



Eco-Mobility Demonstration Project Parkallen 2009



Transport Canada / Transports Canada



THE CITY OF
Edmonton

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About the LocalMotion Project

The genesis of this project was a convergence of interest from a City of Edmonton staff member, a City Councillor and the Global Alliance for EcoMobility to undertake an eco-mobility demonstration pilot as part of the ICLEI World Conference being hosted in Edmonton in June of 2009. By happy coincidence Transport Canada had the ecoMOBILITY grant program available to fund such a program, and the project evolved from there...



With support from the Transport Canada ecoMOBILITY Grant Program and coaching from the Global Alliance for EcoMobility, a project was developed to engage a local community to reduce their use of automobiles for an entire month in 2009. They were to be encouraged to be eco-mobile, that is to utilize more active modes of transportation or public transportation, and carpooling etc. for an entire month in 2009.

The project would utilize a community-based social marketing approach to behaviour change and draw upon the expertise of a wide number of practitioners from different City Departments.

Why Eco-Mobility?

Even in car-centric Edmonton, citizens are increasingly concerned with the impact of our auto-oriented lifestyles on their communities, their environment, our climate and our health.

The goal of addressing these issues is well supported by the City of Edmonton's main strategic plan, Transforming Edmonton.

Unique Elements of This Project

We believe this project was unique at the time due to our approach:

- Our target was a geographic area rather than a city-wide or sector approach as is often the case in Transportation Demand Management projects.
- We used our staff's community development experience and combined that with community-based social marketing techniques.
- We engaged residents and stakeholders at the community level to define the project and develop a wide number of elements and activities.
- A cross-departmental team all brought their strengths to the table to take on the project, both at the coordinator level as well as the management table.
- The project wasn't about physical changes to infrastructure.



Selecting a Community Partner

13 Community Leagues (local community associations) submitted applications from a call out for expressions of interest. For this demonstration project, we considered the following elements in reviewing the applications:

- Size & Location of the Neighbourhood
- Community Interest & Capacity
- Built Form of the Neighbourhood
- Local Amenities
- Access to Transit
- Departmental Plans/Conflicts

The applications were reviewed with the assistance of two of the City's citizen advisory groups: The Trails Paths and Routes Advisory Committee and the Transit Advisory Committee.

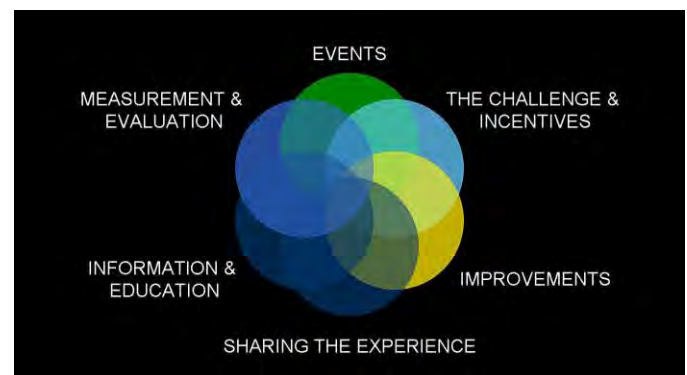
We chose to work with a defined geographic area – The Community of Parkallen – a mature neighbourhood of approximately 1,200 households / 2256 residents in the south-central part of Edmonton. Once the Community of Parkallen was chosen from that point forward, in January of 2009 we started work with the community to better define what LocalMotion would look like.

Community Consultation & Involvement

To begin to engage the community we hosted a Community Information Night at the community school to provide some background and begin to define the project, which was followed by a visioning night two weeks later where residents were taken through a facilitated process to develop ideas on how Parkallen could be more eco-mobile. Ideas brainstormed were themed and then ranked by participants to give the community steering committee direction on what elements to pursue.

Components of the Project

A project coordinator and assistant were hired to undertake the project coordination & delivery. A working group and management steering committee were also formed. As the project continued, we began to lump the work into some thematic areas, some of which had been defined by the Community and some that were defined by the Federal ecoMOBILITY program grant. While this helped us explain & organize the work, ultimately the areas were very interrelated and co-dependant.



The LocalMotion Challenge & Incentives

In order to encourage involvement in the project we developed a LocalMotion Challenge and provided incentives to all of the residents.

