
SCHOOL TRAVEL PLAN

Queen Mary Elementary School



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City of North Vancouver
www.cnv.org/SASTP

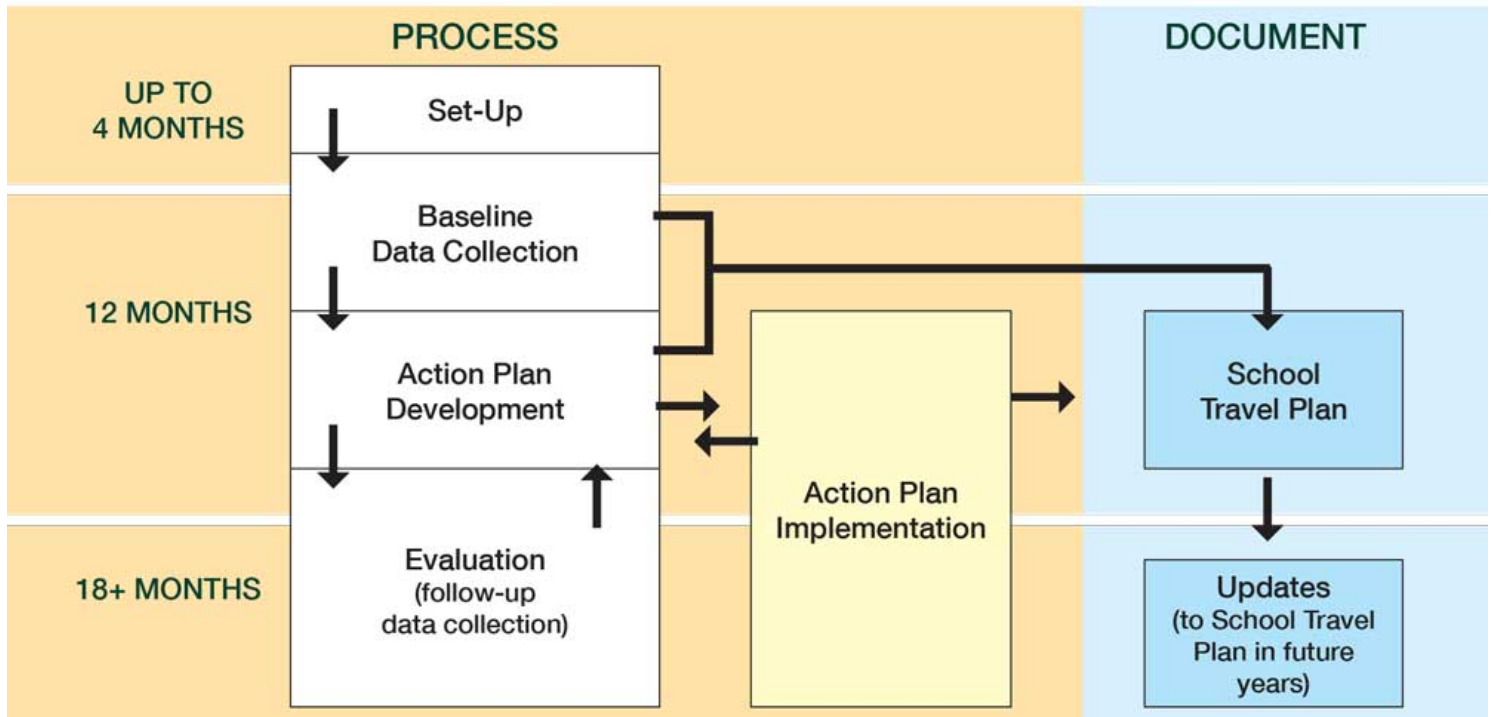
National Active & Safe
 Routes to School
www.saferoutestoschool.ca/school-travel-planning

HASTe BC
www.hastebc.org

School Travel Planning

School Travel Planning (STP) is a community-based planning process that has been used with success to date in communities across Canada. The goal is to increase the number of families choosing active transportation modes to get to and from school. School Travel Planning uses a collaborative approach, working to involve all relevant stakeholders and enable communities to tackle the root causes of their schools’ transportation challenges.

School Travel Planning is overseen and resourced in each community by a Steering Committee comprised of representatives of key school transportation stakeholder groups. At individual schools, the School Travel Planning process is led by an STP Facilitator, who convenes a School Committee, comprised of staff, parents, administration, and other community stakeholders, to outline specific active school travel barriers and solutions, developing the foundation and specifics for each school’s School Travel Plan.



▲ The School Travel Planning Process

School Travel Planning employs a linear process that takes the better part of a year to complete. Individual stages inform subsequent ones but can overlap, so the overall process is kept flexible in order to address issues and respond to opportunities as they emerge.

School Travel Planning in the City of North Vancouver

In 2013, a survey was conducted in partnership with the North Vancouver School District (SD44) and the District of North Vancouver in order to better understand issues specific to the areas surrounding schools and determine how students currently get to and from school.

The City's Safe and Active School Travel Program (SASTP) combines education and outreach with improvements to the transportation infrastructure surrounding schools in order to encourage safe and healthy travel habits. The City of North Vancouver, in cooperation with the North Vancouver School District, TravelSmart, and the Heart & Stroke Foundation, launched the SASTP at Queensbury Elementary in 2014.

After launching the SASTP, North Vancouver City staff and the RCMP reviewed each public elementary school zone while considering the results of the survey. School administration was consulted to identify which schools would be most appropriate for expanding the SASTP. The City of North Vancouver contracted HASTe (Hub for Active School Travel) to develop and implement actions that minimized safety issues around schools and facilitate programs that encouraged walking and cycling to school.

In spring 2015, the program was extended to Larson and Ridgeway Elementary Schools, with a HASTe staff member as facilitator. The program addressed safety issues beyond the immediate school property and included the development of Best Routes to School plans, taking walkability and safety issues into account. The program involved bringing together numerous stakeholders and partners, including school staff, parents, students, City of North Vancouver staff, and many others, to identify issues and develop solutions.

During this process, current transportation issues (such as busy crossings and barriers to active transportation) and opportunities (such as existing pedestrian and bicycle paths) were identified around each school.

City of North Vancouver staff have prioritized the SASTP due to growing concerns over school zone safety issues and low levels of physical activity amongst children in North Vancouver. With a shift in travel norms and lifestyles among families, there has been an increase in parents driving their children to school over the last few decades. The SASTP program allows City of North Vancouver staff to identify opportunities to make strategic and impactful improvements to the transportation infrastructure surrounding schools, educate and reach out to students and families about safer travel behaviour, and encourage walking and biking to and from school.

The School Travel Plan

This School Travel Plan is a living document belonging to the school. It should be revisited regularly to update the status of Action Plan items and to incorporate future evaluation findings.

This document consists of information compiled since The City of North Vancouver Safe and Active School Travel Program began at Queen Mary Elementary School [hereinafter: Queen Mary] in the fall of 2015.

About Queen Mary Elementary

Queen Mary Community School is a Kindergarten to grade 7 elementary school offering the International Baccalaureate (IB) primary years program. It was first established in 1915, and has a vibrant and important history as one of the North Shore's first schools.

After an extensive seismic upgrade and heritage restoration, Queen Mary was reopened to students on January 6, 2014. While the school was under construction, students were relocated to Cloverley School, 2.6 km away.

Queen Mary is located near the city centre, surrounded mainly by apartments and townhouse complexes. The front entrance of the school faces Keith Rd. to the south; at the east end of the section of Keith Rd. adjacent to the school is the site of the City's first roundabout. 13th St. W, a major arterial road, is a block north of the school, while Lonsdale Ave., another major arterial road, lies a block to the east. 8th St. W, to the north of the school, provides access to the staff parking lot, along with a church and several apartment complexes.

The North Shore Neighbourhood House works closely with the school's administration and Parent Advisory Committee (PAC), providing both before- and after-school programming. The PAC is small but very active.

Travel Challenges Summary

School travel challenges are the barriers to active travel faced by students, families and staff at Queen Mary. These challenges were identified through meetings with stakeholders and the School Travel Planning data collection process.

This section, along with Queen Mary's School Travel Action Plan (Appendix 1), identifies some of the challenges and presents recommended solutions, drawn from the school community and best practices in the field of ASRTS, to overcome the barriers to active travel at Queen Mary.

1.

