



Figure 5. 10-13 students walked 2.5 km to Gibsons Elementary over a 3-week period in spring 2022. Parents and children were very enthusiastic about activity

HandsUP Surveys – All Elementary Schools

School staff at all Elementary Schools were provided with tracking sheets to enable quick morning hands up surveys to help measure active travel participation and dominant mode choices.

Social Media Posts and School Signage

Several parents from different schools have indicated their support of the efforts, and their enthusiasm for the quality and visual information in the Active Travel Maps: the signage, the prizes and attention on Active Travel's many benefits for students. The family survey highlighted that school newsletters and direct information from their kids were key information sources for parents about the campaign. A targeted social media is largely prepared and may reach parents to consider Drive-to-5, walking or biking as good options for the Fall months.





Liked by keighanleslie

sd46sc For Go Active Travel this May-June, try a walk or roll one day this week. Pick your route the night before with your Active... more

May 29



Liked by keighanleslie

sd46sc For Go Active Travel this May-June, try a walk or roll one day this week. Pick your route the night before with your Active Travel map (<https://bit.ly/sd46active>) and get up and start 15-20 minutes early. #GoActive

May 29



Liked by alyssa_g35 and others

sd46sc Parent volunteer, Vivian, said her kids were really excited to drive and park a distance from school and walk to Gibsons... more



Liked by suesurgeon and others

sd46sc A Bike Rodeo this week at Davis Bay Elementary got everyone in the ring, including Principal Ursula Hardwick and Principal-On-Call Barry Krangle riding tandem! #goactive

June 2



Liked by keighanleslie

sd46sc How was your Ride, Walk and Roll? Take the 5-minute Active Travel Survey - Win a \$100 Grocery gift card or one of several \$25 Coffee gift cards. Until Thursday evening! To complete the survey, visit <https://bit.ly/GOACTIVESURVEY>.

June 21



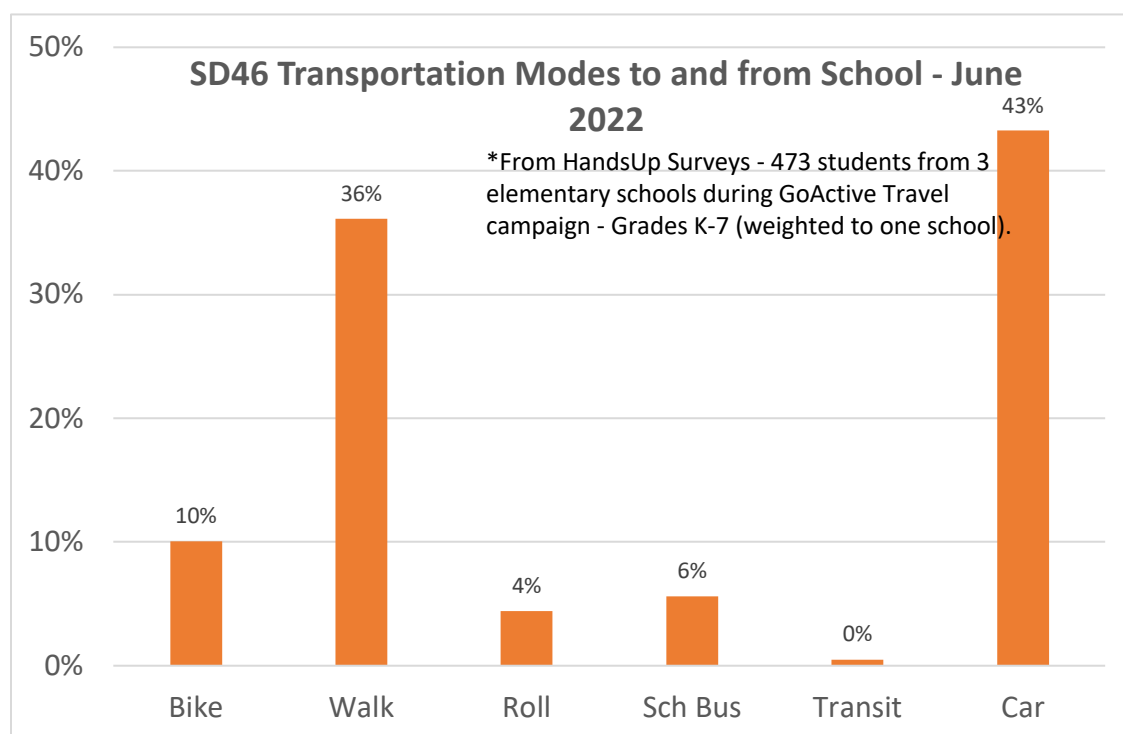
Liked by suesurgeon and others

sd46sc A Bike Rodeo this week at Davis Bay Elementary got everyone in the ring, including Principal Ursula Hardwick and Principal-On-Call Barry Krangle riding tandem! #goactive

