

BikeWalkRoll

Measuring school travel

Webinar
28 February 2019



Welcome!



Kate Berry

Program Director

Ontario Active School Travel



Ontario Active
School Travel





<http://ontarioactiveschooltravel.ca>

**Ontario Active
School Travel**



A program of **Green
Communities**
CANADA

With funding from
the Government
of Ontario



Agenda

- Introduction
- Quick Guide
- BikeWalkRoll in action:
 - Winnipeg, MB
 - Waterloo Region, ON
- Q&A

If you have a question
please use the webinar chat
box and send to 'everyone'

Presenters



Anders Swanson
Project Manager
BikeWalkRoll.org



Sean Carlson
Active & Safe Routes
to School Coordinator
Green Action Centre

Student Transportation Services of Waterloo Region:



Leslie Maxwell
School Travel
Planning Supervisor



Alex Ricci
School Travel
Planning Facilitator



Best practices research (1)

April 2016

International Best Practices in Regional Planning for School Travel



Research conducted by:
Cate Flanagan and Dr. Raktim Mitra



Conducted for:

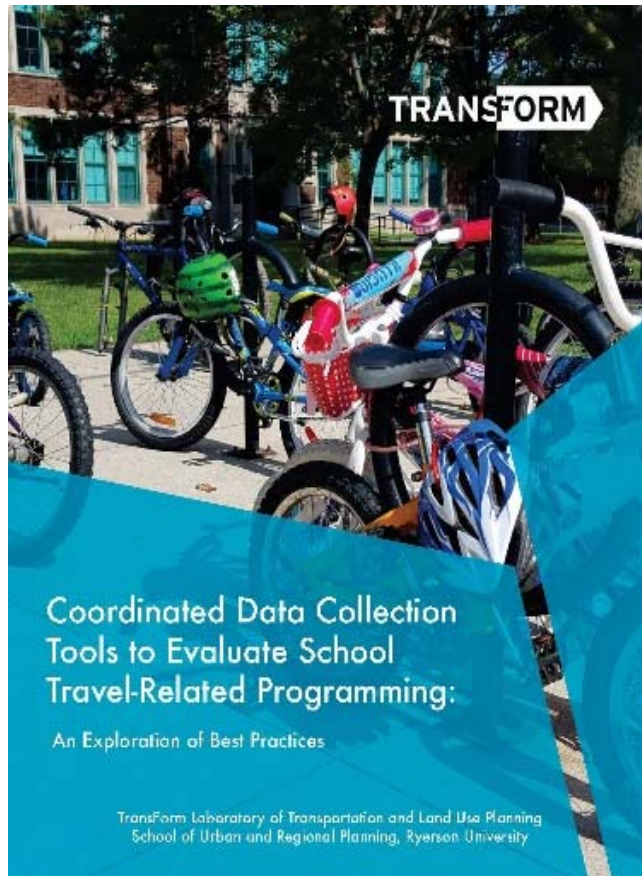


<http://transformlab.ryerson.ca/portfolio-item/international-best-practices-in-regional-planning-for-school-travel/>

Ontario Active
School Travel



Best practices research (2)



10 case studies, 5 countries
Australia, Canada, England, Scotland, USA

“Collecting information on modal split is foundational to active and sustainable school travel planning and should be prioritized as a primary KPI.”

2/10 using online tools:
England - *ModeShift*
Manitoba – *BikeWalkRoll*

<http://smartcommute.ca/wp-content/uploads/2018/12/2018-Coordinated-Data-Collection-Tools-to-Evaluate-School-Travel-Related-Programming.pdf>



BikeWalkRoll

- A free, quick, easy and engaging survey tool to help understand how students travel.
- Designed to be used in the classroom
- ‘Hands-up’ survey – a recognized research technique
- Collects valuable data about school travel
- ‘Coordinated campaign’ functionality



Innovative tool

“The BWR online tool is an innovating approach to coordinating and standardizing data collection across city-regions. The tool allows teachers to easily collect data from students in-class and enter the data into an online portal that records schools progress towards specific active school travel goals. The built-in BWR Score also provides the schools with a ready-made key performance indicator.”

‘Coordinated Data Collection Tools to Evaluate School Travel-related Programming: An exploration of Best Practices.’ by TransForm Laboratory of Transportation and Land Use Planning, Ryerson University – Aug 2018



Q1:

Have you used BikeWalkRoll before?



Quick Guide to BikeWalkRoll



Anders Swanson

Project Manager – BikeWalkRoll.org





BikeWalkRoll

With funding and support from:

Produced by:



Project Lead
Anders Swanson

Programming Lead
Ryan Neudorf

Design
Ty Johnston

Secondary programming
Devon Mitton

Testing, outreach, translation & admin support from:

Shoni Madden
Jackie Avent
Tracy Hucul
Jamie Hilland
Randall McQuaker
Adam Prokopanko
Lea Grzenda
Karam Debly
Janice Lukes
Sue Barkman
Sanna Ojajärvi
Sean Carlson
Heather Mitchell

Cécile Lecoq
Herbert Tiemens
José Luis Gisbert
Marianne Pfaffinger
Louise Clunas
Alex Ricci
Armi de Francia
Leslie Maxwell
Wallace Beaton
Kate Berry
Hon. James Allum
And more...



Free and Global!

How it Works

1



Do a 30
second
survey.

2



Enter the
numbers.

3



See the
results.

4



Build a better
world.



BikeWalkRoll

The Hands Up Survey

Do a quick hands up survey.



Ask students how they traveled **TO** school on:

Friday February 22, 2019



Who biked to school today?

All or most of the way.

0

Students



Who walked to school today?

All or most of the way.

0

Students



Who rolled to school today?

This includes skateboards, wheelchairs, scooters, etc.

0

Students



Who rode a schoolbus to school today?

This includes any shared vehicles for students only.

0

Students



Who rode public transit to school today?

All or most of the way. Includes trains, ferries, buses, etc.

0

Students



Who rode in a car to school today?

This includes taxis.

0

Students



Number of students absent today.

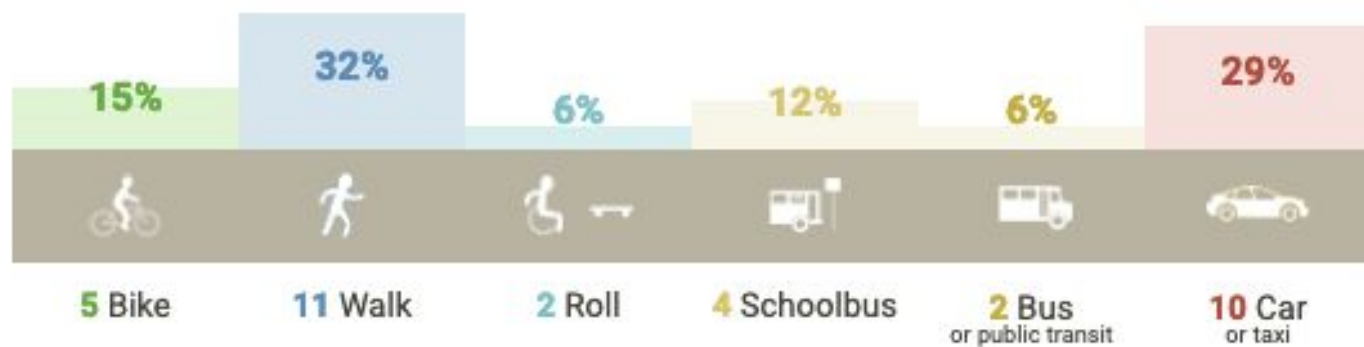
0

Students



Next

The “Results”



The “Score”

This survey's BikeWalkRoll score is **53**.



15%

+



32%

+



6%



Getting started -
Finding a school



How did you get to school today?

