

ACTIVE AND SAFE ROUTES TO SCHOOL DRAFT FINAL REPORT | 2017



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ON BEHALF OF THE ACTIVE AND SAFE
ROUTES TO SCHOOL COMMITTEE
PETERBOROUGH, ONTARIO
JULY, 2017

EXECUTIVE SUMMARY

ASRTS PETERBOROUGH 2016-2017

In the 2016-2017 school year, Active and Safe Routes to School (ASRTS) successfully continued the Car Free Wednesdays program, Student Travel Surveys, and the Grade 8 Transit Quest.

2016/2017 Accomplishments

- Strengthening relationships with the schools within the the Kawartha Pine Ridge District School Board, Peterborough Victoria Northumberland and Clarington Catholic District School Board, as well as the local french and private schools.
- Reaching more than 45 school communities with the ASRTS messaging.
- Engaging more than 22 schools in ASRTS programming.
 - Car Free Wednesdays reached approximately 4000 students
 - Over 1800 students were surveyed as part of the Student Travel Survey
 - 225 students actively participated in the Grade 8 Transit Quest
 - Over 730 students received bike education in partnering programs

Active and Safe Routes to School is continuing to be a source of information and support to schools and the community regarding active, sustainable transportation. Our reputation for support and resources is transferring into by-request interactions with schools and the community beyond regular programs.

Our 2017/2018 programs are evolving to meet the needs of the community. Creating new programs supporting school field trips by public transit and bringing back old favourites like the Golden Sneaker Challenge for Car Free Wednesdays initiatives. Even Cool Captain Climate has a new look for this year.

Thank you to all of our community and school partners for helping to make this year a success!

Active and Safe Routes to School Peterborough is a partnership comprised of representatives from the City of Peterborough, GreenUP, Peterborough Public Health, the Kawartha Pine Ridge District School Board, Student Transportation Services of Central Ontario, and the Peterborough Community Police Service.

ASRTS Peterborough promotes the use of active and efficient transportation for the daily trip to school, addressing health and traffic safety issues while taking action on air pollution and climate change.

2016-2017 COMMITTEE MEMBERS

Kate Dunford - Peterborough Public Health
Jaime Akiyama - GreenUP
Kevin Forrest - Student Transportation Services of Central Ontario
Sandra Lonergan - City of Peterborough
Shawna McCurdy - Peterborough Community Police Service
Judy Malfara - Kawartha Pine Ridge District School Board
Susan Sauvé - City of Peterborough
Lindsay Stroud - GreenUP

KICK-OFF EVENT

INTERNATIONAL WALK TO SCHOOL DAY (IWALK)

St. Alphonsus CES were the enthusiastic hosts of the 2016 International Walk to School Day (iWALK) event. ASRTS supported the ECOclub Eco SuperHeroes led by super teacher S. Sullivan-Bereardi, in the organization of this event.



Elmer the Safety Elephant, with Constable Shawna McCurdy, Cool Captain Climate, and two members of the Peterborough Petes attended to help promote active & safe travel. Petes cards and iWALK stickers were handed out. Cool Captain Climate led an entertaining musical assembly to promote the ASRTS messages, and then guided the whole school on a neighbourhood walk.

International Walk to School Day is an annual global event held on the first Wednesday in October. Schools from around the world participate in this celebration of active living and sustainable transportation. ASRTS has participated since 1999 and uses the event to kick off the ASRTS program year.



PROGRAM ONE

CAR FREE WEDNESDAYS

In the fall of 2017, Car Free Wednesdays (CFW) entered its ninth year. CFW information packages, containing CFW and Park & Stride posters and informative invitations were distributed to all Kawartha Pine Ridge District School Board and Peterborough Victoria Northumberland and Clarington Catholic District School Board elementary schools, as well as Montessori schools within the city and county of Peterborough. Schools were invited to a) put up our posters and promote active transportation to school, or b) register to participate in our monthly surveys and win prizes. Schools that registered were eligible for our \$100 registration bonus to support CFW promotions or active living initiatives.

A total of 13 schools registered to participate in CFW (11 within the city and two from the county) and a few schools were observed to put up the posters without registering. Monthly survey data was collected from registered schools with mixed success. Most schools submitted approximately 7 out of 10 surveys. Unfortunately, one school did not submit any surveys and were therefore not included in the data analysis.