Traffic Safety on W Keith Rd. / 13th St. W

Keith Rd. is a divided roadway with two lanes in each direction, median-divided, between Marine Dr. to the west and the school. It is a transit route and a major arterial road, linking the industrial area below Marine Dr. to the retail area along Lonsdale Ave.

There are three schools located on or near W Keith Rd./13th St. W in the four-block span between Delbruck Ave. and Chesterfield Ave.: Queen Mary, St. Edmund's Elementary School, and St. Thomas Aquinas Secondary School. Most of this stretch of W Keith Rd./13th St. W is signed as a 30 km/hour school zone. However, through the take-home surveys and in conversation, many parents at Queen Mary expressed concerns about vehicle speeds on W Keith Rd./13th St. W.

In conversation, parents mentioned that in the past, they have made and posted home-made signs aimed at raising awareness of the school zone and speed restrictions, especially near the intersection of Mahon Ave. and 13th St. W, in hopes of slowing down traffic to improve the visibility of pedestrians waiting at this popular crossing point.



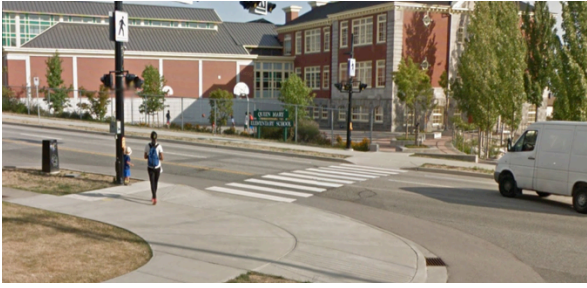
▲ Looking east on Keith Rd. near St. Thomas Aquinas school

On the walkabout, parents suggested that the fact that all three schools were set back from the road, with landscaped frontages, might be reducing their visibility to motorists on W Keith Rd./13th St. W. The suggestion was made to increase the size of the school zone signage or use road markings to improve drivers' awareness of the schools and reduced speed limit.



▲ **Pedestrian crossing at the uncontrolled leg of the intersection of Mahon Ave. and 13th St. W.**

Parents also mentioned that pedestrians often cross W Keith Rd./13th St. W mid-block, despite the fact that there are north-south crosswalks at every intersection between Bewicke Ave. and Chesterfield Ave. Educational efforts around the importance of using crosswalks through the Look Think Go campaign may help address this unsafe behaviour.



▲ **Pedestrian-controlled special crosswalk at the intersection of Mahon Ave. and 13th St. W**

2.

Pedestrian crossings at the intersection of 13th St. W and Mahon Ave.

Through the take-home survey and in conversation, parents at Queen Mary raised concerns about the safety of north-south pedestrian crossings at the intersection of Mahon Ave. and 13th St. W. Even with the special crosswalk and crossing guard in place to facilitate, parents indicated that they still felt the intersection was unsafe for children to cross unaccompanied by a parent. During the walkabout, participating parents mentioned that they had frequently observed drivers failing to yield to pedestrians waiting to cross or in the intersection, and voiced frustration about the lack of driver courtesy and having to wait to cross.

Parents on the walkabout also mentioned that drivers often stopped right at the crosswalk, too close for comfort for pedestrians in the intersection. This issue could be resolved by painting setback stop lines for vehicles approaching the crosswalk from both directions.

During the post-walkabout debrief meeting, participating parents mentioned that the school playground, particularly its basketball court, is popular with neighbourhood residents outside of school hours. They suggested that park or playground signage and speed restrictions might be more appropriate on the stretch of 13th St. W north of the school as they would be in effect at all times. They also requested an increase in enforcement along this stretch of 13th St. W.

3.

Traffic safety at the roundabout at the intersection of Larson Rd. and 23rd St. W

This roundabout was the first of its kind installed in North Vancouver. According to the baseline survey data and walkabout observations, many Queen Mary students travel from the residential buildings east of Chesterfield Ave., crossing the roundabout on their way to school.

During the walkabout, participants spent considerable time observing the behaviour of drivers, cyclists, and pedestrians in and around the roundabout. Few problems were observed, which parents attributed to the presence of several people standing around the roundabout with clipboards wearing high-visibility vests.



▲ Looking south on Chesterfield Ave. towards the roundabout



▲ Looking north up Chesterfield Ave. from the roundabout

Through the take-home surveys and in conversations, parents at Queen Mary communicated that, in general, the roundabout is felt to move traffic well, and is considered well-signed, with clear road markings for crossings and low vegetation. However, a number of parents suggested that there are misunderstandings as to how drivers and active transportation users are meant to share the space,

raising traffic safety concerns about the roundabout. Parents observed that, during peak traffic periods, drivers are often watching motor vehicle traffic in the roundabout, waiting for a break in traffic to enter, and not watching for pedestrians or cyclists. They also expressed that, while the roundabout does slow down motor vehicles, they still feel that drivers are approaching and travelling through it too fast.

During the post-walkabout debrief meeting, participants suggested that an education campaign aimed at Queen Mary families might help increase the school community’s awareness of how to properly and courteously use the roundabout—awareness that would then be shared with other neighbourhood residents.

Participating parents also reinforced the idea that vegetation in and around the roundabout needed to be monitored and maintained regularly in order to ensure good sightlines and visibility.



▲ **Facing north, looking along the Pick-up zone on W Keith Rd. in front of Queen Mary**

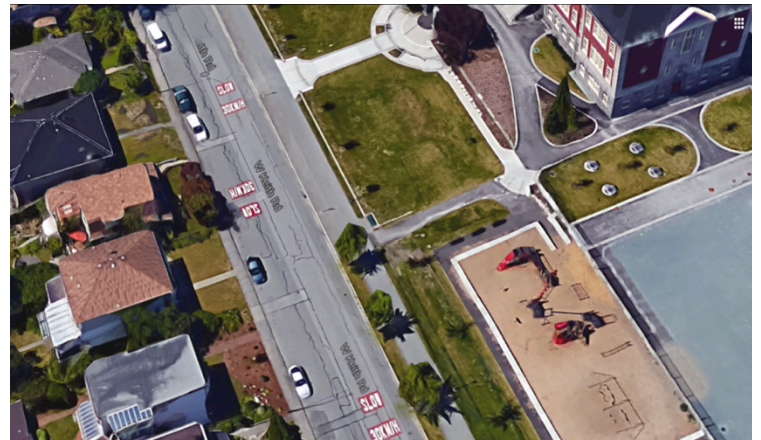
4.

Traffic safety in the School Zone

The north side of the section of W Keith Rd. in front of the school is signed as a “Student Drop-off and Pick-up Area,” with no parking between 8 am and 5 pm on school days. However, through the take-home surveys, several respondents complained that it is common for driving parents to arrive and park in this area as early as 30 minutes before the end of the school day, waiting to pick up their children, or park for 10 minutes or more and enter the school to collect their child.

There is on-street parking on the south side of W

Keith Rd., where vehicles can be parked and left legally. However, in the take-home surveys and in conversation, several parents expressed concerns about the safety of children crossing mid-block from the school to the south side of W Keith Rd. to access vehicles parked on that side of the street. They mentioned that congestion, illegal parking and drivers performing U-turns make the school zone a particularly unsafe area for pedestrians to cross the road.



▲ **Google aerial image showing the school zone street markings on W Keith Rd. in front of the school**

Members of the school community had a number of suggestions they felt would improve traffic safety in front of the school, including the installation of “No U-turn” signs, a reduction in the length of the “No-Parking/Student Drop-off and Pick-up” area and addition of parking spots on the north side of W Keith Rd., and the installation of a mid-block crosswalk to facilitate student crossings. Each of these measures is aimed at facilitating trips to school by motor vehicles, and as long as the volume of motor vehicles in the school zones remains high, it is unlikely the traffic-safety conditions around the school will improve. Promotion of active transportation options (especially to new families arriving at the school), use of Drive-to-Five drop-off and parking locations, and

increased adoption of these options, will reduce the number of motor vehicles in the school zone and improve traffic safety on W Keith Rd.

Parents suggested that further action needed to be taken to curtail motor vehicle speeds in the school zone outside of peak periods, as they felt drivers often exceed the posted 30km/h speed limit outside of congested periods. They also expressed concerns about the safety of children crossing mid-block on 8th St. W, at the back of the school, after being dropped off on the north side of the road.

