

Ride, Walk & Roll



Campaign Summary Report Go Active Travel - May to June 2022



-  Best Connecting Route (no sidewalk)
-  Best Trail Route
-  School
-  Suggested Meeting Point Walking/Cycling Group
-  'Drive to 5+' (5 minutes or more)
-  Bus Stop
-  Traffic Signal
-  Enhanced Crosswalk
-  Marked Crosswalk
-  Walkway/Trail



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September 2022

Executive Summary

The May-June 2022 Go Active Travel was a successful spring campaign encouraging staff and students to use Active Travel during 2-weeks – May 30th to June 10th. Vision Zero grant funding supported completion of Active Travel Maps for 8 Elementary Schools on the Coast. The grant was key to leveraging additional resources for this initiative. Community partners (TraC), School Administrators and Parent Advisory Committees across the district embraced the campaign. Higher participation levels may have been due to this being a first large district wide initiative that helped connect and move families after the challenges of 2-years of COVID.

Feedback was overwhelmingly positive. Over 1/3 of families indicating they participated more than in the past. Half of students walked, biked or rolled. More than half of families surveyed travelled actively ½ of the time or more. 80% of parents joined in, and most enjoyed the fresh air, time to connect with their children and less driving. 65% of trips were under 2km. 16% of families tried ‘Drive to 5’ – which may enable many more to participate in future. ¼ of children travelled with other children and 15% with grandparents. Similarly, Walking School Bus (WSB) pilot feedback was very positive with walking and socializing with friends the most highly regarded part of WSB suggests more Walking School Bus pilots will be supported.

Despite the positive feedback and increased participation, half of students continue arriving at school by vehicle. While necessary for some families and at certain times, there is much room to improve both the number of active travel participants and the seasons of active travel. ‘Drive-to-5’ can help engage more families. Families were clear in the survey, that reminders and messaging in multiple venues were very helpful. Active Travel maps served as visual cues and conversation starters at home. Parents provided specific road infrastructure improvement suggestions (sidewalks, crosswalks, bike lanes, increased bike parking at schools) and a wish for increased school commitment to active travel. Families also stated bike safety skills for younger students are needed to build confidence and ability in younger commuters.

Research demonstrates that schools with 5 or more years of commitment see measurable increase in participation and engagement to use Active Travel modes to and from schools (e.g., Cale Green Elementary in UK).

Key elements of this project (Active Travel Maps in particular) were made possible through a district wide grant towards Active Travel in SD46 from Vision Zero (administered by Vancouver Coastal Health on behalf of BC Ministry of Health). This report highlights achievements and reflections to continue growing Go Active Travel uptake by more families and staff for more of the school year. It also provides information that can be shared to liaise with partners, local government and other agencies to continue making needed infrastructure improvements.

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Acknowledgements

The success of the campaign rests with the many people who helped create, support and spread the word: **Active Travel is fun, good for us and good for our world. Let's do more of it!**

Special thank you to Nicholas Weswick for his vision and support, to Miyuki Shinkai for her leadership, creativity, and determination and to Kyle Hutchinson for seeding this work by getting the funds needed! To Lianne Carley who gets organizations together to talk and think about how we do Transportation better. To TraC (Alun+) for laying out a consistent message for a decade plus for kids, people and businesses on the coast who just cannot believe how fun and awesome riding and walking can be! To Barry Krangle for his irrepressible energy and enthusiasm. To Sandra Jones for remarkably attractive Active Travel Maps. To Omar Bhimji who led the way with HASTE BC. And thank you to the team support from Kirvy and Vancouver Coastal Health's Vision Zero grants communciations team for your help.

Thank you to all of the SD46 Administration (Stephanie and Erica for keeping the wheels rolling no matter what), and all the School Staff (Sheena) and the PAC (all of you) and DPAC members who enabled the campaign, reviewed the materials, talked with students and parents and community members. To the many staff of Local Government for meeting, sharing and speaking with us and for making the maps large colourful and visible in many schools across the coast.

And most importantly – thank you to all the parents for rising extra early, packing lunches, tying laces and helping get your children out the door and for joining in to make this happen!

Funding for the program was generously provided by the British Columbia Ministry of Health and the Ministry of Transportation and Infrastructure and administered by the regional Health Authorities and the BC Injury Research and Prevention Unit.



