

Part 2: Active School Travel – Parent Engagement Strategy Action Toolkit for Parents

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- ASST Action Toolkit's Supporting Resources



Appendix A: Local Community Organizations Related to Active and Sustainable School Travel

The following list of local organizations has been compiled for you to consider as a starting point for volunteering with active and sustainable school travel in mind. The name of each organization is linked to their website.

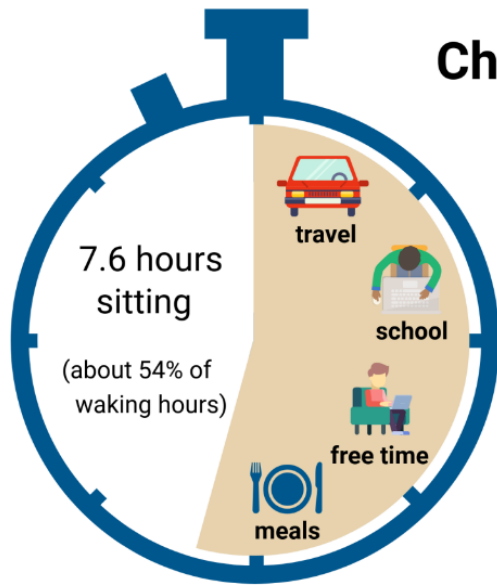
Organization Name	Contact Information	Relevant Programs/Campaigns
Environment Hamilton	Email: contactus@environmenthamilton.org Phone: 905-549-0900	<ul style="list-style-type: none"> • Friendly Streets • Truck Route Reboot • General environmental advocacy • Annual Youth Eco-Summit
Cycle Hamilton	Email: info@cyclehamont.ca	<ul style="list-style-type: none"> • Bike Day • General cycling advocacy
Green Venture	Email: contact@greenventure.ca Phone: 905-540-8787	<ul style="list-style-type: none"> • Fresh Air for Kids • General schools environmental programming
New Hope Community Bikes	Email: info@newhopecommunitybikes.com Phone: 905-545-1991	<ul style="list-style-type: none"> • Ride Smart Cycling Education
Bike for Mike	Email: info@bikeformike.org	<ul style="list-style-type: none"> • Mike Bikes
Home and School Association (Public School Parents Only)	Email: hwCouncil@gmail.com	<ul style="list-style-type: none"> • Similar to a Parent Council, comprised of parents and family members of students at select HWDSB schools

List of Neighbourhood Community Groups

Some neighbourhoods in Hamilton have organized themselves into community associations or hubs. It may be relevant to get in touch especially if you have concerns about traffic and safety, and it's always a good idea to get to know your neighbours! Note, this list is not exhaustive.





- Sherman Hub:
<http://southshermanhub.wordpress.com/>
- South Stipeley Neighbourhood Association:
<http://southstipeley.wordpress.com/>
- Hamilton Beach Community:
<http://hamiltonbeachcommunity.com/wp/>
- Red Hill Valley Neighbourhood Association:
<http://rhvna.com/>
- Hamilton East Mountain Community Association:
<http://hamiltoneastmountaincommunity.com/>
- Allison Park Community Association:
<http://www.allisonpark.org/>
- Gourley Park Community Association:
<http://www.gourleypark.com/>
- Landsdale Area Neighbourhood Association:
<http://www.landsdale.ca/>
- Ainslie Wood/Westdale Community Association of Resident Homeowners:
<http://awwca.ca/>
- Corktown Neighbourhood Association:
<http://www.corktownna.ca/>
- Strathcona Community Council:
<http://strathconacommunity.org/>
- Beasley Neighbourhood Association:
<https://www.facebook.com/amandabstewart73#!/groups/15933540966/>
- Durand Neighbourhood Association:
<https://www.facebook.com/amandabstewart73#!/groups/49268410518/?fref=ts>
- Stinson Community Association:
<https://www.facebook.com/.../5300.../permalink/536547703038897/...>
- North End Neighbours:
<https://www.facebook.com/...>
- My Barton Village:
<https://www.facebook.com/amandabstewart73#!/pages/My-Barton-Village/394731293881834?fref=ts>
- Central Neighbourhood Association:
<https://www.facebook.com/pages/Activism-Hamilton-Ontario/217289705026836?ref=hl#!/CentralNeighbours>
- Kirkendall Neighbourhood Association:
<https://www.facebook.com/pages/Activism-Hamilton-Ontario/217289705026836?ref=hl#!/KNAhamilton>
- Wever Hub:
<https://www.facebook.com/WeverHub>

Appendix B: Pre-made Presentation — Five Ways to Support Children’s Active Travel



Children sit most of their day

Too much sitting is linked with . . .