Our 30 second surveys help understand how students travel to school.



How did you get to school today?

Our 30 second surveys help understand how students travel to school.



How did you get to school today?

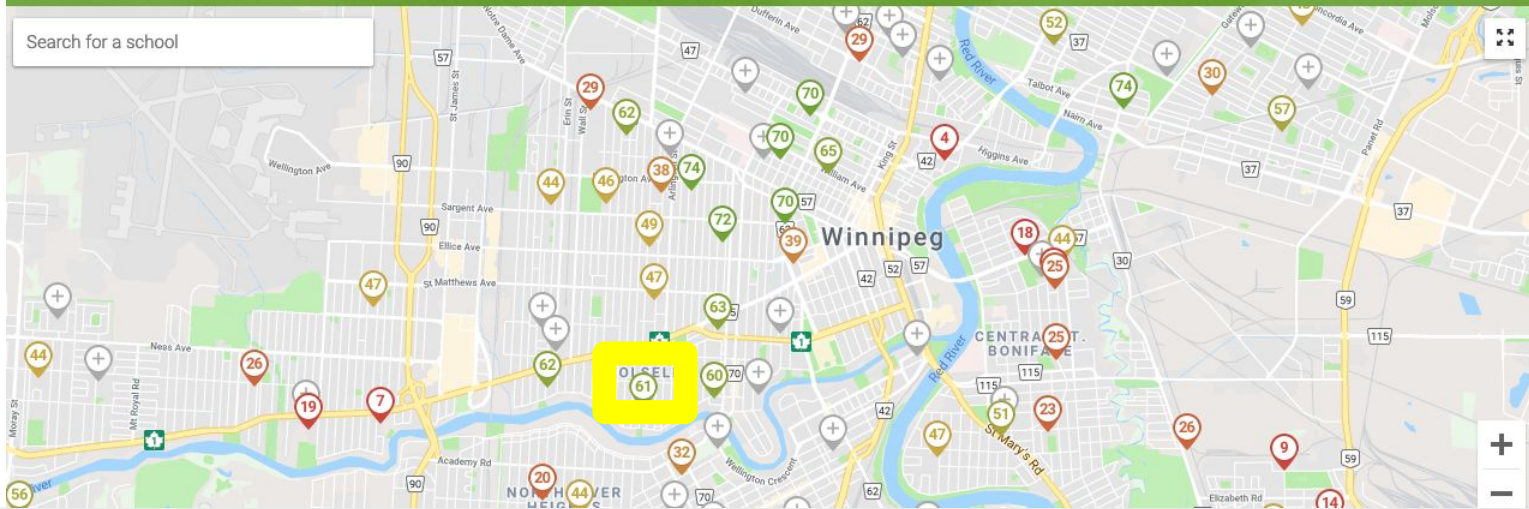
Our 30 second surveys help understand how students travel to school.

Search for a school



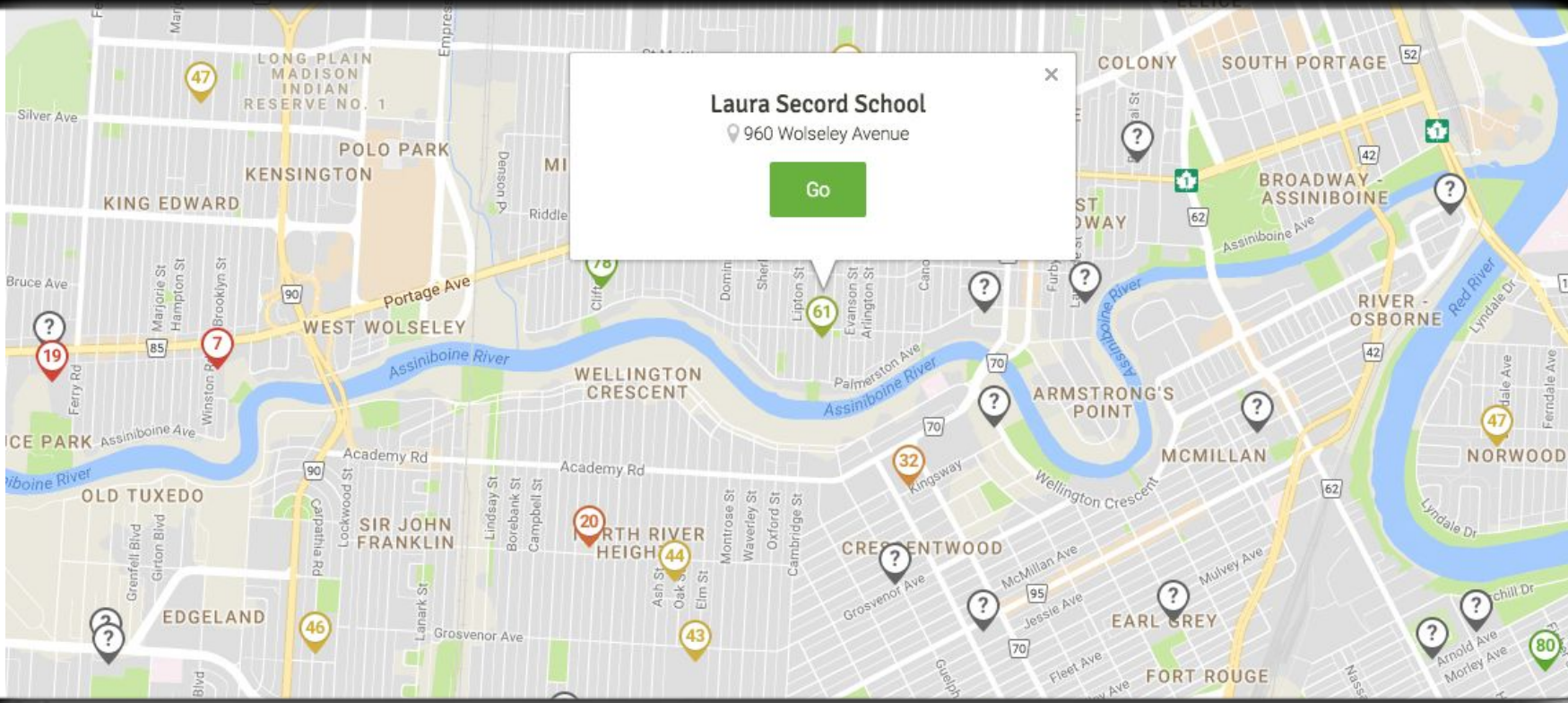
How did you get to school today?

Our 30 second surveys help understand how students travel to school.



