

Expression of Interest:

Wayfinding Signs and/or Bike Parking Resources

Active & Safe Routes to School (ASRTS) is a partnership made of several organizations throughout the Counties of Elgin, Middlesex, Oxford, and the cities of London and St. Thomas. Our mission is to work together to improve children's health, safety, and the environment by identifying barriers to active travel and by promoting and creating sustainable ASRTS programs that encourage children and families to choose active transportation to and from school.

Schools participating in the ASRTS School Travel Planning (STP) program are given the opportunity to submit their expression of interest for wayfinding signs and/or bike parking resources, at no cost to schools.

1. **Wayfinding signs** are located along selected routes to school in the surrounding neighbourhood indicating walking and cycling travel times from different points to the school. See reverse for example image. With the help of a coordinator and the School Public Health Nurse, STP schools will be responsible for planning routes and sign locations to be installed by their respective Municipality. The purpose of wayfinding signs are:

- To increase awareness of real active travel times for walking and biking versus perceived travel times
- To encourage more families to use active modes of travel for either the entire or partial route
- To alert drivers that they are traveling in a walking school zone

2. **Bike parking resources** include one or more bike racks with installation on school property. The purpose is to provide safe and convenient spaces for students to lock-up their bikes encouraging more cycling to school. STP schools will be responsible for identifying bike parking locations and submitting a site plan to their school board for approval.

The ASRTS School Steering Committee welcomes submissions via email until October 1st 2018 to info@activesaferoutes.ca. Installation of bike racks and/or signs will occur by the end of December 2018.

Applicant Profile

School Name: _____

School Board: _____

Contact Information of Applicant

Full Name: _____

Affiliation to school: _____

Email: _____

Phone: _____

School Public Health Nurse: _____

What are you applying for?

Wayfinding Signs

Bike Rack(s)

Both Wayfinding Signs and Bike Rack(s)

Wayfinding signs

ASRTS programs include elements of the 5E's (Education, Encouragement, Engineering, Enforcement and Evaluation). Addressing multiple E's to interventions increases the chance of success, leading to positive behaviour changes.

Below, please provide two examples of how you will integrate **Education** and **Encouragement** for the use of wayfinding signs in new or existing STP initiatives. Specify the potential impact and target population(s).

Name of your initiative	Description of your initiative and how Wayfinding signs will be integrated	Potential impact	Target population
Example: Walking to School Wednesdays	Example: Promotion of physical activity through walking campaigns. The wayfinding signs will be used as an awareness strategies to promote active travel.	Example: increased physical activity in children	<input type="checkbox"/> Students <input type="checkbox"/> Parents <input type="checkbox"/> School Staff <input type="checkbox"/> Neighbourhood Residents
			<input type="checkbox"/> Students <input type="checkbox"/> Parents <input type="checkbox"/> School Staff <input type="checkbox"/> Neighbourhood Residents
			<input type="checkbox"/> Students <input type="checkbox"/> Parents <input type="checkbox"/> School Staff <input type="checkbox"/> Neighbourhood Residents