June 2

Results

From HandsUP surveys in classrooms, student participation showed 50% of students travelled actively to and from school - walked (36%), biked (10%) or rolled 4%. Another 6% bussed and 43% travelled by vehicle. While the surveys smaller subset of the schools and are weighted to one school – they reflect walking as the main active travel form while biking varied by school. Gathering good data with more school survey participation will be key to accurately capture growing uptake for Fall 2022 and next Spring 2023. Research shows that 5 years or more of Active Travel promotion are necessary to shift participation levels. Anecdotally, at Cedargrove parents reported bike racks moving from a handful of spots taken up to over 30 bikes daily.

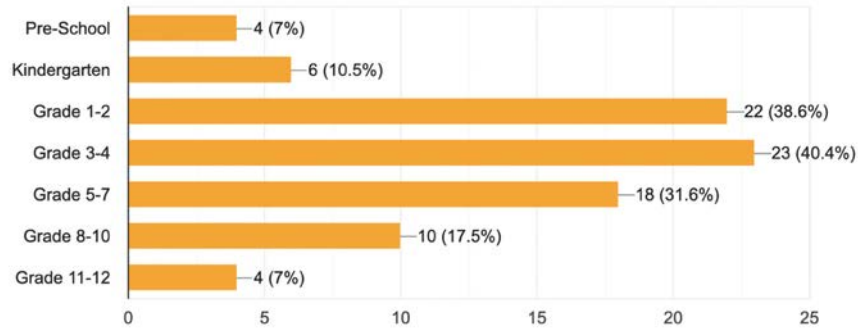


Family Survey Summary

57 family surveys were complete. While not large given SD46 population of **3,380** enrolled students in 14 schools-programs, the responses are evenly distributed across grades and schools – and provide some perspective from engaged parents on Active Travel. Since nearly all responding families participated in AT, absent are voices from those who were unaware, unable, or uninterested in participating. Another short family survey in Fall can help capture more perspectives and needs.

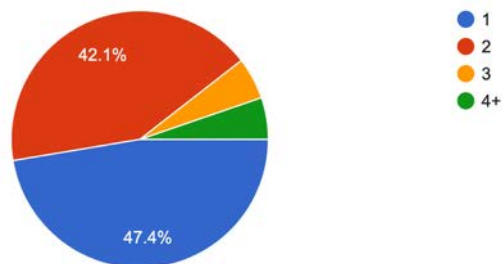
What Grades are your children in?

57 responses



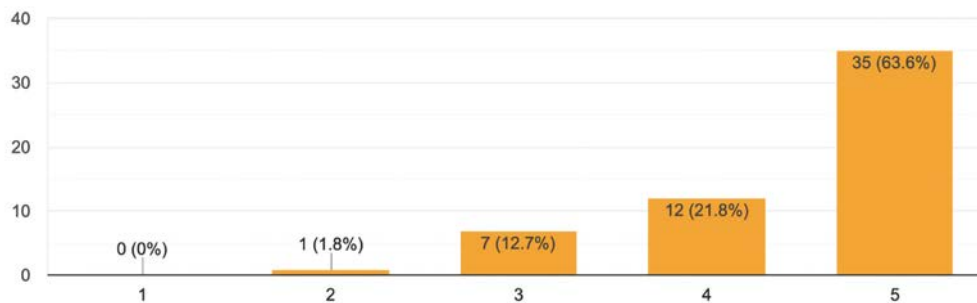
How many of your children attend school?

57 responses



Did your child(ren) enjoy participating?