Laura Secord School
960 Wolsley Avenue

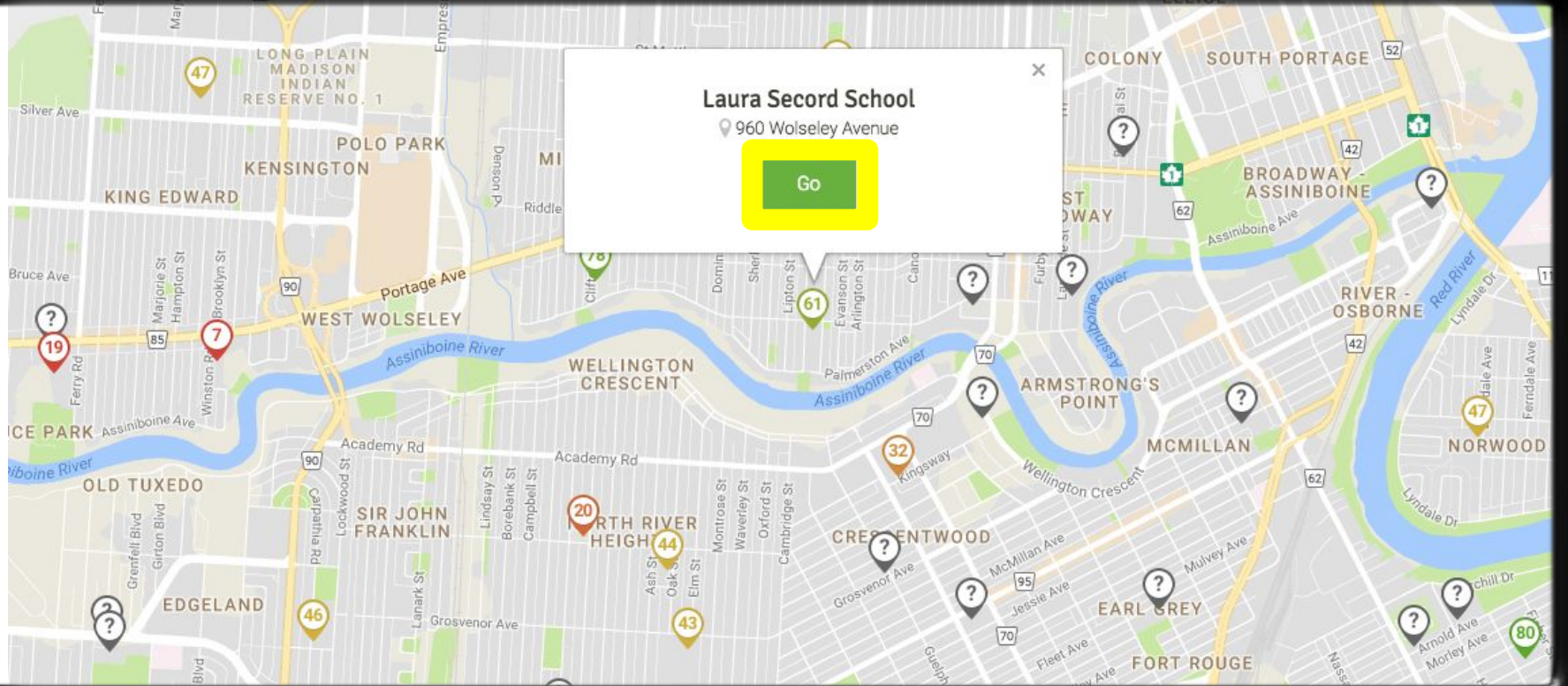
Go



Laura Secord School

960 Wolseley Avenue

Go





Laura Secord School

Winnipeg School Division

Do a Survey at This School



Nearby Schools

Laura Secord School	61
Kelvin High School	32
Wolsley School	78
Gordon Bell High School	66



Laura Secord School

Winnipeg School Division

Do a Survey at This School



Nearby Schools

Laura Secord School	61
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Do a quick hands up survey.



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0

Students



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This includes taxis.

0

Students



Number of students absent today.

0

Students



Next



THE MODERN SCHOOLTEACHER

DISHEVELED HAIR
FROM GETTING UP
AT 5:00 AFTER
GETTING TO BED
AT 1:16

PRANK FROM
STUDENT
(FUTURE CARTOONIST)

MONEY FOR CLASSROOM
SUPPLIES (OUT OF HER
OWN POCKET)

LESSON PLANS,
PAPERS TO GRADE
AND GRADE BOOKS
TO UPDATE BY
TOMORROW

SHOES FOR TRAFFIC
DUTY, PLAYGROUND DUTY,
CAFETERIA DUTY AND
THAT REALLY FAST BRAT

NOTE FROM
PARENT SAYING
TEACHERS GET
PAID TOO MUCH



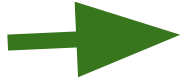
© 4/6-2001
THE CHATTANOOGA TIMES **PLATE**

A quicker, more direct way



Canada 

Etc.. etc..





Laura Secord School

Winnipeg School Division

Do a Survey at This School



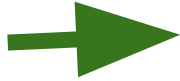
Nearby Schools

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Kelvin High School	32
Wolsley School	78
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The Viral Way



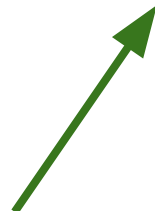
Ecology
Action
Centre



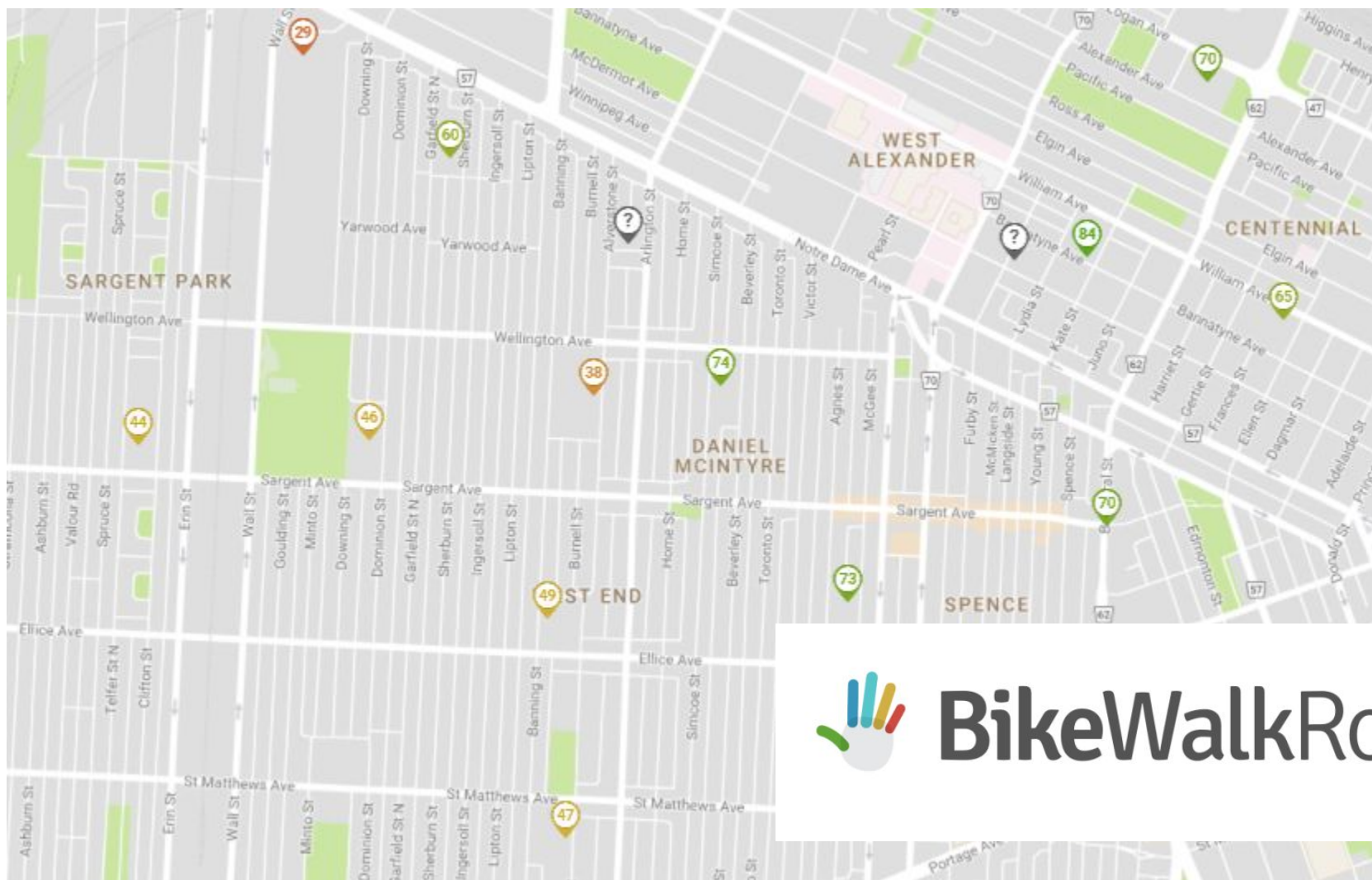
Canada 

Etc.. etc..





