

Drive to 5

Encourage families who drive to park five minutes away from school and walk the rest of the journey

Theme: **Education, Encouragement** • Audience: **Parents, Students** • School Grade: **1-3, 4-8, 9-12, Kindergarten** • Mode: **Car, Walk** • Issues: **School Culture, Traffic Problems**

Purpose:

To alleviate traffic congestion and improve safety around a school site by reducing the number of vehicles.

Description:

A campaign targeting families who drive to school, encouraging them to park their car approximately five minutes away from the school and either walk with their children, or allow them to walk independently the rest of the way. This disperses traffic away from the school site, creating a safer school commute for everyone.

Drive to 5 also helps to raise awareness among parent drivers about the impacts of vehicle congestion and gives them and their kids a chance to “sample” active transportation. This may help parent drivers to see walking and wheeling as a viable and desirable choice, perhaps switching to active transportation for the entire school journey on some (or all) days.

A Drive to 5 program can be customized in various ways, depending on a schools’ needs and available resources. Components can include:

- Messages from the principal to families, explaining traffic concerns and asking drivers to park vehicles 5 minutes away from the school site;
- Mapping and signs to identify and promote recommended parking locations;
- Assemblies, announcements and posters, etc. to get students excited so that they will encourage their parents to participate;
- Parent volunteer greeters at each recommended location; and/or
- A [Walking School Bus](#) to provide supervised group walking from designated parking locations to the school.

What you will need:

A map of the neighbourhood identifying suitable Drive to 5 parking locations around the school. Messages to send to parents by email/automated phone call.

Help:

Principal, school council, parents/caregivers, volunteers, municipal transportation staff (to advise on suitability of Drive to 5 locations).

Resources:

[Drive-to-Five Planning Guide](#) by the Student Transportation Services of Waterloo Region

[Drive to 5 Toolkit](#) by Capital Region District (BC)