



# Sidewalk Painting, Wayfinding, and Placemaking

## 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: May 29, 2020

PARTY RESPONSIBLE: School Coordinator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	May 29, 2020
EFFECTIVE DATE	May 29, 2020	EXPIRATION DATE	No expiry
PREPARED BY	Leslie Maxwell		
RESPONSIBLE PERSON	School Admin	SIGNATURE	
SUBJECT MATTER EXPERT(S)	Leslie Maxwell	SIGNATURE	
APPROVAL		PHONE NO	519-744-7575 x224

### PROGRAM DESCRIPTION:

The Sidewalk Painting, Wayfinding project was developed by the Waterloo Region Public Health and Environmental Services department and it sees a series of signs placed approximately 400m away from schools, indicating a five-minute walk or a two-minute bike ride from that point. Sidewalk paintings contained fun activities such as hopscotch and suggestions to run, hop, or skip.



## PURPOSE:

*This SOP will describe the process an administrator would follow to implement the sidewalk paint and wayfinding project, to list tools available at STSWR to support this process, and to describe the outcomes a school can expect upon participation.*

## DEFINITIONS:

**Sidewalk Markings:** *the sidewalk markings supported by Waterloo Region municipalities include fun games that incorporate physical literacy activities. These markings are applied with street paint in one colour and must be maintained every three years or so for optimal benefit.*

**Wayfinding:** *information systems that guide people through a physical environment and enhance their understanding and experience of the space.*

**Placemaking:** *reimagines and reinvents public spaces as the heart of the community; these collaborative efforts strengthen the connection between people and the places they share.*

**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. Demonstrate an interest or record in promoting active transportation.*
- 2. Contact STSWR to consult with a School Travel Planning Facilitator.*
- 3. Complete a municipal matching-grant application for wayfinding and placemaking, complete with budget allocations.*
- 4. Contact people familiar with the neighbourhood to help with routing.*
- 5. Attend a meeting of stakeholders, including municipal transportation staff, to map the school area within 400 m to identify best routes for signage and painting.*
- 6. The municipality will communicate with residents with properties adjacent to sidewalk markings to ensure they are aware and supportive.*
- 7. Promote the use of the routes regularly for years, including to families who drive so that traffic is dispersed to the starting points.*
- 8. Complete grant follow-up report, with pictures.*

## RESOURCES:

- Municipal-owned stencils, signs, and contractors*
- Matching grant application*



## Communications required

- Recruitment of members of the neighbourhood
- Promotions to school community
- Grant application
- Grant report
- Photographs

## Associated SOPs

- Drive-to-5
- Monthly Communications to Families
- Weekly Announcements
- Traffic Flow Maps
- Sidewalk Smarts

## Equipment/tools available from STSWR

- Facilitator support
- Map creation
- Class 2 safety vests

## Links

Project evaluation from Region of Waterloo Public Health and Environmental Services:  
<http://activesaferoutes.ca/assets/Uploads/Wayfinding-signs/2015ASRTS-SchoolSignagePilotProcess-Evaluation.pdf>

## SAFETY AND SUCCESS PROVISIONS

1. Participants wear class 2 safety vests.

## EMERGENCY PROCEDURES

- School injury procedure for any injury

## EXPECTED RESULTS

- Increased awareness in the community that students walk these routes to school.
- Identification of safe places to drop students off, away from the school.
- Wayfinding for students new to walking school routes.
- Fun games along the routes to school.
- Placemaking in school community, and a greater sense of community.