Why BikeWalkRoll Helps Build Better Communities

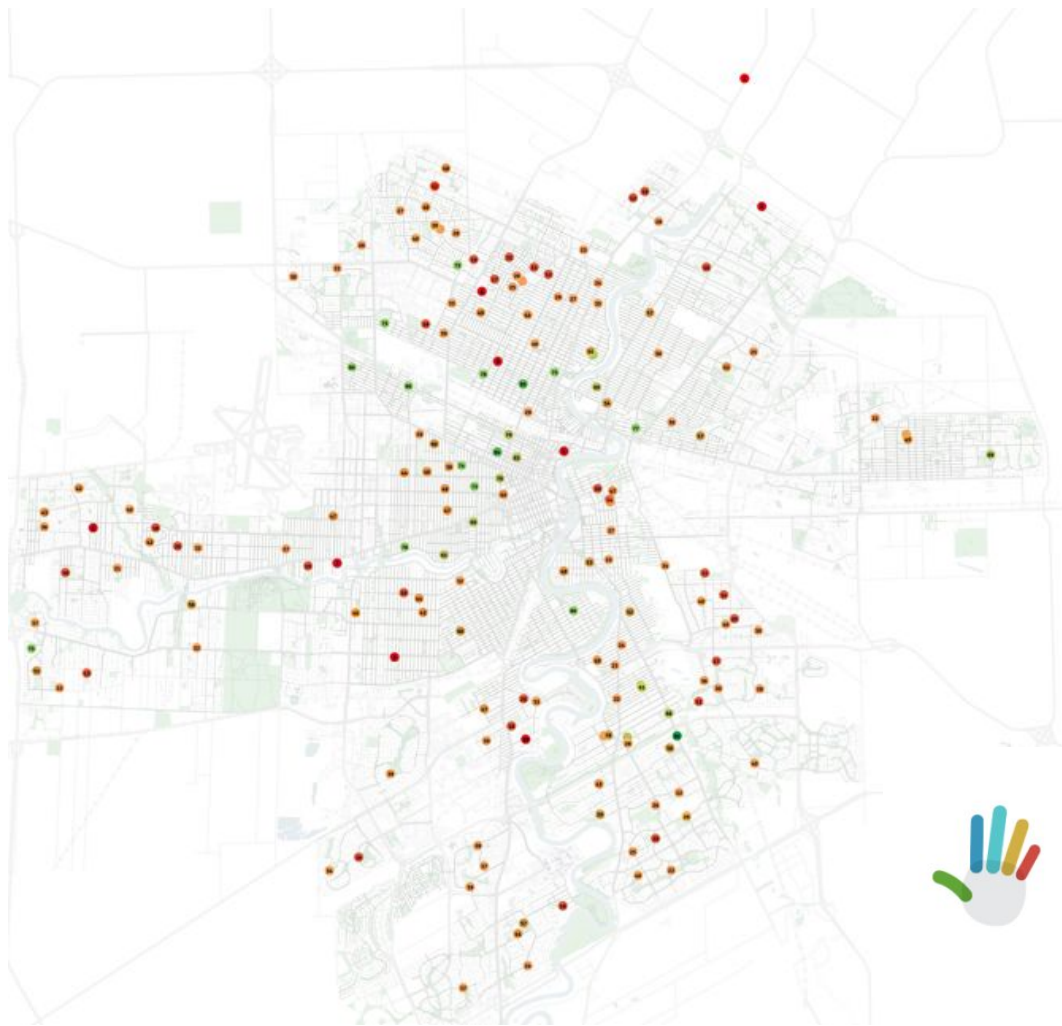


BikeWalkRoll

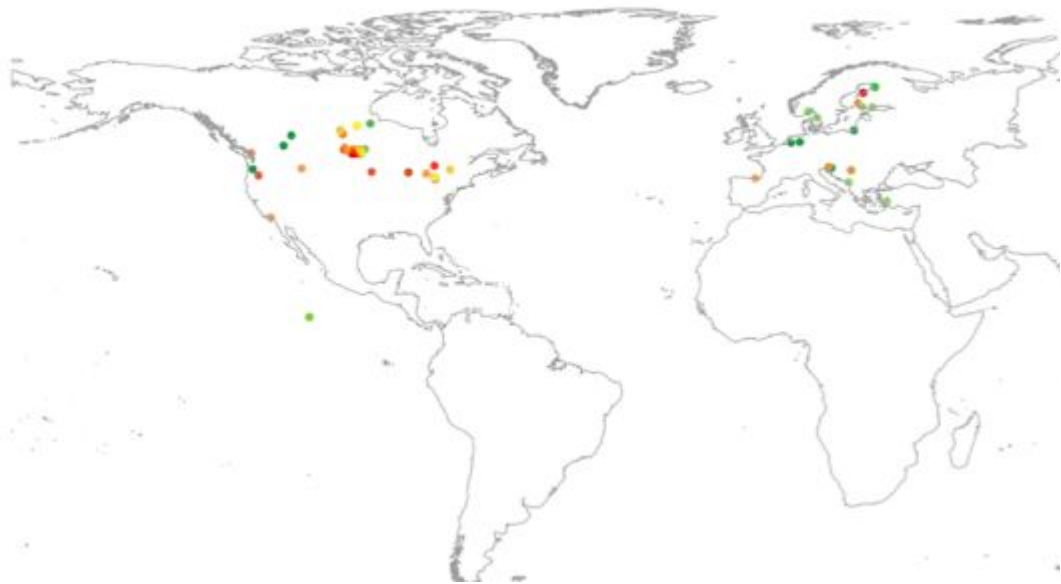
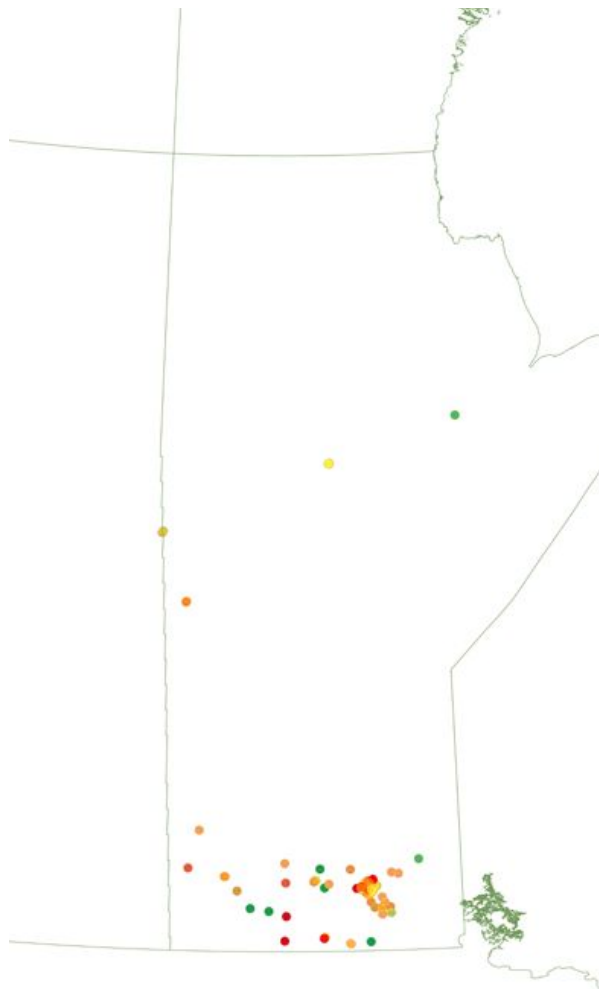
**School with bike
lane, in-house bike
shop, highly
motivated
administration**



