

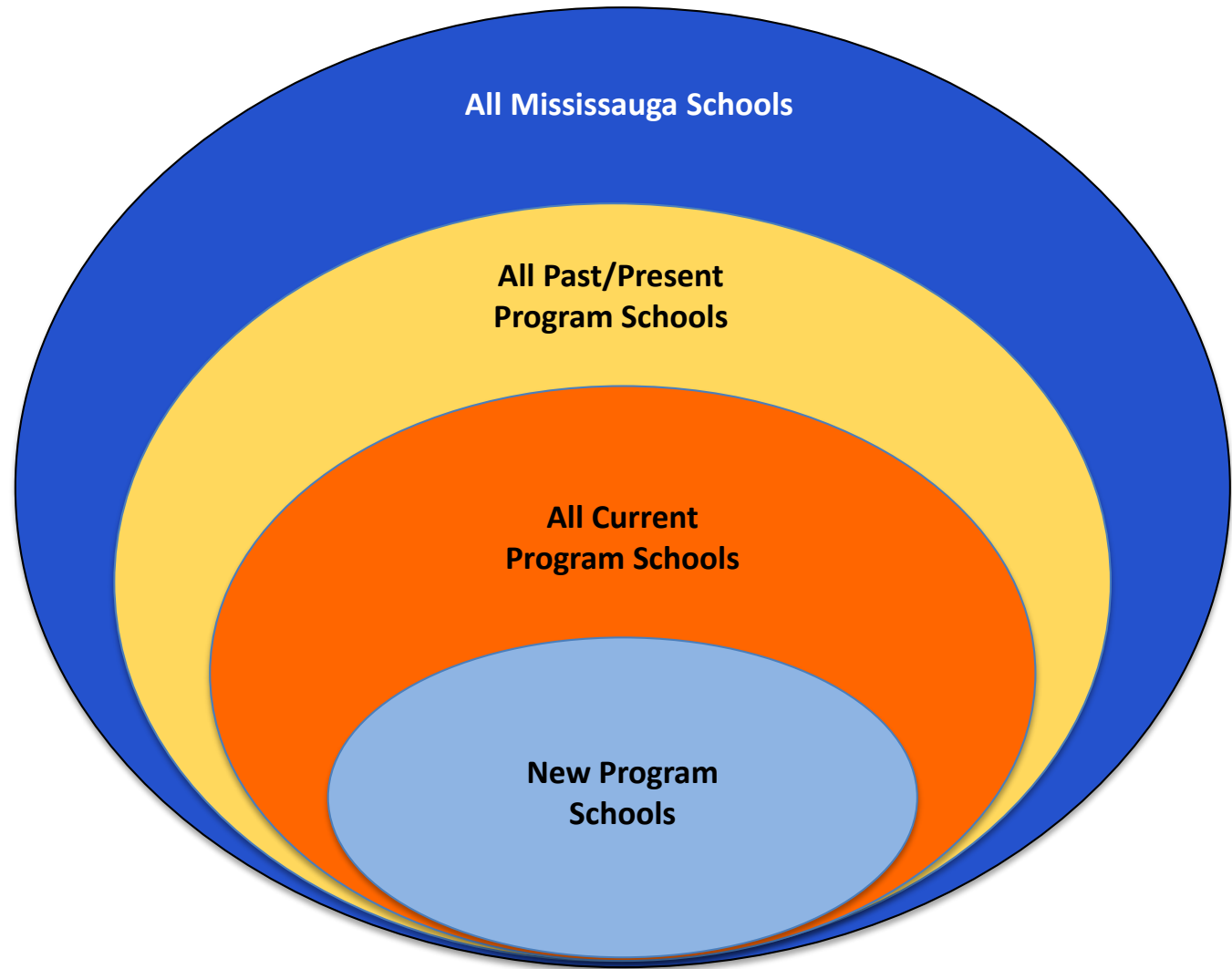


# Walk to School Month Campaign

Presentation to Traffic Safety Council  
October 27 2021



# School Walking Routes Program



# Overview – Walk to School Month Campaign

- ☐ To encourage both children and guardians to think about and incorporate Active School Travel into their daily routines
- ☐ Promote active and safe school travel at all times of the school year
- ☐ Campaign coincided with Road Safety Committee's "Pedestrian Safety Month" Campaign

# Walk to School Month Campaign - Tactics

- Launch October 1<sup>st</sup>
- Campaign Included:
  - ☐ Social media + Paid social media ad
  - ☐ Digital sign boards throughout the month of October
  - ☐ Webpage: [Mississauga.ca/walk-to-school](https://Mississauga.ca/walk-to-school)
    - ☐ Downloadable Certificates
  - ☐ Mobile signs (2 per ward)

# Social Media



**City of Mississauga** @citymississauga

Let's walk to school! When walking to school or your bus stop:

🚶 Cross at pedestrian crossovers, crosswalks & designated school crossings

🚶 At intersections, only cross when there's a walk signal

🚶 Be extra aware in areas with lots of driveways - drivers may be reversing (1/2) pic.twitter.com/7dZ4ANFCa5



**City of Mississauga - Municipal Government**

Sponsored · 🌐

Let's walk and roll to school, Mississauga! October is Walk to School Month. See how often you can leave the car at home and walk or roll to school or your bus stop.

