

Signs of the Time:

Best practices in school wayfinding

12 May 2020



Welcome



Wallace Beaton

Manager - Community Engagement & Capacity





Agenda

- Housekeeping
- Introductions
- Presentation 1: City of London (Ontario)
- Presentation 2: York Region
- Presentation 3: Ville de Gatineau (Québec)
- Presentation 4: City of Toronto
- Question & Answers



Pop Up Poll

- What sector do you work in?



Today's webinar

Signs of the Time: Best practices in school wayfinding



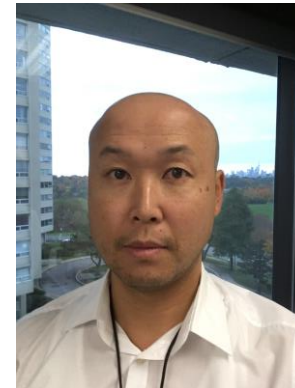
Our presenters:

- London (Ontario)
 - **Sabrina Sater**
City of London
 - **Jill Takacs**
HEAL, Western University
- York Region
 - **Reena Mistry**
York Region/York Catholic DSBs



Our presenters:

- Gatineau (Québec)
 - François Pirart
Ville de Gatineau
- Toronto
 - Sheldon Koo
City of Toronto



ELMO ASRTS

School Wayfinding Signage Program



What Sparked the Program?



Funding & Cost Breakdown

Funding Sources:

- Child & Youth Network, *Healthy Eating and Healthy Physical Activity Priority*
- Ontario Active School Travel Fund



Cost per school:

Item	Cost/Item	X 16 Signs	Notes
Sign (materials/labour)	\$ 48.85	\$ 781.60	
Pole	\$ 47.00	\$ 141.00	Estimate of 3 signs per school
Install Price Per Sign	\$ 79.00	\$ 1,264.00	High estimate for install
Average Cost Per School:	\$ 2,186.60		

Sign Design

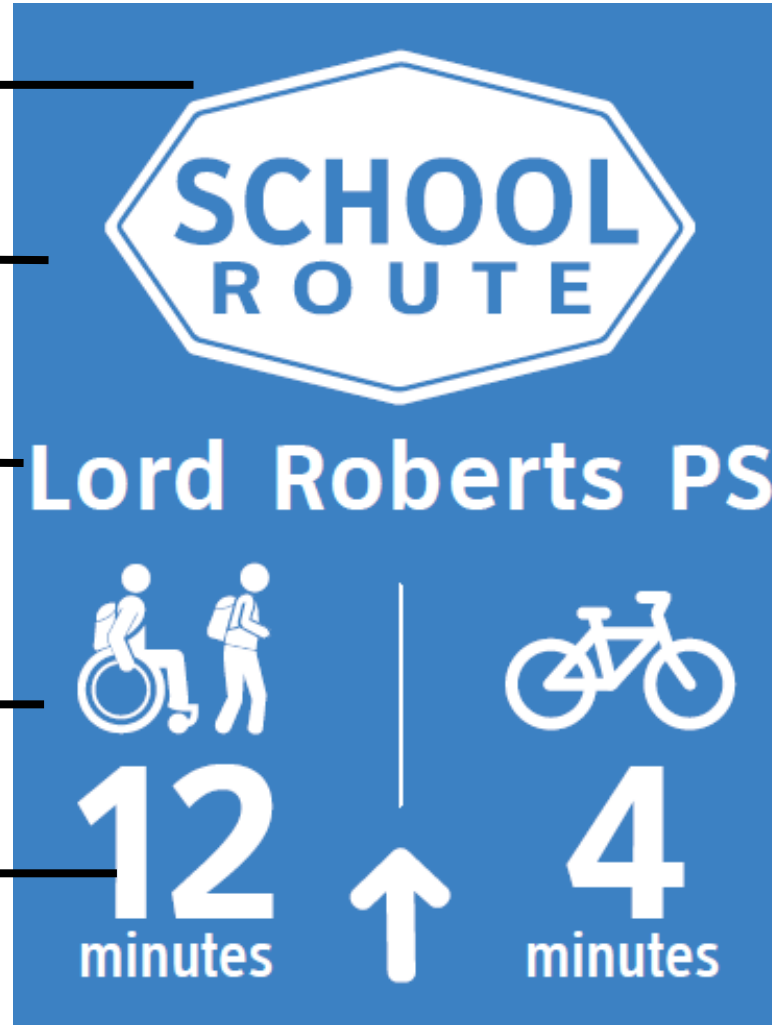
Official Wayfinding Colour
& reflective white font

Base quality metal

City official font for all
street signs (Clearview)

Sign Size: 18" x 24"

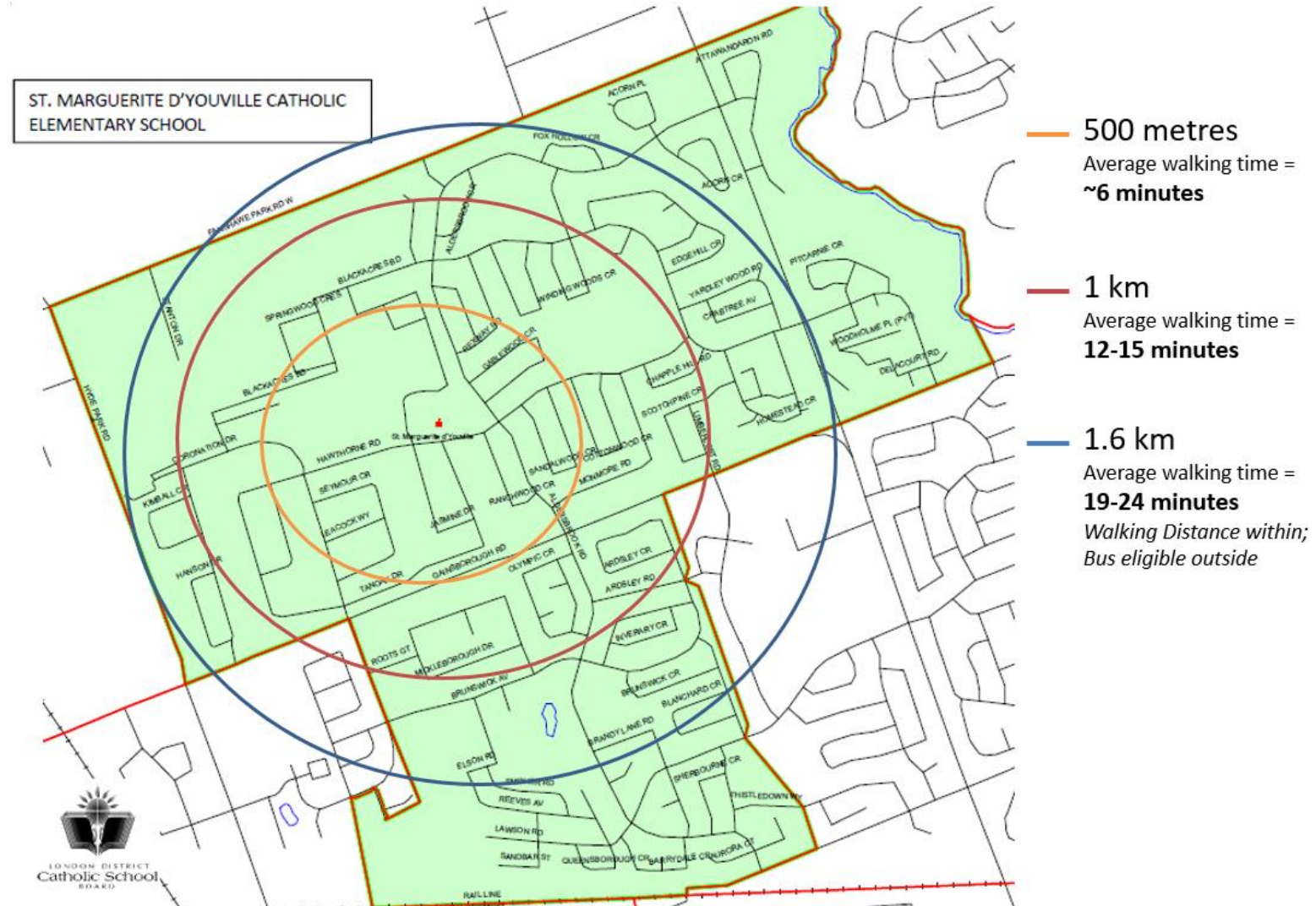
Walking Speed: 1.22 m/sec
Cycling Speed: 3.98 m/sec



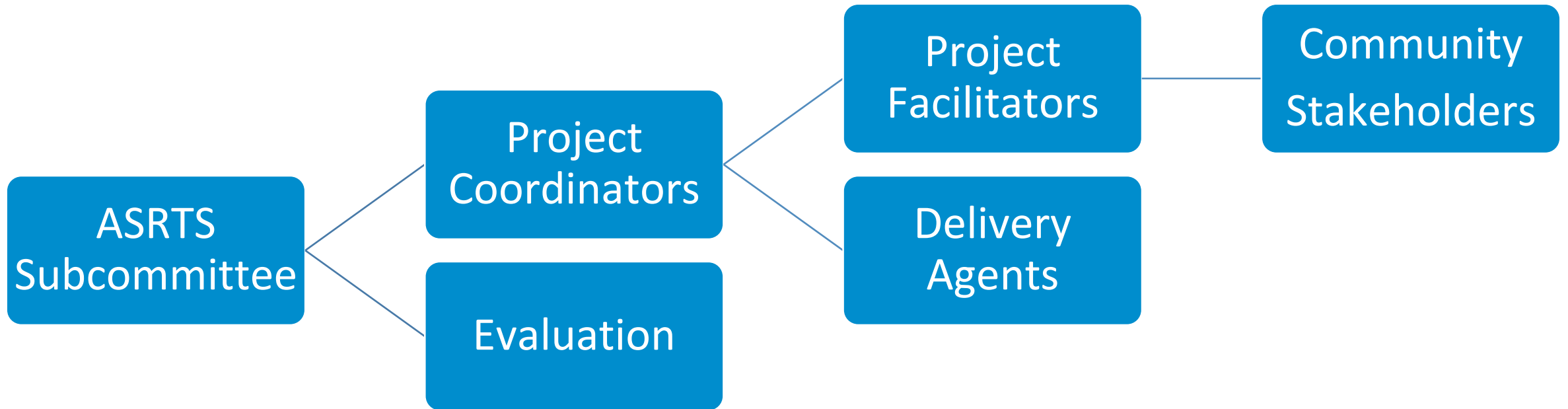
Route & Site Selection

Route & Site Selection

- ✓ 3-5 main routes (2-3 signs per route, and sign at school)
- ✓ High-traffic
- ✓ Accessibility
- ✓ Leverage existing poles to minimize cost



Implementation Team



Evaluation & Sustainability



METHODOLOGY

- Program Evaluation
- Annual STP Action Plan Report
- STP Follow-Up Survey Question

SUSTAINABILITY

- Wayfinding projects attached to STP action plan
- Sign maintenance and replacement responsibility of Municipality