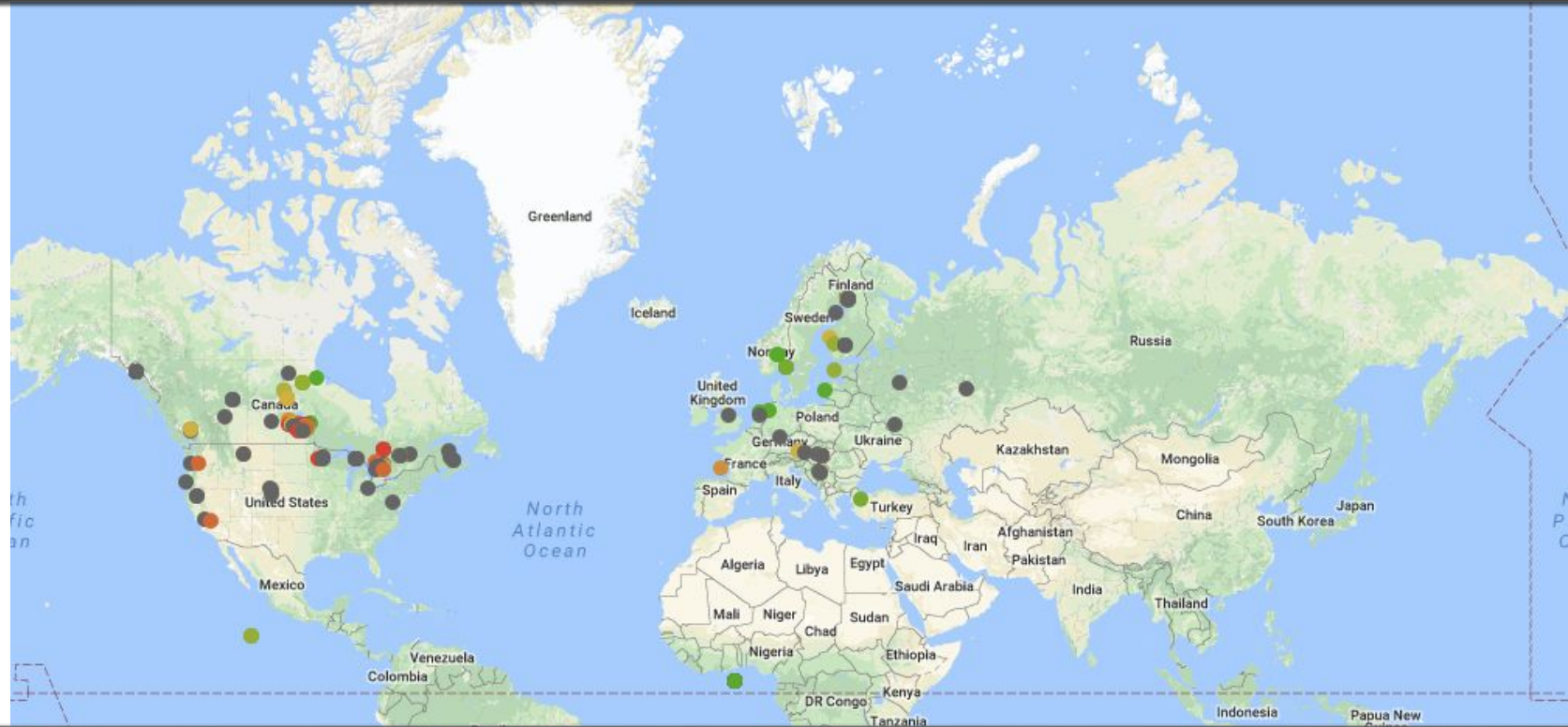
BikeWalkRoll



BikeWalkRoll

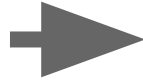


BikeWalkRoll



What's new?

Return Trip Surveys



Schoolbus and Transit



Powerful New Tools For Facilitators



**First, a quick note about user
levels and accounts**

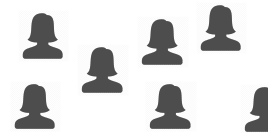
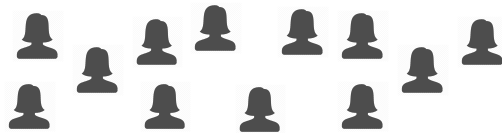
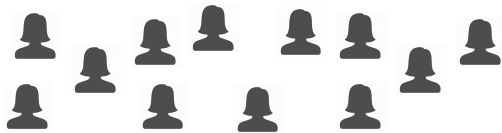
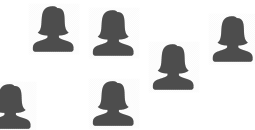
You do not need an account
to do a survey



Admin User 

Champion User 

Contributor Level User



Powerful New Tools For Facilitators





Ulitsa Mayakovskogo, 40

Edit School



Do a Survey at This School



Nearby Schools



Ulitsa Mayakovskogo, 40

Edit School



Do a Survey at This School



Nearby Schools



Ulitsa Mayakovskogo, 40



Champion Tools

Manage Schools

Upload Schools

Divisions

Surveys

Your Profile

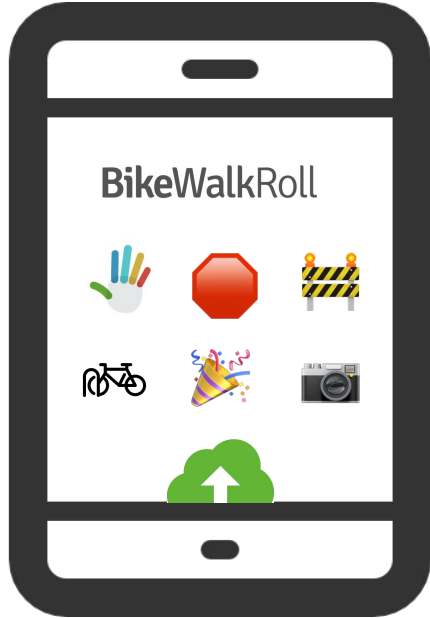
Log Out





What's next?

Mobile



More fun!



Uploads



Reports



Try it...
...in Antarctica!



Try a Practice Survey



Questions?
Ideas? Inspirations? Critiques?





Q2:

Do you currently have an accurate measure of how students are travelling in your community?

BikeWalkRoll in action: Winnipeg, MB



Sean Carlson

Active & Safe Routes to School Coordinator

Green Action Centre

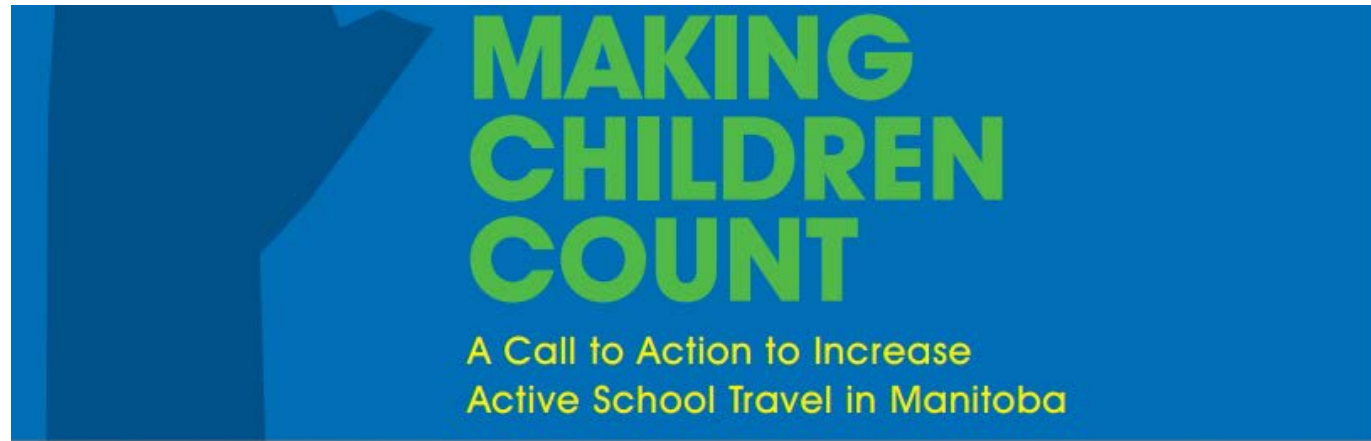


Green Action Centre coordinates Active and Safe Routes to School for all of Manitoba



