



Drive to Five

Drive to Five Toolkit

Drive to Five is a program where parents can drop-off their children at designated locations that are within a 5-minute safe and comfortable walk to school. Parents can either park and walk with their children or drop them off.



Drive to Five

Drive to Five Program

As part of the Active and Safe Routes to School program, the Capital Regional District has developed a region-wide *Drive to Five* resource. For schools that choose to participate in the program the CRD can provide information and communication resources to support program delivery.

There are many benefits to a successful Drive to Five program:

- Children get exercise – physical and mental health benefits
- Opportunity for children to gain independence, socialize with classmates and get to know the community around the school
- Reduce congestion at the schools – increase air quality, increase safety for all road users
- Save time for parents by avoiding the drop-off loop
- Opportunity for parents and children to walk together at the start or end of the school day

This toolkit provides all the information you need to start a *Drive to Five* program, including:

- How to develop and implement a *Drive to Five* program
- Program branding
- Sign templates and suggested use
- Communication resources (templates and drafts)



Drive to Five

Starting a *Drive to Five* program

To implement a *Drive to Five* program, a school needs:

- Designated location(s)
- Participants
- Promotional material

Designated location(s)

- One or more designated locations can be identified. These locations should have parking and be within a 5-minute walk along a safe and comfortable route to school.
- Consider more than one location in different directions from the school. Parents are unlikely to drive by the school to get to the designated location.
- Potential locations include church parking lots, recreation centres, private businesses, or parks or trailheads. If the location is on private property (i.e. a church or business), the landowner should be contacted before the program is launched. Please be sensitive to the surrounding neighbours in the placement of signs.
- Most schools in the Active and Safe Routes to School program have identified *Drive to Five* locations on their Best Routes maps.

Participants

Who's involved in the *Drive to Five* program?

- Parents – use *Drive to Five* locations
- Kids – walk from *Drive to Five* locations
- PAC – provides volunteers and organizes the program



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- School – supports and promotes the program
- CRD – provides the toolkit and signs
- School district and municipality – promote the program
- Local businesses and organizations – provide *Drive to Five* locations

The program can be as small or as big as you want. It can be passive (designate location and promote) to active (signs, volunteers and celebration stations). You can run it once in a while (component of Walk and Wheel Wednesday or as part of Earth Day) or every day of the school week.

Bonus:

- With more parent volunteers the program can be expanded to include greeters or walking leaders with the *Drive to Five* locations
- With more parent volunteers and funding a celebration station can be hosted at a *Drive to Five* location – consider providing coffee for parents, or juice/fruit for kids

Promotion

There are a number of ways to promote the program including:

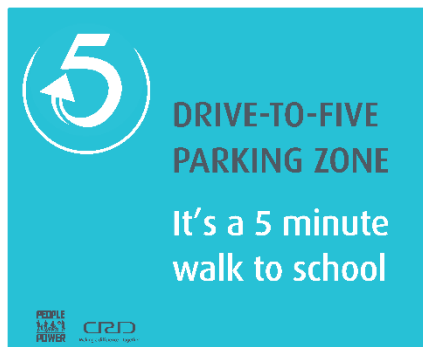
- email
- newsletters
- signs
- maps (i.e. Best Route Map)
- assemblies and PAC presentations
- posters/handbills

Sample wording for emails, newsletters, presentation slides, posters, and handbills is provided in the appendix. Schools are encouraged to adapt and use the templates for their individual programs.



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Signs



The CRD has designed temporary signs that identify the *Drive to Five* locations. The signs, accompanied by metal stands are available to schools upon request.

The following requirements apply to the use of *Drive to Five* signs:

- Set signs out a maximum of 15 minutes before school starts.
- Remove signs a maximum of 15 minutes after school starts.
- Designate one person to be responsible for the signs and stands.
- Store signs and stands at the school for the duration of the program. At the end of the program all signs and stands should be returned to the CRD.

Additional 'Guidelines for Use of Drive to Five Signs' will be provided in September 2017.

Contact:

For more information contact the CRD at 250-360-3240. Tell us if you have started a program, what you have learned and what you would like other schools to know.



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Appendix

Email content

Dear parents,

[School name] is a great place to walk or bike to, but we understand that for some families this is not always possible. A new ***Drive to Five*** program has been developed as part of Active and Safe Routes to Schools. A *Drive to Five* location is a **designated location that is an easy and safe 5-minute walk from your school**. Parents are encouraged to park at the location and walk with their kids to school. Alternatively, they can drop their kids off at the *Drive to Five* location so that they can walk to school on their own, or with friends.

If you drive your child to school, you can *Drive to Five*:

- [Locations]
- [Days and times]
- **Optional for the School:** Parent volunteers will be at the location to greet parents and/or walk with groups of kids to school. A celebration station will be there with coffee for parents and smoothies for kids.

There are many benefits for kids and our community when they walk or bike to school:

- Better physical and mental health;
- Different learning opportunities;
- Increasing social connections with students getting to know the neighbourhoods; and
- Reduced congestion around the school.

If you have questions, please contact [name of volunteer coordinator].

Thank you for being part of active and safe school travel at [School name].



Drive to Five

Newsletter content

When kids walk and bike to or from school they get exercise and they get to know their neighbourhood. They also get to spend time with their family and friends. But what if you live too far away from school or need to drive? The new ***Drive to Five*** program gives you a place to park that is within a 5-minute walk to school for your child. For [school name], you can park at [location] at [date/time] and walk with your child to school, or send them with friends or other families.

Presentation PowerPoint Slides

1. What is the best way to get to school if you live
 - a. 5 blocks from school? Walk
 - b. 10 blocks from school? Bike
 - c. 50 blocks from school? Drive or take the bus
 - d. But what if you live far away but still want to walk with your family or friends? You can *Drive to Five*.

2. What is *Drive to Five*?

A designated location that is an easy and safe 5-minute walk from school where you can park your car. From there, you can walk with your kids to school, or kids can walk alone, or with friends or other families.

3. Where and when can I *Drive to Five*?

School information – one or more locations; designated time/days

4. 5 great things about *Drive to Five*
 - a. Better physical and mental health
 - b. Less congestion around the school drop-off zone
 - c. Kids are alert and ready to learn
 - d. Get to know your neighbourhood
 - e. Everyone can do it!



Drive to Five

Poster/handbill content

Drive to Five is a designated location that is an easy and safe 5-minute walk from your school. Parents are encouraged to park at the location and walk with their kids to school. Alternatively, they can drop their kids off at the *Drive to Five* location so that they can walk to school on their own, or with friends.

Five great things about *Drive to Five*

- a. Better physical and mental health
- b. Less congestion
- c. Kids are alert and ready to learn
- d. Get to know your neighbourhood
- e. Everyone can do it!

Map of school with locations, days and time