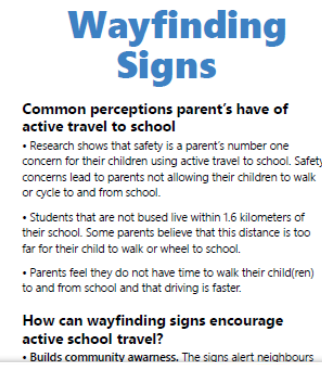
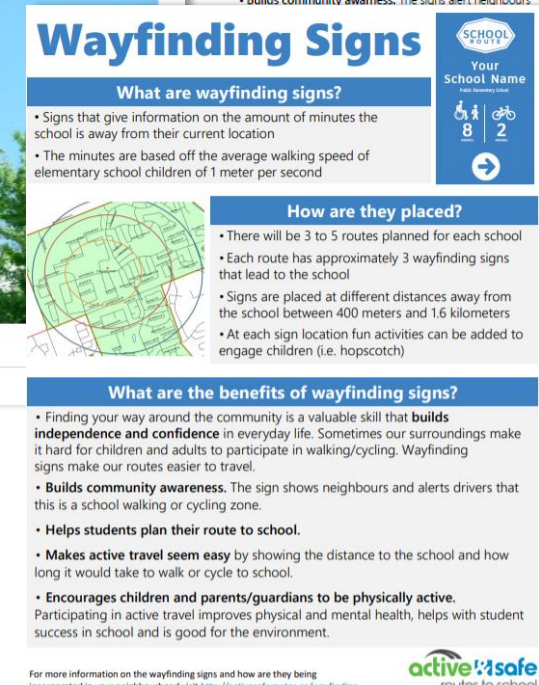
Successes & Challenges

SUCCESSSES

- High engagement
- Expression of Interest
- Mapping process
- Promotional & educational materials

CHALLENGES

- County Schools
- Timelines
- School labour issues

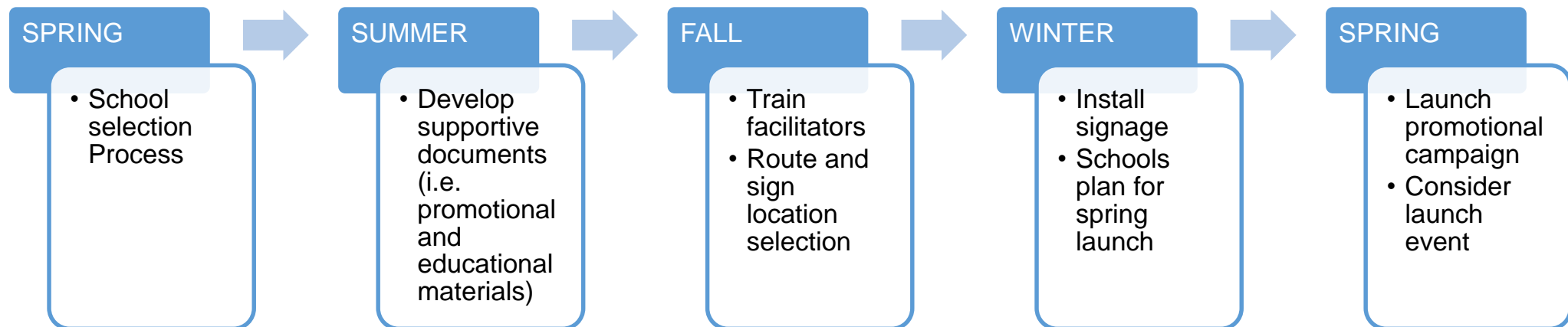


Key Considerations for Success

- ✓ Time appropriately - leave room for delays
- ✓ Assess school readiness
- ✓ Use existing school committees
- ✓ Equity in school selection
- ✓ Set schools up for success
- ✓ Opportunities for evaluation
- ✓ Engaging the entire community

“The project was an entire school and community effort. The school administration, staff, parents, students and community partners had part in making the project come to life”

Suggested timeline: *for roll-out at multiple schools using high community engagement model



Contact Information



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*Resources available on ASRTS website.
Feel free to connect with us!*

Active Travel to School Pilot in Markham

Wayfinding Signage

This project is made possible through financial support from
Green Communities Canada and the Government of Ontario.



Presented by:

Reena Mistry

Active School Travel
Coordinator, York
Region District
School Board and
York Catholic District
School Board

May 12th, 2020

Active School Travel Pilot in Markham Overview

Purpose

1. To learn what level of on-the-ground encouragement and programming is required to get more children walking or cycling to/from school
2. To improve sustainability of Active School Travel Programs

Approach

- Build partnership with key stakeholders
- Create a model that is self-sustaining
- Test and measure the effectiveness of different encouragement/ programs levels
- Collect comparable data before, during and after pilot to evaluate success

Active School Travel Pilot in Markham Overview

Pilot Duration

- One full school year
- May 2019 to June 2020 * Will likely be extended into next school year

Project Partners:

- York Region District School Board, York Catholic District School Board
- City of Markham (Engineering & Cycling Pedestrian Advisory Committee)
- York Region (Transportation Services)
- York Region Public Health
- Local School: Principal, Teachers, Parents, Students
- Ontario Active Travel to School, Green Communities Canada
- Government of Ontario

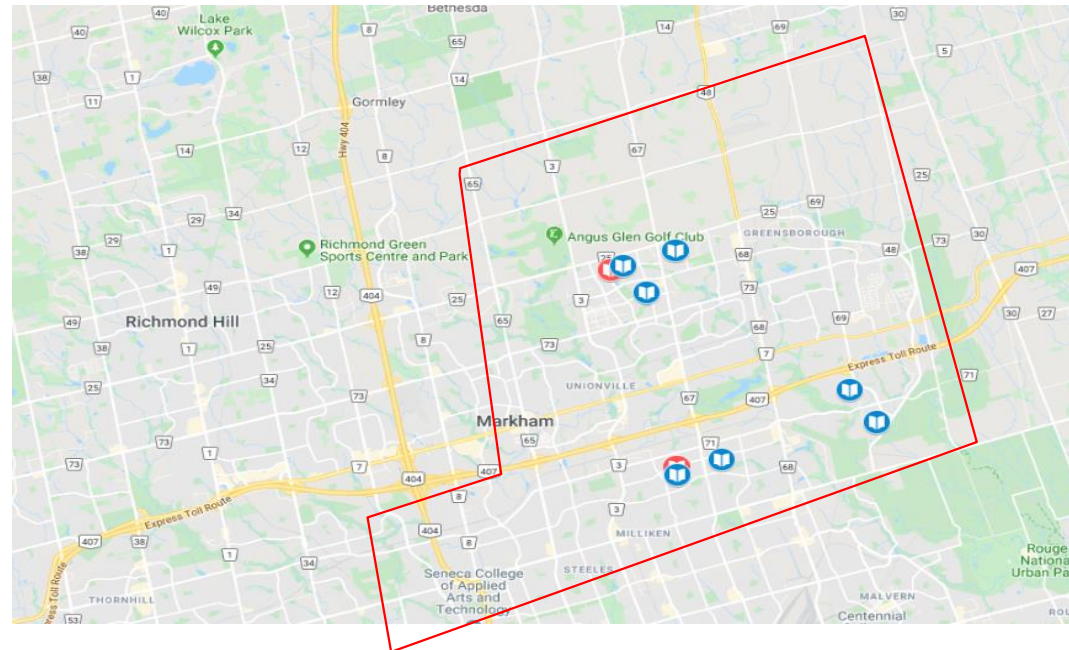


Six-Tier Encourage- ment & Program Levels

Level	Tools & Approach
Tier 1	Marketing/Education/Communication
Tier 2	Tier 1 + Classroom Competition
Tier 3	Tier 1, 2 + Family Connection (Group Walking)
Tier 4	Tier 1, 2, 3 + Sidewalk Stencils + Wayfinding Signage
Tier 5	Tier 1, 2, 3, 4 + Traffic and Pedestrian Enhancements <ul style="list-style-type: none">- No Stopping signs- Curb line paintings to reinforce No Stopping signs- School Zone Road Stencils- Zebra markings at crosswalks closest to school
Tier 6	Tier 1, 2, 3, 4, 5 + Walking Wednesday – Kiss & Ride Closure

School Selection Criteria

- Previously engaged in School Travel Planning (STP)
- On going site and community traffic issues
- School Parent and Admin buy-in including identification of champions
- Existing sidewalk network



Wayfinding Signage Location Selection Process

- School boundary
- Catchment area
- Student home address distribution maps that are categorized based on a radius around school:
 - 300 m (5 min walk)
 - 600 m (10 min walk)
 - 900 m (15 min walk)

Castlemore Public School
Student Counts and Walking Times
as of May 30th, 2019








Legend

 Castlemore PS

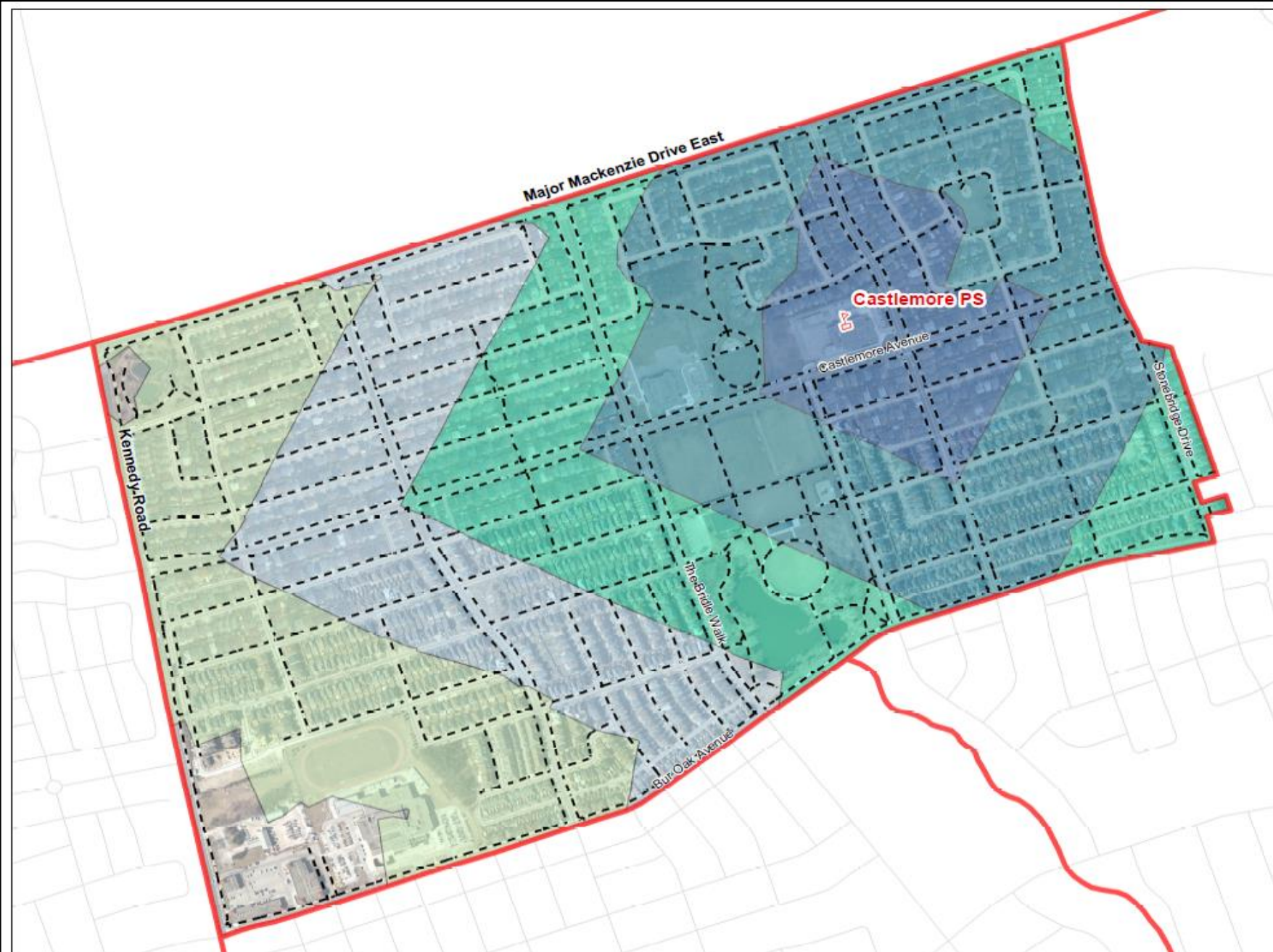
--- Sidewalk

Estimated Walking Times

-  0-5 mins
-  5-10 mins
-  10-15 mins
-  15-20 mins
-  20-25 mins

1:6,000
0 0.05 0.1 0.2 0.3 Kilometers

Produced by Planning & Property
Development Services, 2019
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Randall Public School Walking Times as of October 31st, 2019



