

ACTIVE SCHOOL TRAVEL

It's all part of Council's plan

Achieving sustainable travel behaviour change and securing commitment



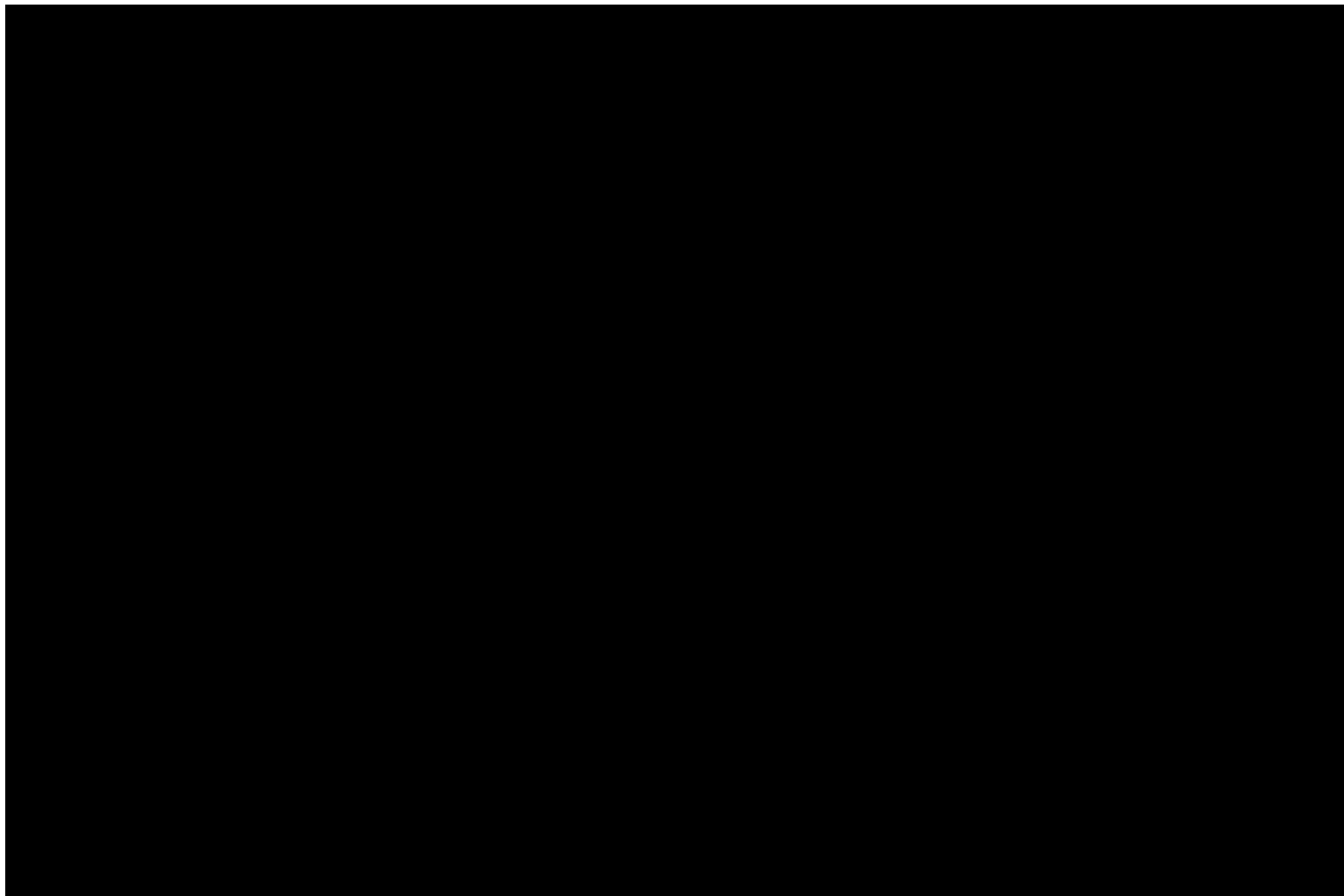
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Introduction to Brisbane's Active School Travel program

- Active School Travel (AST) is a behaviour change program designed to educate and motivate students, parents and teachers to leave the car at home and actively travel, reducing traffic in and around school areas.
- It promotes sustainable and healthy active travel modes such as walking, riding (bike and scooter), public transport and carpooling.
- Since the program's inception in 2004, 154 Brisbane schools and over 88,000 students have participated.



Channel 7 footage – story on AST with Lord Mayor & Chairman at Milton State School



Active School Travel Components & initiatives

- Weekly active travel days
- Hands up in class surveys
- Incentives/rewards for students
- AST committee
- Assembly presentations
- Bike and scooter skills training sessions
- RACQ Streets Ahead road safety
- Active Travel maps
- Park N Stride
- Public transport orientation sessions
- Walking groups
- Interschool events



Active School Travel Results

In recent years, participating schools have achieved an average 18% increase in active trips to school.