A LocalMotion Challenge Card / Km Log was hand delivered in May to each household in Parkallen inviting people to sign up for the challenge, either by pre-registering or doing so at our launch event. In order to participate in the challenge, we asked participants to record their household's car(s) travel for the month of May (a "normal" month) and then again for the month of June (the "challenge" month). We wanted to see what kind of difference people were willing to make in their own travel habits. The stated goal was for each household to reduce their travel by at least 100 km.



Communities on Foot Map – LocalMotion Field guide

One element of the project was the development of a local “field guide” to being eco-mobile, based on the City’s successful Communities on Foot Map Series.

Interested citizens participated in a workshop to define local destinations and walking routes, as well as community information, which were transformed into a long term resource for the community & city.

Residents that registered for the Challenge received at the launch event a deluxe LocalMotion kit of tools and incentives that would help the household become more eco-mobile. The kits included:

- Print resources on cycling, walking, transit, carpooling and trip chaining.
- Local bike route and transit maps.
- LocalMotion Field Guide – a local map of amenities, walking routes, bus stops etc.
- A fridge magnet LocalMotion Challenge game – a race to achieve zero carbon points.
- A “Park-It for Parkallen” car mirror hanger
- Eco-Mobile discount card for products from participating local businesses.
- A free transferable bus pass for the month of June or a bike odometer / pedometer.

270 residents / 94 households (approximately 12% of the neighbourhood) signed up to participate in the challenge.

Residents completing the challenge were entered in a draw for a number of prizes including a new bicycle, which was a good incentive to get the challenge information turned in at the end of June.

Parkallen Community
Local Motion Field Guide




LOCALMOTION

About the Local Motion Project
“Local Change Can Add Up”

Local Motion was conceived as an opportunity to use a community based approach to encourage the use of eco-friendly modes of transportation. Parkallen was chosen as the host community for this project, which was supported by the Global Alliance for Eco-mobility and with a grant from Transport Canada. In June 2009, the City of Edmonton hosted the ICLEI (Local Governments for Sustainability) World Congress, and this unique and exciting demonstration project was highlighted as part of the Congress.

For the month of June, residents of Parkallen were challenged to leave their cars at home and make their trips by walking, cycling, carpooling or using public transit.

This map was developed with the input of the residents of Parkallen as a resource for their community to encourage them to be more eco-mobile.

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Community Events

A highlight of the project was the community events that were hosted at the local community school and community league hall to generate interest in the project and bring the community together.

The launch event (where residents were invited to sign up for the challenge) was an opportunity for participants to commit to the project in a very visible manner and gain energy from the enthusiasm of their neighbours, as well as getting more knowledge about being eco-mobile. Local politicians got involved and spoke to the importance of the project.

A field trip as part of the ICLEI World Congress was held in the community to highlight the elements in the project and have local citizens do a walking tour of their neighbourhood with the delegates.

A block party was held to “wrap-up” the project at the end of the month of June, which was celebratory yet also allowed for some informal feedback into the community’s experience in participating in the project.



Small Scale Improvements



While the focus of this project from the beginning was not on infrastructure improvements, certainly in consultation with the community, needs were identified in that area. The project team was able to facilitate some small improvements such as:

- Taking pedestrian signals on high volume pedestrian routes off-line from the signal system or improving signal timings
- Improving on-street bike routes with sharrow markings (see picture above)
- Adding bike parking at nearby Transit stations
- Adding bike racks at locations in the community where needed.
- Posting speed limit signage in alleyways.

We were fortunate that Parkallen was scheduled for street and sidewalk rehabilitation in the year following this project, so many of the infrastructure needs identified by residents were addressed by that capital improvement program in 2010/11.

Eco-Mobility Education/Opportunities

Many of the educational elements and activities were the opportunity to try out ideas generated by the residents of Parkallen as part of our visioning session for the project. A community calendar was developed for the month of June for all the activities, which included everything from Learn to Cycle Commute & bike repair classes, chances to try out bikes in our “Try-It” library, bike convoys to the local farmers’ market, to kids activities after school in the local park. June is Bike Month in Edmonton, so we were also able to coordinate with other courses and activities offered city wide.

Our programmer spent a lot of time working with the local community school, engaging the kids at monthly assemblies and physical education classes and providing incentives to encourage them and their families to be more eco-mobile.



In addition to program activities, we also sent out a weekly electronic newsletter with updates and activities for the week, and information was also distributed through the existing Community League Newsletter and other communication channels.