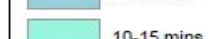




Legend

 Randall PS

 Sidewalk

Estimated Walking Times

-  0-5 mins
-  5-10 mins
-  10-15 mins
-  15-20 mins
-  20-25 mins

1:8,500
0 0.05 0.1 0.2 0.3 Kilometers

Produced by Planning & Property
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Wayfinding Signage Design Process

Brainstorm with City Communications
Department on the design of the signage

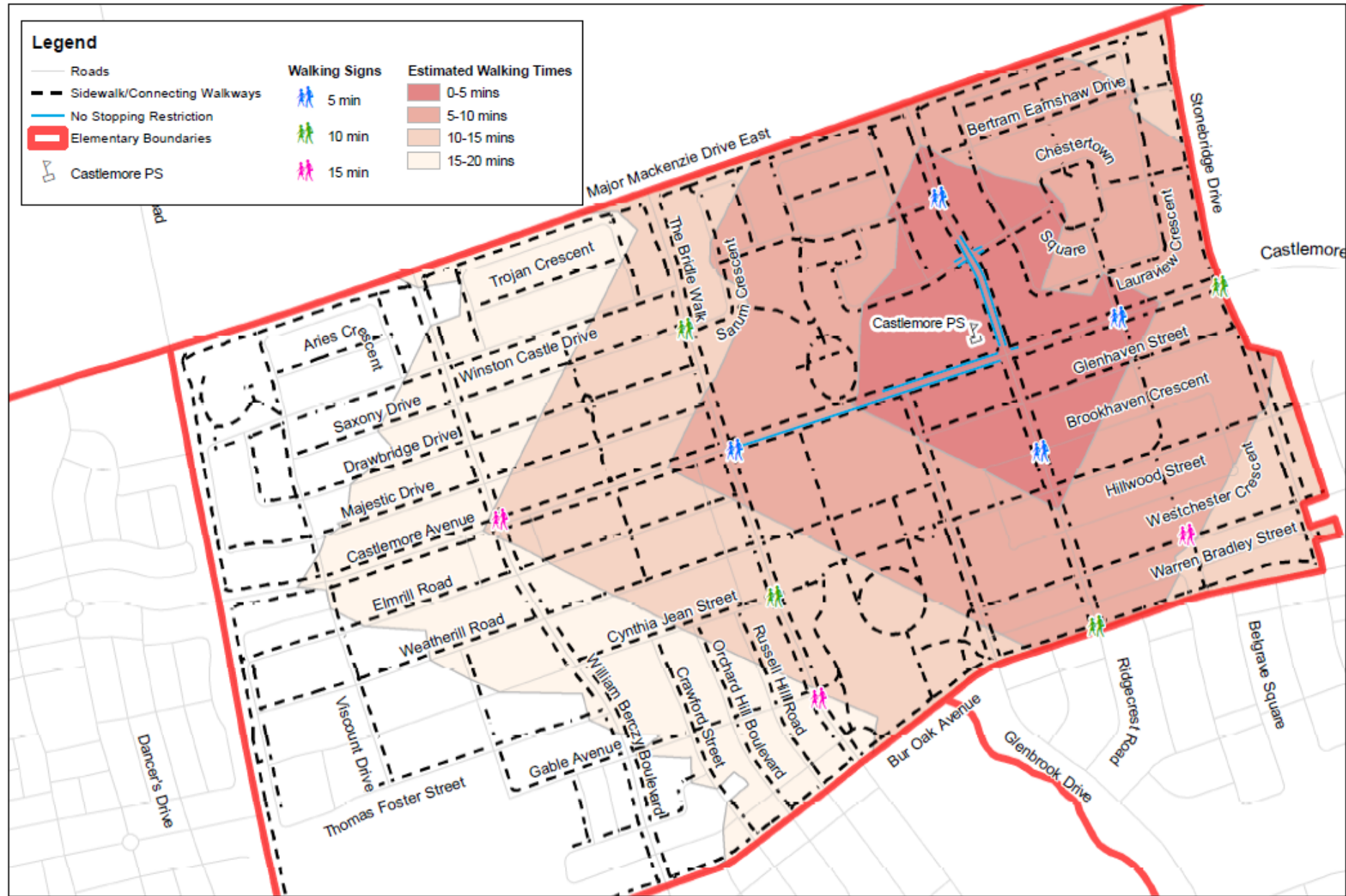


Active School Travel Map Castlemore PS

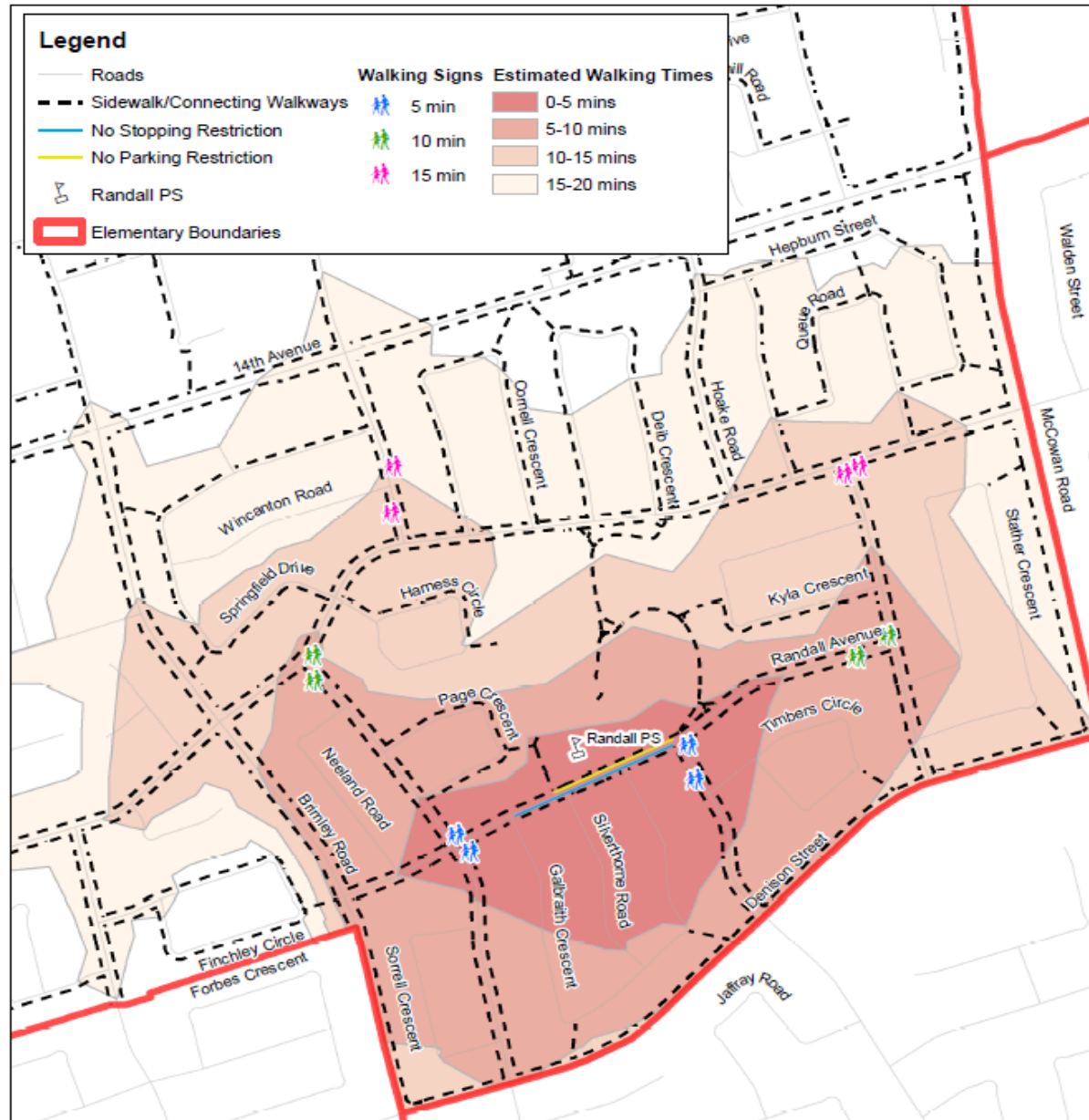


Legend

	Roads		5 min		0-5 mins
	Sidewalk/Connecting Walkways		10 min		5-10 mins
	No Stopping Restriction		15 min		10-15 mins
	Elementary Boundaries				15-20 mins
	Castlemore PS				



Active School Travel Map Randall PS



1:7,000

0 0.05 0.1 0.2 0.3 Kilometers

Produced by Planning & Property Development Services, February 2019
© York Region District School Board
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Wayfinding Signage Installed Examples



Signage Cost

Wayfinding Signage

- Approximately \$17 per sign (30cmx45cm)
- Small Labour fee
- Used existing poles and sign posts to post signs
- A total of 69 signs are installed*

* For 7 schools only, 2 schools remained to be completed in Spring 2020

Funding Sources

- York Region District School Board
- City of Markham (Cycling and Pedestrian Advisory Committee)
- Ontario Active School Travel Provincial Grant
- York Region (Transportation Services)

Challenges

- Knowing actual student routes
- Older neighbourhoods vs new neighbourhoods
- Labour disruption - data collection
- Future maintenance

Opportunities

Immediate

- Enhanced public realm and public awareness of walking/cycling
- Received positive feedback from parents, residents and councilors
- Cost effective and easy to implement



Future Opportunities

- Allow for student / parent input with signage locations
- Expand to more schools in Markham and York Region
- Working with local AT organization i.e. Smart Commute to enhance, promote further

Next Steps

- Continue to implement pilot program
- Report to Green Communities Canada
- Evaluate results
- Presentation to Board and City and/or Regional Council to get support and resources
 - Expand successful components to York Region/Catholic Schools
- Build School Board Active School Travel kit...building on what a “school zone” should look like
- Share pilot experience

Measurables

- Hands up survey data collection
 - 1 week per month during school year
- Survey to parents (Board)
- Feedback from residents (City)
- Street parking activity (PUDO observations)



Thank you

Thank you

If you have any questions, please contact

Reena Mistry at reena.mistry@yrdsb.ca or reena.mistry@ycdsb.ca

This project is made possible through financial support from
Green Communities Canada and the Government of Ontario