55 responses



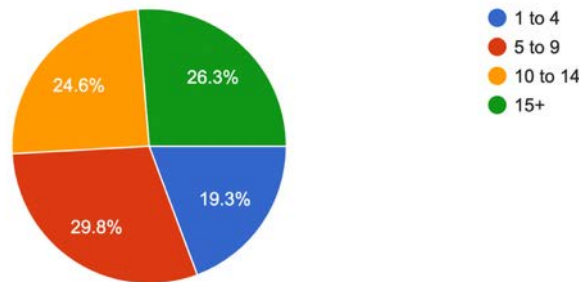
(1=Not at all, 5=Very much)

Of responding parents, most have 1 or 2 children in school, and over 85% highly enjoyed participating in the 2-week Active Travel campaign, with over half indicating they used active travel half or more of their trips during those 2 weeks. 4/5 of parents and/or their partners also participated with their children and enjoyed doing so. Parents most enjoyed the following in their own participation:

- Getting fresh air and exercise
- Having time to connect with their child(ren)
- Reducing environmental impacts from driving
- Avoiding traffic congestion at school, and
- Reducing the amount of their driving

How many active travel trips did your child(ren) make those 2 weeks? (count each WAY as a single trip i.e. if they walked to school and back home = 2 trips)

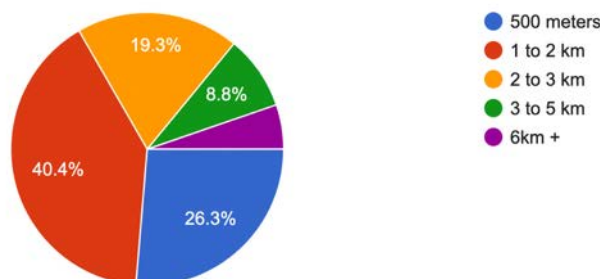
57 responses



80% of families walked once or more and 60% bicycled once or more. 33% bussed once or more (same as the combined % of E-Bikers and 'Drive to 5'¹). ¼ of children travelled 500 meters or less, with 40% travelling 1 to 2 km (66.3%), 20% travelling 2-3 km and 14% 3 km or more.

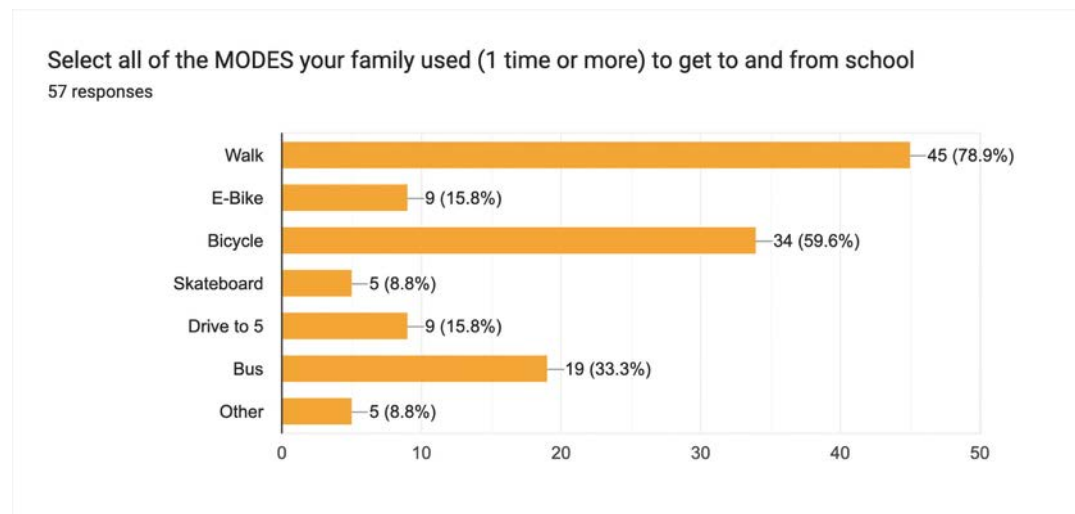
How far on average did your children travel for each trip?

57 responses



¹ Drive-to-5: Where parents/guardians drive their child to within a 5-minute walk of school, park and then walk together to school, after which parents return to their vehicle on foot and then carry on to work, home, or errands.

Half the respondents indicated they participated at the same level as previous years, with 39% saying they participated more than previous years. This was a significant increase from past!



Parents supported trips 85% of time with children travelled, 25% of Active Travel trips were with other family's children, 15% with grandparents, and 7% with friends or adult neighbors.

Parents were informed about the campaign primarily by School email or newsletter (79%) and their own children (63%). 85% are very much looking forward to Active Travel in the 2022-2023 school year.

Active Travel Maps - Family Survey Feedback

Feedback on the Active Travel Maps was very positive by both administration and parents completing the family survey. $\frac{3}{4}$ of adults surveyed, saw their children's school Active Travel Map. About $\frac{1}{2}$ discussed it with their children.

