

Movin' to School



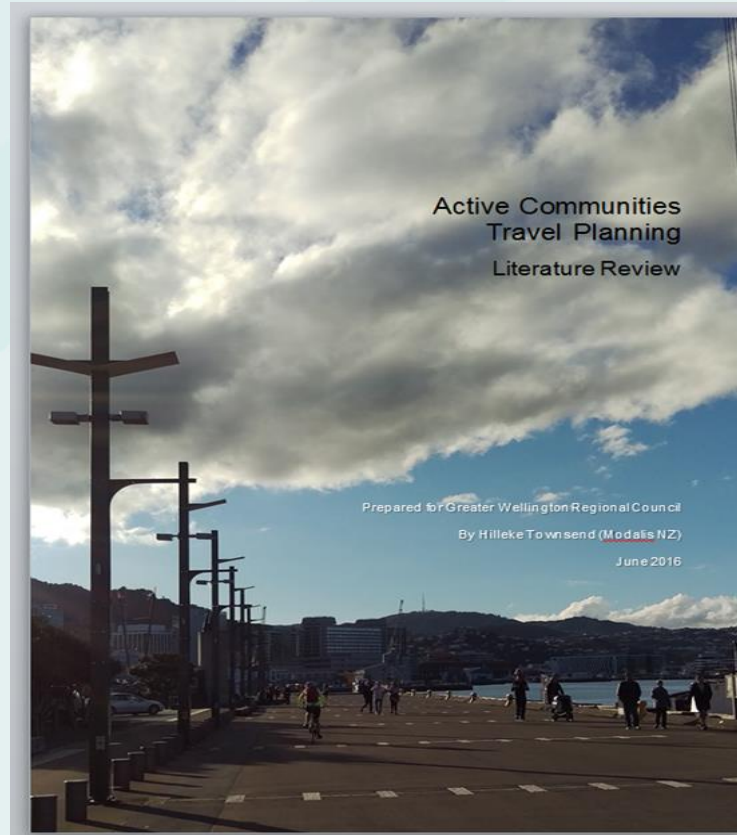
Nicky Morrison

Greater Wellington Regional Council

Outline

- Learnings from literature review
- Case studies
- Implications for our future work in school travel

Literature Review



Aims of the review:

- Analyse whether active travel programmes are still needed today and why
- Provide a summary of successful, relevant, and/or local school travel plans (STPs) and active travel programmes (ATPs)
- Summarise what factors are known to increase their effectiveness

International active travel initiatives reviewed:

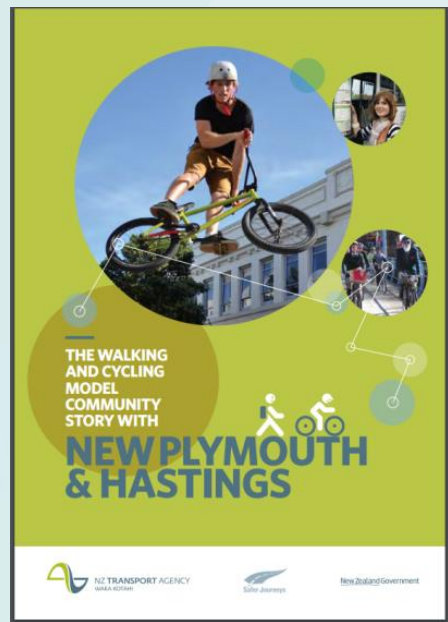


SafeRoutes

National Center for Safe Routes to School



NZ active travel initiatives reviewed:



Travelwise
School



WELLINGTON REGION'S
school
travel plan
programme



Other programmes:

Bikes in Schools

Pedal Ready

cycle skills for everyone



Success factors:

- Combined interventions
- Targeted interventions
- Tailoring programmes
- Community involvement
- Simplistic and flexible
- Branding

Case Study –

Greater Wellington supporting Bikes in Schools



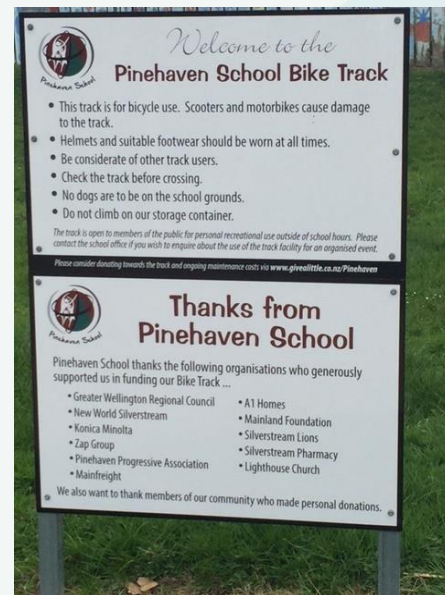
Bikes
in Schools

↑ 87% outside of school

↑ 25% to school

18% in the future

45% parents



Case Study – Streets Ahead (VicHealth)