A **School Coordinators Toolkit** was developed to support schools with promotion of CFW. Included in this toolkit was a powerpoint presentation explaining the messaging of CFW, social media resources, sample announcement scripts, sample promotional activity ideas, and other tools. *The completion of this toolkit did not correspond with the launch of the program but is planned to be available early for the 2017/18 school year to support school initiatives.* Similarly the **Media Toolkit** for partners was expanded.



CFW **Tracking Wall charts** were provided to schools upon request, but we did not promote internal school competition (for example the Golden Shoe award). Some schools took it upon themselves to run internal competitions. *Thought is being put towards reinstating a more competitive option to the program both internally and externally, with more sharing of results between the schools throughout the year.*

Cool Captain Climate was back this year to help promote CFW. He participated in 11 morning Pop-Up visits, entertaining students as they arrived and celebrating the CFW messaging. New **CFW buttons** (four styles, 4000 ordered) were created as swag and to help transfer the message home. These buttons were very popular with students, but it is difficult to know if the popularity continued beyond the initial event. Ideally, it would be great to see buttons on backpacks within the community.



Additional permanent **signage** was created, including a CFW banner, an A-frame sign, and individual stake lawn signs (12) for the participating schools. This material is intended to make the link between Cool Captain Climate visits and the CFW messaging.



It became apparent that **Cool Captain Climate's outfit** required a little attention. Although the specific date is not known the origin of his outfit was previous to all existing GreenUP staff. With in-house expertise (thanks to Lindsay Stroud's sewing and Karen Halley's sewing & crafting skills) Cool Captain Climate is sporting a new and improved outfit that will be officially revealed at the launch of CFW 2017/18.

To encourage submitting surveys, we provided schools with a **prize** for submitting four and eight monthly surveys. The four-month prize was a \$50.00 gift certificate to the on-line Marchant's School Sports Ltd. Eleven out of the 13 registered schools received this prize. The eight-month prize was a coupon for one free Bike Playground event. GreenUP staff will set-up and supervise the Bike Playground during an event of the school's choosing next fall. Though not all schools submitted enough surveys, we did offer this coupon to all registered schools as it will help make connections with the schools in the fall and therefore benefit the CFW program.

Highlighting CFW events and successes on **social media** continues to be a goal. GreenUP Communication Specialist, Karen Halley, programs tweets as reminders and encouragement, while GreenUP staff post to social media on specific events. Minimal school social media regarding CFW was observed. *Next year, a stronger push for a social media presence, specific to events is encouraged.*

Additional **media** coverage included a GreenUP column in the Peterborough Examiner and KawarthaNOW for both the CFW kick off in October and the Winter Walk Day in February. Peterborough Examiner also participated in the Winter Walk Day with a photo showcase.

NERVE Media was once again contracted to produce a **radio** ad with the same tone as previous ads, the new ad was focused on the back-to-school and setting routes after the holiday season. The ad was run through the MBC (Oldies) Jan. 2nd through the 9th. The Wolf was also contacted, but could not do the ad due to year end deadlines.

NEW (OLD) IDEAS

Tapping into Glen Caradus' skills we initiated a CFW specific **song** with the idea that we need a theme song. Glen created a catchy song and tested it out at a few Pop-ups. The goal is to create a choreographed dance video that could be provided via YouTube to schools for their Daily Physical Activity (DPA).

Reflecting back on CFW this year, it feels like we struggle with connecting the in-school messaging with home. Previous years a **Walk The Block** home challenge was run, but due to minimal engagement this program was post-poned. *Thought should be given to reinstating this program or evolving it to something new.*

NATIONAL WINTER WALK DAY

Winter Walk Day (first Wednesday in February) was hosted by St. Patrick CES and organized by Mary Saunders and her EcoClub. To the thrill of many students, two Peterborough Petes players participated, and Cool Captain Climate led the walk and then entertained at a brief assembly.



DON'T HIBERNATE - WALK TO SCHOOL AND CELEBRATE!

DATA

Car Free Wednesdays survey analysis gives us a glimpse at some interesting travel data for specific schools, as well as the broader community. The following charts represent the data from all 12 registered schools. *An infograph was developed for each school specific to their data.*