The most favoured elements of the Active Travel Maps were:

- Suggested routes (54%),
- Distance markers with time (33%), and
- Possible drive-to-5 and meeting places (32%).

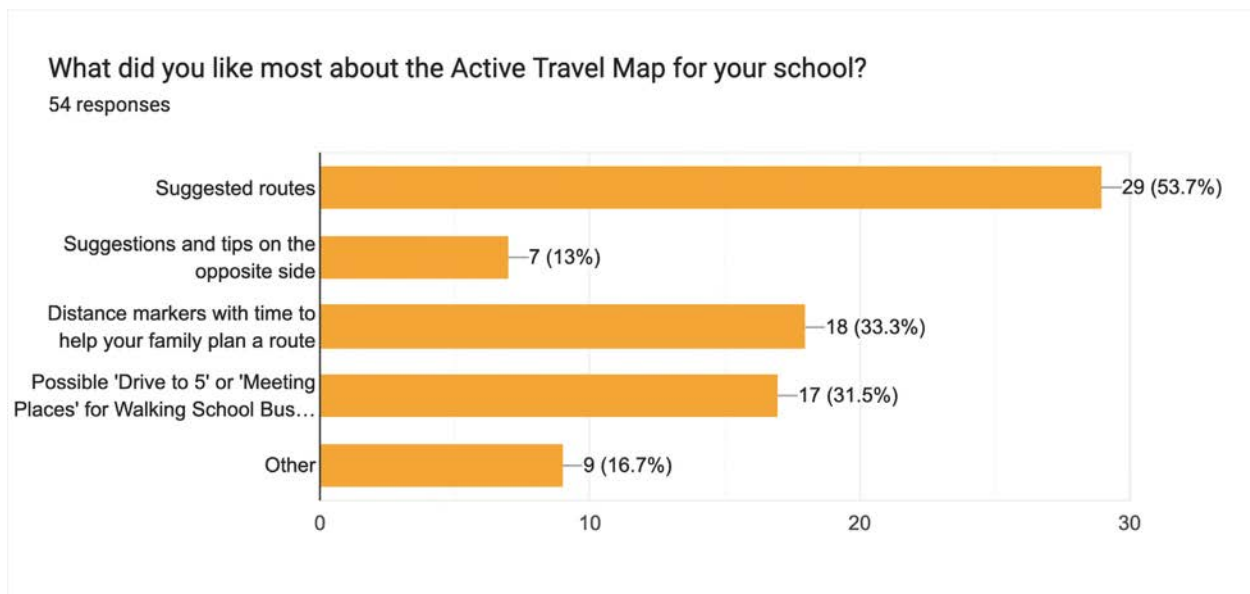
A smaller number of families highlighted the value of the tips and suggestions on the other side of the Active Travel Maps. Several additional suggestions included:

- School Bus stop reminders
- Increasing estimated travel times in concentric rings
- Specific school based active travel feedback

An updated version of each Travel Map will be generated Fall 2022 to reflect specific feedback. Given the changing nature of coast infrastructure and plans highlighted by District of Sechelt for

a Transportation Master Plan and Town of Gibsons exploring Active Transportation, regular updates (every 2 years) are encouraged to reflect the changes in routes, crosswalks, bike lanes, trails and more as our communities evolve.

Encouraging teachers and administration and engage students to do short active travel map activities can help increase awareness and changed behaviour around the maps in Fall 2022 (e.g., 'Find your home on the map'... 'Trace 2 different possible routes to school using suggested possible routes, or one of your own'...'For homework, discuss with your family options for you to walk or bike to school 1x or more in the coming weeks').



Walking School Bus – Family Survey Feedback

270 km total were walked by participating students over these 3 weeks (between 12 and 30km per student). Several students reported they began walking on their own more – on Fridays (a rest day for walking school bus), and back home after school. In the parent survey, building children's independence was the main reason for signing kids up, followed by helping kids be energized for schools and social time with. Kids reporting having connect time with other children as the best part, followed by fresh air and exercise. Parents indicated children were enthusiastic in the 3rd week of walking, and highly satisfied with the walking school bus, with a high number interested in rejoining WSB in the fall. See additional survey details in Appendix.

Suggestions from Family Survey

In the Family Survey, when asked to identify ONE thing that would help them participate again in Fall 2022, ¾ of respondents cited specific infrastructure concerns or travel support enroute to their schools. The number of specific concerns raised in descending order were:

- West Sechelt,
- Cedargrove,

- Gibsons,
- Davis Bay,
- Elphinstone, and
- Roberts Creek Elementary.