Case Study – Rototuna Junior High School



Success factors:

- Combined interventions
- Targeted interventions
- Tailoring programmes
- Community involvement
- Simplistic and flexible
- Branding

Combined interventions:

Combined interventions
work best.

Mr Tee from Mangere Bikefit at the opening
of the community trail – Sept 2016



Targeted interventions:

Interventions should be targeted at the 'pre-contemplative' as well as the 'ready for action' groups (and those in between) to build culture change as well as more tangible outcomes



Pedal Ready adult cycle skills - Feb 2012

Tailored programmes:

Programmes should be tailored to the group or individual, recognising different cultural and contextual factors



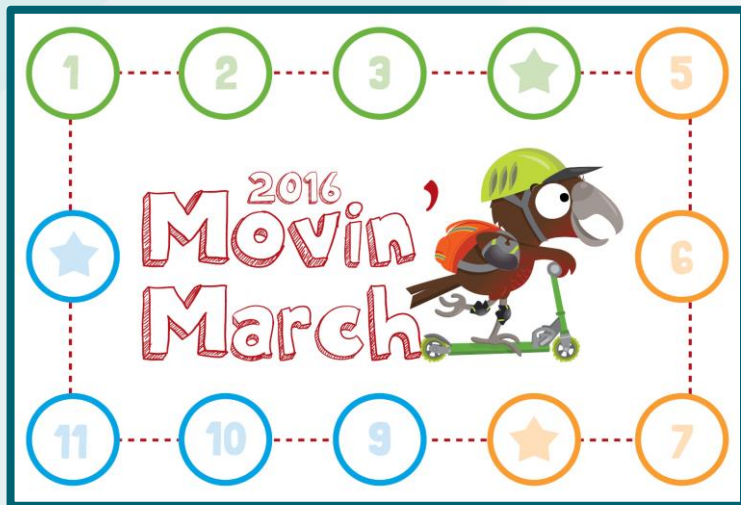
Community involvement

Community involvement is essential, particularly for school based programmes



Simple and flexible

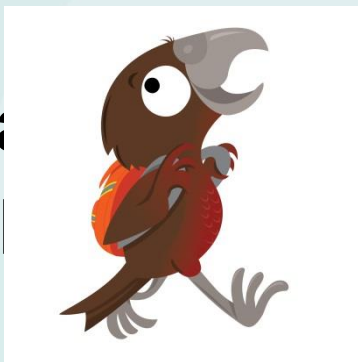
Keep programmes simplistic and flexible



Branding

**Podal
Ready**

cycle skills for everyone



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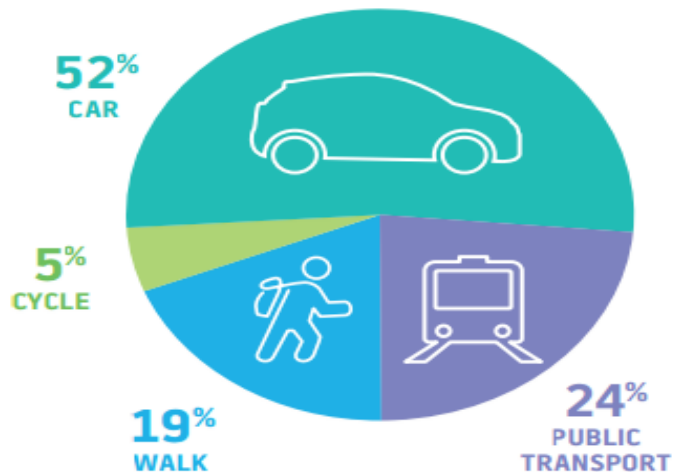
**Travelwise
School**

