

# Pathways Newsletter



The Pathways for People newsletter is published three times a year and shares trail stories and updates, events and local news on infrastructure work happening across Norfolk County

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## In other news...



Congratulations! to Pathways member Ingrid Zyma-Irvin on her retirement from the Community Services Division, Norfolk County on May 29th!



Norfolk County Receives Bicycle Friendly Community Designation  
[Click here for more details](#)

## Upcoming Events

June 8

2nd Annual Squeaky Wheel  
Community Bike Fair

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# Pathways Newsletter

## MICHELE CROWLEY- ADVOCATE, FRIEND, USER OF TRAILS

Submitted by Rob Luke

Pathways for People, Turkey Point Mountain Bike Club

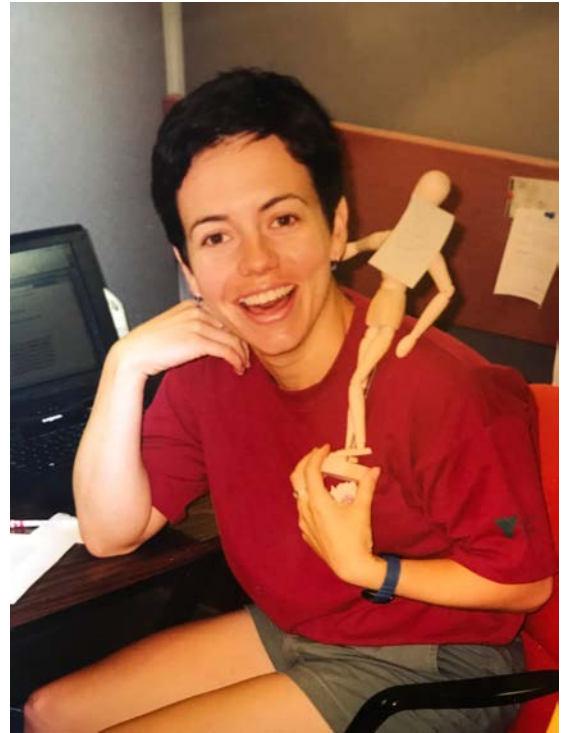
Michele Crowley was born and raised in Red Bank, New Brunswick on the Miramichi River. There, the river ceases being a salt-water tidal estuary and splits into two branches of fresh water with world class Salmon fishing. The Metepengiac of the Mi'kmacnation have occupied the area for around 3000 years and the site is an archeologically important Historic National Park.

After finishing high school in 1991, Michele did a Physical Education major at UNB in Fredericton which included, according to Michele, earning a degree in each and every sport. Upon graduation, she proceeded to Dalhousie University where she earned a Bachelor of Science degree in Health Education in 1998 with many friends who shared her passion for life and health. For the next three years she worked at the YMCA in Halifax while she and her many friends immensely enjoyed all the delights of a young person in a vibrant city where dancing in pubs is almost mandatory! Michele loved music and she loved to dance.

In 2000, Michele and her best friend Amanda came across job postings for Health Promoters in a faraway place called Norfolk County. The pay was a lot better than \$7:00/hr, and after phone job interviews and positions secured, they boarded a plane to Ontario, so they could start their careers. Michele had to look up Norfolk County's location, but Amanda had an inkling of where it was as she spent her high school years in nearby Kitchener. The YWCA took Michele out for a wild goodbye night on the town in Halifax which included lots of East Coast music, dancing and a few pints. While her friends from the Y were sad to see her go; they were encouraged that she would be sharing her enthusiasm for healthy living with others and a bit jealous that a county in far off Ontario was getting such a gem of a person.

Even their friends who lived in Ontario already were amused by the idea that she and Amanda were working to prevent the use of tobacco and promoting physical activity in a county most famous for growing, processing and marketing tobacco. They promptly dubbed Michele and Amanda 'the Tobacco Twins', a title that Michele wore with pride as she made Norfolk County both a place where she worked and called her home.

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Michele circa 2000—starting her job as Health Promoter

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Michele was employed as a health promoter at HNHU for 19 years and she enjoyed working with and for the people of Norfolk County. In 2007, the Provincial Government sponsored an initiative called 'Walkable Communities' that brought together trail groups, Government agencies and concerned citizens with the idea of promoting and enhancing Active Transportation for Norfolk County. Hence, 'Norfolk Pathways for People' was born and Michele was our coordinator and facilitator. I attended as President of the Lynn Valley Trail Association and this is how we first met and fast became friends that included cycling and hiking tours of Norfolk County.

