



## Putting the Pedestrian Agenda Up Front

CARSP 2017 - #touspiétons

<http://pietons.quebec/>  
**@PiétonsQuébec**

Véronique Fournier, V.-P., Board member, Piétons Québec  
Executive director, Montreal Urban Ecology Center



Creation of  
relevant  
knowledge

Social  
movement

Political  
involvement



- Is a national public interest organization representing the interests of pedestrians and promoting walking as a mode of transportation.
- Works to improve pedestrian laws, standards and practices and to promote walking as a mode of travel.
- Created in 2016, non-profit, volunteers driven, committed leaders, and motivated by an appetite for change !

**The  
Challenge?**

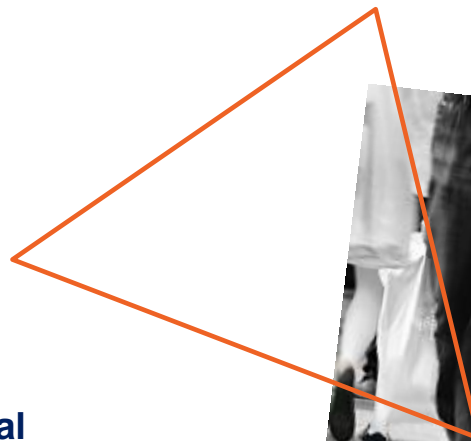
**to change the paradigm in favor  
of active transportation and pedestrians  
- to build a true pedestrian culture in  
Quebec**





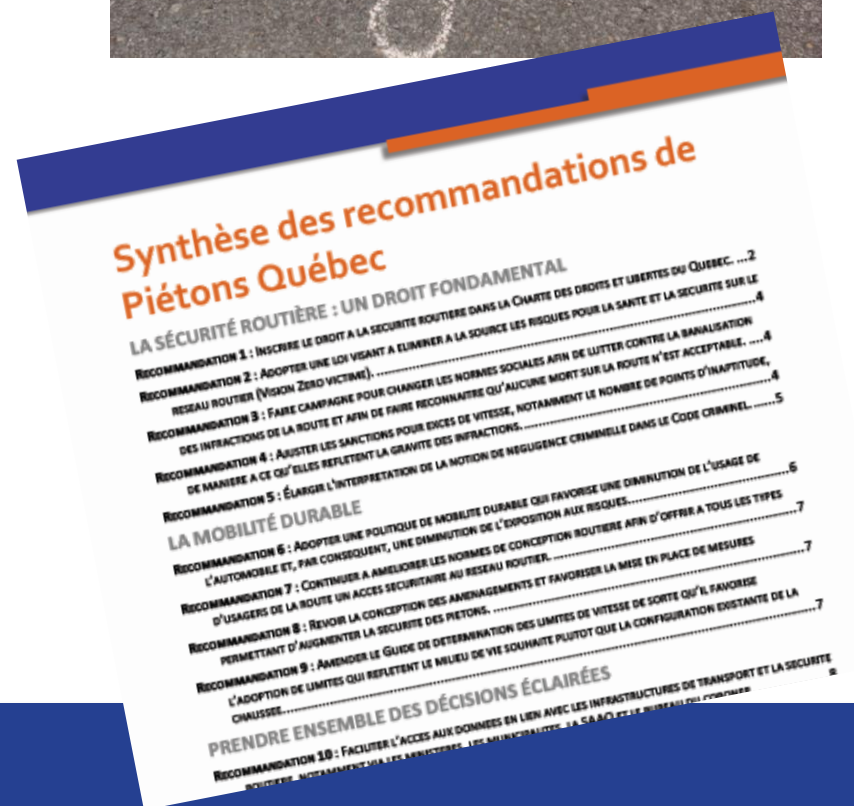
## Activating social movement

- **Starting a movement - National Social Campaign - Tous piétons:**
  - 2016, 2017 and 2018
  - 2 levels -Quebec wide- promotion and awareness and regional activities
  - Medias and communications
  - Free and life-long membership
- **Activate citizens involvement and scaling-it:**
  - Citizen's feed: *Piétons engagés* facebook
  - Social medias- #touspiétons
- **Feeding medias and public dialogue**
  - Shared spokespersons
  - Medias feed
  - Easy access- Facts at glance



# Creation of relevant knowledge

- **Building knowledge products**
  - Policy briefs - Road safety, Municipal parking policies
  - Facts sheets— maintenance of pedestrian infrastructure in winter
  - Research partnership
- **Empowering citizens**
  - Toolkit for citizens to engage in public hearings – road safety
  - Website
  - Shared tools from National Campaign (ex: safety walk grid)
- **Public events and network**
  - Conference
  - First provincial Forum Tous piétons
  - Collaborative knowledge sharing



# Political involvement

- **Advocating for pedestrian representation**
  - Letters and meeting with elected officials
  - Committee and board – are pedestrians around the table?
  - Policies watch
  - Policy briefs
- **Public stance on pedestrians issues**
  - Media presence – ex: right turn on red light
  - Shedding lights on issues
  - Social media activation
- **Active communications**
  - Press releases - for best and worst actions
  - Social media – raising issues, sharing regional and local issues, connecting networks
  - Broadening the membership



Bureau du coronar  
Québec

RAPPORT D'INVESTIGATION DU C  
Loi sur la recherche des causes et des circonstances

IDENTITÉ			
SUITE À UN AVIS DU		2014 05 06	NUMÉRO DE L'AVIS A - 325092
Prénoms à la naissance Huguette		Nom à la naissance Bergeron	Date de naissance 1936
Sexe Féminin	Municipalité de résidence Montréal	Province Québec	Pays Canada
Prénoms de la mère N/D	Nom de la mère à la naissance N/D	Prénoms du père N/D	Nom du père N/D
DÉCÈS			
Lieu du décès Déterminé	Nom du lieu Hôpital général de Montréal	Municipalité du décès Montréal	
DATE DU DÉCÈS	Déterminée	2014 05 06	HEURE DU DÉCÈS Déterminée

LE DEVOIR  
LIBRE DE PENSER

La voix des piétons  
16 octobre 2015 | Pierre Vallée - Collaborateur | Montréal



Photo: Piéton Québec  
Les membres du CA de Piétons Québec (Félix Gravel, Véronique Fournier, Geneviève Guérin, John Husk, Louis Bernier-Héroux, Geneviève Rajotte Sauriol, Jean-François Bruneau, Jeanne Robit, Philippe Cousineau-Morin, Étienne Grandmont)



# Moving the Mountains for Pedestrians: One Step at the Time

**And sometimes means...losing a battle/ winning public opinion**

Piétons Québec has worked on knowledge dissemination and political involvement...

...where Citizens built a social momentum through social media and mobilisation



Ex. Trottoir/sidewalk Brébeuf  
<https://licensed.storyful.com/videos/114791>

Viral video: + 100 000 views in 10 days