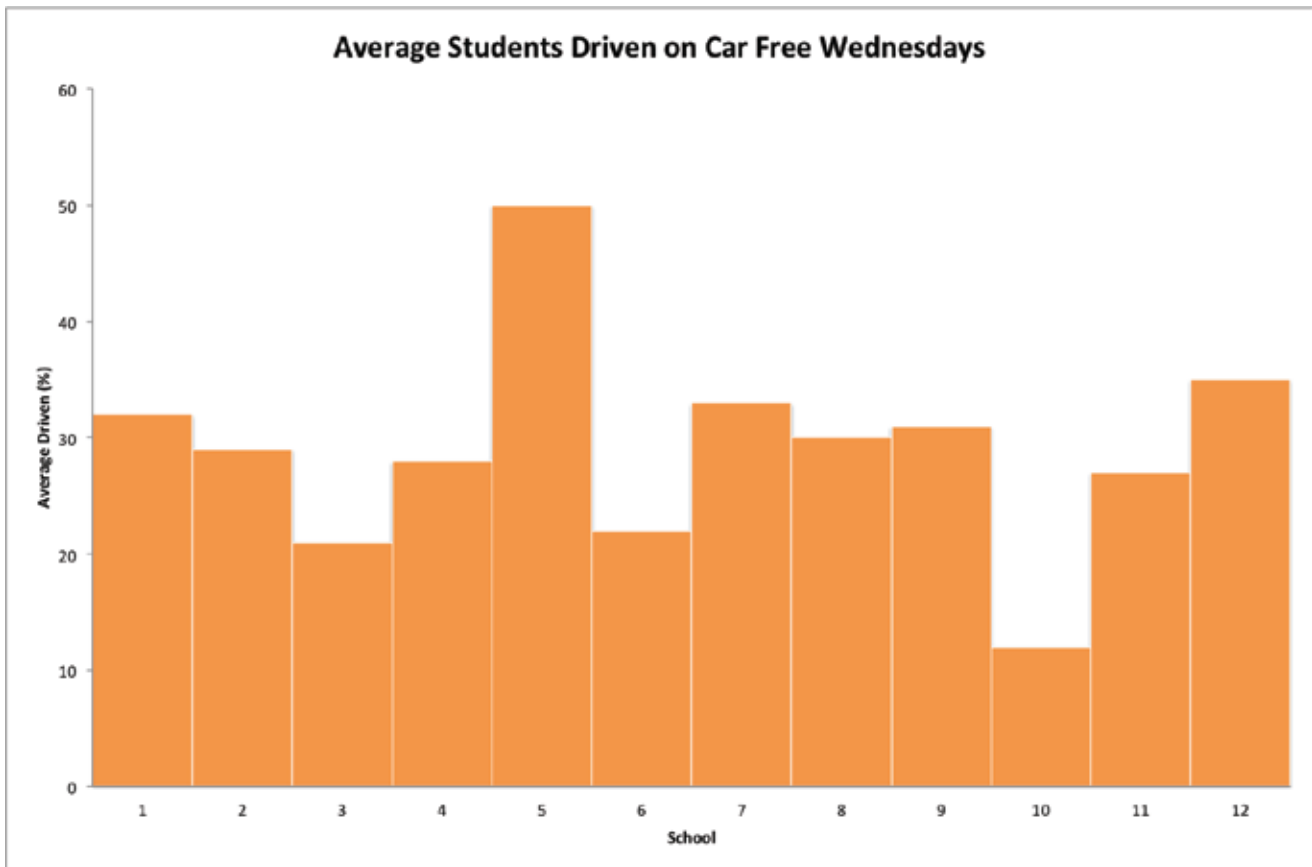


Chart 1: Represents the average percent of students driven to school for each of the registered CFW schools.

How Students Travel on Car Free Wednesdays 2016/2017

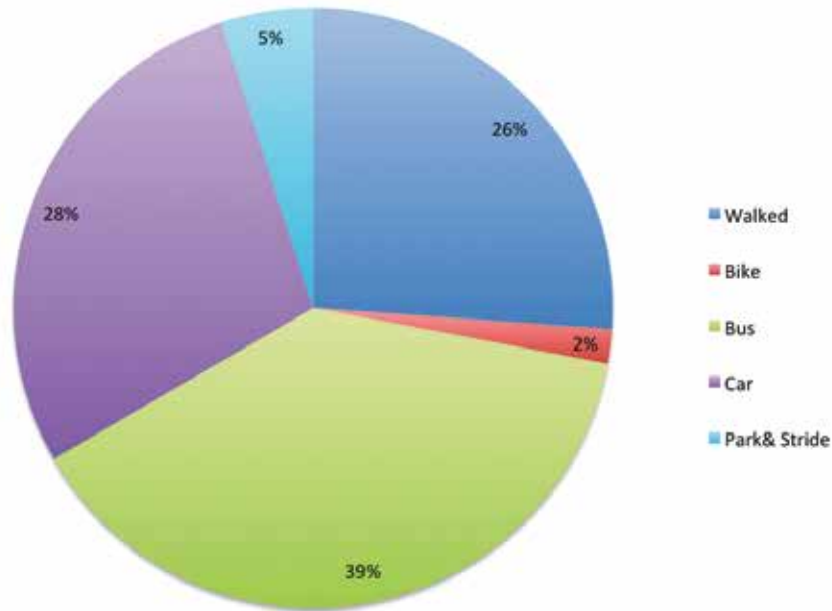


Chart 2: Represents the percent average mode of travel for students from all registered CFW schools.

