



HANDBOOK

A Toolkit for Local Electeds Climate Action

Advocacy and Education

As part of the [Active Transportation Handbook](#)



Stay tuned for the up-to-date version of this resource!

This document is undergoing fact checks and updates... you will be able to access the new version in September 2025.

*Resource expertise level:



Green = beginner



Blue = intermediate



Black = advanced



Double black = expert

****Climate Caucus has ranked the following initiatives from beginner to expert, based on Complexity to implement, Staff time & expertise and Political capital. Please note, these rankings are our own best judgements.*

Create relationships with organizations that identify AT as a priority

- This could include:
 - Climate action groups.
 - Cycling and other specific AT groups.

- Groups focused on access and equity, such as those relating to mobility and improving access to places.
- Municipalities should regularly communicate and consult with these organizations.
 - For example, organizations may have data and information on transportation behaviors, local perceptions of barriers, and gaps in AT networks.
- **Facilitate community engagement** to help identify key areas of improvement.
- **Conduct outreach** to residents, businesses, and community centres that can be positively impacted by AT routes.

Examples:

- [Share the Road Cycling Coalition](#), ON

Case Study - Town of Canmore & Town of Banff, AB

Community Cruisers is a local NGO in Canmore and Banff that promotes cycling as a means of transportation. They help increase the accessibility and affordability of bikes and bike maintenance, including by receiving bike donations at their two hub locations that are staffed by volunteers, fixing them, and selling them back at a discounted price. They have bike parking services at farmers' markets and other community events, where they check bikes or e-bikes in with volunteers who monitor them, increasing confidence in cyclists to bike to these events. They also survey locals on transportation practices and winter maintenance, which informs their advocacy to the two towns.

Undertake Actions that aim to shift community culture and attitudes towards AT

- **Educational programs** that support new participants in feeling safe and comfortable when using AT infrastructure or equipment.
 - Having informative initiatives, like a "Walk and Roll" initiative to get more people using AT networks by raising awareness about the paths and benefits to AT.

- Partnering with community organizations to provide educational opportunities relating to safety.
- **Establishing booths to share information at public events**, such as farmers' markets and beer festivals - go where the public is.
- Highlighting the economic and financial advantages of AT, as this quantitative evidence can help engender support among municipal officials and residents.
 - Calculate how much money the city or individuals save through active transportation versus another form of transportation.

Examples:

- [City of Brampton, ON and Town of Caledon, ON](#) - "Pedalwise" program to educate residents interested in biking about safety and the trails by pairing them with a mentor who is an experienced cyclist.
- [Municipality of Peel, ON](#) - "Walk and Roll Peel," a communication strategy promoting AT.

Did you know Climate Caucus offers an "Ask Us Anything" service for elected officials in the network?

You could ask questions like "can you help me find this resource?" "Do you know of funding for X?" "Do you have examples of X policy language?" or "can you connect me with an expert in X?"

Send us your questions here!

Case Study - City of Saskatoon

Saskatoon's 2016 Active Transportation Plan has a large educational component including a [Learn to Ride Safe](#) program that will be delivered in Schools. The city also has a bike bus called [Punch Buggy Express](#) which is a children's peddle bus that goes on interactive tours around the city - helping kids gain cycling experience and realize their active transportation abilities. The City of Saskatoon recently updated their Bicycle Bylaw to include party buses, and the bike bus. The city also has plans to create an [Active Transportation Street Team](#), to provide an education program about the rules of the road and the existing bike network.

Climate Caucus Resources:

[Climate Caucus Municipal Grants List](#) - detailed list of relevant municipal grants

[Policies and Resources Library](#) - list of motions, bylaws, council reports and briefing notes