Top concerns at these and other schools highlighted:

- Sidewalks,
- Bike Lanes, and
- Crosswalks – particularly at (school entrances) or near schools.

This was followed by signage and more meeting locations for bike trains or walking school bus. West Sechelt elementary had specific concerns about visibility and traffic in the parking lot was highlighted by several parents as an immediate concern. 1/5 of respondents requested Walking School Bus support with top schools including:

- Cedargrove,
- West Sechelt,
- Kinnikinnick,
- and Gibsons Elementary (where the Pilot was hosted in May-June 2022).

Asked to identify what 2 challenges prevent their use of Active Travel options, the obstacles identified were:

- 32% Active Travel infrastructure (sidewalks, bike lanes, crosswalks, bike parking), and
- 26% Weather.



Figure 6. Reef road between Spray Street and Marine Way south of Kinnikinnick was highlighted by school PAC as needing structural improvements to provide adequate margins for families walking, biking, or rolling to school.

Traffic ranked fourth after Time. Concerns with traffic can be mediated in several ways:

- Increased active travel skills and awareness
- Additions to and upgrades to existing infrastructure, and
- Routing heavy traffic away from schools.

Challenge to School Active Travel	%
Specific Infrastructure	32
Weather	26
Time	15
Traffic	13
Distance and Terrain	12

Increased active travel skills can be achieved through:

- Training (e.g., Bike Rodeos and similar training – Grade 1-2 were highlighted; and encouraging staff to use ICBC and related resources in lessons)
- Programs (e.g., Walking School Bus support)

Figure 7. Family Survey identified challenges to using Active Travel

As cities have discovered – investing in proper bicycling infrastructure elevates Active Travel usage by creating safe zones for active travel. Dedicated spaces (marked lanes and signage) for cyclists and pedestrians are key in communicating the priority and raising safe and proper driving for those travelling by vehicle.

While the school district cannot directly affect infrastructure in many cases, where SD46 can encourage, educate and lobby BC Ministry of Transportation and Infrastructure, local government and other agencies to add and integrate pedestrian and bicycling infrastructure (particularly as new developments are put in place or upgrades or roadwork takes place), the more the coast can leverage EACH development, road upgrade and new street/neighborhood in region to invite and normalize available, inviting and safe spaces for active travel by all members of families (aged 8 to 80) in our communities.

It is clear from several parents in the survey that messaging, reminders, and infrastructure on site (e.g., secure bicycle parking) and messaging are essential elements. Parents also commented on a wish to see ‘school commitment to Active Travel’ was raised. i.e., inclusion of specific messaging in support of more Active Travel at schools is a mechanism to help build more participation by families.

Financial Summary

The Go Active Travel project was completed on budget. The scope of work exceeded the Vision Zero grant funding (which focused on Active Travel Maps) and was enabled by additional SD46 internal resources.

DPAC supported prize helmets (\$500) and each local government (DoS, ToG and SCRD) provided complimentary enlarged colour map printing for each of the 8 Elementary Schools. TraC volunteered time at several day events with Barry Krangle. Staff and Administration at SBO and several schools provided time and logistical support and coordination.

Conclusion

The Go Active Travel campaign represents the largest coordinated multi-school effort to support and engage the whole SD46 school district in Active Travel. The enthusiasm and willingness of administration and staff to embrace the campaign was critical to its success.

Research demonstrates that sustained Active Travel communication and support is necessary to shift practices and create a new norm of Active Travel. Much like all school initiatives, progress results from sustained support. Families clearly said that reminders, newsletters, and signage were all helpful and needed to get them engaged themselves. Clearly communicating to School Administration, Staff and Parents that SD46 aims to continue supporting and growing Active Travel is important. Getting that message out at the start of this school year is key. School administrators through school newsletters, student announcements, reminders and small

prize/acknowledgements can really move the needle. Teacher's use of ICBC and other internally available education resources can help elevate student awareness. SD46 continuing Bike Rodeos increases student skills and awareness while normalizing the use of bicycles. It also provides a rare opportunity to show students common road signage and road markings to help them safely navigate bicycle riding on roads, trails, at crosswalks and intersections. Both the school district Principal who led the Bike Rodeos and several parents highlighted the value of increased access to these events for Grade 1-2 students.

