

7 E'S APPROACH TO ACTIVE SCHOOL TRAVEL PLANNING

A comprehensive and sustainable approach to making school-neighbourhoods more comfortable to walk and wheel, by identifying and addressing safety and social barriers to better support and enable active travel with confidence.



EQUITY

Intentionally consider needs and impacts of all regional demographics groups with particular attention to ensuring safe, healthy, and fair outcomes for residents of diverse family, cultural, socio-economic backgrounds, abilities and identities.



ENVIRONMENT

Support actions that would enable a reduction in transportation related Greenhouse Gas (GHG) emissions and vehicle pollution through the focus on increasing rates of active travel.



EVALUATION

Collect data and user insights to understand residents travel context, to identify appropriate approaches, opportunities to improve the effectiveness of an approach for respective communities while monitoring changes over time.



ENGINEERING

Make physical improvements to the streetscape, regional trails and built environment to improve the walk/wheel-ability and bike-ability within and between municipalities with region-wide connectivity.



ENFORCEMENT

Increase awareness and compliance of traffic laws, bylaws and guidelines to ensure a sense of personal safety and comfort for those taking active travel.



EDUCATION

Change perceptions of active travel and support programs to improve safety, reduce conflicts between transportation modes, and build the confidence and skills needed to safely and confidently walk/wheel or cycle.



ENCOURAGEMENT

Support and expand the number of individuals to choose active modes of transportation to meet local travel needs with purpose and confidence.