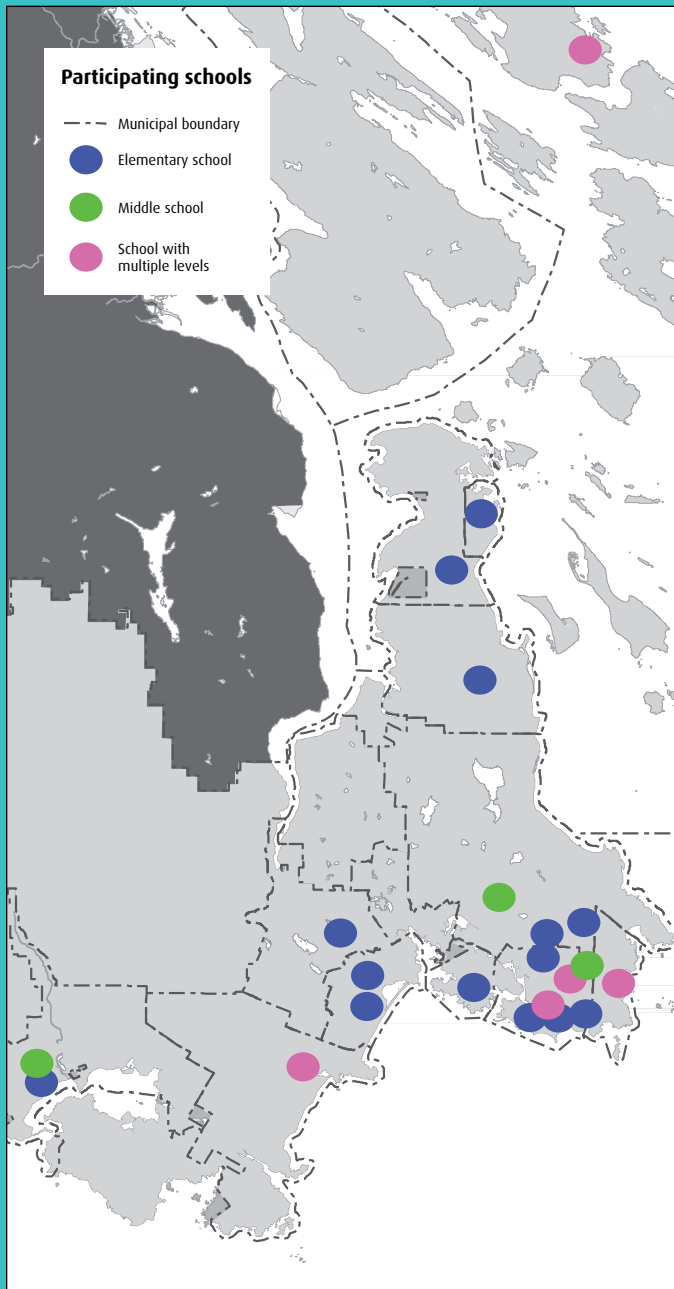


WALK & WHEEL² SCHOOL WEEK

2017 Final Report



22 schools in 12 municipalities and electoral areas participated in the Capital Regional District's inaugural Walk & Wheel to School Week.

Public and independent schools in four school districts saw increased numbers of students walking or wheeling during the free, fun campaign, which ran from October 2-6, 2017.

The campaign was funded by a \$12,000 Community Wellness Grant from Island Health and encouraged and motivated students and their families to choose active travel — walking, biking, scooting and busing — for all or part of their school commute.



BOLDLY GO
LEAVE YOUR AUTO



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Making a difference...together

How it worked

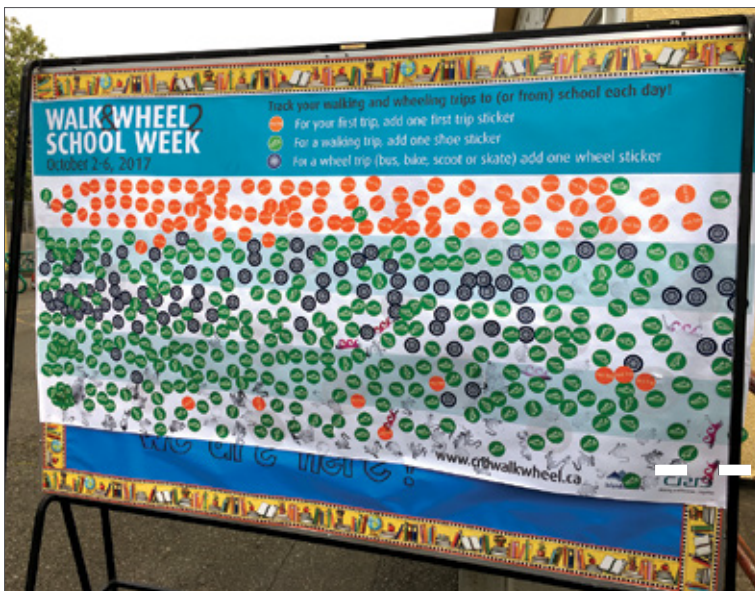
From May through September, schools across the region registered to participate in the Walk & Wheel to School campaign and received campaign packages filled with giveaways, trip-tracking supplies, promotional materials and additional resources.

During the week-long October campaign, each student who walked or wheeled to school (all or partway) received a sticker to place on their school's large trip-tracking poster. Each participating student was initially given a First Day sticker. Then participants received a shoe sticker for a walking or busing trip and a wheel sticker for a biking, scooting or skating trip.

Students could also earn a walking trip sticker if they participated in Drive to Five, a campaign that encouraged parents to park and walk with their children, or drop them off, at 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.

There was greater participation at many schools than originally estimated; however, schools reporting back final results to the CRD was inconsistent.



PRIZES

- **Ruth King Elementary** won the Street Party Pack for **most walking trips** per school capita. Prize pack included an event tent, table and wireless speaker.
- **Sir James Douglas Elementary** won the Rack'em Up Prize Pack for **most wheeling trips** per school capita. Prize pack included a bike rack and installation.
- **Macaulay Elementary** won the Active Transportation Photo Booth Prize Pack for being the school with the **most social media coverage**. Prize pack included photography items and props.

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



Trip-tracking information collection generated conversation when displayed outdoors on school grounds.

Participation highlights

Kids and staff had fun participating!



Most trips taken by one school over the week



505
walking



292
wheeling

7,127

number of students engaged in Walk & Wheel to School Week



3,165

number of students and their families who walked and wheeled to/from school

We registered because we value active living and are looking for ways to combat traffic issues.

Creating buzz

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

Sidney Elementary invited local media to join their celebration event, which was featured in the *Peninsula News*.

Glanford Middle School, winner of the Early Bird Registration Prize, invited CRD staff to participate in a student-led morning video streaming program.



More students and staff are actually talking about alternative ways of getting to and from school.

First Trip

Thank you to all the schools, students, families, staff and volunteers for participating in the region's first Walk & Wheel to School Week and to Island Health for its support!



SCHOOLS & ACTIVE TRANSPORTATION

This pilot campaign was part of the CRD's Active & Safe Routes to School program, which promotes the use of active transportation for the daily trip to and from school and addresses health, physical activity and traffic safety issues while tackling air pollution and climate change.

With 33% of students in the capital region currently being driven to school, and the majority of those trips being under four kilometres (CRD Origin Destination Study 2011), 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.