Creating safe routes to school in Gatineau

Children's
safety
**OUR
PRIORITY**

François Pirart

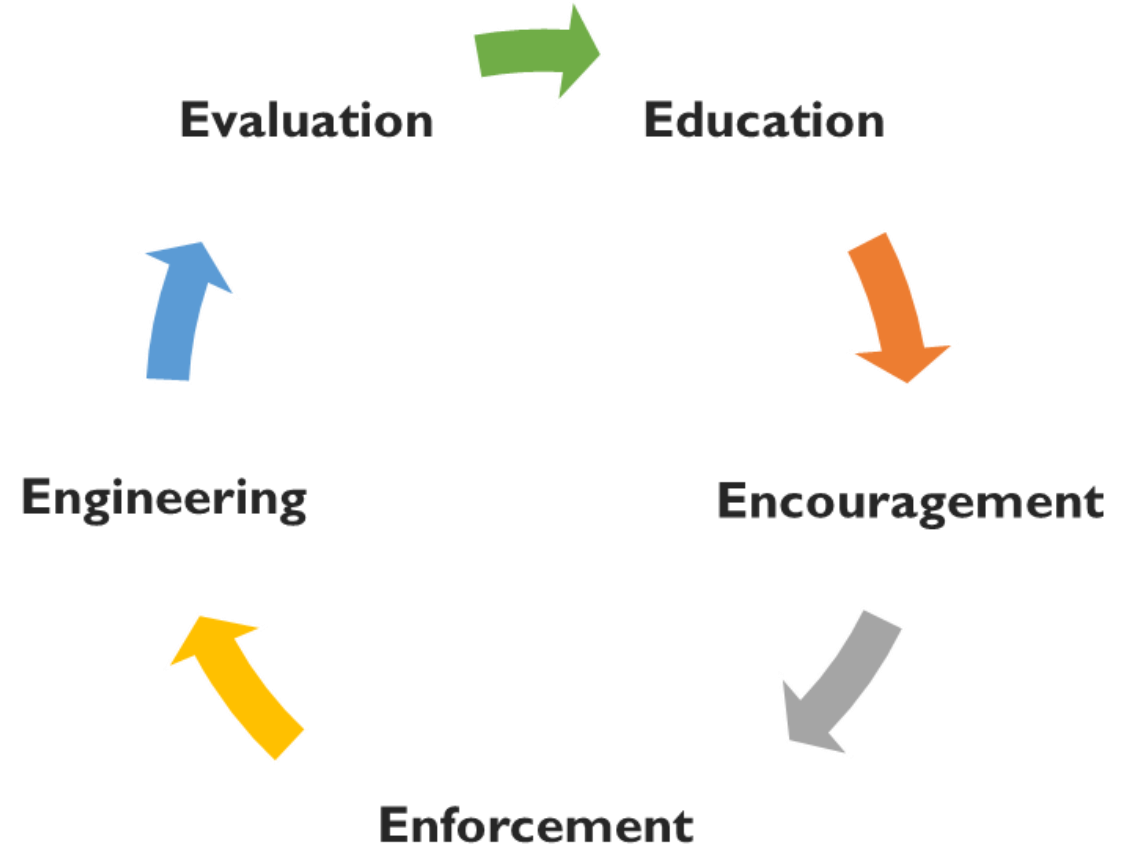
pirart.francois@gatineau.ca

Service de Urbanisme et du Développement Durable



Background

Gatineau is involved in various projects to increase walking and biking to elementary schools, following the Sustainable Mobility Plan (PDD) of 2013.



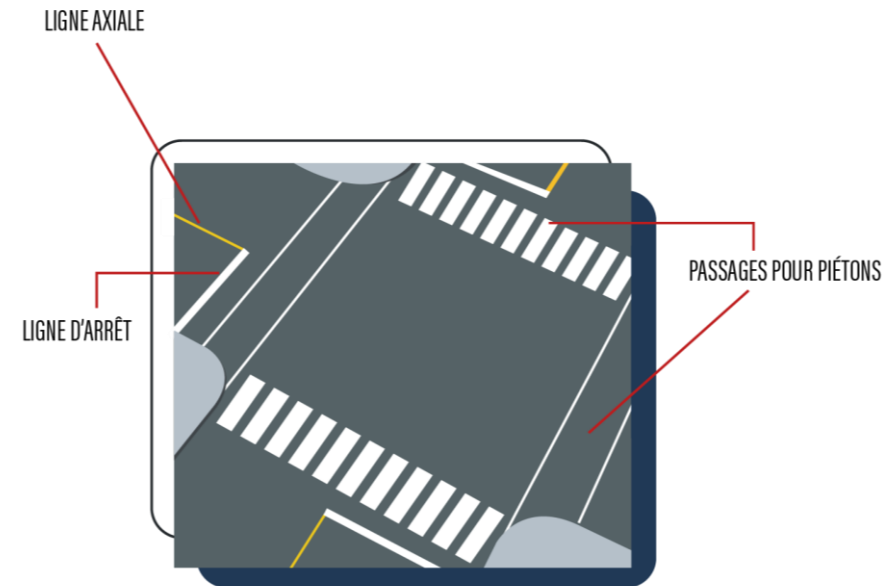
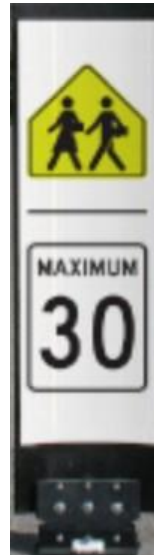


Project objectives

- Increase children's safety on their way to school and around them
- Improve the visibility of safe routes to school (corridors scolaires) for children and for drivers
- Remind drivers of the presence of nearby schools
- Encourage children and parents to use school corridors
- Promote healthy lifestyles by walking and cycling

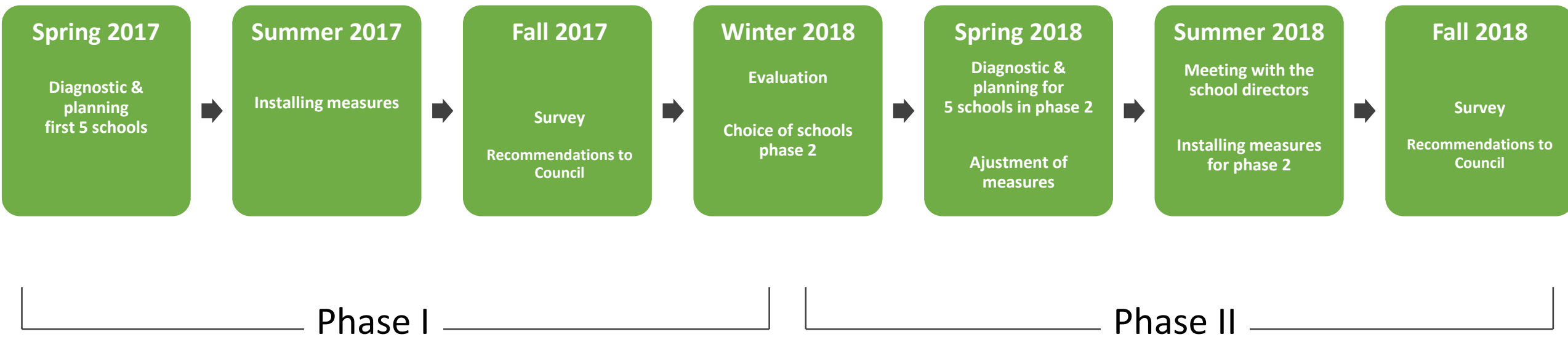
Measures

- Wayfinding signage along the school corridors
- Installation of flexible bollards
- Pavement markings (symbols, pedestrian crossings, stop line, etc.)
- Specific interventions (trim vegetation, prioritize sidewalk maintenance, curb ramps, etc.)
- Speed radars

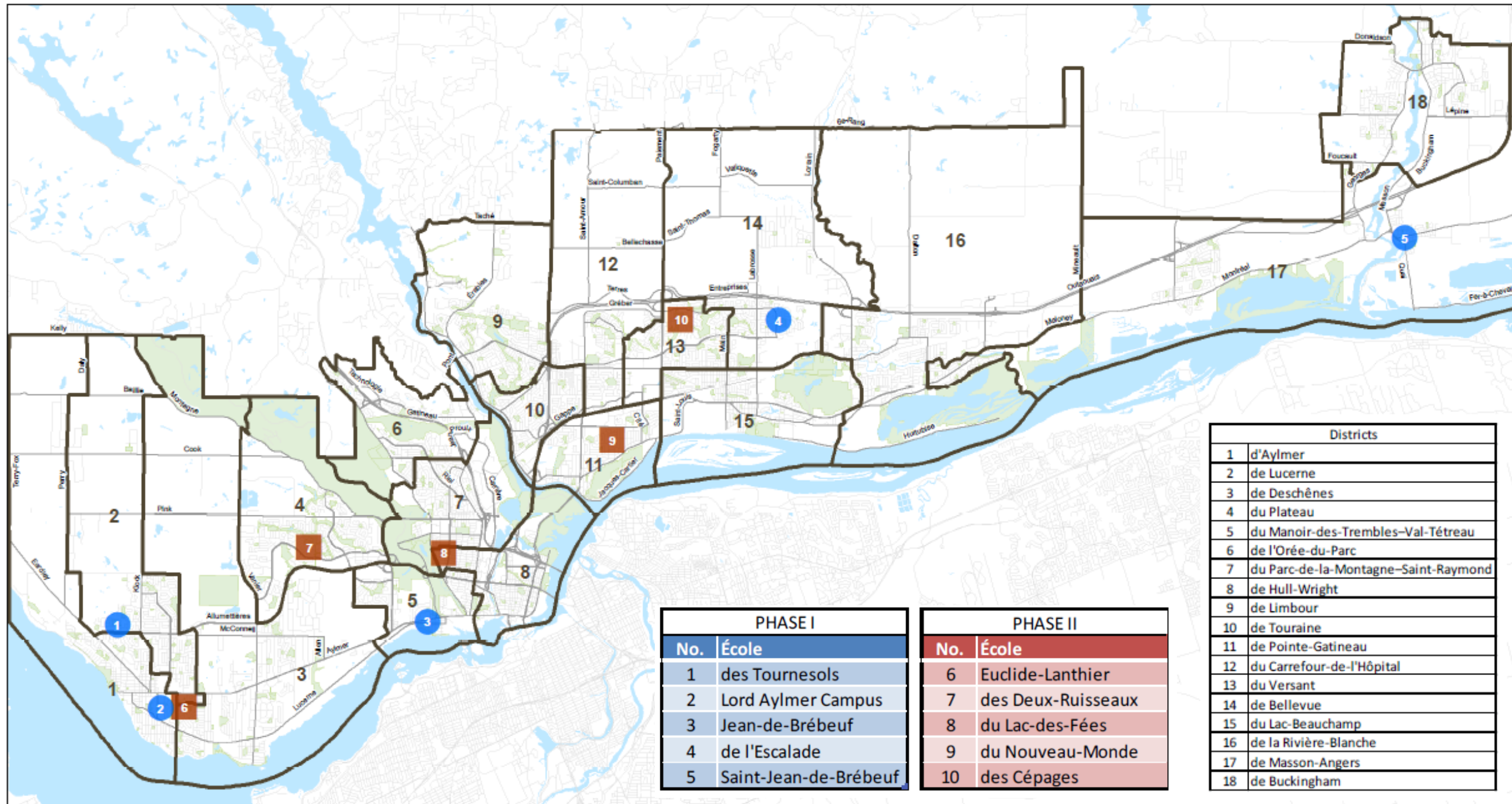


Pilot project : 2017-2018

Key steps



Participating schools to the pilot project 2017-2018



PHASE I	
No.	École
1	des Tournesols
2	Lord Aylmer Campus
3	Jean-de-Brébeuf
4	de l'Escalade
5	Saint-Jean-de-Brébeuf