Data Collection Methodology

School travel data was collected through a variety of methods, including student hands-up surveys, parent online surveys, and school walkabouts. Baseline hands-up surveys and baseline family online surveys were completed in October 2015, and a walkabout involving members of both the Municipal Steering Committee and the SASTP committee was conducted in December 2015.

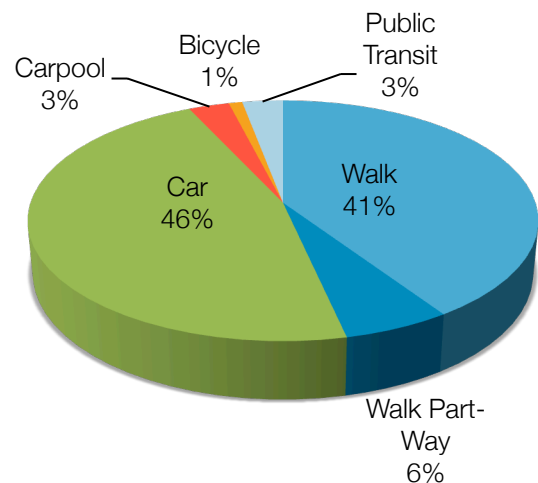
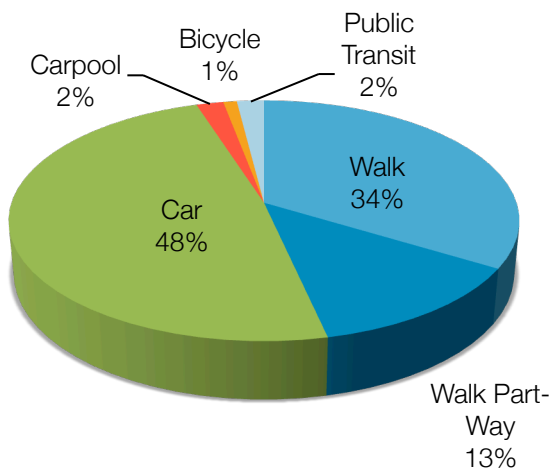
“It is important to get fresh air and exercise so that our children are ready to learn.”

- Queen Mary Parent

In-Class Hands-Up Student Surveys

Baseline hands-up student surveys (Appendix 6) were coordinated by HASTe and facilitated by Queen Mary teachers and staff in October 2015. These surveys involved students self-reporting which modes of transportation they used to travel to and from school each day for one week.

According to the baseline hands-up survey, just less than half of the families at Queen Mary drive to school (49%), 34% walk, a significant number walk part-way (13%), while a small number ride their bike (1%), carpool (2%), or take public transit (2%). In the afternoons, the numbers are similar, with slightly fewer families driving (47%) or walking part-way (6%), and more walking (41%) carpooling (3%), and taking public transit (3%).



▲ Travel Mode to School

▲ Travel Mode from School

“We both have time to talk while we walk to and from school and we both benefit from walking as it is good exercise yet less traffic.”

- Queen Mary Parent

Family Online/Take-Home Surveys

Further information regarding the school journey and family travel habits was gathered through a family online survey (Appendix 5) and a take-home route-mapping exercise conducted in October 2015. Like hands-up surveys, family surveys gather transportation mode share data. However, answers in the family are self-reported, whereas hands-up surveys record actual trips. Generally, data from the hands-up survey is considered to provide a more accurate picture of a school’s travel mode share splits.

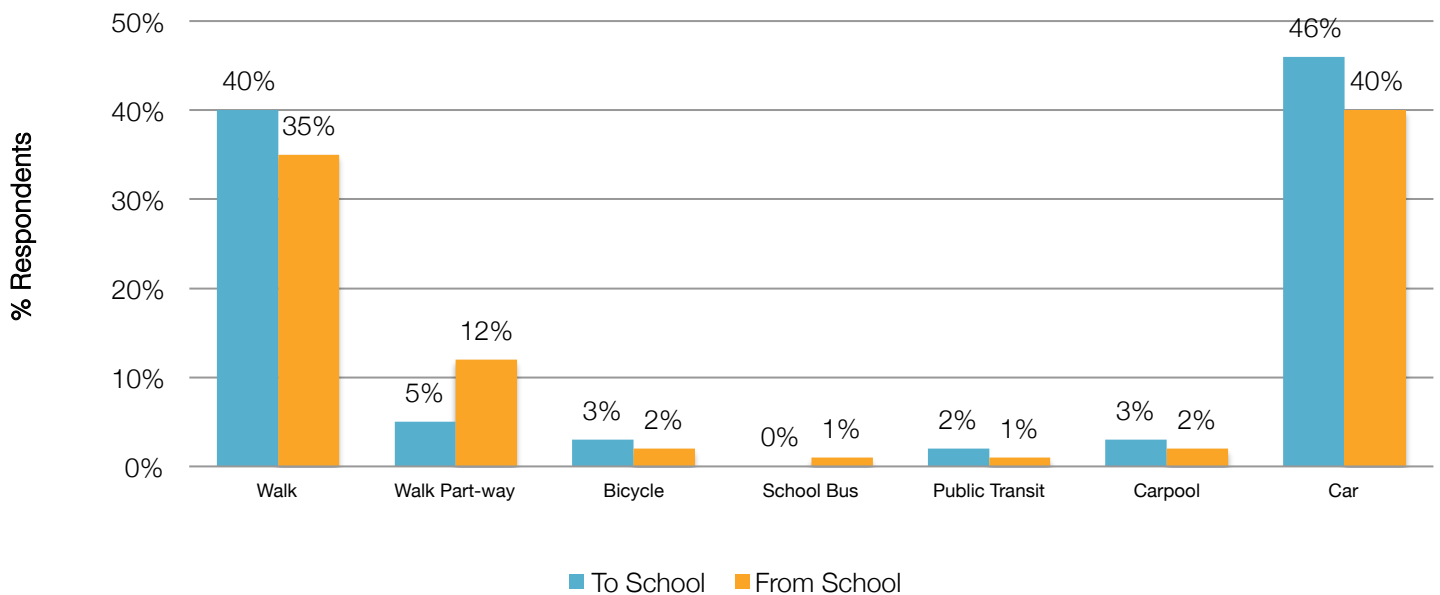
Survey participation

95 parents at Queen Mary filled out the online survey, providing information for 117 students, for a response rate of 32%.

Travel Mode Share

According to the baseline family survey, just less than half of the families at Queen Mary drive to school (46%), 40% walk, and a small number walk part-way (5%), ride their bike (3%), carpool (3%), or take public transit (2%). In the afternoon, the numbers are similar, with slightly fewer families driving (44%) and walking (35%), while a greater number carpool (5%) or walk part-way (12%).

▼ Family-reported mode share data to and from school

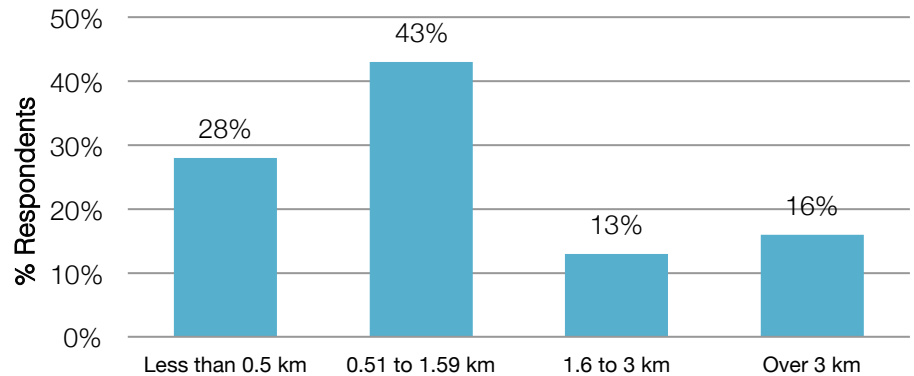


Overall, mode share data collected through the baseline family survey is generally consistent with mode share data collected through the baseline hands-up survey.

Distance Travelled to School

According to the baseline family survey, more than two-thirds of families (71%) at Queen Mary live within 1.59 km of the school, generally considered a walkable distance for elementary-aged children. 13% of families live within 1.6 and 3 km of the school, and 16% live over 3 km from it.

▼ Travel Distance to School



All of the Queen Mary families who walk to and from school live within 1.59 km of the school. However, a significant number of these families drive: 33% of families who live within 500 m of the school usually arrive by car, as do 34% of families who live between .51 km and 1.59 km from it.