Keep track of how many times you or your child walk or roll to school this month and celebrate your accomplishment with our certificate 🎉

Using active transportation to get to school, such as walking or riding your bike, helps:

- ✓ Contribute to safer streets
- 🚗 Reduce traffic congestion in & around school zones
- 🌱 Reduce carbon emissions from vehicles



## October is Walk to School Month

MISSISSAUGA.CA/WALK-TO-SC...  
Walk to School Month

LEARN MORE

# Webpage



## Be active, be healthy, have fun. Let's walk and roll to school!

October is Walk to School Month. Walking and rolling (e.g. traveling by bike, scooter, wheelchair or other mobility device) are healthy and fun ways to make the journey to and from school. By walking or rolling to school, you and your children will be contributing to safer streets, a greener environment and promoting a healthy lifestyle by example. Plus, it just feels good to be active!

### The Challenge:

This month, whether you're a student or the parent or guardian of school-aged children, take up the personal challenge to walk or roll to or from school. If you or your children take the school bus, challenge yourselves to walk to the bus stop.

### Track it!

You're encouraged to track the number of times you or your children walk or roll to or from school using our digital certificate. Use the certificate to share your accomplishment on social media using the hashtag #WalkToSchoolSauga.

### Plan for Success

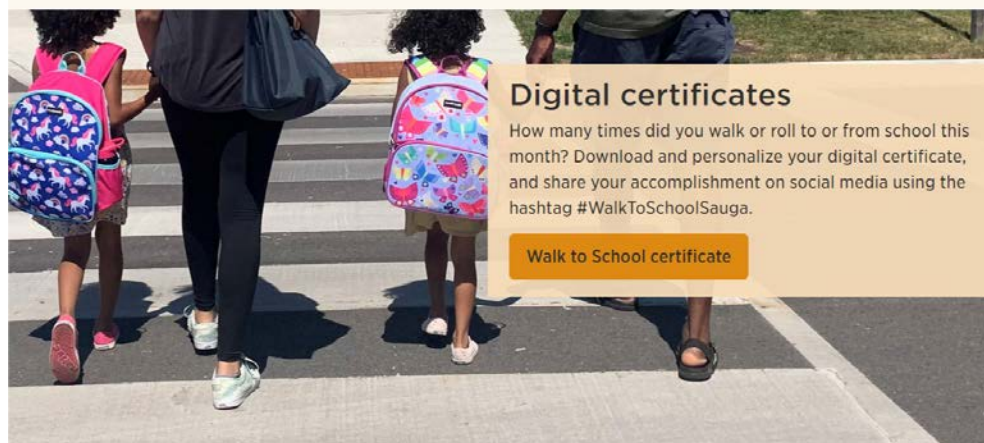
Before you get ready to walk and roll to school, review the tips below for a fun and safe journey.

### Did you Know?

Mississauga's Walk to School Month Campaign is part of the larger "International Walk to School Month" campaign that happens each October. For more ideas and resources from other parts of Canada, check out:

[Ontario Active School Travel's International Walk to School Month page](#)

[Canadian Cancer Society's "On Your Feet Challenge"](#)



### Digital certificates

How many times did you walk or roll to or from school this month? Download and personalize your digital certificate, and share your accomplishment on social media using the hashtag #WalkToSchoolSauga.

[Walk to School certificate](#)



# Mobile Signs



## Walk to School Month Campaign - Costs

| Tactic                    | Cost                                  |
|---------------------------|---------------------------------------|
| Social Media – Paid Ads   | \$500                                 |
| Mobile Signs (2 per ward) | \$3450                                |
| Graphic Design            | \$650 (estimate based on logo design) |
| Webpage                   | No cost                               |
| <b>Total:</b>             | <b>\$4600 (estimate)</b>              |

*Costs covered by Annual Budget for School Walking Routes program.*



| Measurement              | Target                    | Actual                         |
|--------------------------|---------------------------|--------------------------------|
| Webpage                  | 150 Visits                | 171                            |
| Certificate              | 50 Clicks                 | 25                             |
| Social Media Engagements | 300 Engagements           | 529                            |
| Social Media Impressions | 150,000 Impressions       | 176,720                        |
| Inside Mississauga Story | 75 Views                  | 50                             |
| Media Story Pick-up      | 2 media stories picked up | 1: Namaste Newline - Community |

## Looking Ahead: Winter and Spring 2022

- Winter Walk Day Campaign (February 2022)
  - Do we want to pursue this campaign?
    - If yes, which tactics should be modified to better meet our targets?
    - If yes, how can we do better to increase the reach of our campaign in general?
- Let's Move, Mississauga
  - Will this be repeated in 2022, in partnership with Road Safety Committee?
- Bike to School Week
  - Is this something we want to pursue?
    - Very close to Let's Move, Mississauga
    - Region of Peel will be running a campaign for this

Thank  
You!