

Wayfinding Signs

Common perceptions parent's have of active travel to school

- Research shows that safety is a parent's number one concern for their children using active travel to school. Safety concerns lead to parents not allowing their children to walk or cycle to and from school.
- Students that are not bused live within 1.6 kilometers of their school. Some parents believe that this distance is too far for their child to walk or wheel to school.
- Parents feel they do not have time to walk their child(ren) to and from school and that driving is faster.

How can wayfinding signs encourage active school travel?

- **Builds community awareness.** The signs alert neighbours and drivers that this is a school walking or cycling zone.
- **Helps students plan their route to school.**
- **Makes active travel seem easy** by showing the distance to the school and how long it would take to walk or cycle.
- **Encourages children and parents/guardians to be physically active.** Participating in active travel improves physical and mental health, helps with student success in school and is good for the environment.