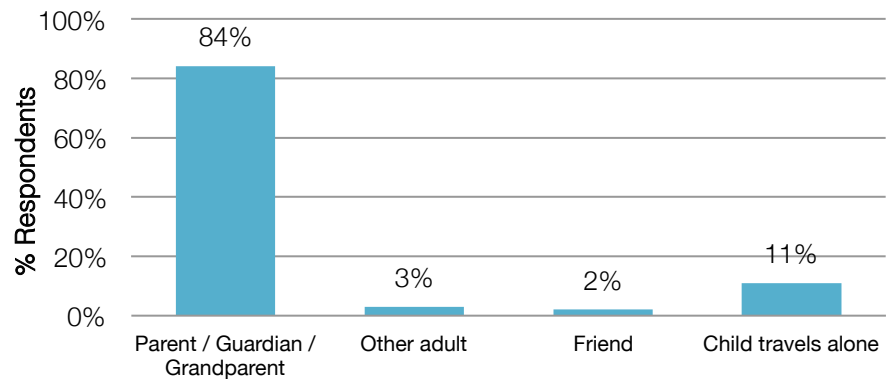
Independent vs. Accompanied Travel

According to the baseline family survey, 87% of students at Queen Mary travel to school with an adult: either a family member (84%) or another adult (7%). A small number of students travel with friends (2%), while 11% make the trip to and from school alone.

“We walk sometimes but depending on the weather or time pressures we choose the car. I wish we walked more often. [She] has started walking from school on her own this year.”

- Queen Mary Parent

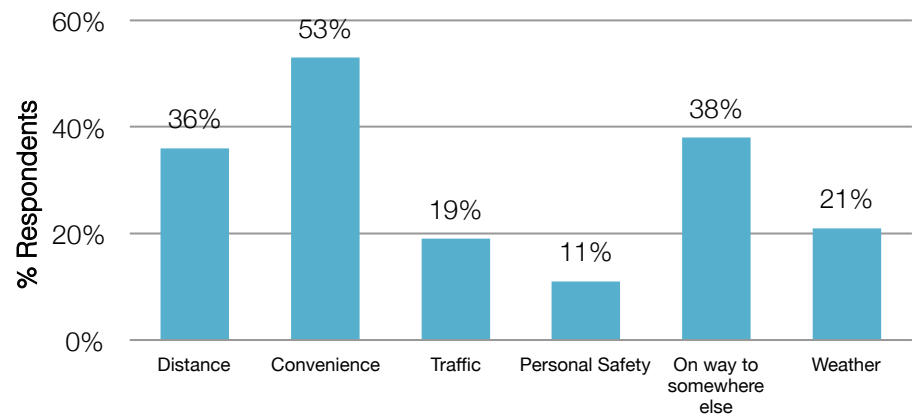
▼ **Student travels with...**



Reasons for Driving

“Convenience” (53%) was the most common reason Queen Mary parents gave for driving their children to school, followed by being “on [their] way somewhere else” (38%) and “distance” (36%).

▼ **Reasons for driving child(ren) to/from school**



Queen Mary has a popular before- and after-school care program; during set-up for events before school, observations by HASTe staff suggested that few if any of the families using the care program arrive at school by non-motorized means, which may account for the high rate of “convenience” being cited as a motivation for driving.

Inducements to Walk

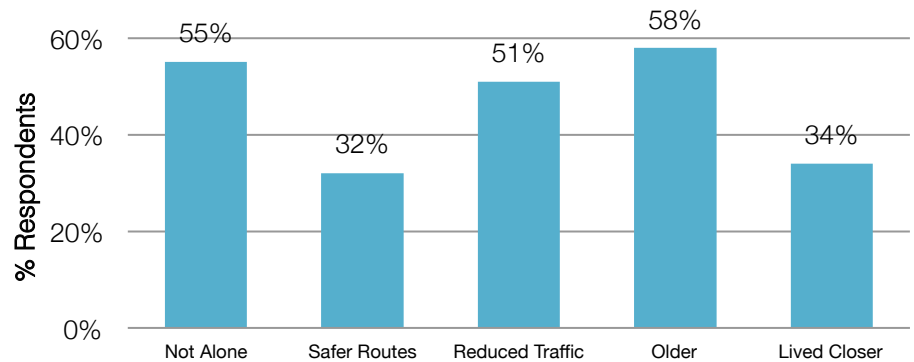
According to the baseline family survey, the most common condition under which parents who usually drive their child(ren) to

“Love the crosswalk attendant in front of Queen Mary Elementary on 13th.”

- Queen Mary Parent

school would consider allowing them to walk was if “they were older” (58%).

▼ **Parents would allow child to walk to/from school if...**

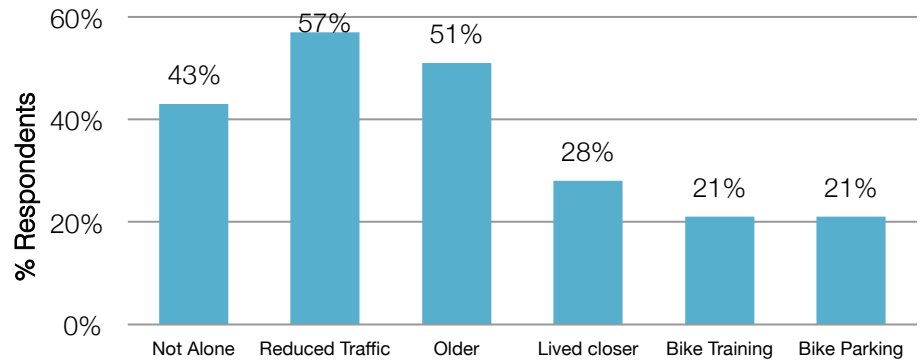


Data from the baseline take-home survey supports the notion that age has an impact on transportation choice: 50% of parents of students aged 10 to 12 reported that they usually walked to school, while only 29% of parents of students aged 7 to 9 and 40% of parents of students aged 4 to 6 reported that they usually walked to school. Walking programs should continue to encourage and support families with younger children in walking, so that those students are able to walk independently as they grow older.

Inducements to Cycle

According to the baseline family survey, the most common condition under which parents would consider allowing their child(ren) to cycle to school was if there was a “reduction in traffic” (57%). If “they were older” (51%) and “did not cycle alone” (43%) were also popular conditions.

▼ **Parents would allow child to bike to/from school if...**

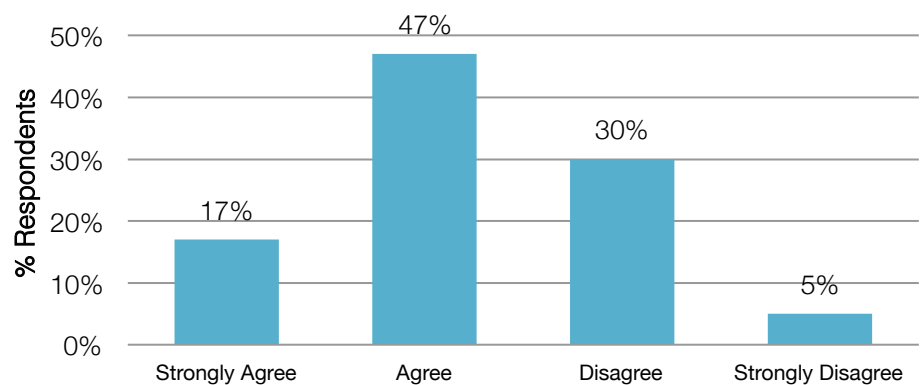


Parents’ reluctance to allow their children to ride to school may relate to concerns about traffic safety in the neighbourhood and/or school zone, or a lack of confidence in their child(ren)'s ability to navigate the roads safely. To address these concerns, the City of North Vancouver has funded bike education for intermediate students at Queen Mary since 2014.

Neighbourhood Safety

64% of parents who responded to the baseline take-home survey reported that they felt that the neighbourhood was safe for children to walk or cycle to school, while 35% disagreed or strongly disagreed that the neighbourhood was safe.

▼ **“Our Neighbourhood Is Safe for Children”**



Walkabout

Members of the City of North Vancouver SASTP committee and the Municipal Steering Committee joined members of the Queen Mary school community on Friday, December 11th, 2015 to conduct a school walkabout. The purpose of the walkabout was to provide key stakeholders with an opportunity to learn about the walking and cycling experiences of families on their routes to school.

