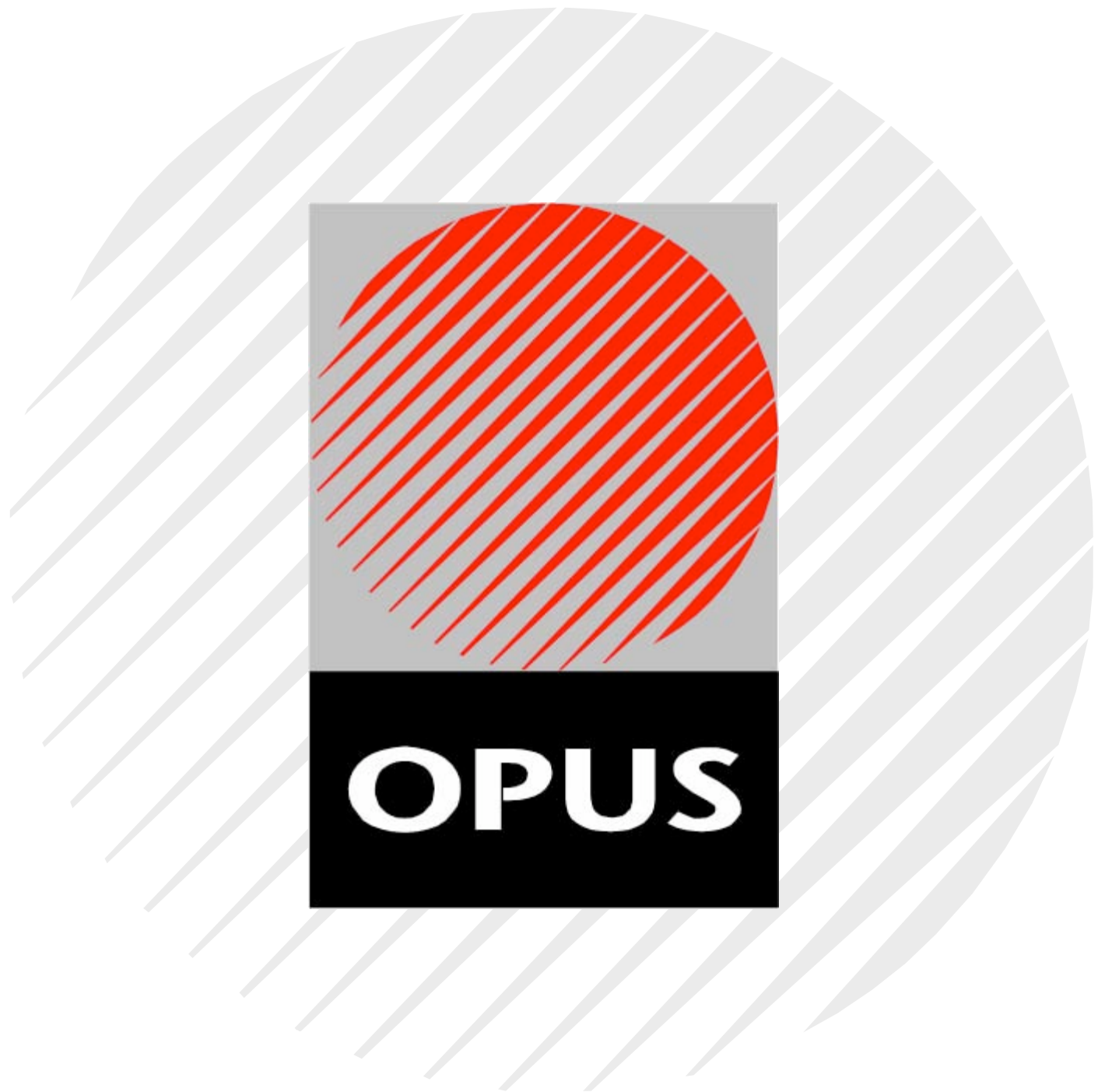


Opus:

*an accomplished  
work,*

*a creation,*

*an achievement*



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# FUELING THE MOVE TOWARD ACTIVE TRANSPORTATION

## SCHOOL PROGRAMS

## OPUS - WHO ARE WE?

- Traffic and road safety engineering, and transportation planning consultant
- Local office with a track record of completing local projects
  - Okanagan College Sustainable Transportation Plan
- International engineering firm with over 2,500 staff based in Canada, New Zealand, Australia and UK



# DO WE WANT TO SEE THIS?



People put off cycling?

Everybody driving?



...OR THIS?



Secure end of trip facilities?

People being active?



## WHY SCHOOL PROGRAMS?



- Schools are the epicentre of the community
- Major destination for trips, many by car with resultant environmental and social concerns
- Focus on all transportation modes, especially walking and cycling
- Influence child, staff and parent behaviour

## Initiatives:

- Bike to School Week
- “Walking Bus”
- Walk/Bike to School Wednesday campaign
- International Walk to School Day
- No idling campaigns



## TYPICAL ELEMENTS

- Infrastructure improvements – cycle lanes, crosswalks, sidewalks, bike storage/racks
- Specific initiatives/events
- Education – safety awareness, travel planning
- Marketing – increase participation by children & adults. Information sent home with students.

Support...



## WHAT'S NEEDED TO ENSURE SUCCESS?

- Support from decision-makers and the community / coordinated approach
- Funding for appropriate infrastructure
- Integration with other modes and networks
- Marketing - participation
- Education – change behaviour
- Monitoring

## WHAT ARE THE BENEFITS?

- Community cohesion
- Healthy lifestyles
- Improved safety/infrastructure
- Transport equity/choice
- Less cars
- Sustainable communities!