

# WALK & WHEEL SCHOOL WEEK

## 2018 Final Report



**33** schools in 12 municipalities and electoral areas registered in the Capital Regional District's Walk & Wheel to School Week.

Public and independent schools in four school districts (61 Victoria, 62 Sooke, 63 Saanich and 64 Southern Gulf Islands) saw increased numbers of students walking or wheeling during the free, fun campaign, which ran from October 1-5, 2018.

Funded by the CRD with support from Island Health and the CRD Traffic Safety Commission, the initiative encouraged and motivated students and their families to choose active travel — walking, biking, scooting and busing — for all or part of their school commute.

**CRD**

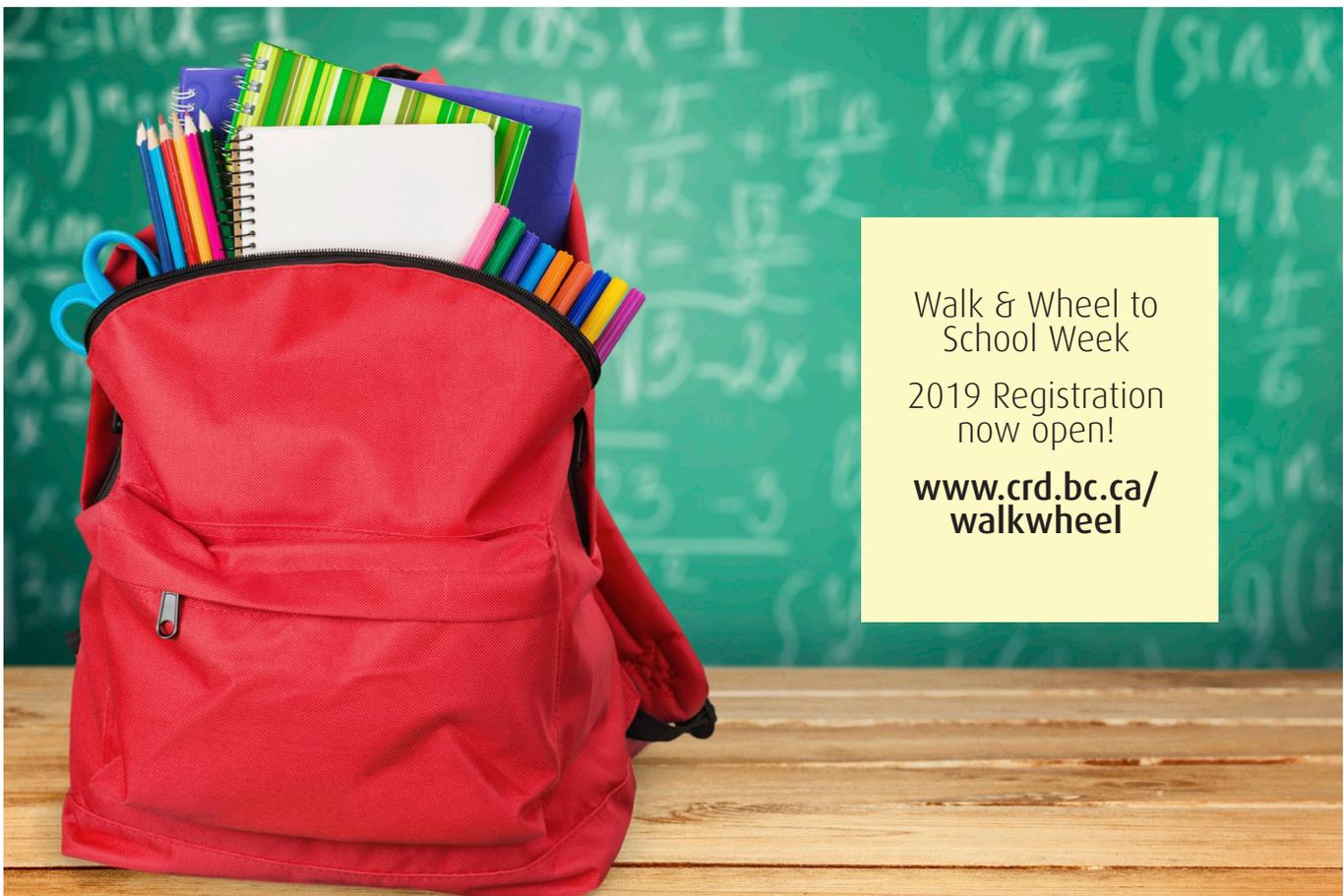
Making a difference...together

# Schools & Active Transportation

Walk and Wheel to School Week promotes and celebrates the use of active transportation for the daily commute to and from school and addresses health, physical activity and traffic safety issues while tackling air pollution and climate change.

With almost half of all elementary and secondary school students being driven to school (CRD Origin Destination Household Travel survey, 2016), there is significant opportunity for more students to enjoy the benefits of active travel.

By encouraging and supporting the use of active travel for the journey to and from school, the CRD and its partners are promoting physical activity, a sense of belonging, safer streets, environmental stewardship and improved overall community health.



