



Brampton Kids on Bikes Project



Review of the Literature Report

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November 17, 2014

[Link to Brampton Kids on Bikes Review of Literature Report](#)

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Objectives

- ▲ Identify Key Stakeholders
- ▲ Identify Stakeholders not in room & Identify how they will be engaged
- ▲ Identify Stakeholder Responsibilities
- ▲ Identify Controllable Barriers
- ▲ Agree on Action Plan Timing & Steps
- ▲ Identify Personal & Group Target Actions



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Current Physical Activity Levels

84% of kids 3-4

7% of kids 5-11

4% of kids 12-17

gets 60 minutes / day
moderate to vigorous physical activity

2014 Active Healthy Kids Canada Report Card



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Academic Performance

*"the exercise you get from transporting yourself to school reflects on your ability to concentrate for about **four hours** into the school day"*

*"as a third-grade pupil, if you exercise and bike to school, your ability to concentrate increases to the equivalent of someone **half a year further** in their studies"*

Professor Niels Egelund,
Aarhus University, Denmark
Danish Project Mass Experiment, 2012



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School Drop off Congestion

*“school administrators and staff
spend an average of **30 minutes**
each school day managing car
traffic at their school.”*

Metrolinx. Stepping It Up Project:
Qualitative Data from Pilot School Administrators, 2012



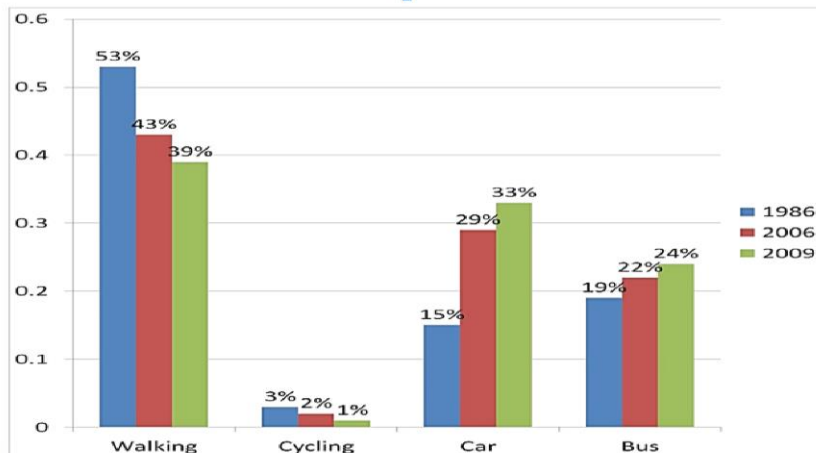
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School Transportation Trends



Sources: 1986 & 2006 (Metrolinx, Stepping It Up—Final Report, 2012); 2009 (Metrolinx, GTHA School Travel Household Attitudinal Study Report, 2010)



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BRAMPTON GUARDIAN.com

May 28, 2014 - By Roger Belgrave

Board approves Grade 1 busing — and throws in a bonus

\$1.2 million more to lower busing distance



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Parental Dissonance (Conflict)

- 
- ▲ 71% of GTHA parents walked/biked to their own school₁
 - ▲ 82% of Canadian parents want more quality Physical Education₂
 - ▲ 93% of Peel parents want *environmentally-friendly* kid travel₁
 - ▼ 39% of GTHA kids walk(1% bike)₁
 - ▼ 4-7% of Canadian school kids get 60min physical activity/day₂
 - ▼ 53% of Peel parents said they live close enough for kid to walk (58% bike), **but** 37% not comfortable until kid reaches 14 years₁



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Sources: 1. Metrolinx. GTHA School
Travel Household Attitudinal Study
Report, 2010. 2. Active Healthy Kids
2014 Report Card.



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Cultural Norm Shift

*"A few parents that had encouraged their children to walk to school noted **disapproval from other parents**; they were seen to be acting in an **irresponsible manner.**"*

Greenest City, Informa Market Research. Small Steps Large Rewards,
Active & Safe Routes to School Resource Manual, June 2001, p.13

**"Good parents allow
Active Transportation"**



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Opportunities

- ▲ Enable Parental Convenience
- ▲ School Travel Planning Model
- ▲ Organize Group Walks / Bikes
- ▲ Champions & Role Models
- ▲ Education, Skills, Curriculum
- ▲ Traffic Calming, Crossing Guards
- ▲ Funding Resources
- ▲ Targets & Measurements (per school)
- ▲ Cultural Norm Shift—Community Leaders

“Good Parents allow AT”



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Targets

100 in 2

100% School Travel Planning in 2 years
(including targets for *each* school)

50 in 5

50% Active Transportation in 5 years



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