The best performing school in 2014 achieved a 34% increase in active trips.



“AST encouraged our students to be healthier and enjoy a cleaner environment, not just life from a car window.” - Principal

“Our students became more connected with their community and arrived at school fitter and ready to learn.” - Teacher

“I now feel more confident in my child’s road safety awareness.” - Parent



Active School Travel

Perceived barriers to participation - Schools

Barriers:

- Competing priorities e.g. numeracy and literacy primary focus, NAPLAN
- Perception of AST as additional work for school administration and teachers
- Varying levels of teacher support for the program
- Recruiting AST committee members could be difficult.

Potential solutions:

- Highlight level of support schools receive from Council as part of the program
- Include testimonials from existing schools as part of recruitment process
- Benefits of a school 'champion'
- Highlight multiple benefits to schools, for example:
 - active and healthy students
 - students arrive alert and ready to learn
 - reduced traffic congestion
 - dedicated skills sessions for students.



Active School Travel program

Perceived barriers to participation - Parents

Barriers:

- Safety concerns – personal, road safety, lack confidence in child's judgement/skills
- Time poor parents or families live too far from school
- Lack of local area knowledge adjacent to school (Park & Stride)
- Lack of engagement or education from school about the program
- Lack of flexibility from school - parents have limited opportunity to participate
- Parents not understanding or valuing the program objectives.

Potential solutions:

- Promote skills sessions offered as part of the program to parents
- Promote multi modal aspects of participation i.e. Park & Stride
- Assist the school with effective communication content and tactics for families
- Encourage a more flexible approach from the schools for greater participation
- Promote a multi-faceted program with associated objectives and benefits.



Active School Travel

Success factor – Program ownership

Three major stakeholders:

- **Council:**

- Architect of AST 'product'
- Provides blueprint for building a program
- Sensitive to needs of school
- Council staff are experts on the product
- Councillors work with Council staff to deliver.

- **School:**

- Investor behind the program
- Determines how AST fits with existing school objectives
- Mobilises support of staff and volunteers.

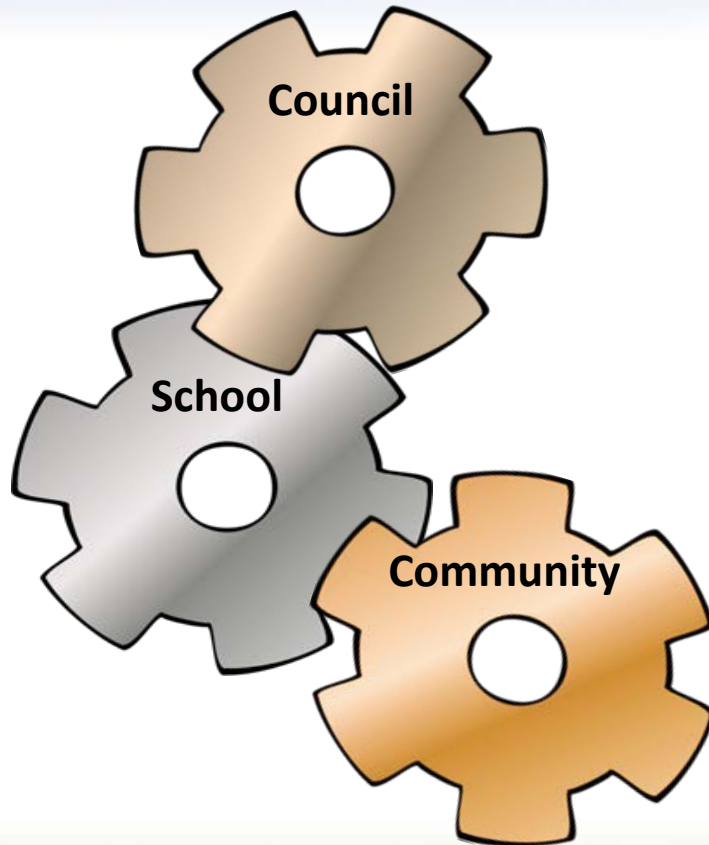
- **Parent community:**

- Key decision maker of household travel behaviour
- Reaps benefits from participation - decreased congestion, active and healthy students, healthier physical environment around school, improved community networks.



Active School Travel

Success factor – Program ownership



- It is key that stakeholders work together to ensure successful implementation and ongoing program sustainability
- If one party doesn't meet its responsibilities or assumes the roles/responsibilities of another party, the entire system risks failing.



Active School Travel program

Success factor – Councillor support

Councillors have existing relationships with schools in their wards and play a large role in the ongoing success of AST.