PHASE II	
No.	École
6	Euclide-Lanthier
7	des Deux-Ruisseaux
8	du Lac-des-Fées
9	du Nouveau-Monde
10	des Cépages

Districts	
1	d'Aylmer
2	de Lucerne
3	de Deschênes
4	du Plateau
5	du Manoir-des-Trembles-Val-Tétreau
6	de l'Orée-du-Parc
7	du Parc-de-la-Montagne-Saint-Raymond
8	de Hull-Wright
9	de Limbour
10	de Touraine
11	de Pointe-Gatineau
12	du Carrefour-de-l'Hôpital
13	du Versant
14	de Bellevue
15	du Lac-Beauchamp
16	de la Rivière-Blanche
17	de Masson-Angers
18	de Buckingham

École de l'Escalade - Intersection rues Davidson & A.-Gibeault



Before

École de l'Escalade - Intersection rues Davidson & A.-Gibeault



After

École du Nouveau Monde - Intersection St-Rosaire & Ste-Yvonne



Before

École du Nouveau Monde - Intersection St-Rosaire & Ste-Yvonne



After

Rosalie



Specific intervention - École Euclide-Lanthier

Exit of the school



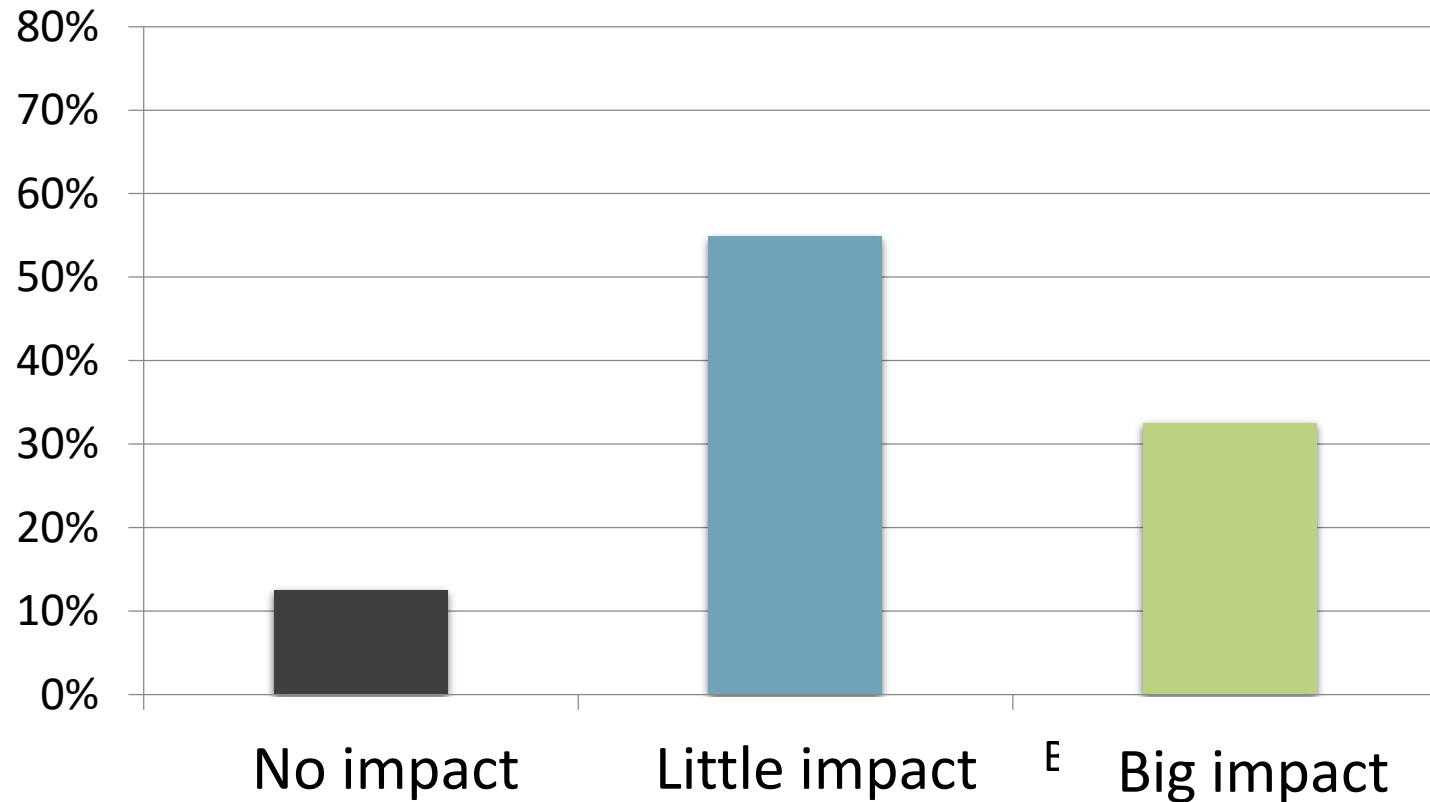
Before

Specific intervention - École Euclide-Lanthier

Exit of the school



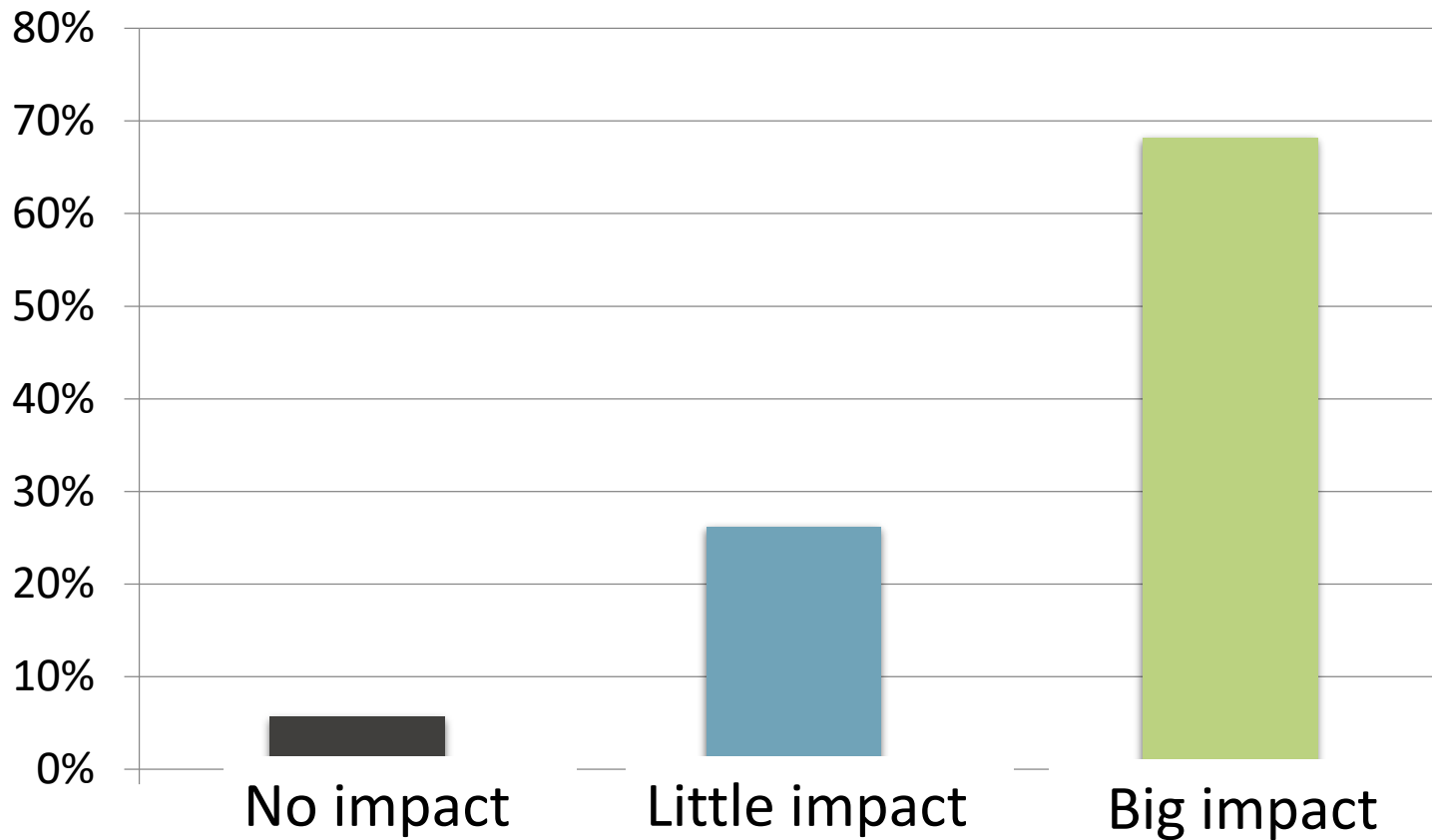
Impact of wayfinding signs on car driver behaviour



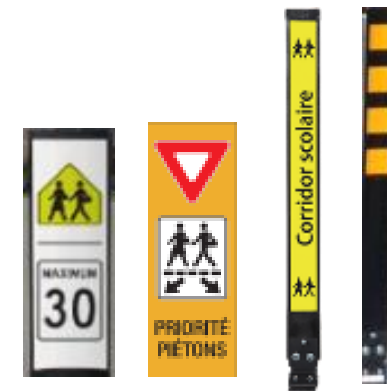
- 96 % noticed the signs
- 65 % indicated that signs have little or no impact
- Results vary from school to school



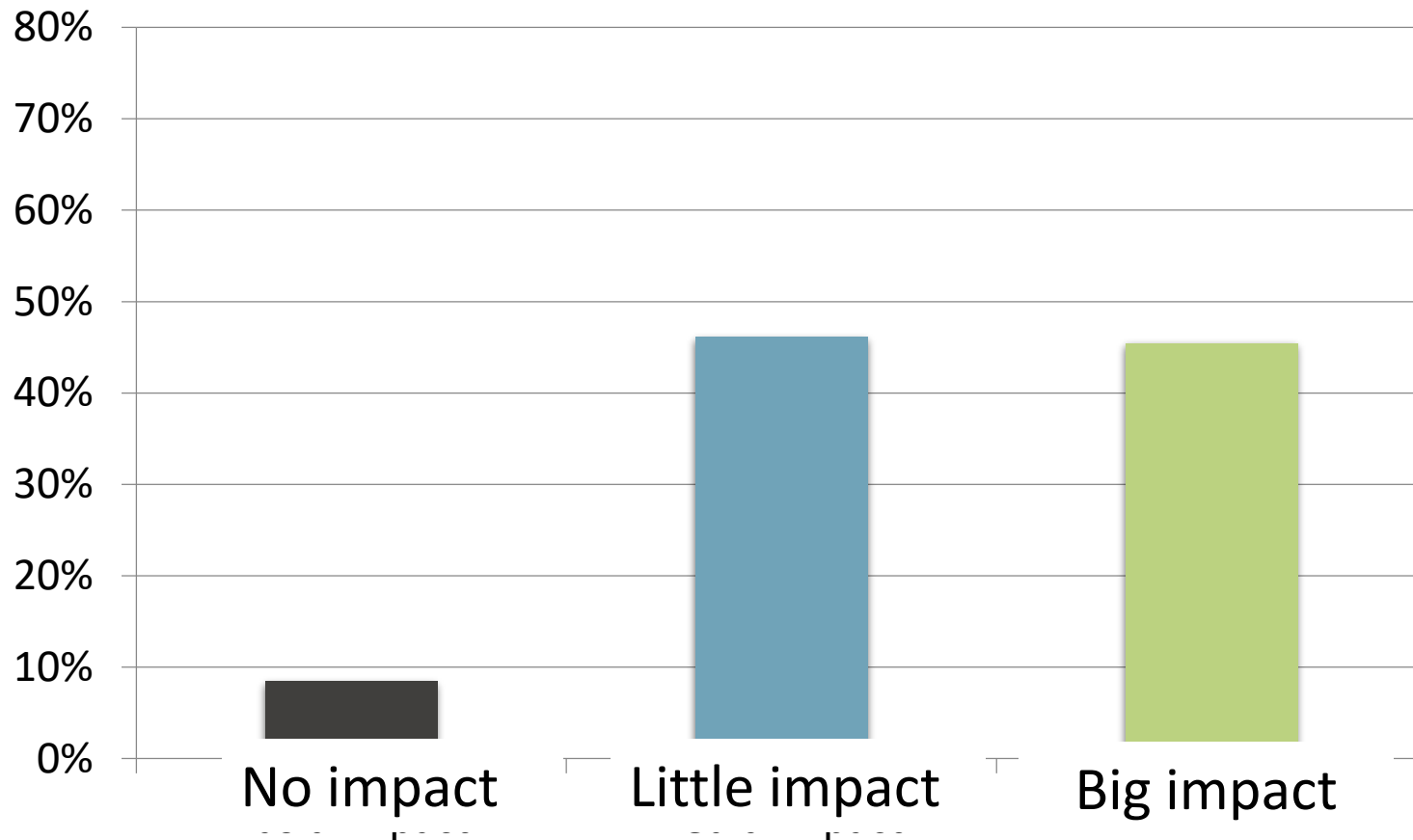
Impact of flexible bollards on car driver behaviour



