

## **Identified actions to facilitate School Travel Planning:**

- **Awareness Raising**
  - Use promotional resources that are available on the Active and Safe Routes to School website <http://www.saferoutestoschool.ca/school-travel-planning-toolkit>
  - Implement special school walking events and campaigns, i.e. International Walk to School (October), Winter Walk Day, Walk/Wheel Once a Week or on Wednesdays, etc. Customizable resources available on [www.saferoutestoschool.ca](http://www.saferoutestoschool.ca)
  - Collect testimonials from students and parents who currently travel actively, or who have made a decision to shift from driving to active travel some of the time; share with other parents through media, etc.
  - Write letters to the editor
  - Develop social media campaigns to engage parents – get parents talking to other parents about the positive reasons to travel actively to school; use to offset some of the negative commentary we hear
- **Infrastructure Changes**
  - Connect trails to everyday walking places like schools and after school destinations
  - Create bike routes that are family friendly
  - Place bike racks in highly visible locations, like outside the Principal's office
  - Prioritize snow clearing for identified school travel routes
  - Utilize funds for infrastructure changes (e.g. Gas tax money, Federation of Canadian Municipalities, Bike Friendly/Walk Friendly Designations). Vernon, BC is a great example of how STP helped to prioritize infrastructure upgrades for walking/cycling. Please visit [www.saferoutestoschool.ca/webinars](http://www.saferoutestoschool.ca/webinars) to access the April 3<sup>rd</sup> webinar
- **Education**
  - Engage police and other cycling stakeholders in bike rodeos
  - Provide parent safety education for those involved in initiatives such as the Walking School Bus
  - Work with Police and other safety organizations to provide walking and cycling safety education
  - Provide teachers with curriculum support resources [www.sustainablehappiness.ca/for-educators](http://www.sustainablehappiness.ca/for-educators)
- **Positive Peer Pressure**
  - Highlight work at pilot schools
  - Celebrate successes through media and story telling
- **Collaborative Partnerships**
  - Identify key stakeholders (School Boards, Schools, Parents, Municipalities, health agencies/Public Health, Police, Recreation Centres, community advocates for active travel, Boys & Girls Clubs)