husband, and their son presented a banner

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and \$500 cheque to Queen Elizabeth P.S. during a school assembly.

Queen Elizabeth P.S. was one of eight applicants in Canada with 100% participation in *International*

National Go for Green Awards

In January 2001, Go for Green launched a new Awards Program designed to recognize communities, schools and workplaces in Canada for outstanding achievements in active living and environmental stewardship, as well as continue the cycle of positive community action.

The program consists of two national awards – an Active Transportation Award and a Trail Award – each of which includes a \$1,000 bursary for communities and schools, national media recognition for workplaces, and a commemorative plaque to mark the achievement.

The new awards fall under two major Go for Green program areas: Active Transportation and TrailPAQ. As a result, the Active Transportation Award recognizes initiatives that encourage and/or facilitate active modes of transportation, whereas the Trail Award recognizes projects that involve building, restoring or enhancing a trail(s) and/or encourage the use of a trail(s).

Winner of Go for Green's National Active Transportation Award 2001

Queen Mary Elementary of Vancouver (BC) was selected as the winner of Go for Green's National Active Transportation Award 2001 for their "Let's Walk Queen Mary" program.

Queen Mary Elementary pioneered the Active & Safe Routes to School Program in Canada with their "Let's Walk Queen Mary" initiative, and since 1991 the program has been a successful part of the school's organizational structure. Over the years, Queen Mary generously shared their ideas

Walk to School Day and, as a result, was selected through a draw.

with other schools and, as a result, in 1997 this initiative was the inspiration for the Way to Go! School Program, which has been adopted by schools throughout B.C.

As the winner, Queen Mary Elementary received a plaque and \$1,000 cheque, compliments of Go for Green.

Winner of Go for Green's National Trail Award 2001

The City of North Vancouver was selected as the winner of Go for Green's National Trail Award 2001 for their Mosquito Creek Trail and Riparian Enhancement Project.

This project will help mitigate the negative environmental impacts of the trail's popularity, and enhance the adjacent fish habitat. Improvements to trail conditions, including better drainage and trail surfacing, will invite walkers, joggers, hikers and cyclists, while interpretive signage will provide information on the environmental significance of the area and the need for environmental stewardship.

Two community planting events, sponsored by the City, have encouraged public participation in the project and have provided opportunities to promote outdoor recreation, environmental awareness, and foster community stewardship.

As the winner, the City of North Vancouver received a plaque and \$1,000 cheque, compliments of Go for Green.

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I. Communications

Active Transportation Program

- ☞ In August 2000, Go for Green participated in the Canadian Council for Health and Active Living at Work media conference to officially release “Walk and Roll”. This event promoted the health benefits of leading an active life at work, and the potential to improve active transportation infrastructure.
- ☞ A one-page advertisement on Active Transportation was printed in the February-March 2000 issue of the Canadian Institute of Planners magazine.
- ☞ In February 2001, Active Transportation was presented at the Federation of Canadian Municipalities’ Sustainable Communities Conference as an important tool in planning for municipal sustainability.

Active & Safe Routes to School Program

- ☞ In the summer of 2000, a new Active & Safe Routes to School website was developed to improve the overall design and provide a more user-friendly site, based on its target audiences.
- ☞ A national press release introducing Go for Green’s National Walk to School Award and promoting *International Walk to School Day* was distributed to national and local media during the first week of school (September 7, 2000). A second national release announcing the winner of the award was distributed to national and local media on October 10, 2000, a few days following the International event. Both releases were distributed via the Canadian Community Newspaper Association and Canada Corporate News.
- ☞ In September 2000, a reminder to register for *International Walk to School Day* and the event’s logo were posted on the following organizations’ websites: The Federation of Canadian Municipalities, the Canadian Public Health Association, Block Parent Program of Canada, Family Services Canada, and the New Brunswick Lung Association.
- ☞ Over 10,000 *International Walk to School Day* brochures were distributed to schools in Canada.
- ☞ An article on *International Walk to School Day* was distributed to community newspapers in September 2000 via the Canadian Community Newspapers Association.
- ☞ A national press release on *International Walk to School Day* was distributed to Canadian dailies via Canada Corporate News, and an international press release was distributed by the Walk to School Day International Committee.
- ☞ Articles on Go for Green’s National Walk to School Award and *International Walk to School Day* appeared in the January 2001 issue of Go for Green’s News & Info newsletter. The newsletter was distributed as an insert in the Active Living Magazine, and through Go for Green’s Prov./Terr. representatives, Greenest City and Way to Go!.

TrailPAQ Program

- ☞ On June 1, 2000, a national press release announcing the launch of TrailPAQ was distributed to media. In addition, press kits were distributed to dignitaries, media and guests of the launch that took place at the Gatineau Park Visitor Centre in Chelsea (QC), next to the Sugarbush Trail.
- ☞ In 2000, Team Leaders in every province and territory began building “virtual” trail networks by attending trail council meetings,

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presenting TrailPAQ at trail events, and training trail affiliated individuals in the Canadian TrailPAQ Inventory Process.

- œ Several Prov./Terr. field teams participated in the Canada Parks Day "Take a Hike" events across Canada to promote TrailPAQ.
- œ TrailPAQ was profiled during the 2000 National Trails Conference in Owen Sound (ON). Representatives from Go for Green and Compaq introduced TrailPAQ to all attendees.
- œ In the fall of 2000, Alberta's Team Leader attended the CPRA Conference in Lake Louise (AB) and the Communities in Bloom conference in Edmonton (AB) to promote TrailPAQ through displays and resources.

