

Collecting active travel data

For schools on the Active School Travel (AST) program, collection of weekly active travel data is key in demonstrating the program's success.

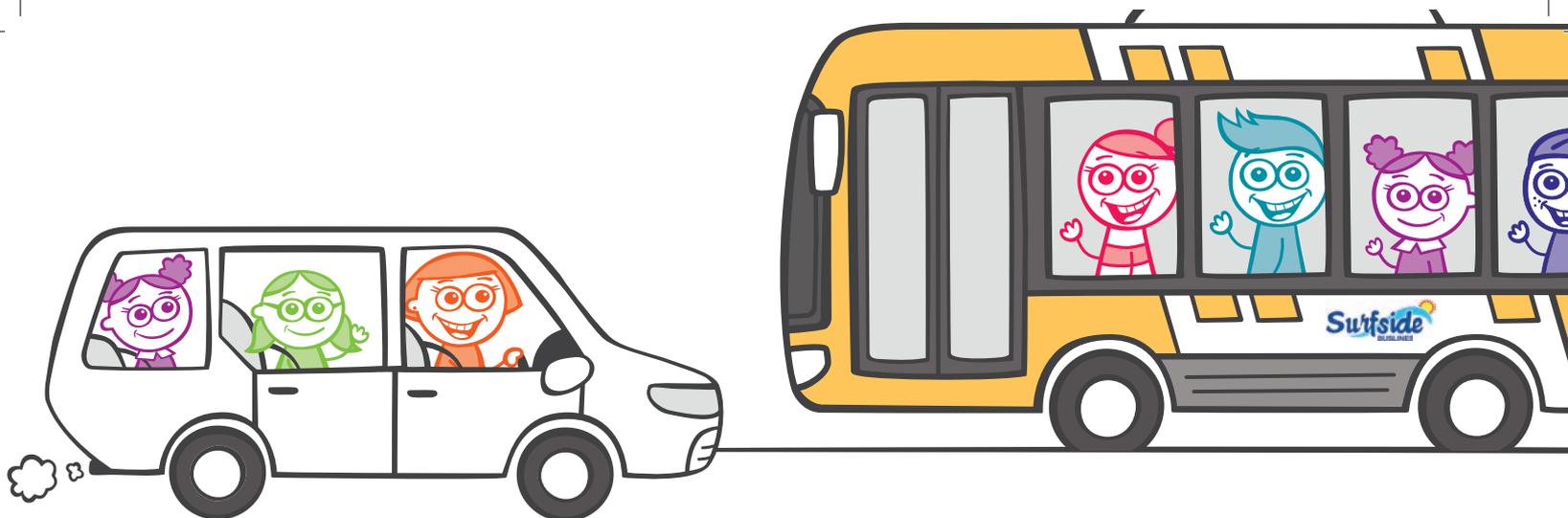
The collection of this data is also used to celebrate the effort and change schools are witnessing, and to support the implementation of an awards and recognition program to encourage life-long active travel schools.

In order to track your success in increasing active travel to your school, you need to understand your baseline data – how students are travelling day-to-day.



The simplest way to do this is through a class room Hands Up Survey with your students. To get a good baseline, it is recommended that this data be collected for five consecutive days. This could be done at rollcall and tallied onto the white board under the active travel mode headings, just like the below.

	Walk	Wheel (ride, scoot or skate)	Bus	Carpool	Dropped off at the front gate
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					



It's important that this data is then collated by your Active School Travel champion. This data could be collated by entering responses into a web-based survey link and sending back to your champion or filling out a hard copy form and then having the champion collate into their own online or spreadsheet system.

Understanding your baseline will support you in identifying your active travel goals and objectives.

Schools on the AST program identify a minimum of one day per week to focus on travelling actively to school. This is their weekly active travel day. On this particular day each week, the schools conduct a Hands Up Survey and send their results, class by class, back to their City of Gold Coast AST Officer.

Your school could implement a similar process if tracking progress week on week is one of your objectives.

This will also support you in implementing an awards program within your school. See further information on awards in the Awards and Recognition program section.

Schools on the AST program also send a survey to parents, teachers and staff to understand their travel behaviours. This is carried out at the very beginning of the program and sent via an online survey platform.

For parents, some key things you may want to know include:

- How many children do they have attending the school?
- How does their child(ren) usually travel to school?
- What influences them the most when deciding on a travel option for their child(ren) to take?
- What would encourage them to let their child(ren) re-mode to active travel (walk, wheel, bus, carpool)?
- What would encourage them to re-time their trip to earlier or later?

For staff and teachers, some key things you may want to know include:

- What is their role within the school?
- Do they have any children at the school and how many?
- How do they usually travel to school?
- What influences them when making the decision?
- What would encourage them to re-mode to active travel (walk, wheel, bus, carpool)?
- What would encourage them to re-time their trip to earlier or later?
- What would encourage them to reduce car trips by carpooling?

There are a number of free platforms available online to support you with your survey requirements.

Sending reminders for surveys are effective in increasing your response rate. In addition, offering a small prize draw can also increase your response rate. For example, you could advise respondents that by completing the survey in full and entering their email address they would go into the draw to win a prize. Prize examples include a \$20 voucher or a one on one meeting with the Principal.