Walking on average remains the most frequent mode of Active Travel – and stats show that most trips are under 2 km with 25% under 500 meters. These short distances illustrate a great opportunity to help leverage a large increase in Active Travel for more children who live relatively close to school by engaging more families to participate. Refreshed reminders on the multiple physical and mental health benefits, academic performance and community and environmental benefits are part of this. Continuing to find easy ways for people to feel that it is safe and there is support / supervision in helping to get their children to school can aid this. Where active travel times are 20 minutes or less, the additional effort to get children to school via walking school bus or neighborhood walks can quickly outweigh the time to drive, wrestle with traffic and parking at school and get safely out. Providing simple and anonymous tracking tools (print or digital) could provide a mechanism to help encourage and reward students using active travel. Schools in other districts use 2 monthly active travel photo frames to acknowledge and value students who are choosing active travel.

Inviting administration and SD46 Facilities and Transportation staff and management to assess where infrastructure needs improvement at schools. For student population, each of the high schools need a substantial increase in higher quality bicycle racks and covered spaces to encourage students from Grade 8 to 12 to commit to riding more often and into and beyond the shoulder season.

The independent and coordinated effort of Langdale Elementary School PAC with the Go Active Travel campaign helped illustrate that parallel and concurrent efforts feed each other and show schools district wide and the community at large that different takes on engaging can be successful. It can also help encourage other schools to run their own mini-Active Travel events to draw families out and together. Langdale and DPAC have extended support across district to keep momentum for all up. Outreach to High School has begun for Fall 2022 and will expand this to Leadership and other staff at Elphinstone, Chatelech and SCAS to begin preparation for an effective and authentic September-October high school engagement.

The district may consider the benefits of replicating the Walking School Bus Pilot at Gibsons Elementary where a high proportion of families can do so (e.g., schools such as West Sechelt, Cedargrove, and Roberts Creek Elementary). Leadership students (either in Grade 6-7, or from adjacent High Schools), could provide simple leaflets to parents driving to school entrances with links to active travel maps, and walking school bus information. Specific comments provided in the survey will be directed to individual schools to help encourage staff and administration consider additional efforts to reconfigure school parking lots.

Specific Recommendations – Fall 2022

Active Travel Maps

- Update Drive to 5 and Walking School Bus drop-off locations
- Revisit changes to Kinnikinnick Elementary School road and sidewalk upgrades
- Revisit Active Travel Maps every 2 years to keep current with updated infrastructure, roads, and trails to best reflect active routes to and from schools

Engagement

- Asking School Administration and Staff to message, discuss and include activities and lessons will go a long way to support student awareness, confidence, and road skills
- Assessing opportunities for more School Bike Rodeos and Skills courses is needed
- Providing administration with opportunities to comment on and request adequate covered bike spaces at schools
- Consider dedicated ongoing funding to ensure Active Travel is well supported

Tracking

- Providing easy online and/or print ways for students and staff to track their participation
- Encouraging HandsUP! Class surveys in the Fall
- Surveys in early November to capture student/ family/ admin feedback. Determine impact of social media ads

Communications

- Provide School Administration with updated fall messaging lists
- Refresh school signage across the district with a Fall Feel – change background colours
- Create Radio ads to highlight roadspeed, children safety and active travel benefits
- Provide newspaper with Spring campaign update and encourage all to Go Active this fall
- Combine Organic with Targeted Social Media posts if budget allows
- Determine additional print materials (stickers/wear) to celebrate Active Travel
- Assess budget for printing Active Travel maps again

Incentive Prizes

- Provide school-based prize baskets to encourage participation
- Engage local stores and partners to support student prizes
- Offer basket store prizes to families for Survey feedback
- Offer sponsored prizes for staff participation (friendly interschool competition)

Walking School Bus/ Bike Train

- Provide Walking School Bus information session and related data to interested PACs, Leadership Teachers, and School Admin to support additional starts this school year
- Assist additional schools to Pilot their own Walking School Bus initiatives

APPENDICES

ACTIVE KIDS ARE HEALTHY KIDS

Choose active travel to and from school.

Introduce active travel into your routine. Even one day per week can help.



WALK, BIKE, AND ROLL

Get your kids to walk, bike, skateboard, or take public transit to and from school. They'll get some fresh air, exercise, and a feeling of independence.

DRIVE TO 5

Try parking just a few blocks away (5 minutes) and walk with your kids. You'll free up space in the school zone, get some fresh air, and have a chance to hear about your child's day.