- œ Two issues of TrailPAQ's Pathfinder newsletter were produced (Summer 2000 and Winter 2001), posted on the TrailPAQ.ca website and distributed electronically to TrailPAQ's mailing list of approx. 1,800 trail enthusiasts.
- œ An article profiling TrailPAQ.ca appeared in the Canadian Geographic Society's "The Best of Canada on Web".
- œ In March 2001, a TrailPAQ.ca banner advertising brochure was produced to encourage the sale of banner ads on the TrailPAQ.ca website. Rotating banner ads were added to specific web pages of the website.
- œ A TrailPAQ sticker was created in 2001 as a promotional tool.

Winter Green Program

- œ In March 2001, the new "Get Winter Green!" resource was promoted nationally through Go for Green's Prov./Terr. representatives, mailouts to community organizations, recreation directors, and advertisements on various recreation websites and list serves, such as LINN and ActiviTalk.

- œ Some video footage was shot this past winter for the *Winter Green* and *Ice Dreams* PSAs, in cooperation with The Weather Network. These PSAs are scheduled to be televised in the fall of 2001.

Gardening for Life Program

- œ In March 2001, two articles written by Canadian writers Gord Steward and Édith Smeesters were distributed to community newspapers across Canada via the Canadian

Community Newspaper Association, and were posted on the website. These articles are the first of six articles in Go for Green's Gardening for Life series.

Elaine Burke Award

- œ On December 5, 2000, a national press release announcing the winner of the Elaine Burke Award was distributed to national and local media via the Canadian Community Newspaper Association, and list serves, such as LIN, Activitalk and SIRC.

- œ An article announcing the winner of the award appeared in the January 2001 issue of Go for Green's News & Info newsletter. The newsletter was distributed as an insert in the Active Living Magazine, and through Go for Green's Prov./Terr. representatives, Greenest City and Way to Go!

National Go for Green Awards

- œ On January 16, 2001, a national press release introducing the National Go for Green Awards was distributed to national and local

media via the Canadian Community Newspaper Association, Canada Corporate News, Go for Green's Prov./Terr.

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representatives, the Canadian Health Network, Active Ontario, and list serves, such as LIN, ActiviTalk and SIRC.

- œ In January 2001, a web page was created to provide additional information on the Awards Program.
- œ In December/January 2001, an awards brochure was produced to promote the program, and was distributed across Canada through Go for Green's Prov./Terr. representatives, the Dept. of Education in PEI, Newfoundland, Manitoba, and Yukon,

Way to Go!, OPHEA, Greenest City, Federation of Canadian Municipalities, Trail Associations in every province and territory, CIRA, Kino Québec, and others.

- œ The January 2001 issue of Go for Green's News & Info newsletter included an article on the Awards Program, as well as a nomination form. The newsletter was distributed as an insert in the Active Living Magazine, and through Go for Green's Prov./Terr. representatives, Greenest City and Way to Go!.

Web Traffic

Go for Green Website

As of March 31, 2001, the Go for Green website received an average of 7,116 visitors per month, with 8.49 hits per visitor – that's a total of 60,415 hits per month.

The month with the highest amount of traffic was March 2001 with 8,343 visitors.

TrailPAQ.ca Website

By the end of the fiscal year, TrailPAQ.ca received an average of 6,750 visitors per month, with 94 hits per visitor, resulting in a total of 634,500 hits per month!

The month with the highest amount of traffic was June 2000 with 10,803 visitors, which is the same month that TrailPAQ was officially launched to the public.

TrailPAQ.ca also received the following awards in 2000:

- ★ Winner of the *5-Star Award* as an *Outstanding Outdoor Recreation Website* (recNparks.com)
- ★ Winner of the *5-Star Award* and an *Excellent* rating (Canadian Web Awards)
- ★ *Canuck Site of the Day* (maplesquare.com, Canada's Internet Directory)

Communication Tools

- œ In September 2000, a generic Go for Green slide presentation was developed for Board Members and staff, including presentation guidelines.
- œ By winter 2001, Go for Green's corporate brochure was updated to include TrailPAQ, Winter Green, "Go for Green" Prescription, and the National Go for Green Awards.
- œ A Go for Green News & Info newsletter was produced in January 2001. The theme of the newsletter was awards, with feature articles on the National Go for Green Awards, Go for

Green's National Walk to School Award, and the Elaine Burke Award. Other articles in this issue were on *International Walk to School Day* and *Winter Green*.

- œ A Marketing & Communications Strategic Plan was drafted, following a review of Go for Green through the social marketing process.
- œ A two-page article on Go for Green's programs appeared in the Nov./Dec. 2000 issue of FCM's Forum magazine

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J. Annual Budget

	2001	2000
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REVENUE		
Federal Government Contributions		
- Go for Green/ Vert l'action	\$408,541	\$440,480
- Climate Change	152,855	54,000
- Active & Safe Routes to School	100,000	105,153
Corporate sponsorships	171,045	172,000
Publications and merchandise	9,378	17,751
Millennium Bureau of Canada	680,596	113,299
Greenest City	90,000	30,000
Other projects	5,091	-
	<hr/>	<hr/>
	1,617,506	932,683
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EXPENSES		
Administration	91,357	107,402
Programs and services	348,348	301,130
Active & Safe Routes to School	252,120	159,153
National Tree Foundation	-	9,200
Other projects	7,687	8,126
TrailPAQ	680,568	113,299
Compaq	150,545	139,108
Greenest City	90,000	30,000
Depreciation of capital assets	38,306	10,389
	<hr/>	<hr/>
	1,658,931	877,807
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EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ (41,425)	\$ 54,876
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