For SD46 Go Active Travel information and updates please scan this QR code or visit <https://sd46.bc.ca/families-and-students/active-travel/>

Project Goals

- To profile active travel prominently,
- To create new and update existing Active Travel Maps and make them widely available for elementary Schools (print and digitally)
- To create a clear active travel brand,
- To encourage participation in active travel months
- To offer Bike skills training, and,
- To support walking school bus/ bike trains at SD46 schools

Background

Active travel serves multiple outcomes by supporting and enhancing student:

- Mental health and safety
- Social opportunities
- Exercise and increased confidence
- Community navigation skills
- Reduced traffic, vehicle emissions, and congestion at schools in morning

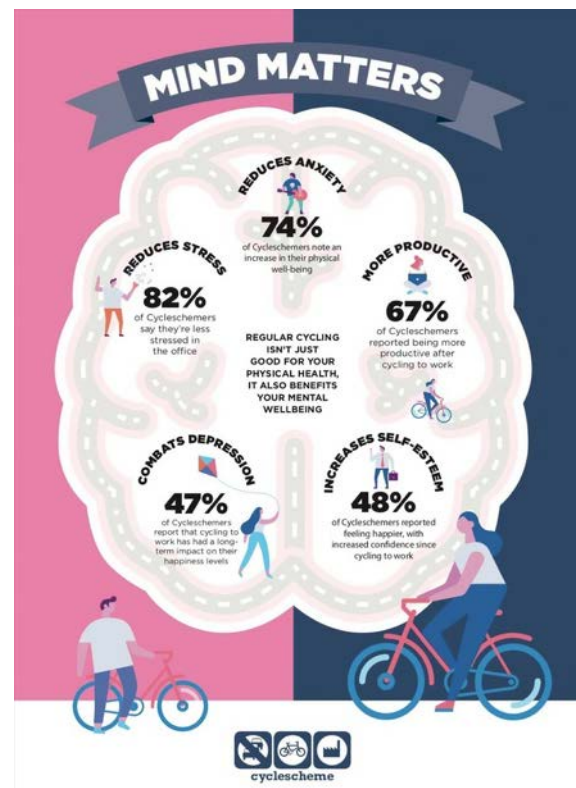
TraC has coordinated a Bike to Work Week/ Bike to School Week on the coast since 2010. TraC has had a pronounced impact on cycling friendly development and community policy. With COVID-19 the community response fell and TraC chose to skip Bike to School in spring 2022.

Also, this year's effort recognizes that some schools have innovated previously (e.g., Cedargrove has fantastic 'live' looking signage that catches people's eye). To support more families walking, biking and rolling - a campaign was planned. In the past few years, the multiple health benefits of Active Travel have been researched and information relayed through visual statistics (see below) and positive lifestyle messages (See Appendix 1).

This year, SD46 led the charge for Bike to School – contracting Heartwood Solutions Consulting, to lead a whole district campaign. Using TraC's input and support and supported by Vision Zero funding to SD46 as a whole and to Langdale Elementary School, helped boosted reach and campaign visibility.

Project Outreach and Communication

Preparations began in March. The campaign was broadened to 'Go Active Travel' to include other active travel modes AND extended to 2 weeks (May30th to June 10th) from the usual 1-week campaign. The multiple benefits of exercise



(walking, biking or rolling) were communicated. In April, Langdale Elementary School was already initiating both communications and training opportunities. These were shared with other schools which elevated profile. Spring 2022 focussed on elementary schools with Fall 2022 aimed at both elementary and high school communities. DPAC offered additional funding (\$500 towards 16 student bicycle helmets). Some schools added prizes of their own (including a new bike at West Sechelt). TraC provided prizes too.