THE CANADIAN 24 HOUR MOVEMENT GUIDELINES
recommends for ages 5-17



Find out more: csepguidelines.ca

WALKING SCHOOL BUS

Organize your own Walking School Bus program which allows children to walk to school together accompanied by adult volunteers.





✓ BIG BENEFITS

HEALTH

- Good for Heart & Bones
- Increased Alertness & Attention
- Improved School Performance
- Better Sleep
- Less Anxiety & Depression

COMMUNITY

- Fostered Friendships
- Increased Sense of Belonging
- Better Understanding of the Local Area

SAFETY

- Reduced Traffic Volume Around Schools
- Lower Risk of Collision & Injury

AIR QUALITY

- Reduced Vehicle Emissions
- Improved Air Quality
- Lower Risk of Lung & Cardiovascular Diseases

CROSS SMART

- Always cross at designated crosswalks and follow pedestrian signs and traffic signals.
- Watch for drivers turning left or right through the crosswalk.

For more tips and resources visit the schools tab at: translink.ca/travelsmart

Supported by:



Appendix II.

SD46 - Walking School Bus Pilot – June 2022 – Gibsons Elementary



Summary

A pilot Walking School Bus at Gibsons Elementary School (GES) in May-June 2022 was announced via school newsletter. Interested parents were asked to register their children to walk to school for a 3-week period. A route map, start time, meeting location and other details and a contact email was sent to GES families.

10 parents responded, 7 of which were within 1 km of the designated route. The other 3 parents were offered support information to do a Walking School Bus in their own neighborhoods. Basic expectations of children participating, and a short phone call check-in confirmed student enrollment. A Signal App group invite helped enable easy communication.

Over a 3-week period (Monday through Thursday), Walking School Bus started in Lower Gibsons off Glassford Road and followed the Mahan Trail route up the hill to Shaw Road and along Shaw, turning onto Poplar Lane and then school ground trails. The route covered 2-2.5km in distance with 100 m of elevation gain. 12 children ranging from Kindergarten to Grade 5 participated. Two thirds of children walked all or nearly all (10+) of the 12 trips taken.

Two adults (one parent/ one teacher at GES) volunteered to walk students to school – return travel from school was the responsibility of families. Over the 3-week period, only 1 day was cancelled due to unavailability of both volunteer adults. While light rain was forecast and occurred on 2 days, Walking School Bus proceeded. On about 1/3 of trips one or more parents of children in the group. 95% of the walks issued from Glassford Road, although a secondary pickup (on Shaw Road) resulted in 2 additional children joining for several of the walks.

Parent Feedback

Parent responses were very positive in a short anonymous online survey. 2/3 of participating families had 1 child at GES, the rest had 2, with most kids in Grade 1 or 2. Parents motives to sign up were:

- Build children's independence
- Provide social opportunities
- Learn to navigate their neighborhoods, and

- Help kids to be wakeful and energetic before the start of school

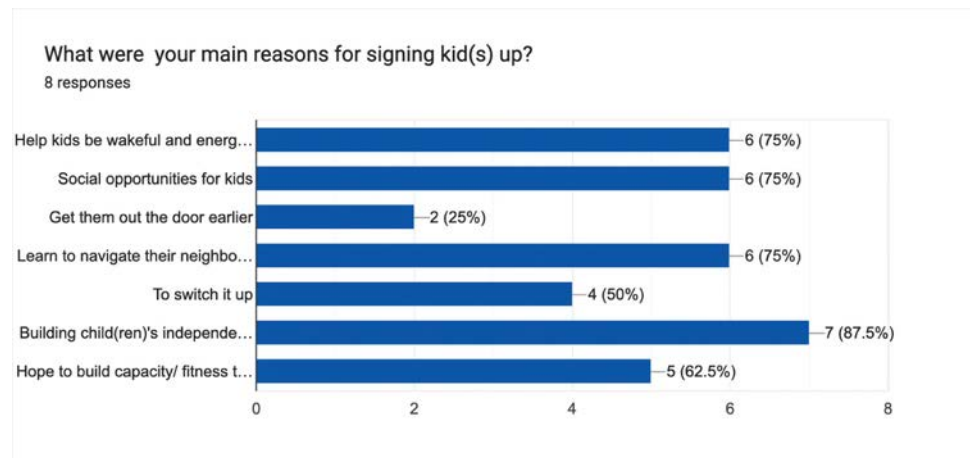
Children rated the opportunity for connect time with other kids as the HIGHEST value in participating, followed by exercise and fresh air. Both Parents and Child were very enthusiastic. Most parents said Walking School Bus increased their children's exercise moderately. Parents comfort in their child navigating this route on their own varied from low to high, unsurprisingly given the varied age and stamina of participating children (age 5 to 10).