Walk & Wheel to  
School Week

2019 Registration  
now open!

[www.crd.bc.ca/  
walkwheel](http://www.crd.bc.ca/walkwheel)

# Why Participate

*It was a big hit last year so we did it again.*

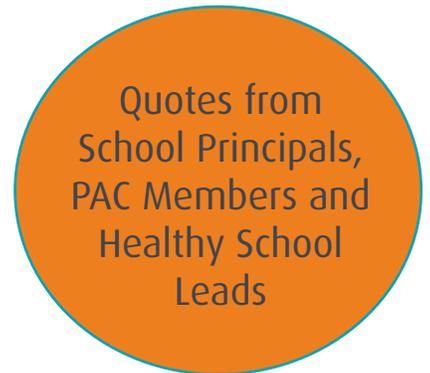
*Encouraging kids to be active and reducing the car congestion were our two main goals!*

*This is a great initiative to help us change.*

*It makes sense to do this activity at the beginning of the school year.*

*It encourages healthy lifestyles.*

# Benefits



*Heightened awareness of alternate ways to get to school.*

*Students travel choices shifted to more active trips throughout the week.*

*Lots of parents changed their schedules to accommodate different transportation styles.*

*The bike racks were full.*

*A lot less traffic on the school road and in the school parking lot during the week.*

*We liked the momentum it built in active transport and the students' enthusiasm.*

*The prizes [reflective tags & bandanas] were super popular with the kids. They are still wearing both!*

# How it worked

CRD invited schools across the capital region to participate in the 2018 Walk & Wheel to School Week. Program registration was promoted by letter to superintendents, principals and past participants, community e-newsletter, social media platforms and media information bulletin.

Island Health and School District Healthy Schools staff also supported promotion through their networks and in-class presentations.

Schools (principals, PAC chairs, Healthy School Leads) registered for the initiative through staff or online at [www.crd.bc.ca/walkwheel](http://www.crd.bc.ca/walkwheel).

Each school received campaign packages filled with trip-tracking supplies, a guidebook, reflective zipper-pulls and more. Schools used this package to promote the program in different ways.

For every day of the week (October 105) each student who walked or wheeled to school (all or part way) received a sticker to place on their school's large trip tracking poster. Each shoe sticker represented a walking or busing trip and each wheel sticker, a biking, boarding, blading, scooting, or skating trip.

Students also earned a walking trip sticker for finding a way to "Drive to Five". This encourages parents and guardians to park and walk with children, or coordinate

to drop them off to walk with others, from designated locations within a five-minute safe and comfortable walk to school.

At the end of the week, schools took a picture of their poster and completed a follow-up survey for a chance to win prizes.

## PRIZES

- **Sangster Elementary** won the Street Party Pack for **most walking trips** per school capita. Prize pack is a celebration station in the spring with an active travel trivia wheel, prizes and refreshments to celebrate and keep up the momentum going.
- **Christ Church Cathedral School** won the Rack'em Up Prize Pack for **most wheeling trips** per school capita. Prize pack included a bike rack and installation.
- **Quadra Elementary** won the early registration prize to have the CRD/Island Health team visit the school during Walk & Wheel to School Week with prizes.



*The kids loved the stickers and tracking poster. The draw prizes were a HUGE hit!*

Trip tracking poster & stickers



# Creating buzz

Walk & Wheel to School Week was featured in school calendars, newsletters, announcements, websites, local newspapers and social media.

Sooke School District and Colwood Elementary were featured in the Goldstream News Gazette for their support of active travel and participation in the program.

CTV's Vancouver Island 'Family Matters' newscast segment also showcased Walk & Wheel to School Week including interviews with a local participating family, Dr. Murray Fyfe, Medical Health Officer, Island Health, and Nikki Elliott, CRD Climate Action Program Coordinator.

Local schools helped create buzz with a range of activities that promote walking and wheeling.

Some reported examples include:

- Table outside with a draw prize for participants
- Morning announcements and hung up the poster and some prizes inside the school
- Celebration stations located along two routes to school. Thrifty's donated the food (fruit and cookies) with music and prizes
- Assembly with Tour de Rock visiting
- Promoted Walking Wheeling Wednesdays
- Parents and staff passed out stickers each morning
- Hosted a celebration station with coffee and refreshments
- Provided an information table set up daily outside the school with the large poster board

Consider active wheeling to school tomorrow. Our school has racks to store bikes, scooters and skateboards! Encourage your child to place a sticker on our trip tracking board by the main entrance. #CRDWalkWheel



Like

Comment

150 walkers and wheelers this morning for #CRDWalkWheel - nice work EMJS students! Can we make it to 200 tomorrow? Thanks for your support @crd\_bc @CityOfVictoria @NilsJensen1 and Fairfield Bikes.