We started dating in 2011, but we did not reveal our relationship to 'Pathways' committee members for years, as we sat around the table at meetings. We do not know if we fooled them, or how soon they were onto us. We never asked and they never said. We were wed in 2018 and we loved each other dearly. Together, we loved to travel and explore which meant traversing as many trails and beaches as possible by car, kayak, foot and definitely by bicycle. Michele will be missed by her friends, family, professional colleagues and the entire community as she was a person who made a difference in all who came in contact with her. Michele Crowley – Advocate, friend and user of trails :)

## Donate

to the Lynn Valley Trail Association in memory of Michele.

Funds will be used to assist in the cost of a bench and/or plaque in memory of our dear friend.

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## MICHELE AND THE WATERFORD HERITAGE TRAIL

Submitted by Frank Woodcock  
Pathways for People, Waterford Heritage Trail

I had the pleasure of working with Michele for a decade wearing my hat as the WHT representative on P4P. As a HNHU employee and as a person she was devoted to building a healthy, active, outdoor community in Norfolk. Michele supported trails, walking groups, outdoor events, anything to get people active and in fresh air.

I personally feel her crowning achievement was to bring the designation of "Bike Friendly Community", sponsored by the Share The Road Coalition, to Norfolk County. This may not seem like such a big deal until it is understood how few rural communities in the Province have achieved this designation.

Michele was a member of the WHT and I remember her pitching in at one of our spring clean-up sessions. She loved the Black Bridge so much she asked our permission to have her wedding ceremony take place there. The changing nature of our trail system, especially the Shadow Lake area, appealed to Michele as a progressive, move-ahead type of person.

I know I will miss her both as a colleague and a friend and will think of her on each forward step the WHT takes toward a more active, healthy community.

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## HAPPY TRAILS TO YOU

Submitted by Frank Woodcock on behalf of Pathways for People

A good friend of Norfolk's walking and cycling community, Michele Crowley is now blazing trails further afield.

Since Pathways for People's inception 11 years ago, Michele Crowley has been the HNHU health promoter who pumped lifeblood through the veins of P4P. We are a diverse community group who represent varied interests and Michele was central to weaving us together into a force advocating for more and better pathways.

Michele will be fondly remembered by Norfolk's walking and cycling communities. Among her many accolades she brought enthusiasm and motivation to all issues. She networked with a wide range of peers and colleagues within Norfolk County's administration and staff. She, along with her dog Normandale and husband Rob, took pleasure in walking and riding the Norfolk pathways she helped to enhance.

Michele's perseverance is encapsulated in P4P's resume within which include a rare rural "Bike Friendly" designation for Norfolk County; the "Active Transportation Master Plan", which outlines the future of our walking trails and cycling routes; "Share the Road" signage; a P4P bike safety initiative

appropriately called "Squeaky Wheels"; P4P's "Advocacy Toolkit" designed to assist individuals and groups interacting with governing bodies; bike racks throughout the County and "Open Door" events that saw Simcoe and Port Dover shut down streets to welcome pedestrians.



Michele will be fondly remembered by the biking and walking communities and she would be the first to wish...

"Happy Trails to You".

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## REMEMBERING MICHELE CROWLEY- A COMMUNITY HEALTH ADVOCATE

Submitted by Michelle Lyne on behalf of the Community Health Team,  
Haldimand-Norfolk Health Unit

Michele Crowley, a Health Promoter of 19 years with Norfolk County, has had a profound impact on the health and wellbeing of local residents. Her passing on February 25, 2019, after a courageous battle with cancer, has left her teammates motivated to continue on and honour all of her passionate efforts.

Michele has had many career successes, including the development of a rural advocacy toolkit, working with schools on safe and active transportation planning, the development and implementation of a municipal active transportation strategy, and most recently leading Norfolk County to receiving a Bicycle Friendly Award. Most notable was her natural ability to connect with others, professionally and personally, to work collaboratively across departments, divisions and with community volunteers.