The Car Free Wednesdays program is a school-wide, year-long campaign that encourages active and efficient transportation for the trip to school. It was first piloted with two participating schools during the year of 2008-2009, and was implemented in full the following year. In 2016, the program was reimagined as a weekly event, with new ways to play and new incentives for both schools and families.

Car Free Wednesdays schools show, on average, a 18% shift in walking rates and 5% shift in rates of riding the yellow school bus. New modifications this year aim to include more students, by inviting schools to participate in different ways, and inviting families to participate, even at non-participating schools.

PROGRAM TWO

STUDENT TRAVEL SURVEYS

Student Travel Surveys were completed, in November 2017, at the following four schools;

- Prince of Wales PS
- Westmount PS
- Otonabee Valley PS (CFW registered school)
- Edmison Heights PS (CFW registered school)

Participating schools were provided with a digital one-page infographic report and written explanation of their results. Schools were encouraged, and provided with supporting tools, to communicate these reports with their school community. ASRTS offered support to schools wishing to address active transportation with their community, through CFW and site specific initiatives.

Since 2000, ASRTS has collected base-line travel data from local schools. Two schools that regularly participate in ASRTS programming and two that do not are surveyed in November each year. During the designated week, teachers at each school take a hands-up survey of their students' transportation choices from Monday through Friday. The collected data is compared to the Student Travel Services of Central Ontario (STSCO) designations for each school.

The results provide valuable insight into the percentage of designated walking and busing students who are actually being driven to school on a daily basis. In turn, this informs the strategic planning and development of ASRTS programs over time.

Student Travel Surveys highlighted interesting results when comparing actual travel data with the Student Travel Services of Central Ontario designations. STSCO's designation for eligible to drive (outside bus zone) is averaged at 4.6% for the four participating schools, where as the actual average of students driven to school is 36.4%. Although Principals are aware of the travel choices that occur at their schools some did communicate surprise to these results and thought it was valuable information to communicate with their community.



PROGRAM THREE

GRADE EIGHT TRANSIT QUEST

The Grade 8 Transit Quest program had another successful year with 891 Grade 8 students receiving a free Peterborough transit pass for the period from March 10th to 19th.

48 classes from 20 schools within the City of Peterborough received passes including:

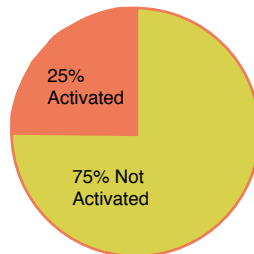
- Kawartha Pine Ridge District School Board
- Peterborough Victoria Northumberland and Clarington Catholic District School Board
- Catholic Ecole Monsieigneur-Jamot
- Children's Montessori & Preparatory School



Peterborough Transit Data

G8TQ Passes

891 passes were distributed
225 passes were activated



Local destinations offered free and discounted passes to encourage students to travel around town by bus during March Break.

Number of discounts redeemed:

Zap Attack	Unknown
Busy Brushes	Unknown
Trent Athletic Centre	13
YMCA	36
Bowlerama	33
PSWC	20

Packages are dropped off including passes, maps, and an information letter addressed to each teacher. Where possible, we try to give presentations to each class when dropping off the packages but it is difficult to make this happen because schools often require visits be pre-scheduled. *This year only about 10 presentations were given. For next year we are considering developing a brief video to promote this project and 'how-to' use the transit system and an incentive program that would help give us feedback.*

The Grade 8 Transit Quest aims to increase the familiarity of city youth with the Peterborough Transit system as they begin to travel independently in the city.

Every Grade 8 student in the City of Peterborough is provided with a free transit pass and transit map from Peterborough Transit.

Packages are delivered in the week leading up to March Break with a short presentation to explain the program and address any questions and concerns students have about using transit.

