

# Parking Lot Blitz

## 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 6, 2020

PARTY RESPONSIBLE: School Administrator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	April 6, 2020
EFFECTIVE DATE	April 6, 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:

A Parking Lot Blitz gathers members of the school community to canvass drivers in the school area during arrival and dismissal times. This is the only way to target messages directly to the people who are not using sustainable transportation options.

Messages may include:

- Benefits of active transportation
- School programs for active transportation
- Where to park legally and safely
- Anti-idling and environmental messages
- New roundabout – use and walking protections



PURPOSE:

*This SOP will describe the process the School Administrator would follow as well as tools and resources available to hold a Parking Lot Blitz at an individual school.*

DEFINITIONS:

**Class 2 safety vest:** A CSA Class 2 safety vest has full coverage of the upper torso (front, back, sides and over the shoulders) with stripes/bands composed of retro-reflective or combined performance materials. Class 2 safety vests are commonly worn by school crossing guards.

PROCESS:

*In order to take part, a school Administrator must:*

1. Define a message that drivers need to hear.
2. Call STSWR for consultation and support as necessary.
3. Invite members of the school community to plan the blitz.
  - a. Assistance can be in the form of:
    - i. Creation of materials
    - ii. Organizing the blitz
    - iii. Canvassing drivers
4. Have materials made. Postcard-sized messages work well, but 8.5 x 11 handouts could work, too.
5. Determine the timeline for the blitz; how often will the blitzes be held, and for how many days? When? Will it be paired with other active school travel activities?
6. Conduct blitzes according to defined schedule; ensure all parties wear a class 2 safety vest.
7. Debrief with group to identify ways to:
  - a. Improve messaging
  - b. Improve traffic flow / parking limitations

RESOURCES:

- Sample Parking Lot Blitz handout
  - [https://drive.google.com/file/d/1r18ewhMzvtbJz7i\\_mGE3ciMIKZ4HmwUo/view?usp=sharing](https://drive.google.com/file/d/1r18ewhMzvtbJz7i_mGE3ciMIKZ4HmwUo/view?usp=sharing)



## Communications required

- Invitation to members of the school community either using email or in-person.
- Messaging to drivers (blitz handout)

## Associated SOPs

- Parking Lot Assessment
- Walkabout
- Traffic Observation
- Drive To Five
- Parking / Traffic Flow Map

## Equipment/tools available from STSWR

- Class 2 safety vest
- Parking / Traffic Flow Maps

## Links

- STSWR School Travel Planning: <https://www.stswr.ca/walkzone/school-travel-planning/>

## SAFETY AND SUCCESS PROVISIONS

1. Wear a class 2 safety vest while conducting Parking Lot Blitz.

## EMERGENCY PROCEDURES

- School injury procedure for any injury

## EXPECTED RESULTS

- Parent drivers understand desired travel modes and driving behaviours.
- Engagement with driver parents.
- Decrease amount of vehicles parking in restricted areas.
- Increase dispersion of parent vehicles and safety for children on foot.
- Increase number of students using active transportation to school.