Teammates fondly remember and describe Michele as a vibrant, fun, colourful, 'tell-it-how-it-is', hilarious, warm, welcoming person. She was authentic, honest, and real in her interactions. Michele was a selfless woman who loved children, her dog Norm, and was overjoyed with marrying the love of her life. She always had a big smile on her face, fearlessly led trail walks (in any weather), and had the best sense of humour with a contagious laugh.

Michele lived life to the fullest, and left Norfolk County a healthier place. She was loved and will be greatly missed.

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## MICHELE CROWLEY-SAFETY AND RESPECT ON THE ROADS AND TRAILS

Submitted by Dave Challen-Pathways for People, LVTA and Diane Luke-LVTA  
on behalf of the Lynn Valley Trail Association

Whenever I drive along the roadways of Norfolk County I see the "Share the Road" signs and I think of Michele Crowley.

Michele was the long standing Health Promoter with the Haldimand and Norfolk Health Unit. She worked tirelessly to ensure that the County was fully aware of the message of safety and courtesy for all, on our roadways. The lime green reflective "Share the Road" armbands are another feature of the safety campaign that Michele actively advocated.

More recently the highway traffic acts in Ontario were upgraded to add a measure of safety for cyclist and pedestrians alike on the roadways. This legislation established the one meter rule for motorists passing cyclists. Provincial policy on the development of cycling infrastructure includes: the installation of bike lanes, sharrows and paved shoulders on busy roadways to ensure safety. These new laws and policies firmly establish the safety features that Michele sought.

Promoting Active Transportation was an underlying theme of Michele's work. Active Transportation includes walking, running and any form of human powered movement.

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For cyclists she strongly encouraged the Norfolk community to install bike racks on public and private property. Public funds were allocated to purchase bike racks for County property whenever this was possible. This provided a convenient resource and a welcoming addition for cyclists engaged in active transportation. For pedestrians, the development of sidewalks and related policy was a priority for Michele.

As a team player, Michele worked effectively and respectfully with staff and management colleagues of Norfolk County in day to day and in strategic planning processes. This helped to ensure the responsible use of staff and fiscal resources in promoting Active Transportation. A few years ago Michele developed two fact sheets that outlined the Economic Benefits of Active Transportation and the enhancement to Tourism in the County of the promotion of trails and cycling routes.

Throughout her career in Norfolk County as a Health Promoter, Michele was consistently viewed as a positive force in achieving mutual goals. While she maintained that she was not political, she nevertheless achieved publicly supported goals and policies that make our community healthier and happier. She did so through collaborative and respectful processes that she and we can all be proud of.



A memorial walk will be held on  
September 29th, 2019  
More details to come

# Pathways Newsletter

## Upcoming Events



**2019 SQUEAKY WHEEL COMMUNITY BIKE FAIR**  
Featuring **Helmets for Kids & Adults Event**

**SATURDAY, JUNE 8, 2019 1-4 PM**

Dust off your bike and meet us at...  
**Simcoe Lions Park - 75 Davis St. East**  
Family friendly event. All are welcome.

**Activities for the day include:**  
A free helmet giveaway, a bike rodeo, guided trail ride and more!

\*All riders must wear helmets. Children must be accompanied by an adult.

For more information, visit:  
[www.norfolkpathways.ca](http://www.norfolkpathways.ca)

**Brought to you by:**  
Bechmann Law, The Personal Injury Group, Haldimand-Norfolk Health Unit, Pathways for People, Red Apple Rides, Church Out Serving, Lynn Valley Trail Association, Community Services Division, Ontario's South Coast Bicycles and Tours Inc., and the Turkey Point Mountain Bike Club.



### DISCOVER NORFOLK WALKING GROUPS

Submitted by Ingrid Zyma-Irvin  
Pathways for People, Community Services Division

Discover Norfolk Walks are held each Thursday evening 6:30-7:30 pm. A great way to discover points of interest in Norfolk County. This is a friendly, informal recreational group of walkers of all levels. Walks are throughout Norfolk County, rain or shine. For walking locations, please contact the Community Services Division at 519-426-8866 ext 2233.

### Past Events

#### SPRING INTO DELHI

On May 26th, P4P partnered with the Delhi Tobacco Museum & Heritage Centre for a walk through historic Delhi and a tour of the museum's exhibits. It was a beautiful day for a stroll!