<https://greenactioncentre.ca/wp-content/uploads/2017/11/Making-Children-Count-FINAL.pdf>

BikeWalkRoll came out of a need to get data that didn't exist for Manitoba



<https://greenactioncentre.ca/wp-content/uploads/2017/11/Making-Children-Count-FINAL.pdf>

Heart and Stroke funding plus letters of support from a city councillor, superintendent and MB Minister of Education offered credibility.

To: Superintendents of School Divisions

Dear Colleagues:

RE: Province-Wide Count of Active School Travel in Manitoba

The Department of Education and Advanced Learning is pleased to support Green Action Centre's two year study of a Province-wide active transportation count in Manitoba schools. The work of Green Action Centre's Active and Safe Routes to School program aligns with the department's Education for Sustainable Development priority area. Active and Safe Routes to School is a program encouraging the use of active modes of transportation, such as walking and cycling, to get to and from school.

We encourage your schools to be involved in the Green Action Centre's Active and Safe Routes to School study as they seek to conduct a Province-wide count

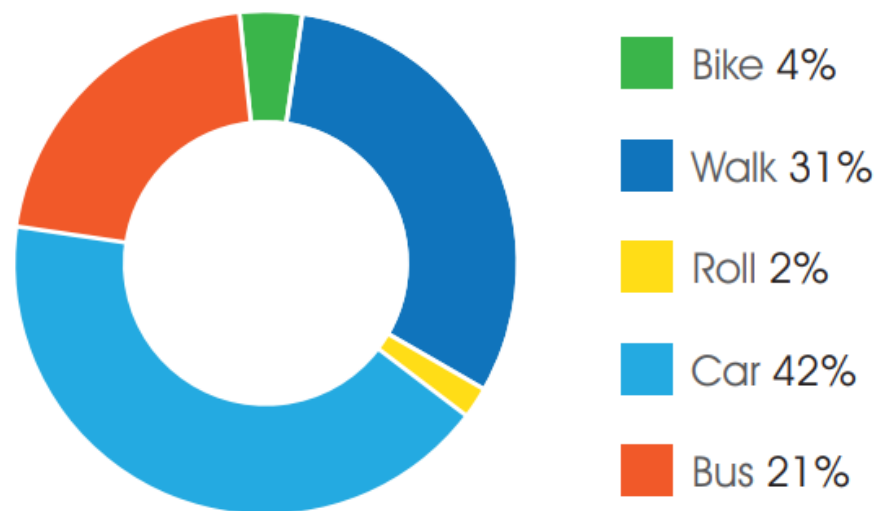
Starting in 2015, provincial counts of one week have been coordinated in October, February, and May

- One full week at a time of daily **to school** homeroom hands-up surveys
- Seasonal variations get captured
- Coincide with our events—weighing events as an incentive vs. neutral data
- Provide lots of notice! Summary email to schools/divisions at the start of the school year, a month in advance of a count, then 2 weeks, then one week.



First round of 2015-2017 data summarized in a report/ call to action: "Making Children Count"

BIKEWALKROLL IN MANITOBA



Manitoba's BikeWalkRoll score is **37**.

AS NEIGHBOURHOOD WALKABILITY INCREASES, RATES OF ACTIVE SCHOOL TRAVEL INCREASE

Improving the WalkScore of a neighbourhood by 10 points would be expected to cause an additional 1.37% of students to actively travel to school.

Some of the things we've learned...

- Total class surveys per school may fluctuate over the week, even in divisions that mandate
- Sometimes Phys-Ed teachers are the champions, and in low buy-in schools they may do BWR surveys with each class rather than relying on other teachers to do homeroom surveys
- Some schools still do paper surveys and enter manually into BWR later; we don't encourage this but some schools say that teachers wouldn't do it otherwise (?)
- Linking directly to school pages for counts is more effective than sending people to BikeWalkRoll.org

Sending teachers direct link to their schools bypasses potential roadblocks (school firewalls)

The screenshot displays the Winnipeg School Division's website interface. At the top left, there is a logo with three school buildings and the text "Winnipeg School Division". To the right of the logo is a green button labeled "Set up a coordinated count". Below the logo is a map of Winnipeg, Canada, with numerous colored pins (green, orange, red) indicating the locations of participating schools. To the right of the map is a list titled "Participating Schools (79)". The list shows the following schools and their scores:

School Name	Score
Principal Sparling School	62
Sargent Park School	46
Clifton School	44
Winnipeg School	74

Below the list is a green button labeled "+ Add a school". At the bottom of the page, there is a section titled "All-Time BikeWalkRoll Score" which displays a score of 50. A link labeled "What's this?" is provided below the score.

<https://www.mpi.mb.ca/en/Newsroom/News-Releases/Pages/nr2016oct12.aspx>

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<https://www.mpi.mb.ca/en/Newsroom/News-Releases/Pages/nr2016oct12.aspx>

Alphabetizing the list of division schools in Microsoft Word makes it easier for teachers

Coordinated Count

Use the text below as a template for an email to staff in your school division/board/district.

Dear colleagues,

I would like you to help measure transportation in Winnipeg School Division. Walking and cycling to school helps children stay alert & healthy and we want to know more about it. Please do a BikeWalkRoll survey on Please do a BikeWalkRoll survey from [insert start date] to [insert end date]. Each time we collect this data, we set an important baseline for us and our communities.

Its easy and takes less than a minute.

Here's how:

1. Starting on [insert start date], click the direct link below to take you to the right school.
2. Hit the big green survey button.
3. Ask the group each question about how they got to school.
4. Record the numbers.
5. Verify the survey (creating an account means you do this only once).