PROGRAM FOUR

ON THE BUS

Unfortunately Active and Safe Routes to School was not able to offer the On the Bus program this year. ASRTS hopes this is a temporary complication and the program can be run next year.

This program is very popular. Several classes tried to register early in the year, prior to ASRTS' decision not to run the program.



On the Bus is a popular Grade 3 transit-focused field trip. The tour begins when a Peterborough Transit bus pulls up to the front doors of the school. As we travel through Peterborough, we pause at significant community locations, such as the police station, the fire station, city hall, and the hospital. A quick stop at GreenUP Ecology Park is filled with activities to get us thinking about responsible energy use. Then it's on to our last stop, the Bus Barn, for a ride through the bus wash and an interview with our bus driver. Throughout, we focus on many topics, including the Peterborough Transit system, map reading, community helpers, community places, energy production and use, and, of course, active and efficient transportation.



PARTNERING PROGRAM

COMMUNITY SHIFTING GEARS

In early April, program packages were delivered to all seven high schools in the city of Peterborough. 120 students at six schools participated in the program, logging over 6500 trips. There was greatest participation at schools where champions had been identified, and some competition between schools has begun.

A couple teachers requested draw prizes to encourage registration, and a few special events ran through the month of May to build excitement. Students were also eligible for First 500 to 15 prizes. These prizes were awarded throughout the challenge, which appeared to help motivate a shift to active and sustainable transportation and an increased logging of trips.

Thomas A. Stewart Secondary School won the Top School Prize for the third year in a row, receiving a prize of a \$250 Pre-paid Visa card for their spirit and commitment.

Kenner CVI received a runner-up honorable mention, with a certificate and bike pump presented to the school. 2017 student prizes included a Trek Marlin 4 bike, a FitBit, a \$50 Prepaid Visa card and 10 runner-up prize packs.

Shifting Gears is an annual city-wide challenge that encourages participants to choose active and efficient modes of transportation for their daily trips. Originally a workplace program, opened up to the community with a tailored portion to include secondary schools. The challenge runs from May 1-31. Currently, this program is only offered to secondary schools.

Participation Guides, complete with morning announcements, how-to's for events, and posters, are delivered to school organizers (i.e. eco-clubs, teacher champions, student government) in April. Organizers can also arrange for registration draw prizes, host school bursary, and bike-related workshops (e.g. Bike Tune-Ups). In May, students, teachers, and school staff log their daily trips on-line to be eligible for prizes.



For next year, coordinators plan to increase inter-school competition with greater school-specific communication through the month of May. There are also plans to explore a more comprehensive transportation demand management program and pilot with a couple schools through the school year.

PARTNERING PROGRAM

BIKE EDUCATION

GreenUP and B!KE entered its fifth year thanks to Ontario Trillium Foundation grants for the implementation of school-based bike safety and skills programming. This year, **Pedal Power** was delivered to 10 classes at six schools.

County School:
Millbrook South Cavan PS

City Schools:
St. Patrick CES
Queen Elizabeth PS
St. Alphonsus CES
Roger Neilson PS
Monsignor O'Donoghue CES



Two **Cycling Instructors** were hired for ten weeks to instruct Pedal Power and contribute to other school and community bike programs delivered by GreenUP and B!KE.

Additional school-based bike programs included:

- Bike skills and safety workshop for two classes at Apsley Central PS,
- The ABC of bike maintenance workshop supporting Westmount PS' grade 7 bike trip,
- ABC of bike maintenance and skills workshop supporting Outdoor Leadership programs at Thomas A. Stewart SS and Crestwood SS.

Bike Rodeos were held at four schools during Police Week in May. Over 350 students at Armour Heights PS, Queen Mary PS, St. Alphonsus CES, and Prince of Wales PS. learned about proper helmet fit, bike registration, and ways to stay safe when riding a bike.

Since 2013, ASRTS has supported the development of school-based bike education programming in Peterborough. Programs are currently offered to students at city and county elementary schools.

Pedal Power is a Health and Physical Education unit offered to Grade 5 classes by GreenUP and B!KE. Students develop bike handling skills and road safety knowledge by participating in a series of on-bike drills in their school yard. The five 75-minute lessons with trained instructors allow students to practice their skills and problem-solve real life scenarios in a safe learning environment.

Bike Rodeos are half-day bike education and celebration events. The Peterborough Community Police and ASRTS partners invite Grade 2-8 students into the school yard to learn about bike safety and rules of the road. Students move through stations, including bike registration, bike tune-ups, helmet fit and bike handling drills.



COMMITTEE PARTNERS