Through presentations and ZOOM calls, the project team engaged with:

- Sunshine Coast Active Travel for Kids strategy/tactical group (a local Active Travel Multistakeholder Advisory Team)
- District of Sechelt Staff (sharing PAC feedback and concerns related to safe routes to school, specifically related to infrastructure and safety concerns)
- School Principals – Elementary – Presentation
- School Principals – High School – Email (2x)
- DPAC (presentation and more support)
- 3 PACs individually: Gibsons, West Sechelt and Kinnikinnick Elementary
- SD46 Board Meeting public presentation – to enable broader school uptake
- Staff at ONE elementary school (20-minute Staff Meeting presentation)
- Parents of 8 Elementary Schools through Email invites shared with Elementary Principals
- Students provided \$1,000 in Active Travel prizes (helmets, lights, bike bells) plus \$800 of other active / outdoor play prizes
- School District Staff Invite to participate in a friendly internal competition between SD46 sites using an Online Tracking tool

In addition to the presentations and outreach efforts indicated above, we communicated to the parents and students of SD46 using a range of Print, Electronic and Media messaging. QR codes were used in several contexts to increase uptake and visibility. The effort included:

- 3 Large (2' x 3') coloured signage at all Elementary Schools (2 were speed related, 1 was campaign message related) with Smaller versions for Early Learning centres in SD46
- Active Travel Posters from VCH printed for each school with QR code weblinks
- Active Travel School Maps for each student distributed by school and division
- Student Temporary Tattoos provided to each school



Figure 1. Student prizes - helmets, bells, bike lights – organized for delivery to 9 schools.

- Enlarged Active Travel School Map for school display
- 2 handmade Walking School Bus signs (with QR Code) posted in Gibsons
- Social Media – Organic Posts and reminders through 3-week campaign
- Parent Email/School Newsletter and Web information
- Internal Online Folders for schoolteachers and Administration
 - ICBC Street Safety Resources
 - HUB Cycling Online Resources
 - Teacher HandsUP! Survey templates (and print)
- Submitted Article and 2 colour Ads to paper
- QR coded Family, PAC, WSB, Staff Surveys

Lastly, efforts were made to add more route signage for the Walking School Bus pilot to increase visibility. Organic Social Media posts on Instagram, Twitter and Facebook supported outreach by SD46.