Each participant was given a map that listed top areas of concern to observe on the walkabout. Points of interest observed during the walkabout are documented below. They include:

- Chesterfield Ave. and W Keith Rd.
- Mahon Ave. and 6th St. W
- W Keith Rd. and Mahon Ave.
- 14th St. W and Mahon Ave.
- 13th St. W and W Keith Rd./Mahon Ave.
- The school zone

The STP facilitator's notes from the walkabout are attached to this document as Appendix 8.

Over the course of the STP process at Queen Mary, a number of interventions were undertaken to address barriers to active school travel and encourage walking and cycling trips to school. Education and Engagement interventions inform members of the school community about active transportation; Encouragement interventions encourage students and families to travel actively; Enforcement interventions compel awareness of and compliance with traffic laws and bylaws; and Engineering interventions are physical changes that make walking and cycling safer, more comfortable and more convenient.

Interventions undertaken during the STP process at Queen Mary are detailed in the section below. Interventions identified that have yet to be undertaken can be found in Westview's School Travel Action Plan (Appendix 1).

Engineering

Roundabout

The roundabout at the intersection of W Keith Rd. and Chesterfield Ave. is the only one of its kind in the City of North Vancouver. It is clearly signed on all approaches, and the Parks department ensures that foliage in and around the roundabout is maintained so as not to impede sightlines or visibility. Information on how to use the roundabout was included in the Best Routes to School map pamphlet for Queen Mary (Appendix 2).



▲ Roundabout at W Keith Rd. and Chesterfield Ave.

Green Necklace

The Green Necklace is a greenway that loops through the centre of the City of North Vancouver, providing access for pedestrians and cyclists to a number of schools, parks, and public spaces. The City of North Vancouver has added some fun elements to the section of the Green Necklace near the school, with creative public art along the greenway. The East Keith Rd. section of the Green Necklace was completed in 2017, and provides a comfortable and safe walking and cycling connection for many families at Queen Mary.



▲ CNV image showing Green Necklace Trail placemaking



▲ North Shore News image showing street art in front of Queen Mary

Active Transportation Infrastructure on W Keith Rd.

A new multi-use path and separated uphill bike on W Keith Rd. is slated for completion in 2018. The facility is meant to provide a safe greenway connection between the Spirit Trail and the Green Necklace on Jones Ave, and a more comfortable walking and cycling path for students at the schools all along W Keith Rd. The project also includes enhanced pedestrian crossings at the intersections of W Keith Rd. and Jones Ave., W Keith Rd. and Forbes Ave., and Chesterfield Ave. and 13th St. W; new traffic calming measures; a reduction in intersection crossing distances at the intersection of W Keith Rd. and Mahon Ave. due to the closure of the W Keith Rd. slip lane; and increased lighting along the south side of the corridor.

Education and Engagement

Having a common message coming from a number of sources is an effective way of changing attitudes and encouraging families to shift their transportation behaviour away from driving and towards more active modes of travel.

Super Green Team

The Green Team is an established student club at Queen Mary, headed up by two teachers and supported by two parent volunteers. Prior to the SASTP program, the club focused on environmental issues, mainly recycling and waste reduction, so sustainable transportation fit well into its portfolio.

This group of young students, when posed the question "How do we get more students to walk or roll to school?" enthusiastically took on several initiatives, including:

- Creating an educational video on the benefits of walking or rolling to school
- Establishing a weekly walking program called WOW—Walk/Wheel on Wednesday
- Hosting Walk & Wheel Week and Bike to School Week

Through the Cool Routes to School program, funded by TransLink, the students developed an educational video about the benefits of walking and rolling to school. The film is about how an evil villain uses mind-altering technology to convince the parents of the town that it is dangerous to walk to school. This causes everyone to drive their children to school, which in turn generates a great deal of pollution. Using their superpowers, the Super Green Team saves the day and restores beauty, health, and the well-being of Mother Earth.



▲ **Screenshot of Cool Routes to School educational video**



▲ **Queen Mary's Super Green Team**

The video was shown at the school's Earth Day assembly, hosted on the PAC website, and broadcast on the TV in the school's front lobby. The video was also screened at City Hall for the mayor, city staff and parents, and was one of the pre-film shows at the Movie Nights event hosted at City Hall on August 19, 2016. The video is online at: www.youtube.com/watch?v=ppXPKmG8TAw

The Walk on Wednesday (WOW) initiative was led by the parents of the Green Team, who successfully applied for a Living City grant which they used to fund the program. Students registered/pledged to walk or wheel to school every week. The Green Team, along with their teacher sponsors, Cali Boyle and Camille Kellie, and parent volunteers, Jessica McIlroy and Casley Nicki, won the 2017 Living City Sustainable Transportation Award for their work in support of the School Travel Planning process.

Roundabout Communications

The proper usage of the roundabout was a concern for parents within the parent survey and during the walkabout. Sharing the road and proper use became a focus in the education component of the Best Routes to School map pamphlet. Proper use of the roundabout was also a part of the principal's message home to

families throughout the year. A Roundabout Information Guide was produced, and is attached to this document as Appendix 9.

School Communications

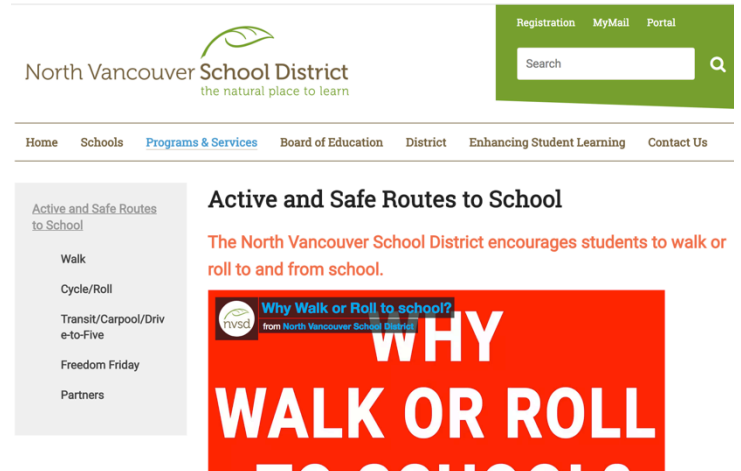
During the School Travel Planning process, Queen Mary frequently sent messages to families about the benefits of walking or rolling to school. According to the principal, this was trying at times, as the administration's true focus was getting parents to change their driving behaviour in the school zone, including double-parking, failing stop or look for pedestrians, and parking in clearly signed no-parking zones.

School District Communications

North Vancouver School District 44 has made encouraging walking and rolling to school a focus of its communication strategy for parents:

- The District created an infographic highlighting the many benefits to walking or rolling to school, which served as the webpage header for both the District website and for individual school's websites. This infographic also appeared in every student's agenda, which was handed out to families at Kindergarten information nights and included in every school's welcome package. Each school also received copies of the agenda which were to be placed in the parent resource library.
- The District created a section under the "Parents" tab on its website titled "Active & Safe Routes to School," which highlighted benefits of walking to school and provided tips for parents on how to make the change from car travel to active transportation.
- The District produced a video highlighting the benefits for students of using sustainable transportation as a means of getting the attention of parents who may not have been interested in reading about active transportation.
- Mark Pearmain, the Superintendent of the North Vancouver School District, includes a reminder to families to consider walking and rolling to school, and the benefits of active travel,

in his back-to-school message sent out to families before the beginning of each school year.



▲ SD44’s infographic about the benefits of active travel

▲ SD44’s Active and Safe Routes to School webpage

In the summer of 2017, HASTe staff reviewed the location and presentation of the District’s active travel information on its website with District staff. Together, they decided to move the District’s active travel information to the “About the School” section of the District’s website, which will also house Queen Mary’s Best Routes to School map. It is hoped that this move will generate more web traffic.

The North Vancouver School District’s educational and communication support for active travel earned it a Living City Award for sustainable transportation in 2016.

