

Let them be heard!
**Change makers
of the future...**



Behaviour change & engagement

Topics for today

My journey

Streets for People
Mapua & Richmond

Philosophy

Mapua School engagement

Mapua Road art & launch

Richmond Schools engagement

Positive outcomes

Final thoughts,
tips and questions



My journey

- Walking school bus – Sport Wellington, Activation
- TravelSmart Officer – City of Belmont, WA
- TravelSmart to School Programme Officer – Dept of Transport, WA
- Consultant – Your Move, WA (Travel planning)
- Enviroschools – TDC
- Consultant – NCC Active travel initiatives, TDC
Engagement Manager - SFP
- Mentor – Young people, teams & organisations



TDC Streets for People Programme

Mapua (1x) and Richmond (5x)



Champion Rd



Co-designed
Pilot layouts

Schools engaged:
Richmond:
Champion Rd – Garin College
Salisbury Road Cluster - Waimea College, St Paul's, Salisbury School, Waimea Intermediate, (Henley School & Richmond School near project areas)
Mapua:
Aranui Rd - Mapua School

Aranui Rd



Philosophy

COMBINATION OF:

- **School travel planning:** Connect, measure, implement, monitor, reflect, celebrate success, embed active travel in the school ethos
- **Enviroschools Kaupapa:** Empower students, whole school approach, Action learning cycle
- Les Robinson's **behaviour change** framework: Fun, inspiration, enablement & trial)
- **Engagement tools:** Inform, involve, collaborate



Mapua School Engagement

Travel champion involvement/accomplishments – Road art development (pictured below), launch and engagement planning/implementation, hands up surveys, assembly speeches, share the path rap and campaign, safe routes to school walk, chose the location of the new school crossing

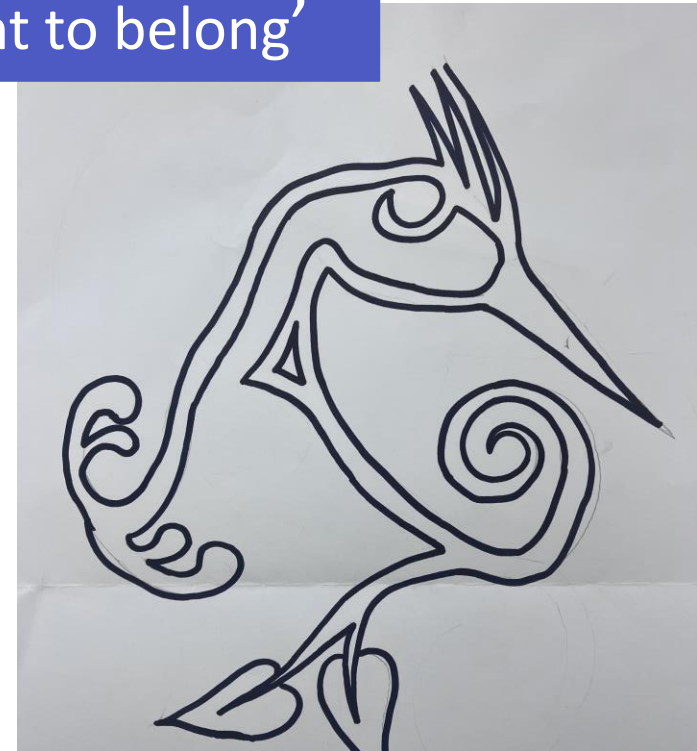


Barriers to walking and cycling
interactive mapping workshop –
Identified missing footpath links
and lack of safe crossing points

Road Art for Aranui Road



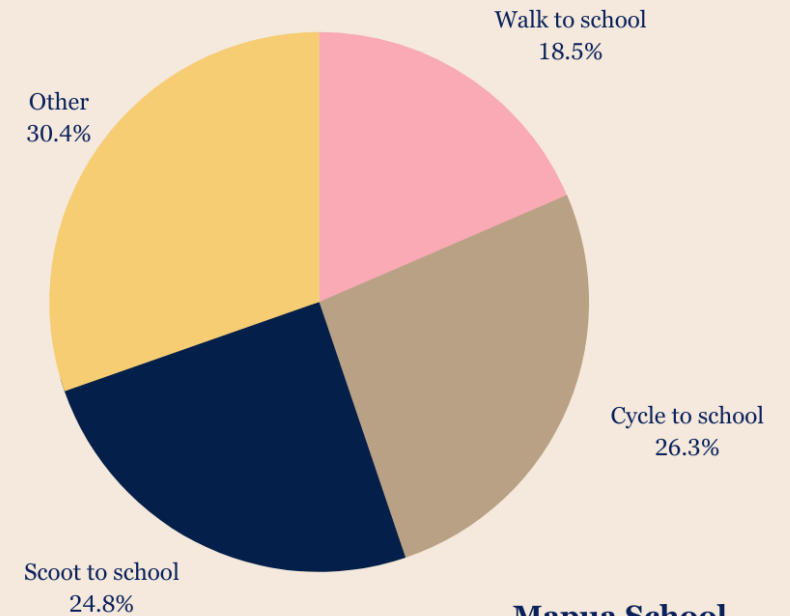
Art work scope/process – to reflect
Mapua’s environment:
‘A place where you want to belong’



Streets for People Mapua Launch and **walk/cycle to school day**



Over 70% of students and many parents walked and cycled to school on launch day.