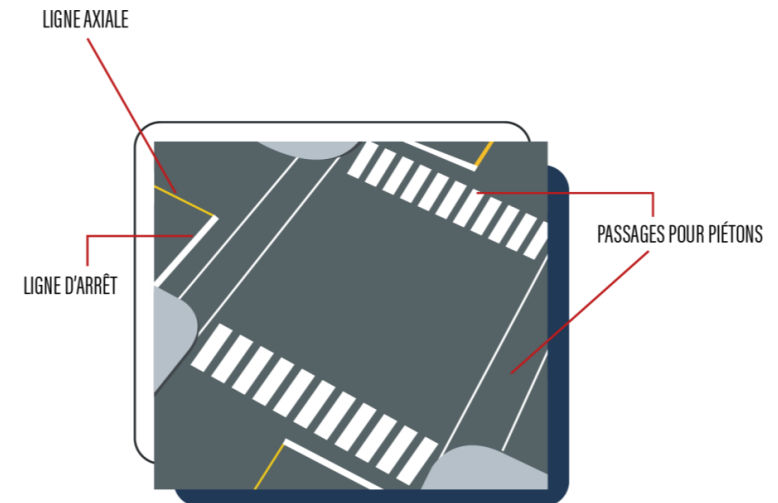
- 88 % noticed the flexible bollards
- 68 % indicated that this measure had a big impact



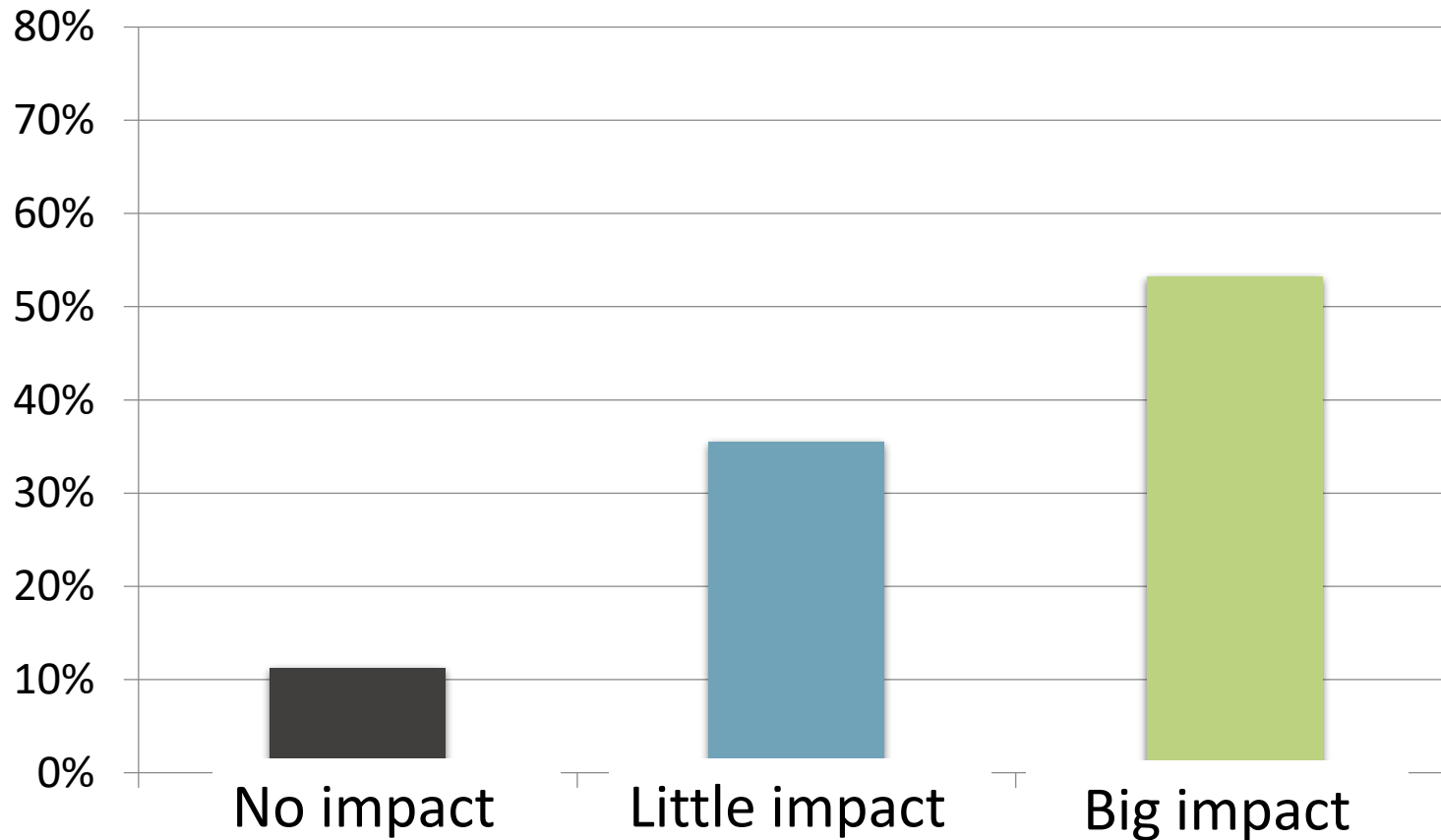
Impact of markings on pedestrian crossing safety



- 70 % noticed additional markings
- 45 % indicated that markings had a big impact



Impact of speed radar on safety



- 70 % noticed the photo radars, even if only installed around 3 out of 5 schools
- 53 % indicated that photo radars had a big impact

Ajustments between the pilot and the extended project

- Using specific flexible bollards rather than standard bollards
- Published information on the City's website in the section dedicated to safety called « Prudence près des écoles » (Caution near schools)
- Revised corridor maps published on the City's website
- Road symbol markings not renewed, because little impact
- Updated the snow plowing maps to adjust to the configuration of corridors



Since the pilot

- After a two year pilot, the Council agreed to extend the project to all elementary public schools in Gatineau (December 2018)
- An average budget of \$ 10 000 was allocated per school
- 10 schools were part of the 2017-2018 pilot, 8 schools were added in 2019 and 12 schools are planned for 2020
- 33 schools have a plan (STP) and 9 are currently in progress.

Planning, implementation and cost estimates

Number of elementary schools in Gatineau	60
Number of new elementary schools the short term	5
Total	65

School travel plans developped to date	33
School travel plans to develop	32
Contribution per plan for the City	2 250 \$
Budget for the remaining plans	72 000 \$

Safe school corridor projects implemented	18
Safe school corridor projects in the future	47
Average cost per school	10 000 \$
Budget all the schools (2017-2023)	650 000 \$

Communication campaign	15 000 \$
------------------------	-----------

	Plans (STP)	Safe corridor projects
Before 2019	33	10
2019	9	8
2020	9	12
2021	7	12
2022	7	12
2023		11
Total	65	65

Who does what?



input

Planning

- Choice of schools
- School corridors diagnostic
- Recommendations

Lead

Urban Planning

Other departments

Police
Infrastructure

Implementation

- Quantities
- RFPs, purchase, contracts
- Monitoring
- Management of complaints

Lead

Infrastructure

Other departments

Urban Planning
Public works

Evaluation & follow-up

- Maintenance of markings & signage
- Security check
- Survey

Lead

Infrastructure

Other departments

Urban Planning
Public works
Police

Communications

*Previously Vélo Québec, Loisir Sports
Ottawaais and Vivre en Ville*

Successes

- Appreciated by elected officials, parents, and citizens, with a small investment
- Parents & school administrators who see the signs along other school corridors also want to be part of the project
- More integrated in the City's traffic calming program
- Information about the project was integrated within an existing communication campaign, which allowed it to be set up quickly
- Implemented on time and on budget!

Challenges

- Demands human resources
- Requires collaboration of various departments (planning, traffic, police, public works)
- Difficult to assess the impact on behavior (eg. speed readings before/after, but \$\$\$)
- Remaining parking issues around schools due to drop off
- Increased maintenance costs (markings, bollards, signs...)
- Lack of sidewalks along routes to school

Lessons learned

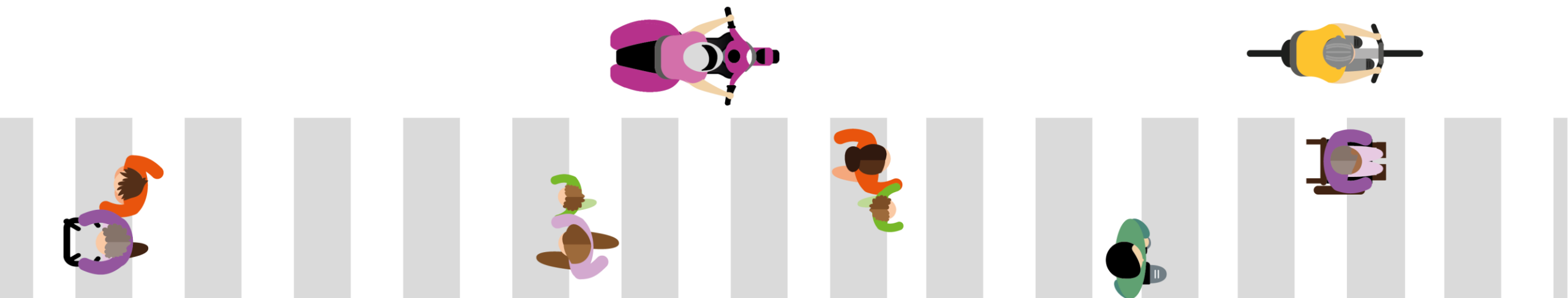
- Project combined with an awareness campaign to increase use of active modes
- Wayfinding signs installed within 500 m of schools, where there are many children walking, to reduce costs & visual clutter
- Flexible bollards have the most impact on behavior, but must be removed in winter
- Interest from several private schools, but we have yet to develop an implementation strategy to include them
- Work collaboratively with partners