-  Poor academic achievement
-  Decreased mental well-being
-  Social behaviour problems
-  Poor physical health

1 Get and stay informed



Know the health risks



Walk or wheel in your area



Map best routes to school



Attend sessions



Stay connected

2 Be a partner



Get trained



Work on school travel plan actions



Pursue recognition and awards



Fund raise for supportive amenities



Ask by-law enforcement for road infractions

3 Create a culture of active travel



Be a role model



Take part in events



Encourage independence



Form walking buddies



For those driving, walk a block

4 Improve school and neighbourhood design



Assess conditions



Ask for cross walks, traffic calming



Reduce speed limits



Ask for racks for bikes, scooters



Attend pupil accommodation review



Ensure seasonal maintenance

5 Make policy changes



Support car free school zone



Make school travel part of curriculum



Have a school travel plan



Move bus funding to active travel



Limit parking lot access to only staff



Limit courtesy bus rides

Appendix C: Sample Letter/Email to Your City Councillor

The template below follows the scenario of a parent who wants to request action related to improving cycling infrastructure on their way to their child's school. If this issue resonates with you, feel free to use it as a template and fill in the highlighted boxes based on the prompts in the brackets. Otherwise, feel free to adapt it to address your own concern(s).

Do not worry about being formal or sounding professional to your Councillor. Feel free to add statistics if you have some good examples you want to share. You may also consider attaching photos of concerning areas/situations that you have seen that you would like to see addressed.

Dear Councillor (last name here),

My name is (your name here) and my children are currently students at (insert school name here). I am contacting you today to share my concerns with the lack of safe cycling infrastructure on the route from my home to my children's school. I choose to bike with my children to school because it is faster than driving, allows us to stay healthy, and is an enjoyable family experience for us.

The City of Hamilton's vision is to be the best place to raise a child and age successfully, however, the lack of safe cycling infrastructure, high traffic speeds and wide roads are making it very hard for this vision to be achieved. (Insert specific examples of infrastructure/traffic/road concerns on your bike to school).

The City of Hamilton recognizes the [key principles of Vision Zero for Road Safety](#), which includes safe speeds and safe roads. I would like to request a meeting to discuss how the principles of Vision Zero can be applied in my neighbourhood so that the City's vision can be closer to reality.

Sincerely,

(Your full name)

(Your address)

Appendix D: Sample Letter/Email to Your School Board Trustee

The below email template follows the scenario of a parent who wants to request action related to improving infrastructure on their way to their child's school. If this issue resonates with you, feel free to use it as a template, address the prompts in the yellow boxes. Otherwise, feel free to adapt it for your own concern(s). Do not worry about being formal or sounding professional to your School Board Trustee. Feel free to add statistics if you have some good examples you want to share.

Dear (School Board Trustee's name),

My name is (your name here) and my children are currently students at (insert school name here). I am contacting you today to share my concerns with the sidewalk/cycling infrastructure from my home to my children's school. I choose to walk/bike with my children to school because it is faster than driving, allows us to stay healthy, and is an enjoyable family experience for us.