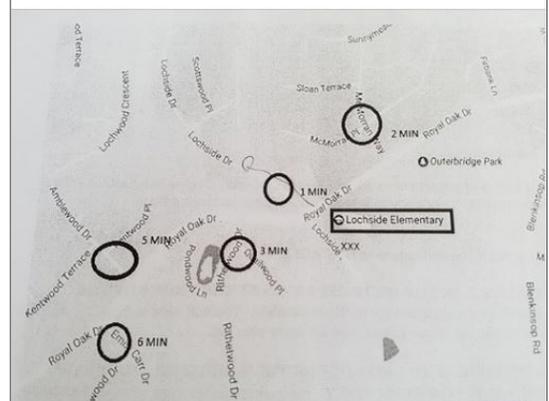


Like

Comment

3

Will you 'Drive to 5' tomorrow morning? Look for a convenient parking location with a safe 5 minute walking route to school. Encourage your child to place a sticker on our trip tracking board by the main entrance. #CRDWalkWheel



Like

Comment

# Participation highlights

*The kids were very excited to walk and wheel to school.*

↓  
Most trips taken by one school over the week



**530**

walking



**317**

wheeling

*\* trip tracking results submitted by 19 schools*

**10,238**

30% more than 2017

number of students at registered Walk & Wheel to School Week schools



**8,427**\*

number of active trips to/from school



**12** Municipalities

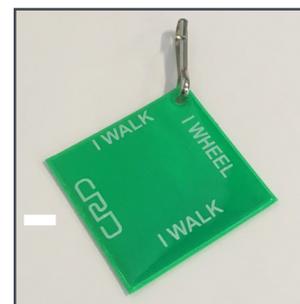
**4** School Districts

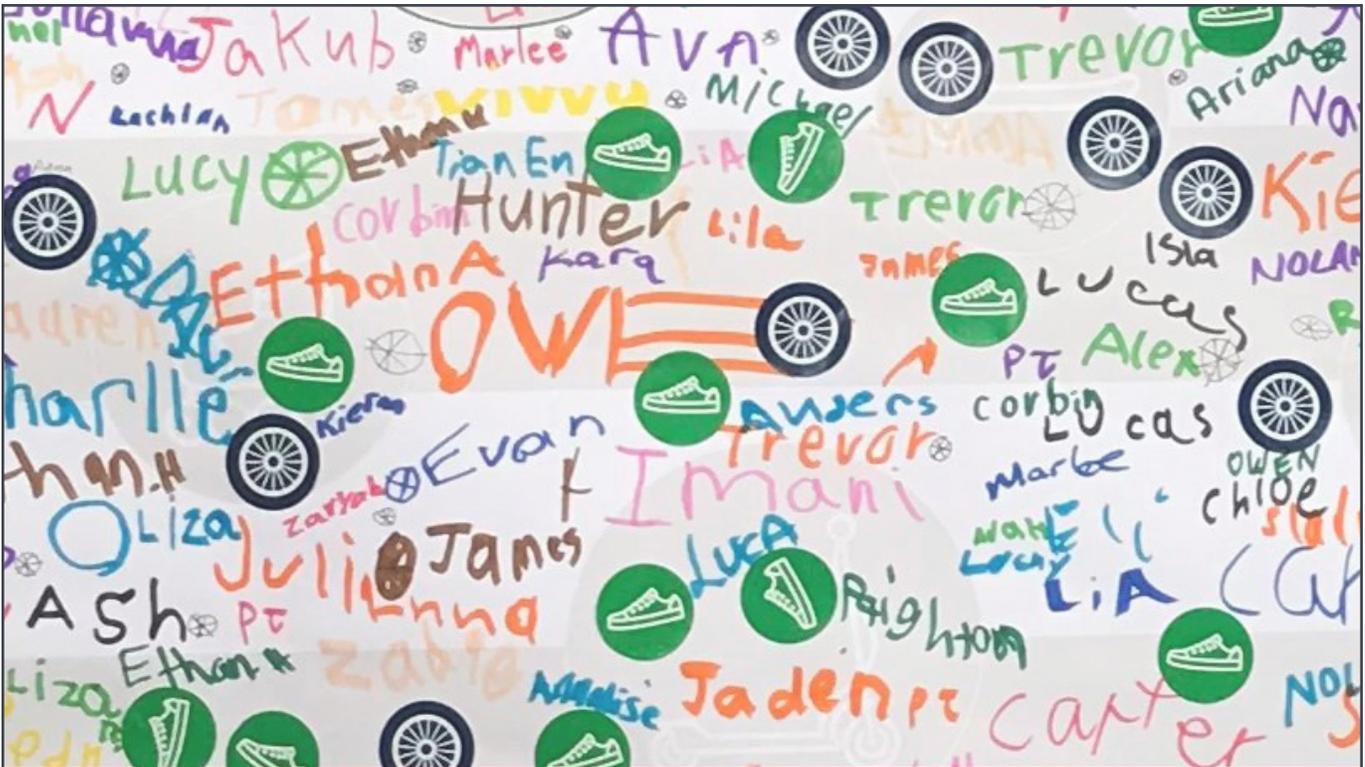
**2** Electoral Areas

represented by participating schools

*I see lots of kids with them on their backpacks.*

← Safety reflective zipper-pulls provided in school packages





**Thank you** to all the schools, students, families, staff and volunteers for participating in the region's second Walk & Wheel to School Week and to Island Health and CRD Traffic Safety Commission for their support!

Brought to you by:



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With support from:



island health



CRD TRAFFIC SAFETY COMMISSION

