



## Traffic Video

### 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 28, 2020

PARTY RESPONSIBLE: School Administrator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	April 28,2020
EFFECTIVE DATE	April 28, 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 video to educate the school community about current or desired traffic patterns at a specific school site. The video can highlight current problems or effective solutions.



## PURPOSE:

*This SOP will describe the process the School Administrator would follow as well as tools and resources available to produce a traffic video at an individual school.*

## DEFINITIONS:

**Traffic Flow Map:** *A map that defines and visualizes optimal vehicle flow through and around the school site.*

**Parking Map:** *A map that identifies ideal parking locations within the school neighbourhood.*

## PROCESS:

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

1. Gather a working group consisting of parents, students, or staff to help plan and create the video.
2. Determine with the group the main point of the video and the approach. A short live video clip may illustrate a problem, or a more elaborate video story can illustrate a solution or a rule.
3. Create the video with appropriate editing.
4. Distribute the video to the school community via
  - a. Email, School Day/News Wire
  - b. Post on school website
  - c. Viewings at assemblies, parent nights, or orientations (optional)

## RESOURCES:

- Sample videos

### Communications required

- Distribution of the video

### Associated SOPs

- Traffic Flow Map
- Parking Map
- Initial Assessment
- Traffic Observation

### Equipment/tools available from STSWR

- Consultation only

### Links

Example - Chicopee Hills Traffic Video:

<https://www.youtube.com/channel/UCUBOlzMILR2eP7-hMOptNHg>



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

#### SAFETY AND SUCCESS PROVISIONS

1. Consult with STSWR on safe approach to the video; record from a distance or use illustrations.

#### EMERGENCY PROCEDURES

- School injury procedure for any injury

#### EXPECTED RESULTS

- Educate the community and traffic partners regarding traffic problems or desired driving behaviors in the school parking lot or near vicinity.
- Engage students, teachers, and community members in traffic solutions.
- Improve traffic behaviour in the school zone.
- Increase safety for students walking/wheeling to school.