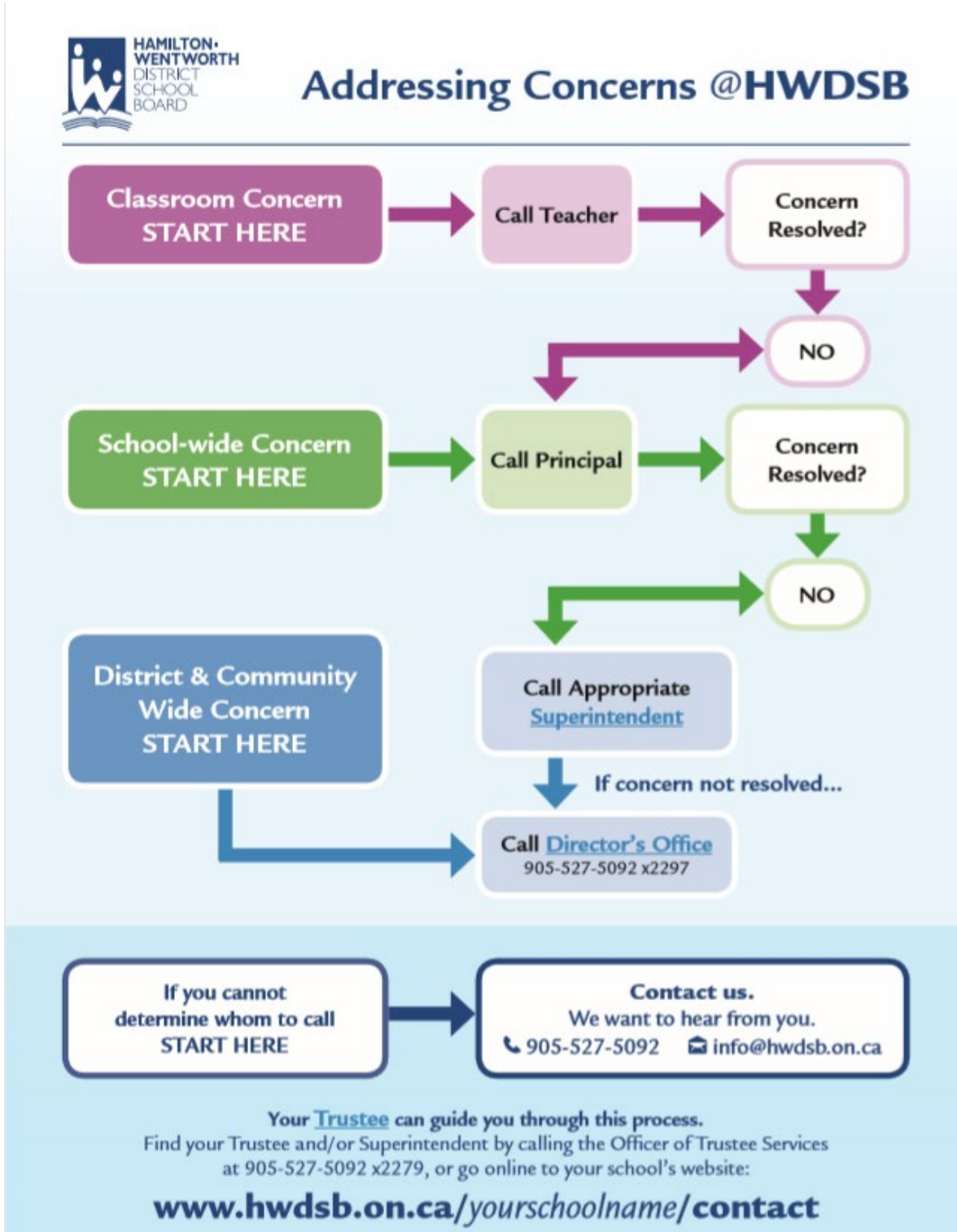
In 2015, the School Board signed the Hamilton Active and Sustainable School Transportation Charter that committed to five key principles, including safe and convenient street design for all users, personal and community safety. I would like to request a meeting to discuss how the principles of the Hamilton Active and Sustainable School Transportation Charter can be applied in my school's neighbourhood to address my challenges to using active and sustainable transportation to and from school.

Sincerely,

(Your full name)

(Your address)

Appendix E: HWDSB Parental Concerns Flowchart



Appendix F: HWCDSB Parental Concerns Flowchart



HWCDSB PARENTAL CONCERNS



To find your school's website, go online to www.hwcdsb.ca and click the 'schools' link and search your school name.

Appendix G: Event Planning Checklist

Events are a fun way to raise awareness about the benefits of walking, rolling, biking or taking the bus to school. Events can also help strengthen school and community spirit. This event planning checklist has been created to help guide you while you plan your event. Feel free to use what you like. Use your own creativity to guide other aspects.

Timeline

Timing	Tasks
8 weeks before the event	<ul style="list-style-type: none"> • Meet with the Principal • Set a date • Invite others to help plan (teachers, parents, students, community members, etc.)
7 weeks before the event	<ul style="list-style-type: none"> • Host the team brainstorming meeting • Begin planning the event
6 weeks before the event	<ul style="list-style-type: none"> • Invite community members or other special guests to be involved • Continue planning
5 weeks before the event	<ul style="list-style-type: none"> • Create promotional items for your event • Continue planning
4 weeks before the event	<ul style="list-style-type: none"> • Print promotional items for your event • Continue planning
3 weeks before the event	<ul style="list-style-type: none"> • Start promoting! • Continue planning
2 weeks before the event	<ul style="list-style-type: none"> • Continue planning
1 week before the event	<ul style="list-style-type: none"> • Continue promoting • Confirm any bookings • Confirm roles for the day of
Event Day	<ul style="list-style-type: none"> • Take lots of photos!
After the event	<ul style="list-style-type: none"> • Celebrate with your team • Promote the event's success • Thank everyone who was involved

