



Drive to 5 Toolkit



Drive to 5 is an active transportation initiative where parents can drop-off their children at designated locations that are a safe and accessible 5- walk to school. Parents can either park and walk with their children or drop them off.

Contents of the Drive to 5 Toolkit:

- What is Drive to 5?
- Benefits of Drive to 5
- How to implement Drive to 5
- Tips for success
- Sample Email Content
- Sample Newsletter Content



What is Drive to 5?

Drive to Five is an active transportation initiative providing additional school drop off and pick up locations to families for their children. The Drive to 5 sites are located within a 5-minute, safe and accessible walk to the school. Parents and Guardians can either park and walk with their child or drop them off to walk independently and with other students.

What are the benefits of Drive to 5?

As part of the *Ready Step Roll: Active School Travel Planning* program, the Capital Regional District has developed a region-wide *Drive to 5* resource. For schools that choose to participate in the program, the CRD can provide additional information and communication resources to support program delivery.

There are many benefits to a successful Drive to 5 program including:

- A short burst of physical activity before class, providing mental and physical health benefits
- Opportunity for children to gain independence, socialize with classmates and get to know the community around their school
- Improves air quality and traffic safety for all road users near school drop off areas
- Saves time for parents by avoiding the drop off loop line ups
- Opportunity for parents and children to walk together at the start or end of the school day

How can my school start our own Drive to 5 initiative?

To implement a Drive to 5, a school needs:

- Designated location(s)
- Participants
- Promotional Materials and School Support

Designated Locations

- Choose one or more Drive to 5 locations around your school. These locations should have parking and be within a 5-minute walk along a safe and accessible route to school.
- Consider more than one location in different directions to the school. Parents are unlikely to drive by the school to get to their designated location.
- Potential locations include parks, trailheads, recreation centres, church parking lots, or private businesses. If the location is on private property (i.e. a church or a business) be sure to contact the landowner before promoting the location to parents and guardians.
- For examples, see Drive to 5 locations in previous Ready Step Roll School Travel Plans.



Participants

- Parents and Guardians – use Drive to 5 locations
- Students – walk from Drive to 5 locations
- PAC– provides volunteers, organizes the program
- School – supports and promotes the initiative
- CRD – provides supporting resources
- School District and Municipality – promotes the program
- Local Businesses and organizations – provide Drive to 5 locations

Promotional Materials and School Support

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

- Email
- Newsletters
- Signs
- Assemblies and PAC presentations
- Posters/flyers
- Neighbourhood Maps

Schools are encouraged to adapt and use the appendix templates for their individual programs.

Tips for success:

The program can be as small or as big as you want. It can be passive (designate location(s) and promote) to active (signs, volunteers, and celebration stations). You can run it once in a while (Drive to 5 Fridays, Earth Day Celebrations) or every day of the school week.

Encourage parents to practice walking with their child, having them identify different point of interest along their walk (crosswalks, crossing guards, where the school zone starts/ends etc.) to develop safe habits and awareness. Consider using the Ready Step Roll Neighbourhood Scavenger Hunt as a starting point for different signs and infrastructure to point out.

Encourage parents to practice the “Kiss & Go” method – dropping their child off and allowing them to walk independently to school (alone or with other students) as their child gains confidence. This will allow more families to use the parking at the Drive to 5 locations.

With more parent volunteers the program can be expanded to create a Walking School Bus, with a walking leader. This can help encourage families with younger children to participate. More volunteers can also support hosting celebration stations at Drive to 5 sites to motivate families and reward them for supporting safe, healthy, and active school communities – consider giving coffee to parents and fruit/stickers to kids.



Sample Promotional Content:

Sample Email Content

Dear Parents and Guardians,

[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 5** initiative has been developed to encourage Active and Safe Routes to Schools in our community. A *Drive to 5* is a **designated location that is a safe and accessible 5-minute walk from our school**. Parents and Guardians are encouraged to park at the location and walk with their kids to school. Alternatively, they can “Kiss & Go” by dropping students off at the Drive to 5 locations so they can walk on their own, or with friends.

If you drive your child to school, you can Drive to 5:

- [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 fruit/stickers/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
- Increased social connection with students getting to know our neighbourhood
- Reduced congestion around the school

Have questions? Please contact [name of volunteer coordinator].

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

Sample Newsletter Content

When kids walk and bike to and from school, they get to exercise while connecting with their community. They also get to spend time with their family and friends while contributing to a safer neighbourhood. But... what if you live too far from school or need to drive some days?

The new **Drive to 5** initiative gives you a place to park that is within a 5-minute walk to or from 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 and other families.

Have questions? Please contact [name of volunteer coordinator].