

Monthly Parent Communications

Standard Operating Procedure

Student Transportation Services of Waterloo Region
School Travel Planning
www.stswr.ca/walkzone

VERSION: 0.0.1

DATE: April 15, 2020

PARTY RESPONSIBLE: School Administrator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	April 15, 2020
EFFECTIVE DATE	April 15, 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 x 224

PROGRAM DESCRIPTION:

Monthly communications to parents remind parents of the goals of the School Travel Planning (STP) initiatives at the school and inform them of active transportation-related topics. They promote the benefits of active transportation, proper driver behaviour in the school zone and the greater neighbourhood, and new opportunities for parents and students to be involved in STP.



PURPOSE:

This SOP will describe the process the school Administrator would follow as well as tools and resources available to develop and distribute Monthly Parent Communications for STP to the school community.

DEFINITIONS:

None

PROCESS:

In order to take part, a school Administrator must:

1. Procure messages related to your school travel goals from any of the following:
 - a. STSWR's newsletter sample articles document
 - b. Ontario Active School Travel sample newsletter articles document
 - c. Staff or parent-written
 - d. Write articles yourself
2. Distribute messages via at least one of the following:
 - a. News Wire/School Day isolated message
 - b. School newsletter – regular article
 - c. Special printed message
 - d. Automated calling system message

RESOURCES:

- STSWR Sample Newsletter Article document
- Ontario Active School Travel Sample Newsletter Article document

Communications required

- Monthly articles

Associated SOPs

- Weekly Communications to Parents
- STP Newsletter Article Submission

Equipment/tools available from STSWR

- None needed

Links

STSWR Sample Newsletter Article document - <https://www.stswr.ca/wp-content/uploads/2018-09-STSWR-STP-Sample-School-Newsletter-Articles.docx>

Ontario Active School Travel Sample School Newsletter Article document - <https://ontarioactiveschooltravel.ca/wp-content/uploads/2018/05/Sample-School-Newsletter-Articles-2018-En..doc>



SAFETY AND SUCCESS PROVISIONS

1. N/A

EMERGENCY PROCEDURES

- None

EXPECTED RESULTS

- Better understanding of active transportation among the school community.
- Greater uptake of active transportation among the school community through repeated messages coupled with other interventions.
- Better understanding by parents of the school's actions to increase student safety.
- Improved driver behaviour in the school parking lot, the school zone, and the school neighbourhood, when paired with other interventions.
- Increased visibility of STP initiatives to the school community.
- Increased engagement by parents with new and existing STP initiatives.