8 Weeks Before the Event

1. **Meet with the Principal** – make sure you have the school principal's permission to host an event. They may ask what the benefits are to an active school travel event, and there are so many you can share! Such as:
 - reduces congestion and parking problems
 - increases physical activity to improve student health, concentration and learning in class
 - develops children's' independence, road safety skills and decision-making ability
 - increases safety by reducing congestion and improving road safety skills
 - creates closer communities as students are given the opportunity to expand friendships and develop an awareness of their neighbourhoods and local streets and,
 - improves air quality and reduces greenhouse gas emissions by reducing the number of cars on the road,
 - saves money on school traffic management and road/parking lot infrastructure.

2. **Set a date** – ask the principal what date and time would work best for the event so that it does not conflict with other school events. When choosing a date, remember to give yourself enough time to plan and promote the event!

3. **Invite others to plan** – Getting the school community involved from the start will give everyone a sense of ownership and responsibility and will help you by sharing the workload. Students are key players in changing social norms, so make sure to include them in any event planning. Invite teachers, parents, students and any others from the school community to participate in a brainstorming session and later planning meetings for the event.
 - Try to meet at a time and place that works best for everyone
 - Take down everyone's contact information
 - Decide early on how to keep each other in the loop on planning (i.e. email, Facebook group, etc.)

7 Weeks Before the Event

- Host a Planning Team Meeting** – The goal of the meeting will be to decide on the goal of your event, event activities, and some housekeeping/administrative items. You will need to bring this checklist, pens, paper, and a laptop to take notes of the conversation.
- **Event Goals** – The goal of the event should be measurable and specific. You will continue to reference the goal throughout the planning process to make sure you are staying on the right track. An example of a goal includes having 70% of students use active transportation on the event day.

- **Event Activities** – Based on your goal, brainstorm different activities to run on the event day. After you are done brainstorming, consider the following to make your final decisions:
 - How long will the event last?
 - What is your budget? What other resources do you have available? Will you need to fundraise or seek sponsorship from local businesses?
 - Do you need volunteers to help run the activities or is your planning team large enough?

- **Administrative Items** – Once you've determined the event activities, create a list of the different tasks that will need to be done, or roles that need to be filled. Try to have a role assigned to each team member, or each task assigned to one or two team members. Keep in mind the amount of time that each team member has to offer to plan the event!

6 Weeks Before the Event

1. **Invite local community members and special guests** – events work best when everyone knows what is going on and what to do. The more people who know about it and the more reminders they have, the more likely it is to be a success. Some ideas of who to invite include
 - Your City Councillor, the Mayor, Member of Parliament and/or Member of Provincial Parliament to present awards or participate in other ways
 - Local businesses – request food sponsorship or prize donations
 - Local bike shops to provide bike maintenance and teach students how to care for their bikes

5 Weeks Before the Event

1. **Create promotional items for your event** – Consider who your audience is and how you can best reach them through promotional tools. Remember to include the date, time and location of the event on your poster, and any other information you want to include. Some examples of promotional items include:
 - Printed posters
 - Digital posters for TV or computer screens
 - Postcards
 - Newsletters
 - Newspaper advertisements

4 Weeks Before the Event

1. **Print promotional items** – once you have considered a couple designs for your promotional items and know your budget, consider where you want to use them and how many you will need. This will help you determine how much to print of the different items. Once you have your number, send them off to the printers!

3 Weeks Before the Event

1. **Start promoting** – While your planning team may have a promotion lead, promoting your event will be more successful if everyone helps spread the word. Some ideas to promote the event include:
 - Promoting the event at staff meetings or to all staff via email
 - Sharing the event and some extra posters/postcards with your School Council members
 - Drafting a media release for your local newspaper
 - Hanging posters around the school and in local businesses, libraries or community centres
 - Sending reminders home in the form of newsletters or notes in agendas

2 Weeks Before the Event

1. **Continue planning** – hopefully by now you have most activities coming together for the event. If it helps, create a final checklist of everything that needs to be done before the event day. If some tasks do not have a lead, recruit some help from other Planning Team members!