Local Media

The North Shore News covered School Travel Planning efforts at Queen Mary and throughout the City of North Vancouver. Their coverage helped spread the message about the benefits of active school travel to the community through articles, event coverage and great pictures of students socially connecting while walking to school.

north shore news ≡ MENU

North Vancouver school district parents asked to consider walking or rolling

Deneka Michaud / Contributing writer
AUGUST 23, 2016 02:50 PM

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North Vancouver school district is encouraging parents to consider walking or rolling to school. photo supplied

▲ North Shore News article about the STP program

Look Think Go Campaign

In June 2016, The City of North Vancouver launched a communication campaign called Look Think Go, aimed at educating citizens about the importance of sharing the road. The campaign provided information about the rules of the road for all road users and was communicated through the City of North Vancouver's website, the local newspaper, flyer drops, and a short movie that was played throughout the summer at North Vancouver City events. In October 2016, Look Think Go-branded reflectors and stickers were given out at the City of North Vancouver's Bike to Work Week celebration station.



LOOKTHINKGO
share the journey

▲ **Communications material for the Look Think Go campaign**

Best Routes to School Map Pamphlet

The Best Routes to School map pamphlet provides families with the best routes to walk or bike to and from school. This pamphlet was launched in the spring of 2017 at the safety blitz. The school was provided a large format map for their lobby.

The pamphlets were added to every welcome package for the 2017-2018 school year. The information will also be posted on the school's website under "About the School" – "Getting to School" by August 2018.



▲ Queen Mary’s Best Routes to School map

A copy of Queen Mary’s Best Routes to School Map is attached to this document as Appendix 2.

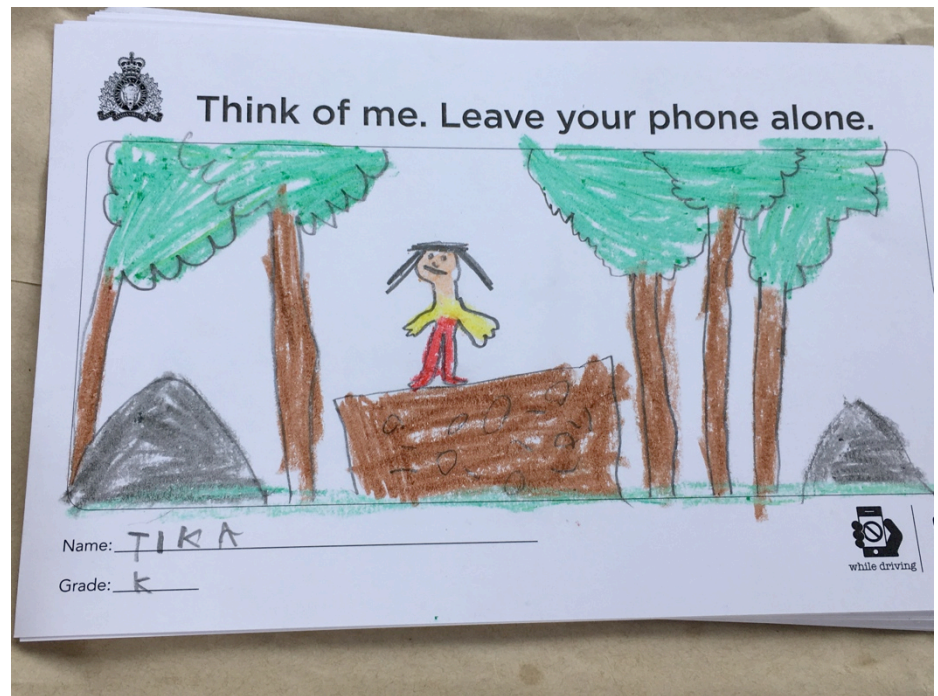
Enforcement

Safety Blitz

The City of North Vancouver partnered with the RCMP, bylaw officers, the fire department, ICBC, and the community police to hold a series of events aimed at educating members of the school community about the importance of traffic safety and recognizing those using active transportation.

These events were held during the first week of school in September 2017 and the week after winter break in January 2018. They were promoted to the school community in order to bring awareness to school zone safety and provide a teaching opportunity regarding the rules of the road and the benefits of active school travel.

Key stakeholders distributed information and stickers. An opportunity to check out the fire truck and receive City of North Vancouver swag were used to draw parents and students into conversations about the importance of sharing the road in ensuring safety for all road users.



▲ **Student art helped drive the message about the dangers of distracted driving home during the safety blitz**

The spring 2017 safety event focused on distracted driving, with police and bylaw officers distributing prevention postcards to drivers in the school zone. This focus was in response to parents reporting an increasing number of students and parents using cell phones while navigating the school zone by car and on foot. From a pop-up booth, City of North Vancouver staff promoted the idea of a "Meeting Spot": using the Best Routes to School map, driving families could establish a meeting spot outside of the school zone at which parents could park, and to which students could walk, after school.

Enforcement Blitz

City of North Vancouver staff coordinated a traffic-safety enforcement blitz from February until April 2017 in partnership with City bylaw officers and the North Vancouver RCMP.

This was a targeted enforcement and outreach campaign held at five public elementary schools (Queen Mary, Ridgeway, Larson, Queensbury, and Westview). Participants focused on positive, solutions-based messaging to engage residents and parents and bring about awareness of the impact a congested and unsafe school zone has on safety, health, and the environment.

Some warnings and infraction tickets were also handed out. The overall feedback was positive: officers enjoyed the experience and parents appreciated the intense focus on student safety.

Community Watch

Members of Community Watch, a volunteer organization managed by the RCMP, regularly stand on 13th St. W monitoring speeds and distracted driving. Their presence is felt to reduce speeds and improve driver behaviour.

Encouragement

Walk & Roll Events

The Green Team and PAC embraced Walk and Wheel Week in October and Bike to School Week in May. They arranged fun events and special guests each day. The week-long events provided an opportunity for parents and students to try a new mode of travel, enjoy the benefits of active transportation, and appreciate how much calmer the school zone can be when fewer students are being driven to school.



▲ **Full bike racks at Queen Mary during Bike to School Week**

The principal's cooperation enabled the STP facilitator to host multiple events throughout the year to promote active school transportation, including Walk & Wheel Week, Bike to School Week, and Kindergarten play dates. These events have become a part of the Queen Mary's culture and its annual schedule. The events are successful because they tap into the PAC's community-building goals and assist with volunteer recruitment and participation.

Walk on Wednesday Program

The WOW program, run by the Green Team, started in 2016 with City of North Vancouver Living City grant funding. Students who participate in the program make a pledge to walk to school and receive a participation T-shirt. Each week, students who travel to school using active modes of transportation complete a ballot to be eligible to win prizes. The program is run by two parent volunteers and a group of enthusiastic and committed students.

“My children are enjoying walking to and from school. She is [also] starting to bike to or from school as much as possible.”

- Queen Mary Parent

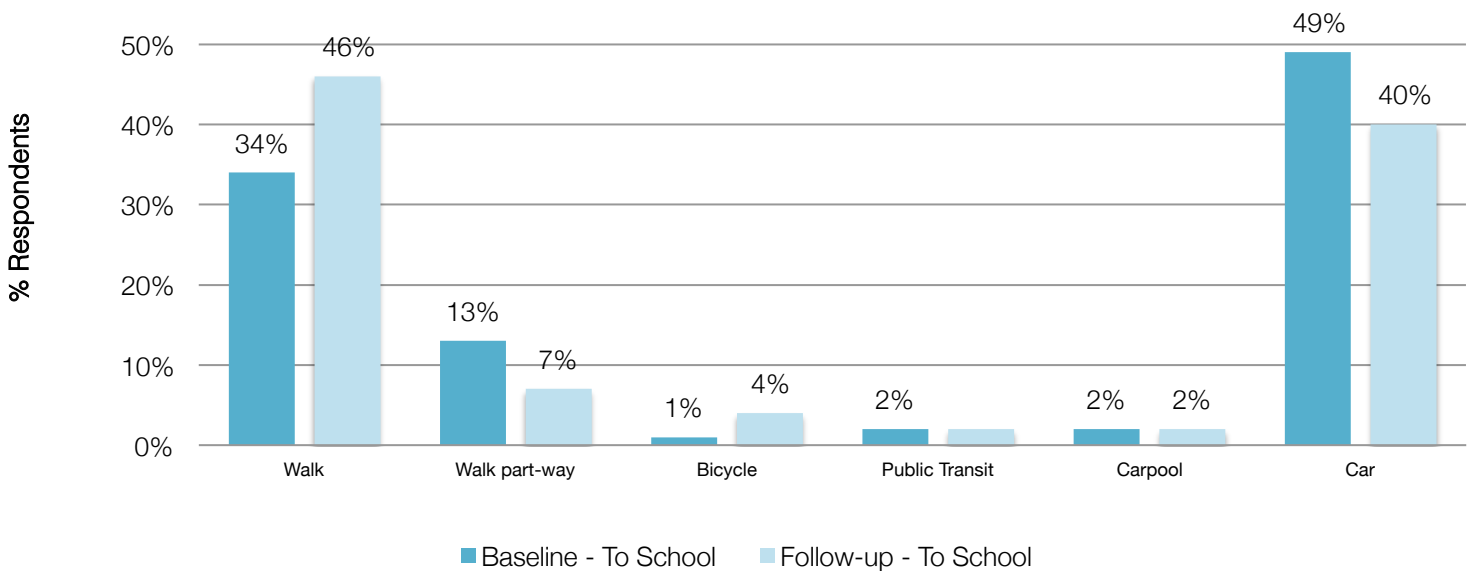
Evaluation

Follow-up school travel data was collected through an in-class hands-up survey and an online family survey (Appendix 7). Both were conducted in May 2017, just over one year after baseline data was collected. 15% of families at Queen Mary participated in the follow-up survey, compared to a response rate of 32% for the baseline survey.

