



Holding a Successful Event

Standard Operating Procedure

Student Transportation Services of Waterloo Region

School Travel Planning

www.stswr.ca/walkzone

VERSION: 0.0.1

DATE: March 27, 2020

PARTY RESPONSIBLE: School Coordinator

| DOCUMENT INFORMATION | | | |
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| RESPONSIBLE PERSON | School Admin | SIGNATURE | |
| SUBJECT MATTER EXPERT(S) | Dawn Cordeiro Alex Ricci Leslie Maxwell | SIGNATURE | |
| APPROVAL | | PHONE NO | |

PROGRAM DESCRIPTION:

Active transportation events allow schools to support those who already use active transportation and to encourage more students to walk. These events show the school community and other schools in the Waterloo Region that the school supports active transportation. While a school can create its own event any time with the help of an STP Facilitator, there are several board-wide events supported by STSWR: fall (iWalk Day), winter (Winter Walk to School) and spring (A Walk in their Sneakers and Bike to School Week).



PURPOSE:

This SOP will describe the process an administrator would follow to develop a successful Active Transportation Event at an individual school, to list tools available at STSWR to support planning, and to describe the outcomes a school can expect upon participation.

DEFINITIONS:

Active Transportation Event: *An event that highlights walking to school by encouraging students to walk on a specific day. This encouragement comes through morning announcements and take-home messages leading up to the day and can draw on any of the benefits of active transportation that are most important to the school including social connection, physical health, mental wellness, and environmental sustainability. Events may include the addition of incentives, dignitaries, and celebrations.*


Incentives: *These can include prizes for the class with the most walkers, stickers, handing out something (apples, for example) as students arrive at school, a gift card draw, spirit points or any incentive that can be tacked on to existing initiatives at the school.*

Celebrations: *Schools can invite parents, community leaders and others who want to help celebrate the walk. Dignitaries, police, fire and others are also encouraged to walk with students. The addition of people in the community can create conversation around road safety and provide students with the opportunity to share their experiences walking to school.*

PROCESS:

In order to take part, a school Administrator must:

- 1. Register your active transportation event with STSWR so we can a) provide support in the form of posters, maps, or other b) enter your school into any active transportation event contests that might be taking place and c) keep track of regional schools joining an event.*
- 2. Recruit volunteers (staff, parents, student leaders, Trailblazers) and dignitaries (optionally) who want to walk in the event and/or greet students as they reach the school grounds.*
- 3. Advertise via school announcements, posters, social media, newsletters and through school council.*
- 4. Hold the active transportation event and document/share as desired through school channels and social media using various hashtags #WalktoSchool #biketoschool #iWalkDay #SneakerWalk.*

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5. Summarize participation, enthusiasm and lessons learned as a way to improve future active transportation events at your school. (Optional) Share lessons learned with STSWR.
 6. (Optional) Collect data on the number of student walkers by asking students in class how they arrived at school. You can use BikeWalkRoll.org for this.

RESOURCES:

- I-Spy sheets
- Bingo Cards
- Maps for celebrity walks
- Event ideas pages
- Provincial and regional contests

Communications required

- Administrator to register school with STSWR
- Recruitment requests
- Promotional announcements
- Social media

Associated SOPs

- Bike Rodeo
- STP Booth
- Safety Assembly

Equipment/tools available from STSWR

- Stickers
- Maps
- Posters
- I-Spy Sheets
- Bingo Cards
- Coordinator support

Links

iWalk Day: <https://www.stswr.ca/walkzone/programs/iwalk-day/>

Winter Walk Day: <https://www.stswr.ca/walkzone/programs/winter-walk-day/>

A Walk in their Sneakers: <https://www.stswr.ca/walkzone/programs/a-walk-in-their-sneakers/>

Ontario Active School Travel: <https://ontarioactiveschooltravel.ca/walk-and-wheel-events>



SAFETY AND SUCCESS PROVISIONS

1. More eyes on the street make safety risks less likely. Administrators, volunteers and community members will be present during and after the walk to school. Parents are responsible for supervising children who are not ready to walk on their own to school.
2. Confirm two students to meet any dignitaries or mascots at walk route start points.
3. Advertise well and often for the two weeks leading up to the event.
4. Make walking to the bus stop eligible for any incentives.

EMERGENCY PROCEDURES

- School injury procedure for any injuries

EXPECTED RESULTS

- Groups of students walking to school on the event day.
- Some families try walking to school for the first time.
- Learning opportunity - discussions about safe walking habits could take place with adults and school administrators during and after walk.
- Demonstration of the school's commitment to active school travel.
- The greater community is made more aware of the walk to school.
- Families connect with each other and students will be able to walk with their peers.
- Build confidence in students' ability to walk to school.
- Enhanced school spirit.
- Community leaders are able to connect with students and the school community.