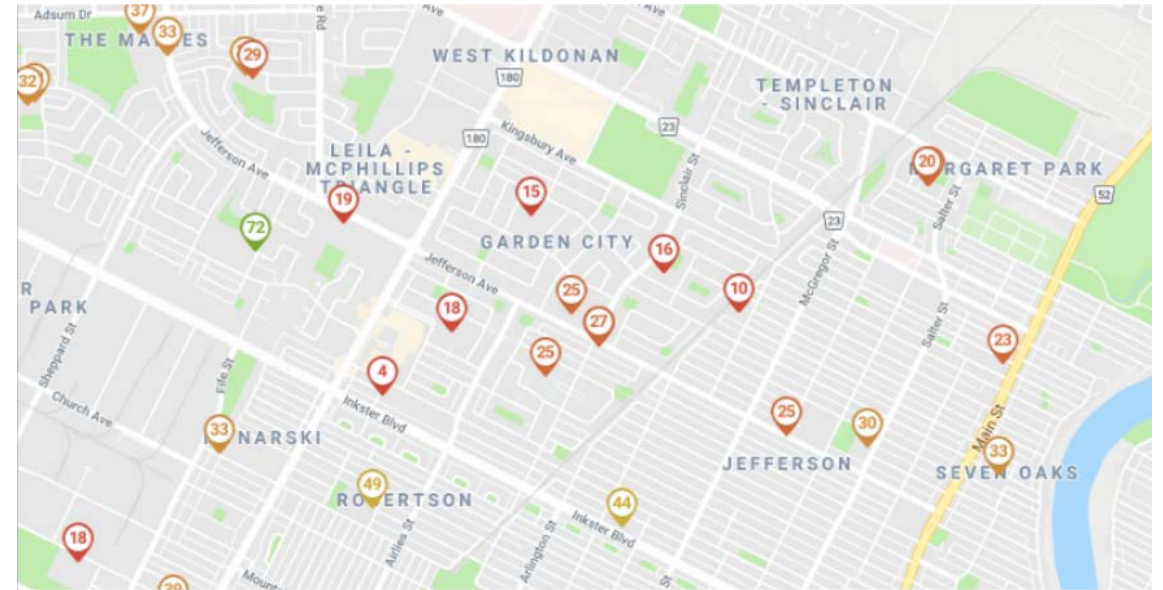
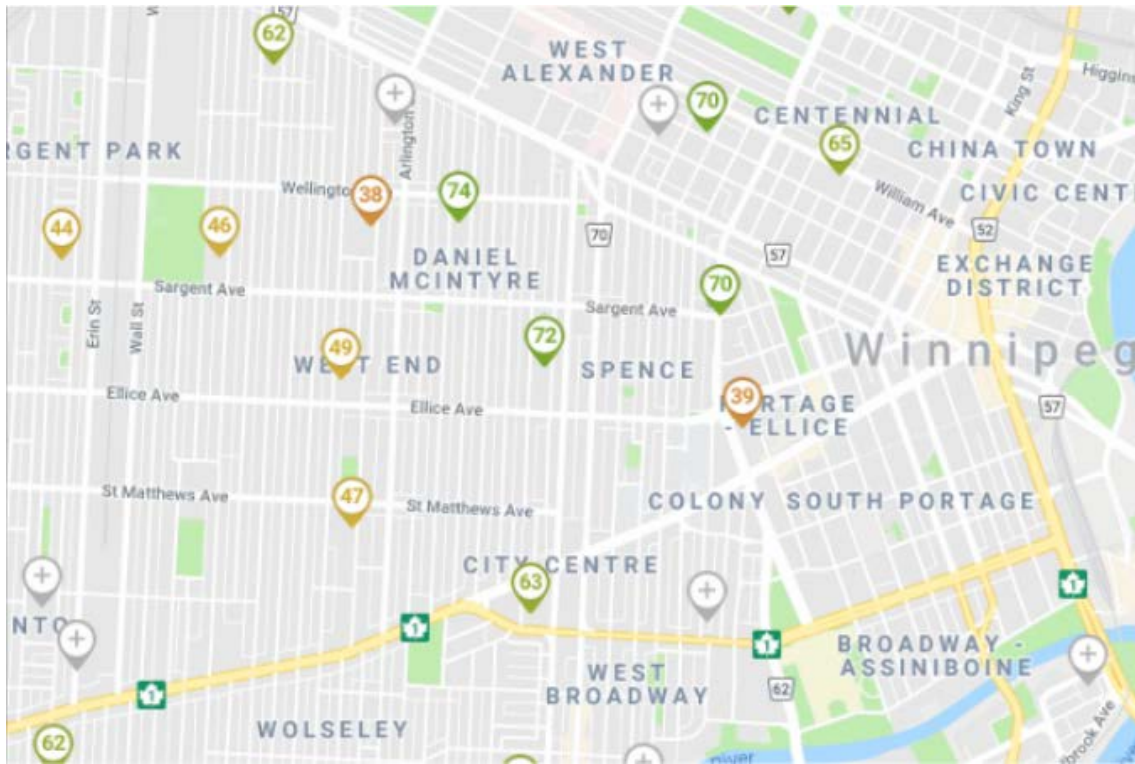
Want to try it first? To see how it works, you can [try a practice survey on some well-educated penguins in Antarctica!](#) You can also do a survey on your class anytime. Every survey matters.

Ready?

Find your school below and click the link to get started:

- [Principal Sparling School](#)
- [Sargent Park School](#)
- [Clifton School](#)
- [Wellington School](#)
- [John M. King School](#)
- [Luxton School](#)
- [Carpathia School](#)
- [École Laura Secord School](#)

Baseline data, particularly in Winnipeg, lets us see differences between neighbourhoods



Will be used as part of program evaluation
(Bike Education and Skills Training, "BEST")

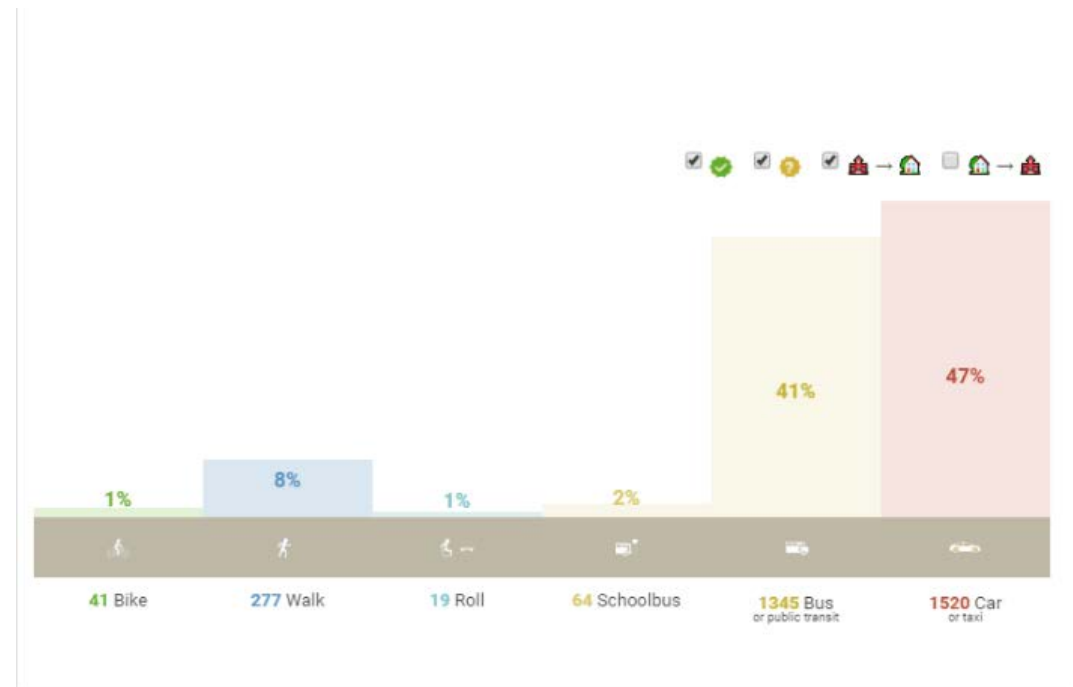


We've successfully used BWR in tandem with proximity maps to combat the perception that students live too far to walk or bike