Sécurisation des corridors scolaires



François Pirart

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Active and Safe Routes to School Pilot Project (Bloomberg/Ontario Active School Travel)

Sheldon Koo/Joanna Verweel
Transportation Services/Toronto Public Health
May 2020

OVERVIEW OF THE ACTIVE AND SAFE ROUTES TO SCHOOL PILOT PROJECT

BACKGROUND ON PROJECT



PARTNERS INVOLVED



**Bloomberg
Philanthropies**

**Ontario Active
School Travel**



A program of **Green
Communities**
CANADA

APPROACH

- Introduce new signs and markings to identify walking/cycling routes around each school, encourage AST and improve safety
- Introduce new public education materials and resources to teachers, students and parents to promote and educate about AST
- Engage with parent/teacher committees at selected schools on preferred walking and cycling routes to school with safe crossing opportunities
- Evaluate the effects of the project



PILOT SCHOOL SELECTION

Requirements

1. Must have School Safety Zones improvements implemented;
2. Must be enrolled in TDSB School Traffic Management Program

Other Considerations

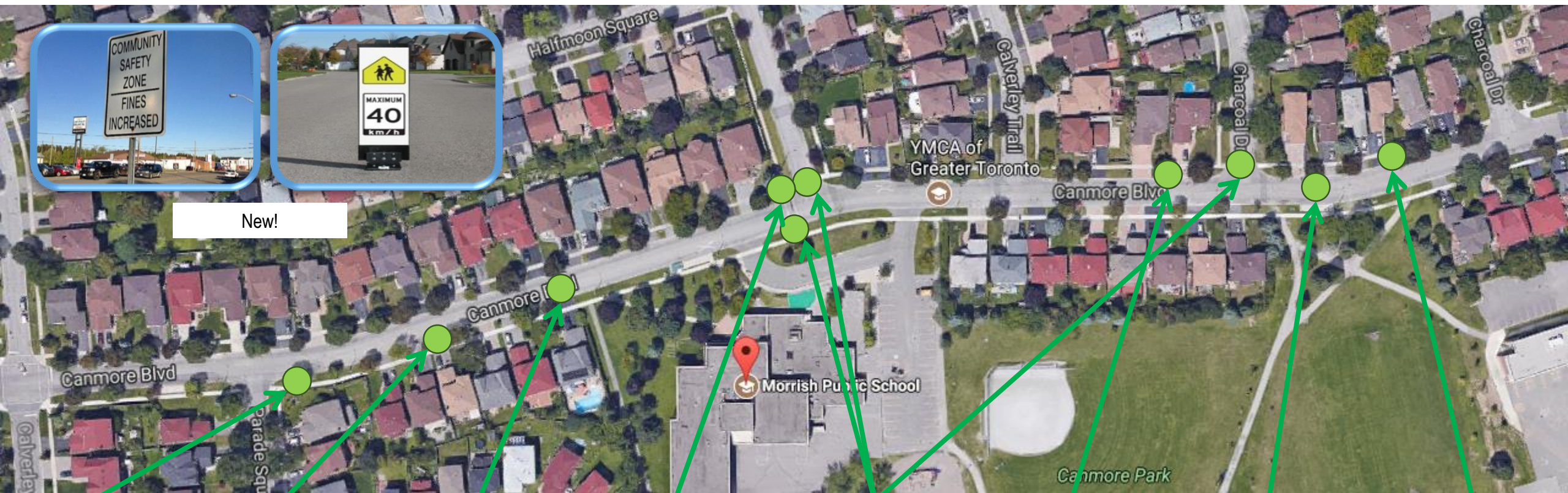
Clear Route Options	Current walking rates (based on student “hands up” surveys from Dec 2017/Jan 2018)	% living within “walking distance” (according to TSTG data)	Learning Opportunities Index	Reasons this School would be a good fit	Challenges at this school site	Staff, parents, students engagement	District/Ward (Even distribution across City)
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SCHOOLS INVOLVED 2019/20



- Hillmount Public School
- George Webster Public School
- Jean Lumb Public School
- Bishop MacDonell Catholic School

EXAMPLE: SCHOOL SAFETY ZONE: Morrish Public School



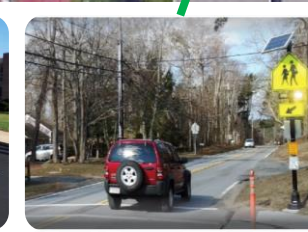
Flashing Beacon



Watch Your Speed Driver Feedback Sign



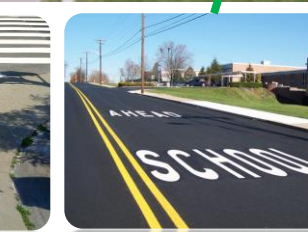
"SCHOOL" Stencil in Pavement



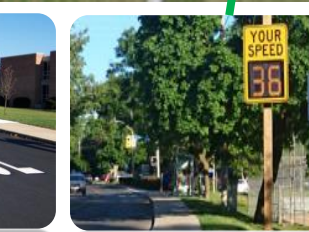
Rapid Flashing Beacons at Crosswalk



Zebra Stripping at Crosswalk



"SCHOOL" Stencil in Pavement



Watch Your Speed Driver Feedback Sign



Flashing Beacon

DESIGNATED WALKING/CYCLING SCHOOL ROUTES

- Mapping and Route Analysis conducted by TSU, GCC and TDSB
- Routes identified by considering:
 - Protected crossings (Traffic signals, PXO, stop signs, school crossing guards)
 - Student addresses
 - Sidewalks
 - Preferred walking routes (from discussions with school parent-teacher councils)
- GCC consulted with school parent-teacher councils to confirm school routes



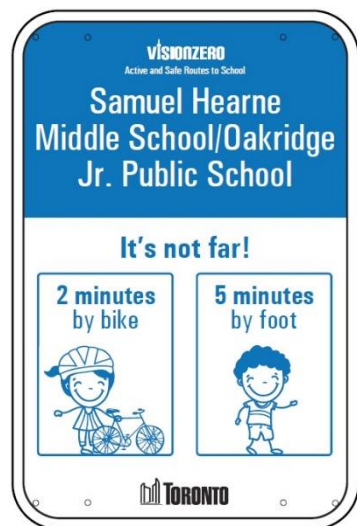
ENGINEERING IMPROVEMENTS

AST ENCOURAGEMENT SIGNS AND MARKINGS

1) AST Encouragement Signs

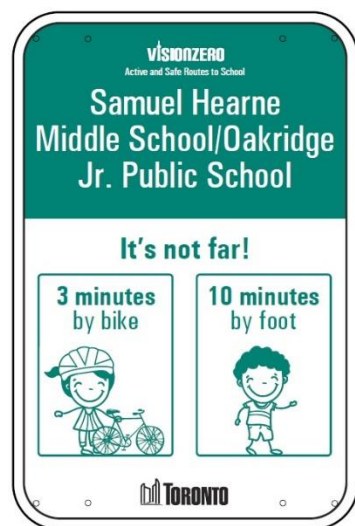
- New signs to identify school routes aimed at pedestrians and cyclists
- To motivate and encourage parents and students to continue to walk and bike to school (It's Not Far!)
- To be installed only at 5 min, 10 min, and 15 min. walking distances along routes (using 1 m/s walking rate)

5 min



300 m

10 min



600 m

15 min

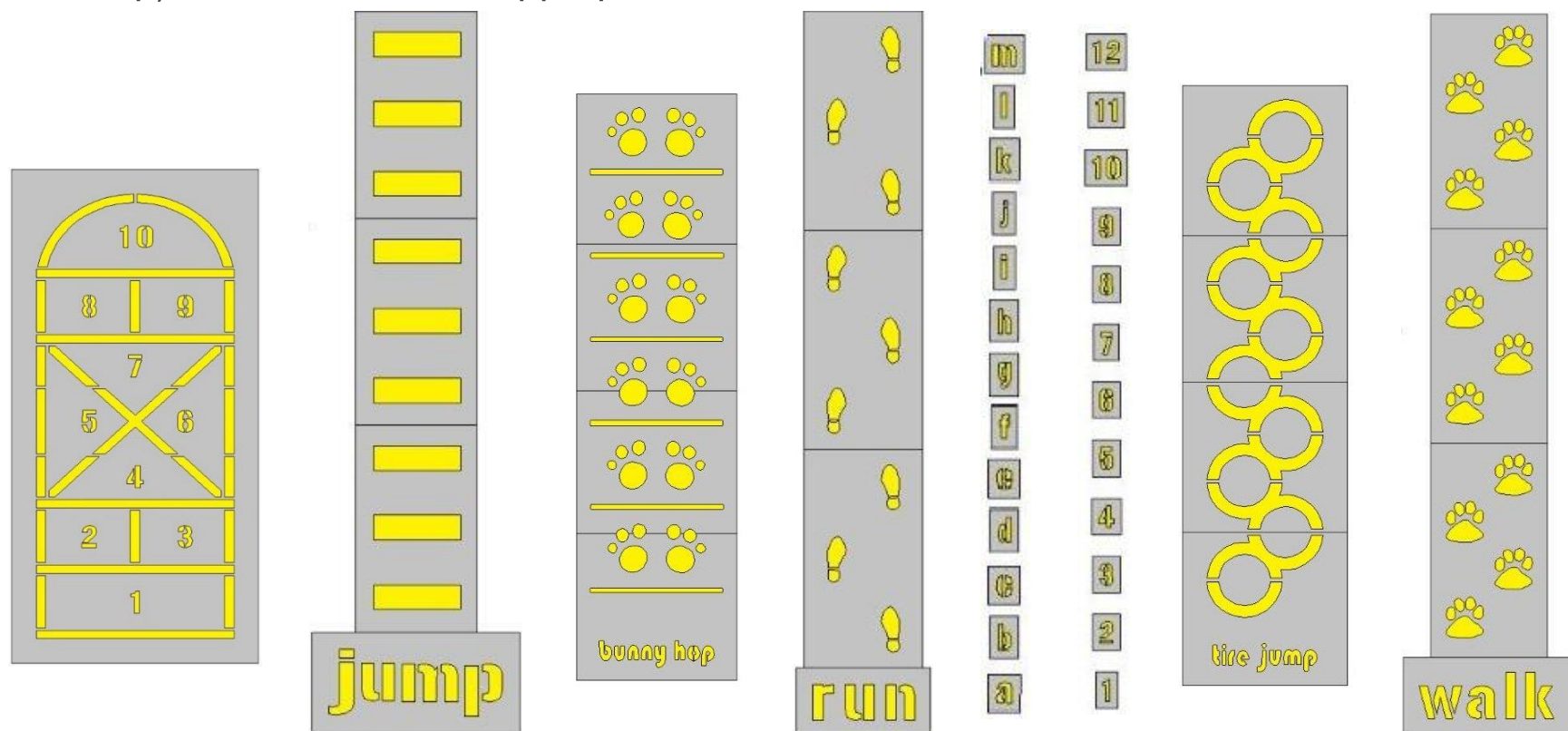


900 m



2) Sidewalk Activity Stencils

- New sidewalk markings aimed at children to make walking to school fun and educational
- To be installed between driveways at regular intervals along school routes
- High activity (e.g. Hopscotch, Run, Jump, Bunny Hop) versus low activity (Walk, Alphabet Line, Number Line, Tire Jump) to be used where appropriate