Sharing the Experience



One of the great elements of this project was the production of a series of 10 YouTube™ video shorts that were produced as the project moved along and followed the experience of the project team, the community as a whole and a local family. These web friendly videos helped connect the community with the project and also aired on the local community television network, giving the project city wide exposure. An additional summary video was also developed at the end of the project. The video shorts were all compiled as a 50 minute mini-documentary which was launched at a community screening at the Community Hall in November of 2010.

Measurement

With the resources and requirements of the Federal ecoMOBILITY grant funding we were able to undertake a fairly extensive measurement program for the LocalMotion Project.

The main tool was three waves of phone surveys by Banister Consulting of residents of the Parkallen Neighbourhood as well as three other similar neighbourhoods (to be used as controls). Phone surveys were done prior to the project, during the month of June and in September following the project.

Our Transportation Department was also able to do cordon counts to measure vehicle traffic

entering and leaving the community on a similar timetable and were also able to access pedestrian signal activation data at the signalized intersections on the neighbourhood’s perimeter.

On the more qualitative side we utilized a Survey Monkey™ tool to get feedback from participants in the Community Challenge, had information provided on the Challenge Cards that were turned in, and we used feedback walls at the Community Block Party at the end of the month to provide feedback as well on the overall experience.

A shortcoming of the project that we are currently working to rectify is a longer term measurement to see how much of the behaviour change “stuck” a year or more after the project wrapped up.

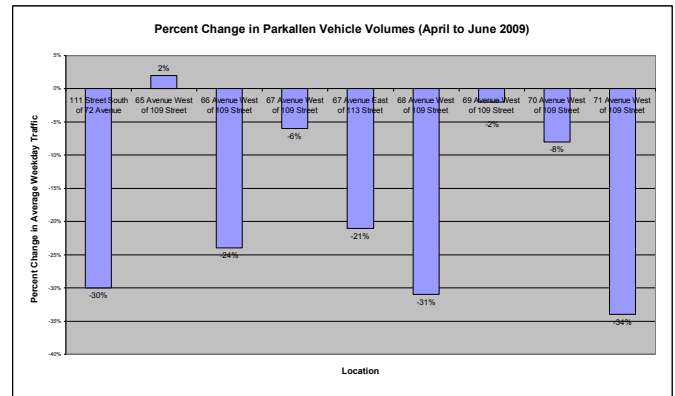
Outcome Highlights

Overall this project was seen on a number of measures as a success, and an indication that community-based social marketing could be a useful tool in Transportation Demand Management.

Participation in the Challenge

- 268 residents, representing 94 households (approx. 12% of the neighbourhood), signed up to participate directly in the LocalMotion Challenge.
- Over 800 residents participated in the community events and activities over the month of June.
- 13,534 less kilometers were driven as recorded by the challenge participants, which equates to a reduction of almost 400 km less per family and 3,979 kg less CO₂ emitted (4 times better than our goal)

% Change in Vehicle and Pedestrian Volumes



- Vehicle cordon counts showed on average a 17% drop in traffic during the challenge.
- Five of the intersections showed a significant decrease in traffic.
- Pedestrian traffic increased 7.7% on average at signalized intersections during the challenge.

Phone Survey Results

- 31% of residents say the project has impacted their travel behavior.
- 25% of Parkallen residents surveyed indicated that they have increased their use of public transportation.
- 22% have traveled less.
- 32% started to make more ecofriendly transportation choices.
- 42% consciously planned their trips more efficiently.
- The kilometers driven on the phone survey collection day dropped from 35.54 km to 25.90 km (-27%).

Community Comments

Some comments from citizens involved in the project via surveys and comment wall:

“We walked more and my husband and children biked more than they generally would have done. It has made us more mindful of how we get around in our community and more aware of, and impressed by, the number of

others using cleaner modes of transportation, i.e. walking, biking and bussing. It has also made us more aware of what is available right in our own community....grocery stores, dentists, restaurants, etc., and that it isn't always necessary to jump in our car to 'get things done'."

"It was fun! It brought the community together and helped us to identify common interests and philosophies; It was structured in a way that provided a challenge to everyone. It was inclusive and not judgmental."

"We have really changed our transportation methods. We view the month as a tremendous success and thank you for your involvement."

"The Localmotion project has moved mountains in my family."