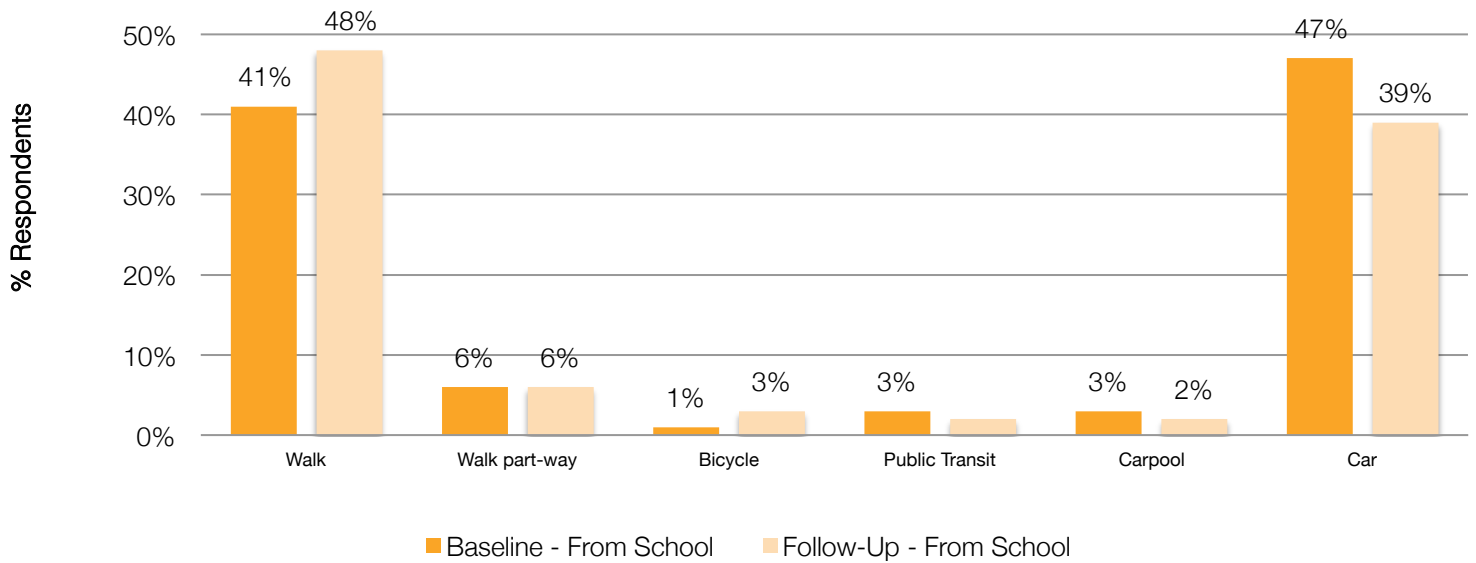
Hands-Up Survey Follow-up Data

The follow-up hands-up survey found an increase in the number of students walking and cycling both to and from school, and a decrease in the number of students being driven, as can be seen below.

The rate of walking to school at Queen Mary increased by 35% while the rate of rate of driving to school at Queen Mary decreased by 18% (see chart below). The rate of walking home from school increased by 17%, while the rate of driving home from school decreased by 17% (see chart on page 36).



▲ Hands-up survey TO school mode share data: baseline vs. follow-up



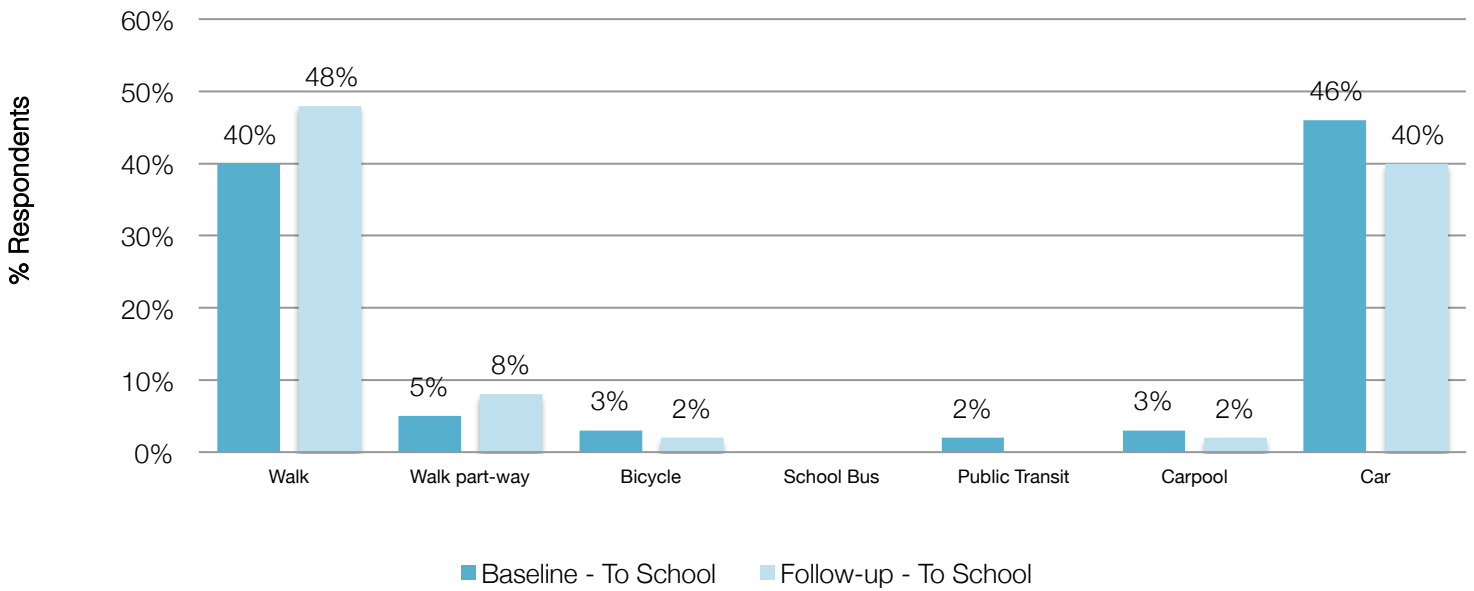
▲ Hands-up survey FROM school mode share data: baseline vs. follow-up

Though overall cycling rates remain low – fewer than ten students cycle to Queen Mary on any given day – the follow-up survey also found a noticeable increase in the rate of cycling to school: rates of cycling increased by 300% (from 1% to 4%) for trips to school and 200% (from 1% to 3%) for trips from school.