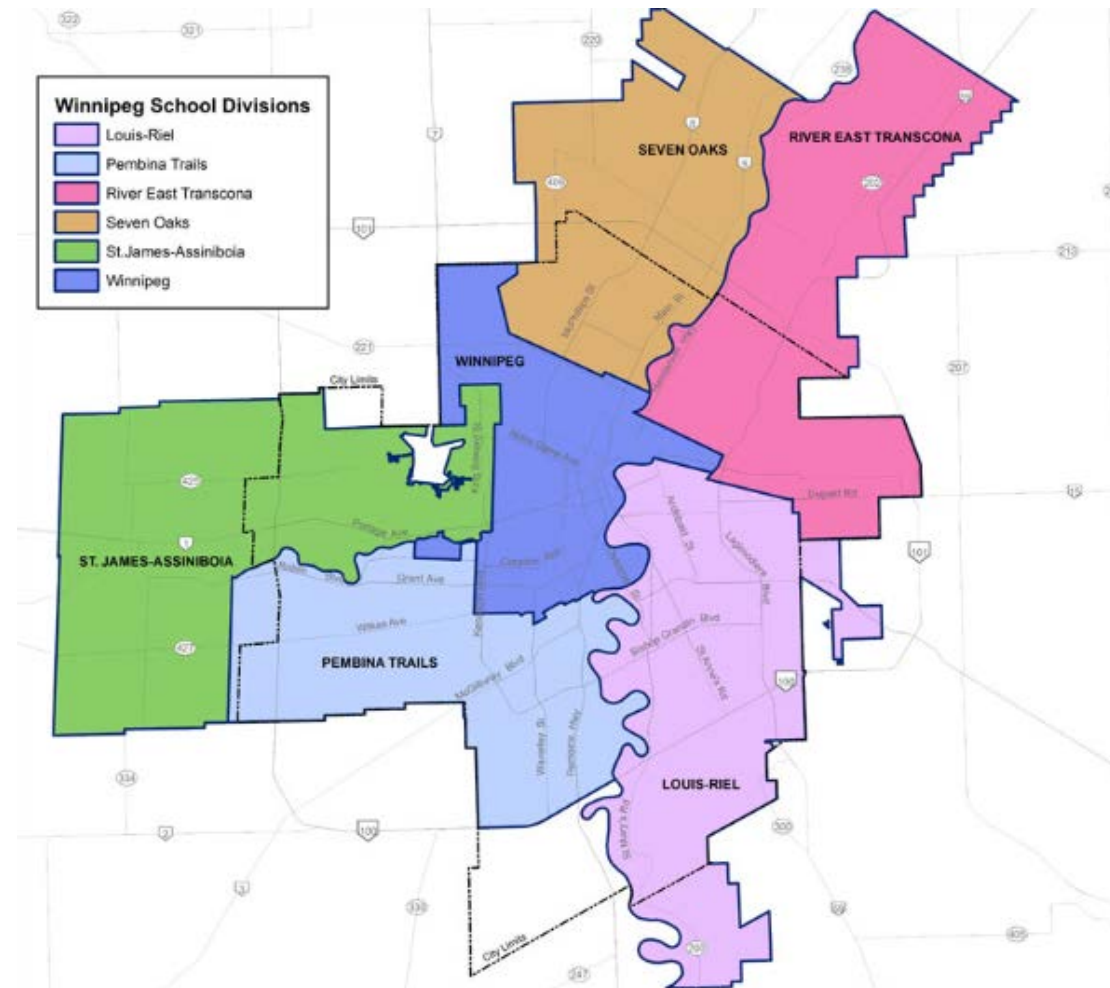
Proximity Map made with Google MyMaps (NOT a part of BikeWalkRoll): Most students < 1.6km away from school



Yet only 10% of students are walking, biking, or rolling?!



More divisions supporting BWR in Winnipeg
= critical mass for AST? 2 down, 4 to go.



https://www.edu.gov.mb.ca/k12/schools/wpg_map.html

Onboard the city of Winnipeg?



<https://winnipeg.ca/publicworks/pedestriansCycling/strategiesActionPlan/pdf/strategy.pdf>

Q3:

Would it be useful to you to know the mode share for school travel in your community?

- If yes, please feel free to use the 'chat box' to share your reason(s) – why would it be useful to you?



BikeWalkRoll in action: Waterloo region, ON



Alex Ricci and Leslie Maxwell

Student Transportation Services of Waterloo Region



BikeWalkRoll in the Waterloo Region



Alex Ricci - School Travel Planning Facilitator

Leslie Maxwell - School Travel Planning Supervisor

Introduction to Administrators / STP Committee

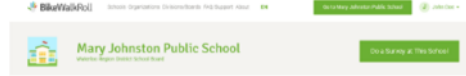
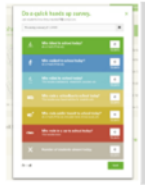


- First step in our STP process
- Used to:
 - Collect baseline data
 - Engage stakeholders
 - Motivate a mode shift
- Sometimes followed up with OAST Family Survey



Introduction to Teachers

- Introduced by school administrators
- BikeWalkRoll training session by STP Facilitator
 - Instructional materials in print and/or digital formats
- We focus on ease of execution during morning attendance

Conducting a survey

- 1 From the school's main page, click Do a Survey at This School

- 2 Ask students to raise their hand for the transportation mode they used to get to school. Enter the total number of students who raised their hand for each mode.

- 3 Enter the grade of the class that was surveyed.

- 4 Review the BikeWalkRoll score with your class, as appropriate. The BikeWalkRoll score is the percentage of students who used a self-powered mode (biked, walked, or rolled) to school


BikeWalkRoll Report

- One sheet easily shareable
- Quick analysis for administrators and STP Committee
- Easy for stakeholders to share with others



Mary Johnston

How we get to school

At-a-glance

How students travelled to and from school during the week of November 19.		Actual	Expected
Active Modes		47.2%	85%
Inactive Modes		52.8%	15%

* Expected result is based on transportation assignment defined by Student Transportation Services of Waterloo Region.

Breakdown and comparison

Mary Johnston	0.2%	46.9%	0.1%	2.1%	50.7%
Waterloo Region Average	0.8%	33.6%	0.6%	28.2%	36.4%
Travel Mode					

Transportation assignment

	380	Students live in the walk zone Close enough to walk, bike, or use other self-powered transportation
	15	Students offered busing Students live near hazards that prevent them from walking safely
	52	Students live outside the catchment area Families coordinate their own transportation

Current Approach

- STP schools only
- Fall, winter, spring collection
- Off-celebration weeks
- No paper-based collection
- Limited sharing with outside stakeholders



Thinking Big(ger)

- Bike lane projects
 - Upper-tier and lower-tier projects
- Sidewalk infill
 - Giving staff data they need
- Winter maintenance support
 - Tracking fall, winter, spring usage
- Systemic data collection
 - Build a case for collection in all classrooms
 - Can potentially be used to help prioritize for equity



Cyclists come out in force to urge Kitchener to invest in bike infrastructure

NEWS Jan 21, 2019 by Catherine Thompson Waterloo Region Record

f t r in e

KITCHENER — When Josh Gibbins bikes downtown with his 11-year-old son Caleb from their home in Forest Hill, Josh rides on the road, and Caleb sticks to the sidewalk.

That won't change unless there is safer infrastructure for cyclists, Gibbins told Kitchener councillors Monday at a public meeting on the proposed 2019 city budget.

The father and son were among dozens who came to city hall to support plans to spend more than \$1 million in 2019 to improve cycling in the city. More than 50 people filled the council chamber, and a show of hands suggested at least half were there to support cycling improvements.

in the council chamber's public seating.

"Protected bike lanes are a show of hands helmets lined the rails

r courageous" said ing plans.

ure: \$200,000 for a metres of protected

tier. Some ster plan won't riority than

ie Maxwell of

Questions?

For more information:

<https://bikewalkroll.org/>

- Quick Start Guide for Teachers
- FAQ and Trouble-Shooting Guide
- Technical support
- Contacts for supportive organizations:
 - Green Action Centre
 - Student Transportation Services of Waterloo Region
 - Green Communities Canada
 - Urban Systems
 - EcoSuperior



Thank you!

info@ontarioactiveschooltravel.ca

Please stay tuned to our website for updates and details. Visit our News page for the latest posts and Sign up for our Newsletter.

Follow us on social media: @OntarioAST; #activeschooltravel.

Ontario Active School Travel is
a program of Green Communities Canada

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**Ontario Active
School Travel**