Benefits for Councillors:

- AST is a positive activity in each school in each ward
- Increases Councillors' engagement with the local community
- AST directly addresses a major issue for Council and the community – traffic congestion
- Councillors able to demonstrate their interest and involvement in addressing traffic, health and environment-related issues in the community.

back

Colourful start to commuting campaign



FUN TIME: Cr Angela Owen-Taylor with Red Man, Green Man and Roadstar and students Jordan Messer and Amy Johnston

STUDENTS at St Stephen's School Algester were treated to a high-energy performance of dancing and acro-

batics last Wednesday to launch the council's Active School Travel Program. Mascots Red Man, Green

Man and Roadstar joined Cr Angela Owen-Taylor to launch the program. The initiative encourages

families to reduce congestion by walking, cycling, carpooling or taking public transport to and from school.



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Active School Travel program

Success factor – Councillor involvement

Councillors can be involved in the AST program in a number ways:

- Recruitment of schools each year
- A member of the AST committee within a school
- Provide schools with additional funding to support AST activities
- Attendance at school AST events
- Attendance at AST end of year awards ceremony with Lord Mayor
- Arrange and attend media events at individual schools.



School marks Chelsea's 200th walking bus trip

BRIGHTON State School Year 6 student Chelsea Mears is the first student in Brisbane to achieve 200 Walking School Bus trips to school.

On the morning of her 200th walk last Thursday, fellow students formed a guard of honour for Chelsea as she arrived at school.

"I've been walking to school since Prep, it's a lot of fun," she said.

Chelsea's mother Lisa leads the Walking School Bus on Mondays and Thursdays.

"I think it's a fantastic program. It's a great way for the children to start the day," Mrs Mears said.

Deagon Ward Councillor Victoria Newton congratulated Chelsea on achieving the milestone.

"Chelsea's achievement is not only a first for Brighton State School, but a first for Brisbane," Cr Newton said.

• LEFT: Brighton State School student Chelsea Mears marked her 200th trip to school on the Walking School Bus last Thursday. Pictured with Chelsea are Cr Victoria Newton and principal Patrick McAuliffe. Photo: Jacqueline Hasson.

"The celebration in honour of Chelsea's achievement is well-deserved.

"It's fantastic to see students really embrace Active School Travel, and we'd like to see many more students follow in Chelsea's footsteps and embrace walking, cycling, car pooling and public transport to and from school.

"Active travel is a great way for students to start the day by getting the blood pumping and fresh air – and it makes it safer with fewer cars around schools.

"Chelsea is a shining example of how we can all get more active.

"I'd like to pay special tribute to the school's Walking School Bus leaders at Brighton State School who have supported the weekly Walking School Bus for around eight years now. Without them Chelsea's milestone would never have been achieved."

Brighton State School began its participation with the Active School Travel Program in 2006. It was one of the first schools to establish a weekly Walking School Bus where students and some parents meet and walk to school together.

Active School Travel set to expand in 2015

FIVE northside schools will join the Active School Travel Program next year.

Aspley State School, Kedron State School, St Dymphna's School in Aspley, Virginia State School and Zillmere State School are among 17 new schools to join the program in 2015.

Active School Travel, now in its 10th year, is designed to educate and motivate students, parents and teachers about the benefits of walking and cycling to school.

Lord Mayor Graham Quirk said this year's program involved 50 schools city-wide and more than 25,000 students.

He said the program was a great way for schools to promote sustainable transport such as walking, cycling, scooter riding, carpooling and public transport.

"The Active School Travel program has been incredibly successful over the last decade, with more than 169 schools and 80,000 students participating," he said.

"By taking cars off roads around schools during peak traffic times, congestion is reduced, creating a safer environment for students and local residents."

Cr Quirk said a dedicated Council officer would work closely with schools to provide ongoing guidance and implement a travel behaviour change program.

"An officer will provide support and resources to engage with the school community and help create a sustainable

culture of active travel.

"This support extends to the organisation of school-wide events, broader community engagement and the provision of classroom materials to help schools realise the key benefits of the program.

"Council also runs a range of interschool and interclass competitions throughout the program, with participating schools and students receiving incentives and rewards to encourage more active travel."



Active School Travel program

Success factor – Securing ongoing funding

- The program provides demonstrated results with positive quantitative and qualitative outcomes each year.
- It maintains ongoing high interest and engagement from the Lord Mayor and Councillors.
- Councillors and staff develop positive working relationships, working in their wards with their communities.
- The program garners positive media coverage.
- It addresses broader Council objectives of reducing traffic congestion, as well as impacting on physical activity levels, and environmental & community outcomes.



Brisbane City Council Active School Travel program

Any questions or comments?



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