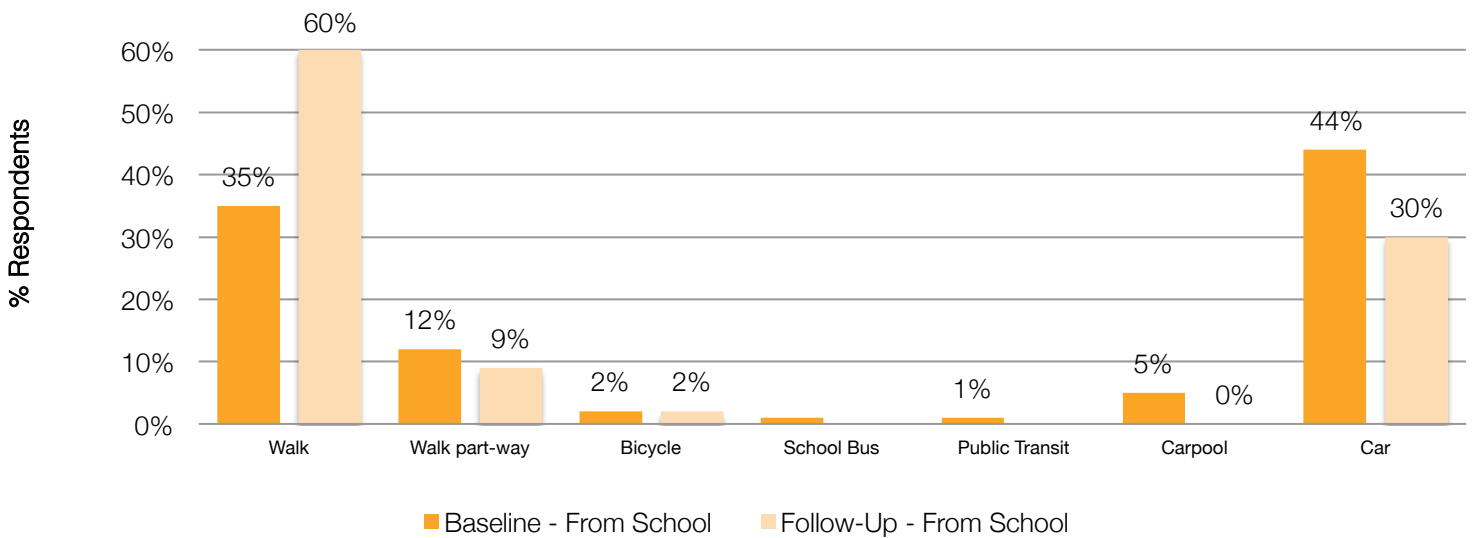
Family Survey Follow-up Data

The follow-up family survey results, shown below, showed a 20% increase in rates of walking to school compared to baseline survey results (40% to 48%), and a 13% decrease in the rate of driving to school (from 46% to 40%). There was a 60% increase in the number of families walking part-way to school and utilizing Drive to Five locations.

Walking from school results suggest that Queen Mary families find using active transportation easier after school. Follow-up survey data showed a 71% increase in the number of families walking home from school (from 35% to 60%) and a 31% decrease in the number of families driving home from school (44% to 31%).



▲ Take-home survey TO school mode share data: baseline and follow-up

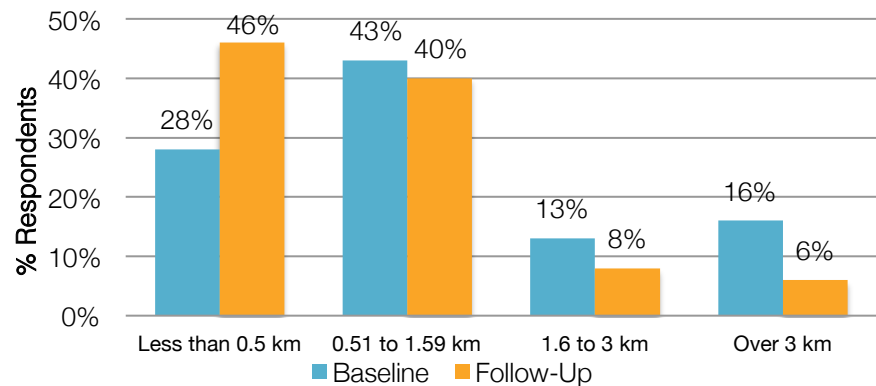


▲ Take-home survey FROM school mode share data: baseline and follow-up

“He enjoyed walking with his cousin to school. My son likes to walk to and from school as his exercise. Walking by himself makes him very responsible and independent.”

- Queen Mary Parent

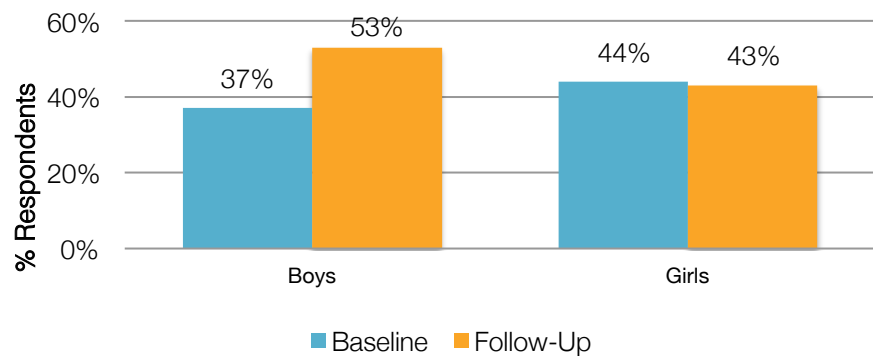
▼ **Distance from school comparison**



It should be noted that the distance profile of families who responded to the take-home survey differed significantly from the distance profile of families who responded to the follow-up survey. 28% of parents who responded to the baseline survey indicated that they lived within .5 km of the school, while 46% of parents who responded to the follow-up survey indicated that they lived within .5 km of the school. Walking rates for families who indicated that they lived within .5 km of the school were high in both surveys: 59% in the baseline survey and 77% in the follow-up survey.

This data suggests that the change in travel behaviour between baseline and follow-up family surveys may be attributable at least in part to the change in distance profiles between the two sets of respondents. However, HASTe generally considers hands-up survey data a better indication of travel mode share than family survey data; the fact that both surveys show a considerable increase in rates of walking to school suggests that this increase cannot be attributed solely to the distance surveyed families are travelling.

▼ Walking among girls and boys



Another result of note with respect to mode share is that the overall increase in the rate of walking at Queen Mary was gender specific. Rates of walking among boys at Queen Mary increased by 43%—from 37% in the baseline survey to 53% in the follow-up survey—while walking rates for girls stayed the same at 44%.

When Queen Mary families were asked which STP activities impacted their transportation choices, their top responses were “Enforcement Blitzes” (37%) and “Infrastructure” (33%).

Next Steps

Up until 2015, Queen Mary was community school. 71% of families who participated in the baseline family survey indicated that they live within 1.6 km of the school. The recent addition of an International Baccalaureate program of choice to the school, likely to draw students and families from outside of the catchment, will change its makeup and transportation profile.

The transition creates an important opportunity to encourage and support more in-catchment families to walk to school, and look for ways that families travelling to the school from further away can do so without adversely impacting the comfort and safety of in-catchment families. If the school administration, PAC, and Green Team continue to promote Walk & Wheel Week and Drive to Five options, organize Kindergarten playdates and the Walk on Wednesday program, and provide positive messaging about active transportation through school communication channels, they will continue to nurture a strong culture of active transportation into which new families can assimilate.

School Travel Planning Members

The School Travel Planning process at Queen Mary 2015-2017 involved a School Travel Planning school committee, and the Children and Youth Safe and Active Travel working group. Key members of each committee are listed below.

School Committee

Principal: Jennifer Wilson

PAC Chair: Lily Foster

Parent Coordinators: Jessica McIlroy and Casley Nicki

Staff: Camille Kellie and Cali Boyle

North Shore Neighbourhood House: Maria Morisseau

Children and Youth Safe and Active Travel Working

City of North Vancouver Transportation Planner: Iona Bonamis

City of North Vancouver Transportation Demand Management Coordinator: Natalie Corbo

City of North Vancouver Bylaw: Guy Gusdal

NVSD Trustee: Christie Sacré

SD44 Communications: Deneka Michaud / Nevasha Naidoo

RCMP: Officer Carlos Rockhill and Cpl. Marlies Dick

TransLink: Karen Halex

ICBC: Harvey Kooner

Vancouver Coastal Health: Jo-Anne Burleigh

North Vancouver Recreation Commission: Janet Wallace

North Van District Parent Committee: Kulvir Mann

NSVD (Carson Graham): Karim Hachlaf

Alcuin College: Darcey Riley

Appendix 1: School Travel Action Plan

Appendix 2: Best Route to School Map Pamphlet

Appendix 3: Heat Map

Appendix 4: Base Map

Appendix 5: Baseline Take-Home Survey

Appendix 6: Baseline Hands-Up Survey

Appendix 7: Follow-Up Take-Home Survey

Appendix 8: Walkabout Notes

Appendix 9: Roundabout Information Guide