SCHOOL ROUTES SAFETY SIGNS AND MARKINGS

1) School Route (“Sneaker”) Signs

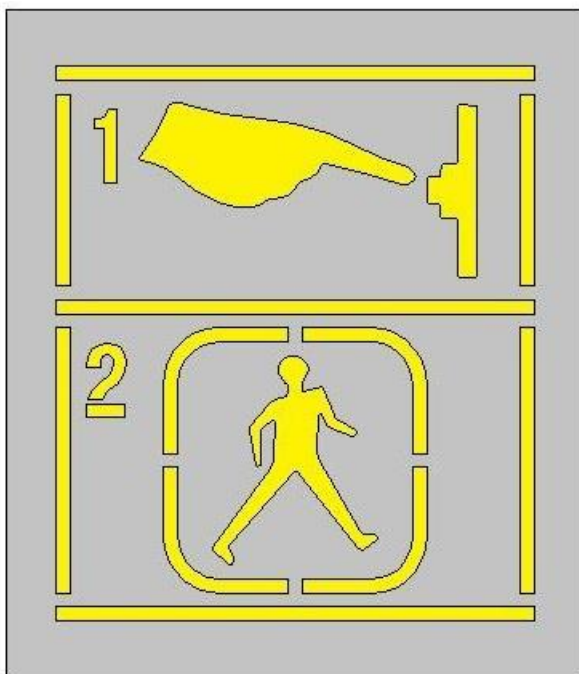
- New signs aimed at drivers to identify school routes
- To increase driver attention to the presence of children and encourage slower speeds
- To be installed along school routes at start of route, at any change in direction and at regular intervals



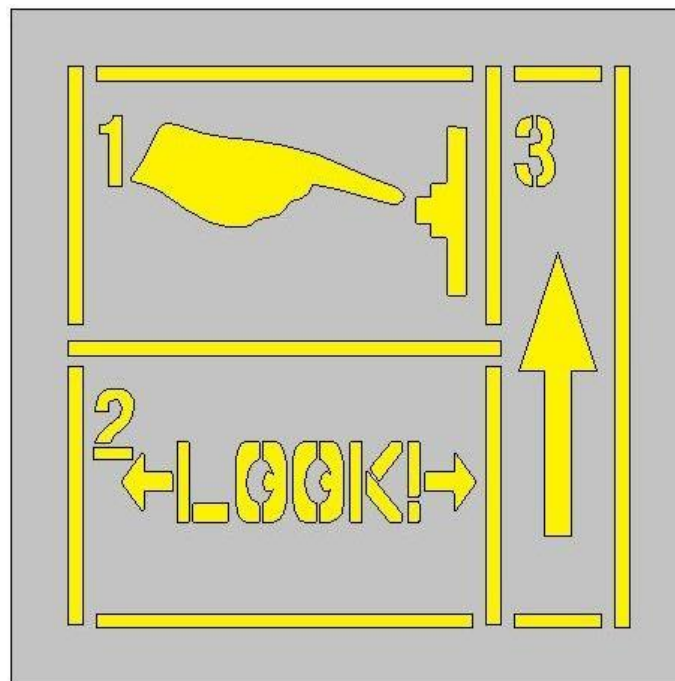
2) Safety Message Stencils

- New sidewalk stencils aimed at pedestrians and cyclists to remind them to use push buttons to activate signals before crossing streets
- To be installed at corners of traffic signals and at PXOs along school routes

Traffic Signal



PXO



3) Zebra Crosswalks

- Zebra crossings, stop bars and tails to be installed at all stop-controlled intersections along school routes to increase visibility of pedestrians



COMMUNICATION AND ENGAGEMENT STRATEGY

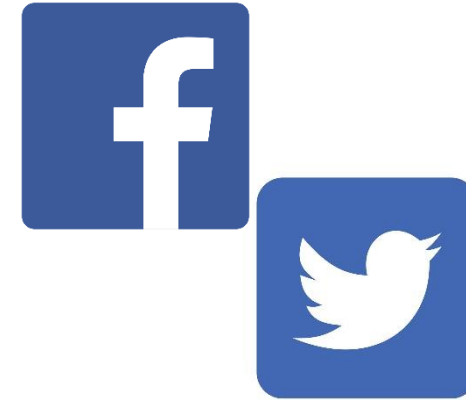
EDUCATION AND ENGAGEMENT

Communication

- Official launch media event
- AST advertising

School Engagement

- Active Transportation Rodeos at all 2018/19 schools with Culturelink
- A community engagement event in which PHNs work with the school to identify an existing school night e.g.) curriculum night and plan AST education and outreach
- Peer leadership initiatives
- Larger events for Walk to School Day, Winter Walk Day and Bike to School Week



(Translated) Student
Take-Home Sheet

[illegible]

EVALUATION

EVALUATION

- 2018/19 evaluation done with Sick Kids Hospital-findings were inconclusive
- 2019/20 pilot is being evaluated in partnership with Green Communities Canada through Family Surveys and Hands up Surveys at each school



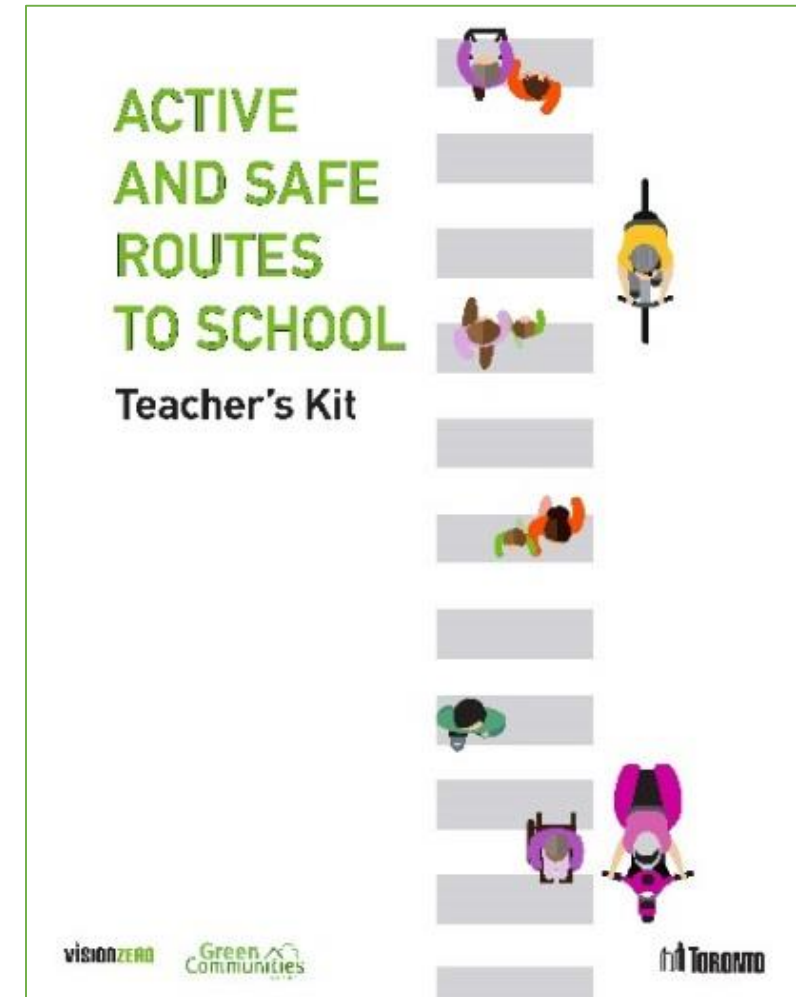
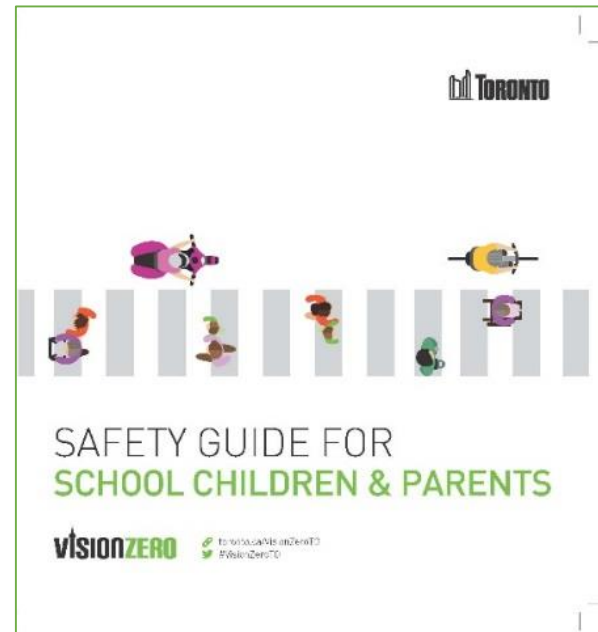
CHALLENGES AND SUCCESSES

CHALLENGES

- Streets with no boulevard
 - Low activity sidewalk stencils vs. high activity sidewalk stencils
- Sightline obstructions at driveways
 - Field and Street View checks
 - Be prepared to relocate or use low activity stencils
- Planned sidewalk reconstruction
 - Work with Road Operations to delay or accelerate painting work
- Language barriers
 - Translate take-home materials
- Sign size
 - Consider larger
- Maintenance of sidewalk stencils (Wear and tear)
 - Concrete paint?

SUCCESSIONS

- Well received
 - No complaints from property owners
 - Interest from other schools
- New AST and road safety resources
 - ASRTS Teacher's Kit
 - Vision Zero Safety Guide for School Children and Parents
- Integration into learning curriculum



QUESTIONS?

Pop Up Poll

- Rate this webinar



Q&A

- Remember to type your question in the chat box addressed to everyone



Additional questions from Chat Box

Q. From the start of the program (getting stakeholders on board) to when the signs were installed, what was the full timeline?

A. I would suggest selecting schools in the spring, complete mapping of signs in the fall, complete sign installation over the winter, with an big launch in the spring.

Q. What does the KISS and ride wednesdays mean?

A. I can answer the KISS question. The school has a drop off area for automobile driving parents to drop off their children. It was closed every Wednesday. Parents would have to walk or drop their kids off a couple of blocks away.

Q. Who are the champions that were identified? Were they individuals? families? Community partners?

A. Betty, the champions were individuals who came forward who had an interest in working with us. Teacher wise, healthy school or physical education leads, parent wise, typically parents part of parent council or safety committees.

Q. How did you reach out to parent champions? Just through the school?

A. Mark, to reach out to parent champions we did presentations at each schools parent council, attended school fun fairs and through our newsletter asked for anyone interested to contact us.



Additional questions from Chat Box

Q. Would a jurisdiction ever include a street without sidewalks on the school route?

A. Vivien, in Thunder Bay we had a participating school that has four blocks of sidewalk in the 5-minute walk zone. We had to put signs on roads without sidewalks at this school and (to a lesser extent) at a few others.

Q. How long do the sidewalk stencils last? (With the Canadian winters and sidewalk clearing)

A. Jenn, we painted a footstep playway in Calgary in late April 2018 that is still 90% in tact.

A. In York Region our contractor estimated the stencils to last 3 years.

A. I have information from the Waterloo Pilot regarding stenciled sidewalk markings. They lasted 1 - 2 years depending on the surface - markings on a concrete surface had a better lifespan than asphalt.

Q. What walking/biking speed and height were used?

A. London used sign design principles from the Ontario Traffic Manual. The signs were placed at 1.5m -2.5m in height.

Q. Reena, do you have information about the Hands up Survey? Is it exactly what it sounds like?

A. Alexis, yes it is exactly what it sounds like, students are asked how they got to school that day and raise their hands to complete the survey

Q. When schools have multiple access points, do you only install Arrival signage at the front of the school? or from all streets accessing the school grounds?

A. Louise - we installed arrival signs at all major entrances at both the front and the back of the school.



Thank you!

- Stay in touch
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