The Project Budget

The LocalMotion project was funded by a \$219,919 matching grant from Transport Canada's ecoMOBILITY grant program. The City of Edmonton was able to use cash, staff hours, and in-kind departmental contributions as matching dollars for an overall project cost of \$439,838. Total program costs including cash and in-kind as per the grant were:

- 1.) Establishing the Project: \$1,865
- 2.) Communication & Outreach: \$94,245
- 3.) Measurement & Monitoring: \$30,301
- 4.) Project Coordination: \$233,151
- 5.) Documentation (Video): \$80,277

The Project Legacy

The City of Edmonton has been working to take the learnings of the demonstration project in Parkallen and continue aspects of the project on an ongoing basis with the existing resources we have. Main components that are continuing include:

Bicycle Try-It Library

- Piloted in Parkallen, we now have a program that can go out to community events and promote eco-mobility in a "hands-on" way, including:
 - a selection of unique bicycles and other wheeled devices for the young and old to try out.
 - a bus bike rack for people to try out in a safe and fun environment
 - all the program components to keep everything safe and organized.
 - print materials and resources to promote eco-mobility.



LocalMotion Civic/Community Events

The Community Events were a highlight of the LocalMotion project, so we are continuing them in our efforts to promote eco-mobility in Edmonton through an annual car-free event downtown and other community events.



Community Challenge

We are still working on developing a “LocalMotion Light” community challenge where we can engage citizens in their local communities to drive less, utilizing the materials and learnings from the LocalMotion Project in Parkallen.

Project Summary

The LocalMotion project in the community of Parkallen was a successful demonstration that if a municipality brings together resources and experience from a number of professions and engages a community to help define and carry out this type of community-based social marketing project, then behaviours of residents can be positively influenced.



Parkallen - Show us what ecoMobility looks like to you!

Join us on:

Feb 10 - Local Motion Information Night

Feb 17 - Creating a Vision for Local Motion in Parkallen

Appendices

Useful Web Links

- Local Motion Project Site: www.edmonton.ca/localmotion
- Parkallen Community League: www.parkallen.ca
- Global Alliance for EcoMobility: www.ecomobility.org
- ICLEI: www.iclei.org
- Transport Canada: www.tc.gc.ca/programs/Environment/ecomobility
- Transport Canada Guide to Community Based Social Marketing:
<http://www.tc.gc.ca/eng/programs/environment-urban-menu-eng-2054.htm>

Project Contacts

City of Edmonton

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Community Services Department.
Julie.Cournoyer@edmonton.ca
780-944-5548

Transport Canada

Lisa Goodlet – Program Officer, Urban Programs
Lisa.Goodlet@tc.gc.ca
613-949-1435

Rainbow Bridge Communications – Videographer

Barb Allard – Executive Producer
Barb@rbcc.ca
www.rbcc.ca

Community Challenge / Km Log

A Global Initiative

Edmonton has been chosen to host the 2009 ICLEI World Congress - a conference on advancing local environmental initiatives. The worldwide movement towards eco-mobility is growing, and Parkallen is a part of it!

Parkallen has the honour of being chosen to showcase the LocalMotion Project; a demonstration project promoting eco-friendly modes of transportation: walking, cycling, wheeling, public transit and carpooling.

The CO₂ Facts

An individual driving 1000 km per month creates an average of 294 kg of CO₂. The build-up of CO₂ and other gasses in our atmosphere is leading to significant climate changes.

On average, a community the size of Parkallen (1200 households) produces approximately 353 tonnes of CO₂ / month through vehicle use alone.

Our LocalMotion project goal:

Reduce single passenger vehicle use by walking, cycling, taking transit or carpooling whenever possible throughout June.

If each household in Parkallen reduces their vehicle use by only 100 km during the month of June, our small community will have reduced our CO₂ output by 35 tonnes.



Parkallen, let's show how your local changes can add up.

Parkallen LocalMotion Launch Party!

Join us for some fun and celebration!

Sunday, May 31st
12 p.m. – 4 p.m.
Opening remarks @ 1 p.m.

Ellingson Park in Parkallen
65th Ave & 111 St.