1 Week Before the Event

1. **Continue promoting** – keep spreading the word about the event and throw in some social media posts as well if you think it will help! Ask a student to promote the event on the school announcements and share why it is important for students to participate.
2. **Confirm any bookings** – check-in with any special guests and vendors you have invited to remind them of their commitment to attend the event. If you have made any reservations or other bookings, check in with those vendors now!
3. **Check the weather** – consider what the rain plan may be if the weather is not cooperating. Are you able to host the event in the school gymnasium? Ask your principal and make sure everyone on the planning team is familiar with the back-up plan!
4. **Confirm roles for the day of** – connect with your planning team members and make sure everyone is aware of what they are bringing on the event day, and what they are doing. Include any additional volunteers in this communication as well.

Event Day

1. **Set-up** – Arrive early to set up and give yourselves time to manage any issues that may come-up! When planning team members and volunteers arrive, clarify their roles and duties.
2. **Record your success** – Remember to take lots of photos and videos of the event, and to have someone counting the number of students participating in the event!
3. **Clean-up** – When the event is over, be sure to pack-up and leave the space as you found it.

After the Event

1. **Measure your success** - Compare the photos of the day of the event to a normal day at the school.
2. **Promote your success** – Share the results of the event with members of the school community, key messages, and any photos or media links that you have from the day of. Make sure to thank everyone for participating and being a part of the success!
3. **Celebrate your success** – Enjoy a break after the event and celebrate what you accomplished together as a planning and volunteer team. Debrief the event and talk about what went well, and what to change for next time – you can also do this through an anonymous feedback form.
4. **Thank local partners** – If you had special guests, sponsors or vendors participate in the event, follow-up with a thank you card or email (including the school's principal!)

Appendix H: Fresh Air for Kids Program



Healthy Air for Healthy Kids

Together we can keep the City of Hamilton's air clean!



Participate in an in-class presentation and workshop by clean air experts



Analyze and investigate data from professional air quality measurement devices



Collect air samples in your school's neighbourhood



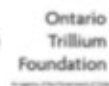
Conduct an educational campaign with your school on anti-idling in the parking or drop-off area

Why Participate?

Through a series of free in-class workshops, on-school-grounds activities, and a mobile survey of the neighbourhood, Fresh Air for Kids will enable the students in your class or your school's Ecoteam to make informed decisions about sustainable transportation and outdoor activity based on air quality and to understand the local impacts of air quality on their health.

The presentations will consist of **engaging, fun, grades 5 - 8 curriculum connected presentations** on the topic of air quality and reducing vehicle idling.

To learn more and sign up your school contact Program Coordinator, Nadine Nesbitt, at nadine.nesbitt@greenventure.ca or call 905-540-8787 x. 151





LETTER OF AGREEMENT BETWEEN:

Green Venture and School

This letter is to confirm the participation in Fresh Air for Kids to help reduce carbon emissions around your school from idling vehicles through a series of educational programming and activities. This program aims to allow students to make informed decisions about sustainable transportation to understand the local impacts of air quality on their health.



Green Venture will:

- Deliver one in-class presentation introducing what air quality means and how it relates to student health followed by leading an outdoor air quality measurement walk and indoor mapping exercise
- Ensure that Corr Research scientist and Environment Canada research van is on site during the air quality walk
- Attend one pre-intervention day to help students collect baseline data related to the number of cars and how long cars are idling for during student pick up time
- Attend one intervention day where students will be actively delivering 'tickets' to idlers during student pick up time
- Attend one post-intervention day to help student collect follow-up data to test if their campaign worked during student pick up time
- Provide all data collect sheets necessary
- Provide air quality measurement devices
- Provide safety vests during outdoor activities
- Provide a Certificate of Completion at the end of the program

Participating School will:

- Choose two champion classes to participate in the program (Note: program is targeted to grades 5-8)
- Ensure that students complete the two-page pre and post program surveys
- Be prepared to participate in all four Green Venture visits:
 - Visit 1: In-class presentation & Neighbourhood air quality monitoring walk/mapping exercise
 - Visit 2: Pre-intervention day, collecting baseline idling data at student pick up time
 - Visit 3: Intervention blitz, delivering tickets to idlers and sharing campaign
 - Visit 4: Post-intervention day, collecting follow-up data to see if campaign was successful
- Engage students in class to create an anti-idling campaign at their school, which may include drawing posters, key fobs, tickets, etc.
- Ensure teachers complete the one-page presentation feedback form and one-page follow-up survey when the program is complete

School Principal – Signature and Print

Champion Class Teacher – Signature and Print

