

[Type text]



DEVELOPING YOUR TRAVELSMART SCHOOL TRAVEL PLAN

Setting objectives and targets

Objectives will give your TravelSmart School Travel Plan focus and direction, but you need to be clear about the key issues you will address. Using the Guide for Interpreting Data (see Toolkit) review your key findings and conclusions, think about what the issues are for your school and what you are trying to achieve with the TravelSmart School Travel Plan.

For many schools the objectives of their TravelSmart School Travel Plan will be about increasing the numbers of students walking, cycling, using school buses or travelling by public transport. Objectives need to be expressed in general terms that will allow for a range of actions to meet them. You may find that you only need 3-4 key objectives.

Your objectives need to be focused on a result, not on an activity. For instance, establishing a Bike Ed program is not an objective, it is an action that would help to address an objective of 'Increase the number of students cycling to school.'

For each objective you also need to set a target that can be measured, has a time frame, is realistic and achievable. For example:

Objective

Increase the number of students walking to and from school.

Target

Increase the number of students regularly walking by at least 20% by the end of term 4.

Objective

Increase the number of students using school buses for school travel.

Target

Increase the number of students using school buses by 10% by the end of term 2.

The actual targets you set will depend on what your analysis of the current situation tells you about the way students travel now, and on your assessment of the barriers to change for your school community. Enter your objectives and targets into the TravelSmart School Travel Plan Template (see Toolkit).

[Type text]



Planning actions to achieve your objectives

The actions you plan need to address the objectives and help to meet the targets you have set. When planning actions, consider how effective they will be in bringing about a sustained change, rather than just short-term benefits. It is unlikely that one action alone will be effective enough to achieve a target and you will generally find that you have several different actions for each objective. What Works! has a range of actions to choose from that other schools have found to be effective.

Actions may involve any of the following different approaches (the examples of actions given would be designed to meet an objective of 'Increase the numbers of students walking to and from school'):

- Education - eg. include relevant pedestrian safety skills training at each level.
- Associated programs - eg. establish a Bike Ed program.
- Events/activities - eg. conduct a Walk to School Day each term.
- Facilities and traffic management - eg. install signs at safer crossing points along preferred walking routes to and from school.
- Policy - eg. change school uniform to include highly visible items to increase pedestrian safety.
- Promotion/Publicity - eg. newsletter items with key messages promoting walking.
- Enforcement - eg. Police enforcement of speed limits to improve safety for pedestrians.

The best TravelSmart School Travel Plans use a combination of different approaches and actions that complement each other. Taking a multi-action approach to meeting the objectives and targets you have set can be far more effective than taking a single approach.

Remember, it is important that you are creative in planning actions. While there are many good ideas in What Works! it is important that you try to be innovative and tailor actions to suit the needs of your school community. The Programs & Resources section should prove very useful in planning actions and includes contact details for a wide range of organisations that provide support, materials and programs.

You can use the TravelSmart School Travel Plan Template (see Toolkit) to document your proposed actions and detail when these will happen and who will be responsible for them.

[Type text]



Sharing the plan with your school community

Consider making the launch of your TravelSmart School Travel Plan a significant event. This could be done as part of another related school event, such as a Walk/Cycle to School Day. Invite the Mayor and Councillors and make sure the local newspaper is invited too.

Distribute a copy of the TravelSmart School Travel Plan to all members of staff, and invite discussion at the next staff meeting. Produce a summary of the objectives, targets and types of actions that are in the TravelSmart School Travel Plan and publish this in the school newsletter. Either invite parents/carers to comment informally or arrange for a meeting to provide further information and allow for questions and discussion.

Ask teachers to run through the TravelSmart School Travel Plan with their classes and lead a discussion on how students will be involved.