



# Family Survey

## Standard Operating Procedure

Student Transportation Services of Waterloo Region  
School Travel Planning  
[www.stswr.ca/walkzone](http://www.stswr.ca/walkzone)

VERSION: 0.0.1

DATE: April 8, 2020

PARTY RESPONSIBLE: School Administrator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	April 9, 2020
EFFECTIVE DATE	April 9, 2020	EXPIRATION DATE	No expiry
RESPONSIBLE PERSON	School Administrator	SIGNATURE	
SUBJECT MATTER EXPERT(S)	Leslie Maxwell, Alex Ricci, Dawn Cordeiro	SIGNATURE	
APPROVAL		PHONE NO	519-744-7575 x224

### PROGRAM DESCRIPTION:

The Family Survey gathers information from families about how they travel to school and why they choose the travel modes they use. It also reveals locations in the school community that are of concern to families. This data helps to inform actions and messaging to encourage more active travel.



## PURPOSE:

*This SOP will describe the process the School Administrator would follow as well as tools and resources available to conduct the School Travel Planning Family Survey at an individual school.*

## DEFINITIONS:

**Infographic:** *An infographic summarizing data.*

**School Travel Planning Interventions:** *Programs and processes with the aim of improving the safety of school routes, managing traffic, and/or increasing rates of active transportation to school.*

## PROCESS:

*In order to take part, a school Administrator must work with the School Travel Planning Facilitator to:*

1. Request survey by contacting STSWR Facilitator.
2. Identify a timeline for the survey to be live; two weeks is recommended to ensure parents have ample opportunity to complete it without forgetting it.
3. Send a letter to parents that includes the survey link and ethics information via email or School Day/News Wire.
4. Send a reminder to parents after one week.
5. Share the infographic summary with the school community via school council, email, or School Day/News Wire.

## RESOURCES:

- Family Survey platform and link
- Ethics approval (already completed by STSWR with your board)
- Letter to families outlining survey purpose and data handling (prepared by STSWR and your board)
- Infographic summary

## Communications required

- Request families to complete survey
- Send one-week reminder message
- Share infographic with school community

## Associated SOPs

- Bike Walk Roll Student Transportation Survey
- Walkabout
- Parking lot assessment
- Traffic Observation



Equipment/tools available from STSWR

- None required

Links

- Family Survey Questions
  - <https://ontarioactiveschooltravel.ca/wp-content/uploads/2018/05/Family-Survey-2018-En..docx>

SAFETY AND SUCCESS PROVISIONS

1. No identifying information (name, email, phone, address) is asked for or collected in the survey, and data is kept in accordance with ethics requirements of your board.

EMERGENCY PROCEDURES

- None

EXPECTED RESULTS

- Gain a school-wide understanding of family school travel choices including:
  - mode
  - travel times
  - perceived barriers to active travel
  - perceived solutions to barriers
- Build awareness about School Travel Planning and travel concerns at the school
- Gain parent volunteers for School Travel Planning committees and interventions