

TECHNICAL APPENDIX F

Overview of Target Audiences

ELEMENTS VALUED	KEY MESSAGING CONCEPTS
MODES OF TRANSPORTATION	
TARGET AUDIENCE: CYCLISTS	
<ul style="list-style-type: none"> » Health benefits of cycling » Safety on-road and using trails » Pleasant and relaxing experience » Environment » Budget » Touring alternatives » Flexibility to choose 	<ul style="list-style-type: none"> » Bike safely, be aware of motorists and pedestrians and respect their right to share the road. » Be aware of the rules and regulations on how to cycle safely, and operate a bicycle like you would drive your car. » Biking to work, for recreation or to run errands has a positive impact on your health, the environment and your expenses. » Biking can be a group activity and can enhance social interaction and community building.
TARGET AUDIENCE: PEDESTRIAN	
<ul style="list-style-type: none"> » Safety while on roads, trails or pathways » Health benefits of walking » Pleasant and relaxing experience » Environmental impacts » Budget » Flexibility of choice 	<ul style="list-style-type: none"> » Walk safely, be aware of motorists and cyclists and respect their right to share the road. Know the laws and practices to walk safely. » Walking to work, for recreation or to run an errand can have a positive impact on your health, the environment and your expenses. » Walking can be a group activity and can enhance social interactions and community building.

ELEMENTS VALUED	KEY MESSAGING CONCEPTS
TARGET AUDIENCE: MOTORISTS	
<ul style="list-style-type: none"> » Safety while on the roads » Efficiency of trips from origin to destination » Budget 	<ul style="list-style-type: none"> » Drive safely, be aware of cyclists and respect their right to share the road. » Benefits are realized from streets that are safe for all modes of transportation. Everyone can get to where they want to go efficiently and safely. » Using an alternate mode such as walking or biking to do errands close to home / work occasionally can have a positive effect on your expenses, the environment and your health.
AGE GROUPS	
TARGET AUDIENCE: PARENTS	
<ul style="list-style-type: none"> » Safety of children » Spending family time together » Budgets » Flexibility with transportation choices for family 	<ul style="list-style-type: none"> » Be a role model for your family members by demonstrating safe practices to your children. While driving, be respectful of those walking and cycling. » Walking and cycling are fun ways to accomplish daily errands, spend time together, encourage a healthy lifestyle, and have a positive impact on your daily expenses and environment. » Get involved, encouraging safe walking / cycling options at schools, workplaces and in the community.
AGE GROUPS	
TARGET AUDIENCE: YOUNG ADULTS (GRADE 6-12)	
<ul style="list-style-type: none"> » Freedom / independence » Fun » Spending time with friends » Health benefits » Promotes a "green" environment 	<ul style="list-style-type: none"> » Be safe while walking and cycling. Ride predictably, ride as often as possible with a helmet and respect motorists. » Walking and cycling are fun ways to spend time with friends and to get your daily level of activity. » Walking and cycling are good lifestyle habits that you will carry with you for the rest of your life » Get your parents back on their bikes / walking » Always walk and bike with a friend

ELEMENTS VALUED	KEY MESSAGING CONCEPTS
TARGET AUDIENCE: CHILDREN (GRADE K – 5)	
<ul style="list-style-type: none"> » Spending time with friends / family » Fun » Accomplishing something on their own » Health benefits » Promotes a “green” environment 	<ul style="list-style-type: none"> » Be safe while walking and cycling. Always ride with a helmet and watch for cars and pedestrians while riding. Always use a crosswalk when crossing at intersections. Stop, look and listen. » Never walk or cycle alone. It is good to walking and cycle with a group or friend. » Being “self-powered” helps to keep you healthy and is good for the environment.
TARGET AUDIENCE: SENIORS	
<ul style="list-style-type: none"> » Reliability » Safety » Maintain independence » Budget 	<ul style="list-style-type: none"> » Be safe while walking and cycling, respect motorists and their right to share the road. » Walking and cycling are enjoyable options for daily errands, connecting to other transportation options and exercise. » Walking and cycling are fun, safe, environmentally and budget friendly activities to help you maintain your health and independence as you age.
TYPE OF TRIP	
TARGET AUDIENCE: COMMUTERS	
<ul style="list-style-type: none"> » Reliability » Safety » Maintain independence » Pleasant and relaxing » Budget / cost savings 	<ul style="list-style-type: none"> » Walking and cycling is safe, enjoyable and may be convenient options for getting to and from work. » Walking and cycling to work has a positive impact on your daily expenses, your health and the environment. » Walking and cycling with co-workers help enhance moral and social interaction

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ELEMENTS VALUED	KEY MESSAGING CONCEPTS
TARGET AUDIENCE: VISITORS	
<ul style="list-style-type: none"> » Convenience » Recreational opportunities » Safety » Pleasant and relaxing 	<ul style="list-style-type: none"> » Bronte Creek Provincial Park, local parks and existing trails are great routes to walk or cycle on » Walking and cycling allows visitors to enjoy urban downtowns and organized events within these areas from a unique perspective and eliminates the need for parking. » Knowing the rules and regulations of the road as well as safe use of trails as established by the Province, Region and Town help to make the walking and cycling experience more enjoyable.