Eco-ARTS activities!
LocalMotion Kids Area
Free draws and giveaways
Free cake (for the first 100@ 1:30 pm)
Try It! – Test ride some of the "wheels" in the LocalMotion eco-mobility library
Information Fair on eco-mobility options

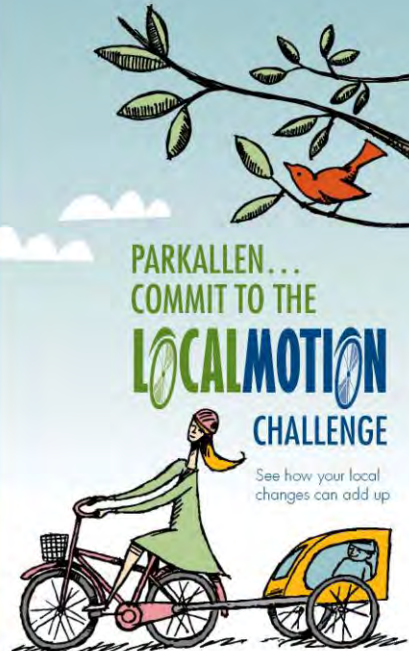
Local Motion Highlights

Events calendar available on edmonton.ca/localmotion or parkallen.ca

- Try It! - Cool & Crazy bikes to test & try!
- Walking Wednesdays
- EcoKids @ the park
- Saturday morning market bike convoy
- "On-the-spot!" random prize giveaways for being eco-mobile
- Parkallen community walking and modes map
- New neighbourhood bike racks, and marked bike route
- Workshops throughout May & June
- Carpool.ca information



Printed on 100% post-consumer recycled paper.



STEP 1 Pre-register For The LocalMotion Challenge

The first 300 households to register will receive a deluxe LocalMotion tool kit, with plenty of tools, including your choice of a pedometer, bike odometer, or water powered calculator to track your LocalMotion. Kits will be available for pickup at the LocalMotion Launch event on May 31, 2009. Limit 1 per household.

E-mail: localmotion@edmonton.ca
Phone: 780 442-0988

You must pre-register to receive your free LocalMotion Tool Kit

STEP 2 Log Your Kilometres (km)

Use the km log (opposite) to record the combined amount of kilometres your vehicles travel between May 18th and May 31st. If you own more than 1 vehicle, please calculate the total kilometres driven in all vehicles and then enter total km driven in the appropriate square.

STEP 3 Attend The LocalMotion Launch Event

Walk or cycle your completed May log to the LocalMotion launch event at the Parkallen community hall between 12 p.m. - 4 p.m., May 31, 2009. Bring the family. There will be entertainment, food, prizes and displays. For more information on the launch event see the back of your log.

You must bring your completed May log to receive your kit.

STEP 4 See How Your Local Changes Add Up

Use the tools you receive at the launch and your imagination, to reduce your vehicle use during the month of June. Meet your neighbours, carpool, share tasks and have fun working towards your LocalMotion goals.

First Week of July: Detach the page showing your household carbon reduction and drop it at the Parkallen Hall mailbox by July 7th.

Win bikes, bus passes, and other great prizes for your efforts to make Parkallen a more eco-mobile community. Prize winners will be announced in July.

Kilometres Log

May km driven

Date	Odometer Reading	km
May 18		Km driven May 18 to May 31 ↓
May 31		
		X2

Since you are only recording 2 weeks in May, kilometres must be multiplied by 2 to estimate total km for the month.

June km driven

Date	Odometer Reading	km
June 1		Total km driven in June ↓
June 30		

If you use more than 1 vehicle, please calculate the total kilometres driven by each vehicle and enter the totals. Enter totals for the appropriate time periods of May 18-31st and June 1-30th.

Enter the difference in Kilometres between May and June

Calculate your CO₂ reduction

To calculate your CO₂ reduction, multiply the # of km you entered in the RED box by .294 to approximate your reduction for the month.

My total CO₂ reduction in kilograms

please print name

street address & postal code



PICK UP YOUR FREE LOCALMOTION TOOL KIT AT THE PARKALLEN COMMUNITY HALL BETWEEN 12-4P.M. MAY 31, 2009

Community Events Calendar



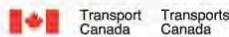
JUNE 2009 CALENDAR – (updated June 1st)