Parents unanimously indicated that being ready and out the door on time in the morning was the largest challenge. Most children were motivated by the social aspect of the WSB, some by the exercise and others by the small candy treats offered children on arrival to school.

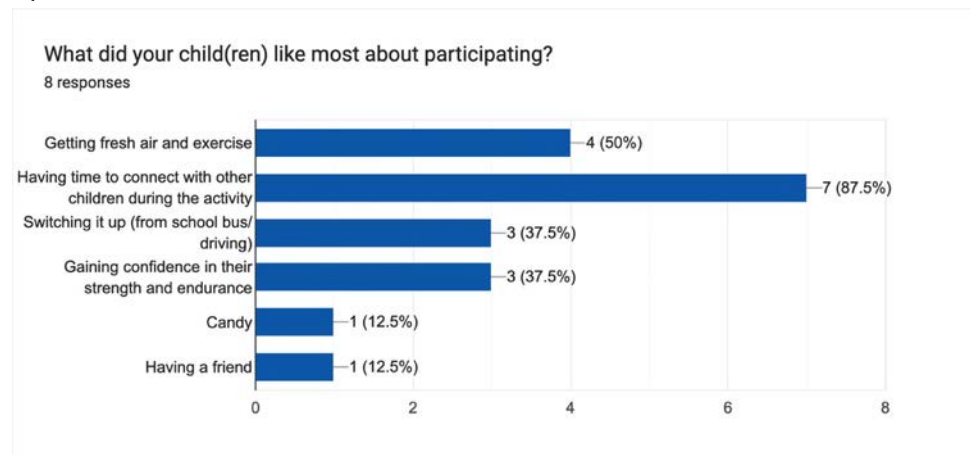
All parents said September-October, May to June were ideal for active travel with 62.5% adding March and April. 2/3 of parents indicated walking 3 to 4x per week was reasonable and 12.5% of parents, all days – with the other trips flagged as biking, bussing or vehicle drop-offs. Nearly all parents confirmed interest in continuing this program in the fall, and the same number indicated a willingness to assist by offering to volunteer to walk sometime.

SAMPLE PARENT SURVEY RESPONSE DATA

Question 3



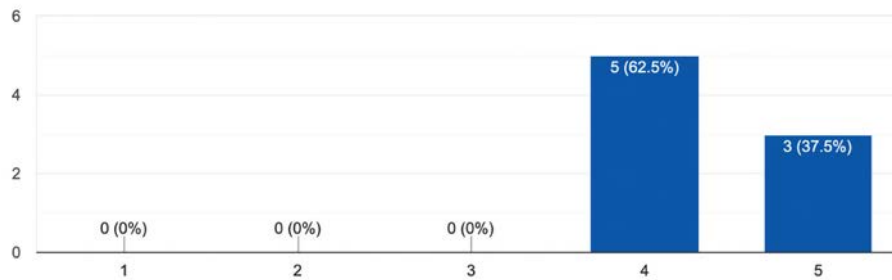
Question 4



Question 5

How enthusiastic is your child after our 10 sessions of Walking School Bus?

8 responses



Question 11. What has been the most challenging part of Walking School Bus for you as Parent?

- Getting out of the house earlier, but we are getting good at it :)
- Getting the timing right
- Getting both kids ready with enough time to walk:)
- Motivating my son to try it on the first day (he was shy).
- Since it leaves earlier than the bus, we must be more organized in the morning.
- Organization in the morning to be on time.
- Preparing for the weather
- It's always a challenge to get out the door on time

Question 12. What has been the best part for you / your child?

- Knowing my child was safely walking to school with a group and having the app to notify me that they arrived at school. Burning off extra energy before school. Challenging each other in steps for fit bit. etc.!
- Candy motivation
- Confidence in route finding to school, knowing they can do it
- Seeing him excitedly run out the door to join the group each morning!
- Increased confidence and feeling of belonging to a group
- Exercise and social time in the morning.
- More exercise, something different for them, a new adventure
- Having a friend

Question 13

In appropriate seasons, how often a week do you feel is ideal for your child to walk this 35 minute route (distance from Lower Gibsons is about 2 to 2.5km one way, elevation gain 100m)?

8 responses

