



School Travel Planning Booth

Standard Operating Procedure

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

VERSION: 0.0.1

DATE: April 2nd 2020

PARTY RESPONSIBLE: School Coordinator

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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:

A booth at school events allows the school travel planning (STP) committee, parent council and/or administrators to showcase the work being done towards active school travel at their school, to share traffic and active transportation expectations, to recruit for volunteers for various programs, and to advertise events and programs planned for the coming months.



PURPOSE:

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

DEFINITIONS:

STP Booth: *A booth at a school event (e.g. parent teacher night, spring fling) aimed at the parent community that showcases a school's active transportation initiatives, programs, or recruitment activities.*

Active transportation: *Self-powered modes of travel, in this case travel to school. This includes walking, cycling, wheeling, scooting and skateboarding to and from school.*

STP committee: *A committee made up of school administrators, parents and a facilitator from STSWR. Community members, school staff, and students are also encouraged to join but this is not required. The committee works on programs and initiatives to promote active school travel and to reduce car traffic.*

PROCESS:

In order to take part, a school Administrator must:

1. Determine need – do you have a program or event that needs to be communicated to parents or needs parent volunteers?
2. Determine place – which events through your school year make sense for the programs and events you will promote? For instance, setting up a School Travel Planning committee may require recruitment of parent leaders and makes sense early in the school year.
3. Recruit at least two booth operators. Ask parents from existing committees, and / or subject matter experts involved in the program to operate the booth.
4. Source information materials (e.g. posters, sign-up sheets, brochures). If recruiting, make sure to ask people to sign up if they would just “like to know more” and ensure there are role descriptions available.
5. Determine an attraction to ensure the STP booth is interesting to participants. Will you need a game to fit in with a festival? Will you need an activity for an art night? Or do you need a giveaway like stickers, swim passes, or bike lights? STSWR and/or school council could assist in the procurement of materials...please ask!
6. Include information about the booth in any event communications.
7. Ensure great placement of the booth at the event for optimal interaction with parents.
8. Remind parents and students throughout the event to visit the booth.



RESOURCES:

- Table, chairs
- Sign-up sheets
- Games / puzzles

Communications required:

- School communication to parents about the booth
- Call for volunteers outside of the STP committee to help run the booth (if necessary)

Associated SOPs

- Weekly announcements
- Walk day events
- Parent communications

Equipment/tools available from STSWR

- Stickers or other handouts
- Posters
- Information about STP programs
- Pop-up banner
- "Rush Hour" traffic game
- Tabletop road map with pedestrians and cyclists

Links

STSWR Walk Zone: <https://www.stswr.ca/walkzone/>

SAFETY AND SUCCESS PROVISIONS

1. Reassure parents that STP work is to improve safety for students. Have resources on hand about the benefits of active school travel. Offer to follow-up and keep parents informed of STP at the school.
2. Move the booth to a new area.
3. Keep asking afterwards...many people need a bit of time to absorb the request and they often need to hear first-hand from an administrator that they are needed!
4. Modify booth as necessary to offer fewer activities. It can be manned by one person if needed.



EMERGENCY PROCEDURES

N/A

EXPECTED RESULTS

- Increased awareness of active transportation support by the school and school travel planning-related activities at the school.
- Increased parent and student involvement for school travel planning activities and programs.
- Student engagement and awareness of active transportation supports at their school.
- Community support of ongoing STP-related programs at the school.
- Dissemination of resources and information about the benefits of active school travel.