In partnership with Parkallen Community League

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 Local Motion Launch Party 12 - 4 p.m. Parkallen: 65th Ave & 111 St.	1	2 Beginner Bike Tuner 6-9 pm "Racing" Bike Salon – Café Night in Parkallen 7 – 9 pm	3 7 am Commuter Challenge Race www.bikeology.ca 8:45 am Local Motion Walk! To Lendrum Eco-Kids @ the park 5:30 – 8:30	4 Eco-Kids @ the park 2:30 – 8:30 pm Try It! Bikes @ the rink shack 6 - 8 pm & free safety checks Street Time on 111 St.	5	6 Bike Convoy to the Strathcona market 9 – 11 am Try It! Bikes @ the rink shack 12 – 2 pm
7	8	9 "Fashion" Bike Salon – Café Night in Parkallen 7 – 9 pm	10 8:45 am Local Motion Walk! To Whyte Ave Eco-Kids @ the park 5:30 – 8:30 pm	11 Eco-Kids @ the park 2:30 – 8:30 pm Try It! Bikes @ the rink shack 6 - 8 pm & free safety checks Street Time on 111 St.	12	13 Bike Convoy to the Strathcona market 9 – 11 am Try It! Bikes @ the rink shack 12 – 2 pm
14 Bike Ride/Tour from Parkallen to Louise McKinney Park for That's Edmonton for You concert. Meet at the rink shack at 11 a.m. For more concert details: www.thatsedmontonforyou.com	15	16 Mobile Workshop for ICLEI Congress	17 8:45 am Local Motion Walk! To Southgate Eco-Kids @ the park 5:30 – 8:30	18 Eco-Kids @ the park 2:30 – 8:30 pm Try It! Bikes @ the rink shack 6 - 8 pm Street Time on 111 St.	19	20 Bike Convoy to the 104 th Street market 9 – 11 am Try It! Bikes @ the rink shack 12 – 2 pm
21	22	23 "Winter Biking" Bike Salon – Café Night in Parkallen 7 – 9 pm	24 8:45 am Local Motion walk! To Whyte Ave	25 Local Motion Block Party 5 - 8 pm - Parkallen 65th Ave & 111 St.	26	27



www.edmonton.ca/localmotion



Community Activities

Beginner Bike Tuner – Tuesday June 2, 2009

Learn how to tune-up your bicycle from a professional. Randy Murchison, former owner of Velocity Cycle and a mechanic for the City of Edmonton River Valley Programs, will teach you how to change a flat tire, adjust your brakes and tune your gears. Bring your bike from home and wear clothes that you can get dirty in. Basic tools will be provided.

Try It! – Thursdays & Saturdays

We invite you to come join us as we explore the different types of bicycles available on the market! During this session you will have the opportunity to increase your knowledge and experiment with different types of „wheels’ as well as sign up to borrow your favourite. (Borrowing available to registered participants of the LocalMotion Challenge only.) There will also be a chance to complete a safety check on your bicycle with a professional mechanic. This event is being offered to the adult residents of Parkallen.

Local Motion Walk! – Wednesday Mornings

Tired of the same old trails? Want to try something new? We encourage you to come join us to share your favourite route or destination and to help us discover enchanting walking trails in Parkallen! Meet at the Parkallen rink shack.

Eco-Kids In the Park

Are you interested in learning how to use your recyclables to make something super cool? Join us in the park to make some awesome crafts, play games and have lots of fun!

Street Time – Thursdays and Saturdays

Who wants to have some fun on the streets? Meet us on 111th Street to play some good ol’ fashioned games including road hockey, soccer, hop scotch, skip rope and more!

Bike Convoy- Saturday Mornings

Need to pick up a few things from the Market? Or just want to look around? Become part of the bicycle convoy and take the journey to the Strathcona Farmers Market with us. All ages welcome!!

Bike Ride to Louise McKinney Park – June 14th – meet at the Parkallen rink shack at 11:00 A.M.

Join our bike tour leader as we ride from Parkallen to Louise McKinney Park to listen to an outdoor concert and the world premiere of “That’s Edmonton For You”, a locally commissioned piece which includes some audience participation and bike bells! This concert in the park includes a host of local musicians coming together to collaborate and perform. An event not to be missed! Concert details available at: www.thatsedmontonforyou.com

Challenge Fridge Magnet



TAKE THE LOCALMOTION CHALLENGE

OBJECT:
To reach the end of the month with with the no points.

PLAY:
Eliminate at least one trip per day in your vehicle. Deduct or add the # of points listed for each eco-mobility form you choose.

Use the attached pen to enter the new score for the day. Use the to-do list to make a list of tasks you can accomplish by bike, foot, bus, car-pooling or trip-chaining.