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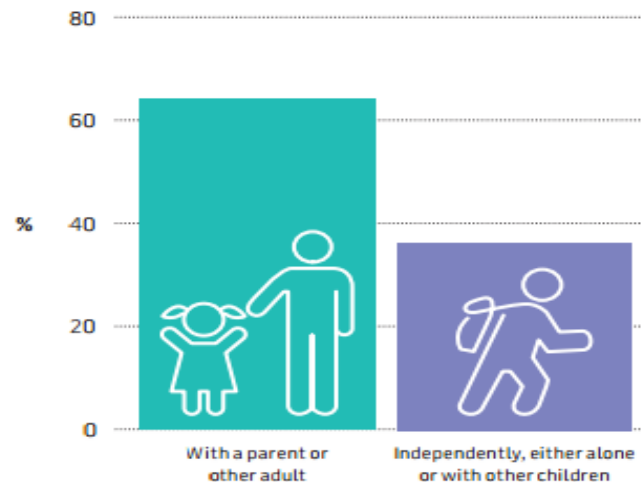


VicHealth – Parental Fear Research (2014)

Travel to school



Travel to school with adult/independently

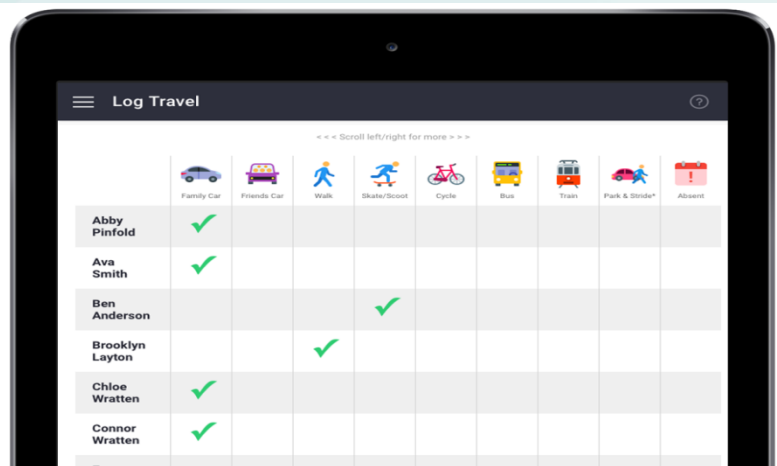


Future focus for GW:



Simple

The Track our Travel interface is simple, colourful and appealing to younger audiences.

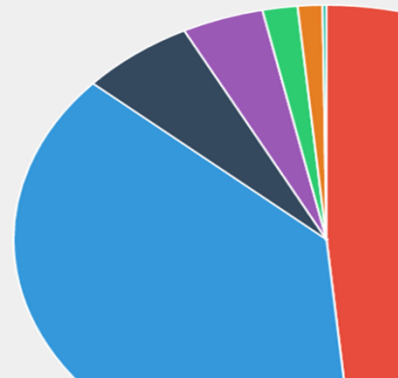
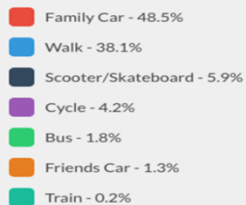


Reporting

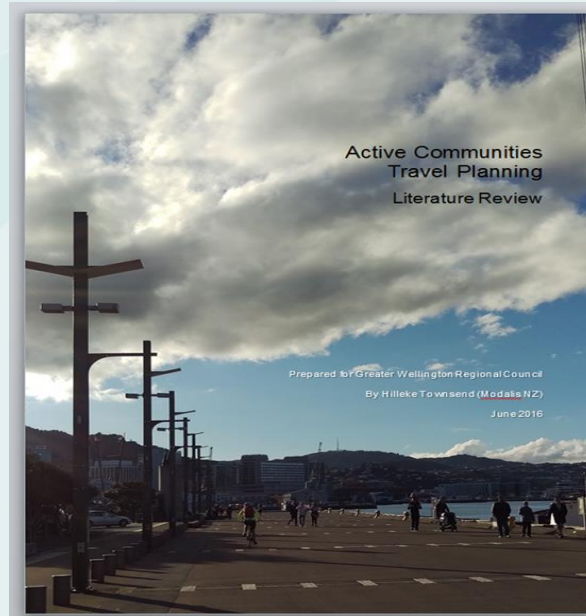
Track our Travel allows you to generate up to the minute reports on travel activity.

Travel Mode Totals

The following pie and bar charts show the 1492 journeys grouped by travel modes.



Literature review available



www.gw.govt.nz/transport/