Figure 2. Go Active Travel signage at Halfmoon Bay and Kinnikinnick Elementary

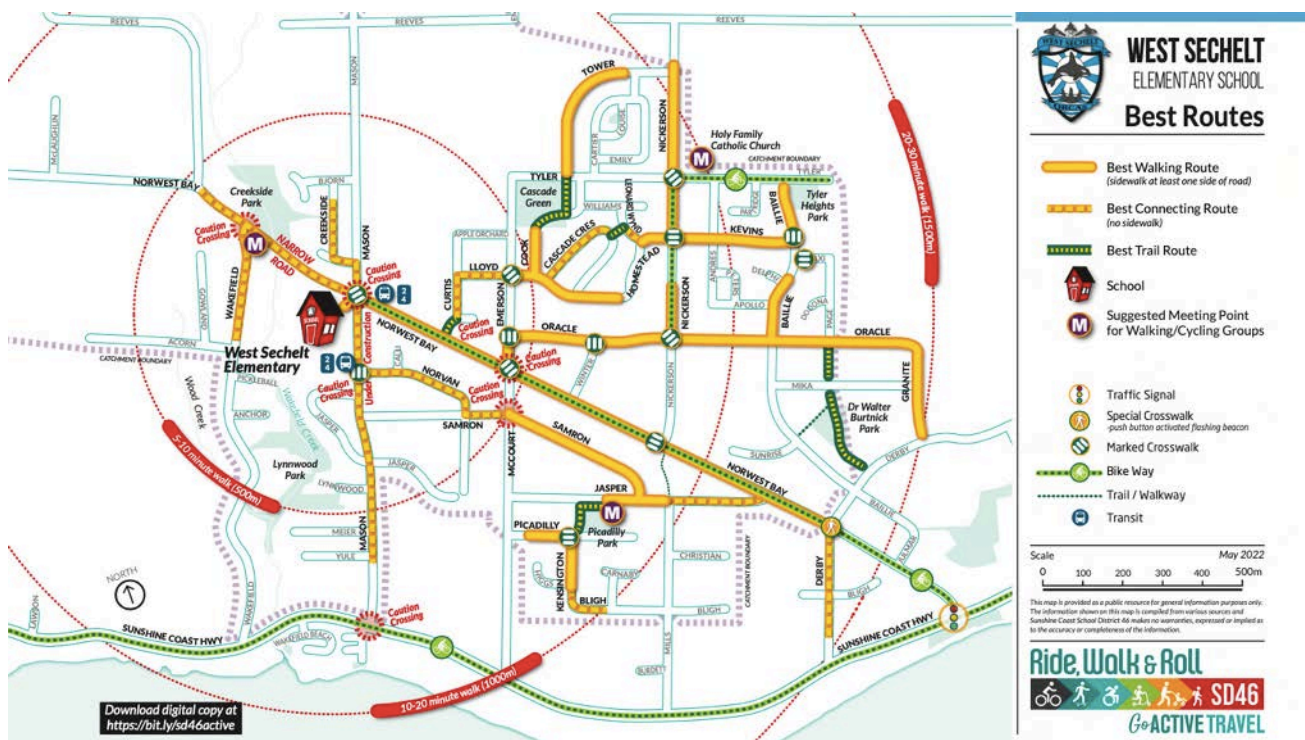


Figure 3. One of 8 Active Travel Maps completed to enable more families to use Active Travel options to school.

Direct Student Engagement

School Bicycle Rodeos

Coordinated by Barry Krangle (Principal) at 4 schools (Madeira, Davis Bay, Roberts Creek and Halfmoon Bay) these were intended to create engaging and fun skill building opportunities for kids in grades K to 7. Feedback from schools was very positive. Group activities of ½ to ¾ hour events were run through the day with multiple classes. TraC volunteers supported. Barry noted a need for more of this at Primary levels and that there are many young first-time bikers needing more support. This feedback (offering more bike skills for Grade 1-2 students) was echoed in Family Surveys in June. A need for portable road signage to demonstrate safety rules and road rules would help.



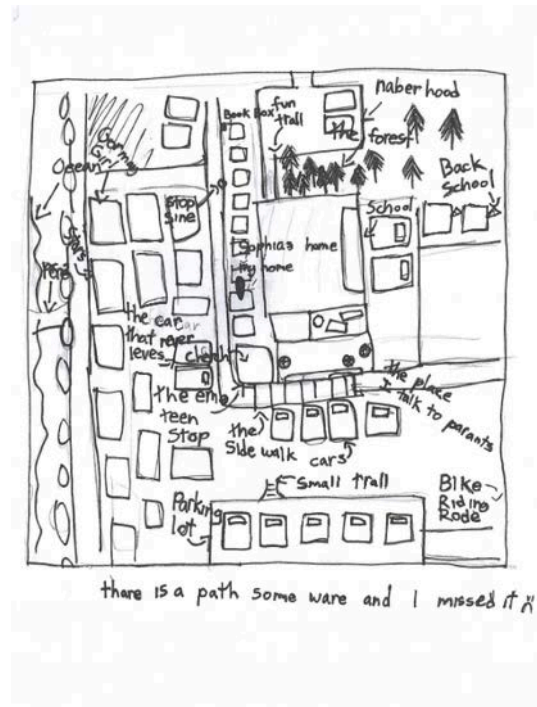
Figure 4. Barry Krangle led Bike Rodeos at multiple schools

Bicycle Skills Courses

Efforts were made to offer in school Bicycle Skills training via several groups (iRide appears in the budget) based in the Lower Mainland. Demand was so high that only one organization had one or two slots open in May-June. Timing and capacity at SD46 Elementary Schools were also tight and so no Bike Skills training sessions were completed in spring 2022. Lastly, efforts to host a collaborative event(s) at 1-2 schools with the North Vancouver ICBC liaison were shelved with high demand on her position in this time. It appears that demand outstripped capacity in providing adequate support for active travel skills and awareness from out of district.

School Mapping Activities at Davis Bay school

Working with District of Sechelt staff, Barry Krangle supported an engaged student mapping process, which helped define student perceptions of barriers and opportunities to support, upgrade and increase use of active travel routes. Student samples below.



Walking School Bus Pilot – Gibsons Elementary

Offered over a 3-week period - May 30 to June 17 – Monday to Thursday – 13 children from 10 households, walked between 1km (Shaw Road route) and 2.5km (Inglis Trail from Lower Gibsons Route) to Gibsons Elementary. 3 other families were interested but were too far from the planned route. Students were supported by 2 adults (Johan Stroman and Crystal Boeur, parents of children at school) and additional volunteer parents. Basic expectations were set for pacing, safety, and group cohesion. A Signal App group was set up to allow parents enroute to send one short text (often with a photo) to confirm all students' safe arrival to school – an appreciated gesture from families.



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.