Begin with 3000 carbon points. Deduct 100 points for walking or cycling to the launch. →

~~3000~~
2900

WALK	DAY 1	DAY 2	TRANSIT	DAY 3	DAY 4	DAY 5	TRIPCHAIN	DAY 6	DAY 7
	DAY 8								
	DAY 9								CARPOOL
	DAY 10								
	DAY 11								
	DAY 12								CYCLE
	DAY 13								
	DAY 14								
	DAY 15								
	DAY 16								WALK
	DAY 17								
	DAY 18								
	DAY 19								
	DAY 20								
	DAY 21								
	DAY 22								
	DAY 23								
	DAY 24								
	DAY 25								
	DAY 26								
	DAY 27								
	DAY 28								
	DAY 29								
	DAY 30								

TO - DO LIST
Do I need to drive today?

Local Change Adds Up

The Race To Zero Game was created by Avatar Brand Management Inc. 2009. All rights reserved.

“How to Use Your Local Motion Tools” Brochure

Important Numbers & Resources

LocalMotion Project **Parkallen Community League**
www.edmonton.ca/localmotion 111 04 - 65 Avenue
www.parkallen.org

Walkable Edmonton **Cycle Edmonton**
www.edmonton.ca/walkable www.edmonton.ca/cycling

Carpooling **Transport Canada**
www.carpooling.ca www.tc.gc.ca/ecomobility


Global Alliance for EcoMobility
www.ecomobility.org

ETS Trip Planning (Transit & LRT) Plan your trip online:
ETS website: www.takeETS.com
On Google: www.google.com/maps

Call 311: The City of Edmonton's 311 agents will help you plan your trip over the phone.
Call Buslink: (780) 496-1600 - Transit information available 24/7 by touch tone or cell phone.


Seed paper planting instructions:
 Your handmade tag is embedded with a handful of annual and perennial wildflower seeds. For best results, plant inside or out, early Spring or late Fall. Thoroughly soak the handmade paper in water prior to planting. Tear it up and spread it out in the ground, or a pot, under a thin layer of soil out of direct sunlight. Water gently and regularly, keeping the seed paper moist until the seedlings are well established. Germination time is 1-3 weeks. If you decide not to plant your tag avoid composting, as seeds may germinate inside your compost.


Seed varieties:
 Catchfly • silene armeria
 English Daisy • bellis Perennis
 Sweet Alyssum • lobularia maritima
 Spurred Snapdragon • linaria maroccana
 Corn Poppy • papaver rhoeas
 Black Eyed Susan • rutbeckia hirta




The LOCALMOTION Challenge

How To Use Your LOCALMOTION Tools





Printed on 100% post-consumer recycled paper







Walk it! (*Parkallen Field Guide*)

Use the *Parkallen Field Guide* to discover your neighbourhood. Enjoy a healthy walk with your family and discover the beauty of Parkallen. The *Parkallen Field Guide* will be available mid-June. Also enclosed is your *Eco-Mobile Discount Card* which can be redeemed at participating local businesses, providing you arrive using an eco-mobile form of transportation.

Cycle it! (*Cycle Edmonton*)

Use the *Edmonton Cycle Map* and the *Bikes On ETS* brochure to discover our city's amazing cycle network. Bicycles will be available to try or borrow at the Parkallen Community League rink shack from 6 - 8 pm every Thursday, or on Saturdays from 12-2 pm. Free bicycle safety checks will also be available at this time.

ETS it! (*ETS courtesy pass for June*)

Your transit tools include a free ETS courtesy pass entitling the card holder to unlimited free transit on regular ETS services for the month of June, the ETS Spring/Summer Ride Guide (system information and maps), and the *Bikes on Buses* brochure. Go to www.takeETS.com for current route schedules and on-line trip planning tools. Check the back page of this guide for additional information to help you with trip planning on ETS.

Carpool it! (*Carpool.ca*)

Two drivers sharing car trips reduce their individual carbon footprint by 50%. Three people reduce their carbon footprint by 66%, and so on. Use the carpool.ca resource to meet others who want to carpool and do their part for the environment.

Tripchain it! (*One Simple Act Tips*)

Plan your tasks and try to make one or two trips in your vehicle per week instead of one per day. To find out more about tripchaining visit www.onesimpleact.alberta.ca/solutions.html. Choose *Greening Your Driving*.

Don't forget to fill out your log!

Don't forget to fill in your June vehicle log to show how your local changes add up. Help create a legacy that will inspire other communities and be proud that it all started here in the small but vibrant community of Parkallen.