Mapua School
20th October, 2023
Active Travel Survey:
***188/280 (67%) student's chose an active travel mode to get to school**

Road Art St Paul's, Richmond

Road art scope/process – Reflect
Richmond's environment
*To be painted in the Queen St Parklet,
next to the bike parking



Finals

Skater boy



Blue sky



Hills



Koru



Ice cream



Bikers' Breakfast drop-in sessions

Garin College and Waimea College

Waimea College – Enviro leader engagement, cycling video, Bikers breakfast drop in session

Garin College – Student Nate on the Richmond community working group, Bikers breakfast drop in session (over 100 students attended)

Waimea Intermediate – Active travel challenge



1 2 3 4 5 6 7 8 9 10

ACTIVE TRAVEL CHALLENGE

Name:

Class:

Street:

Usual method of travel:



CHALLENGE INFORMATION 4 – 15 December

- Walk, cycle or scooter to school each day to receive a clip (morning trip only). There are ten possible clips over two weeks.
- To go in the draw to win lots of great prizes, write your name and class on the clip card and hand it in to your teacher on the last day of school.
- Prizes will be given out on the last day of school for most active travel trips made and biggest behaviour change, e.g. normally driven to school.
- If you already walk, cycle or scooter from home in the mornings or wish to increase your active travel trips, you may also participate and be rewarded.

Tip – Get a parent to drop you 1km from school and walk or scooter the rest of the way (avoiding Salisbury Road if possible).

Positive outcomes



Māpua School

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A huge thank you to the [Tasman District Council - Te Kaunihera o te tai o Aorere](#) from the Junior team. This morning we went over to Aranui Park to enjoy this beautiful space. The new crossing and walking path made it safe and stressfree. We love how easy it is to enjoy nature!

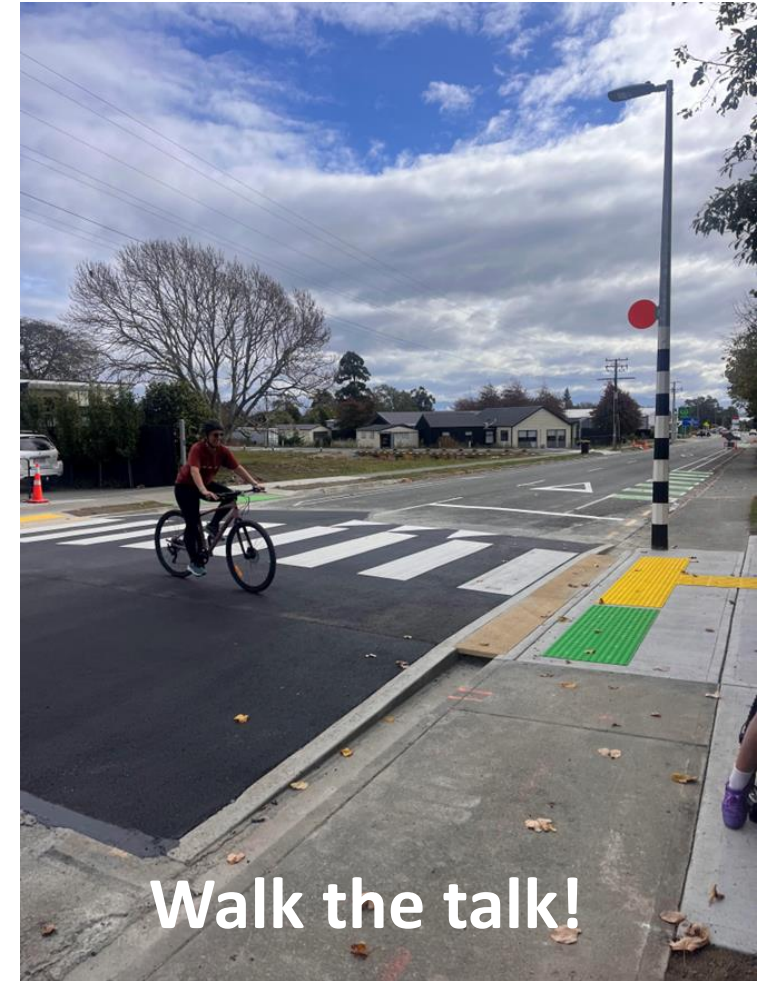


- **Strong relationships** have built between Council and Schools = communication channels have improved
- Student involvement = **positive & constructive feedback** for SFP (balanced data set)
- Student conversations have been a valuable learning tool at the college drop in sessions (surveys)
- **Walk and cycle to school days** gave the students a chance to trial the pilot layout (Increase in active travel trips on event days)
- Student **road art** has made a bright and impactful feature in the Streets for People layout
- Sharing **good news stories** from school active travel initiatives has been the pillar of **hope** in a somewhat social media frenzy
- Schools & students have been **strong advocates** of the Streets for People Programme – Students using cycleways & feeling safer

Final thoughts & tips

Nic's recipe for success with school engagement:

- Build TRUST with the whole school – Connect with students first, have a consistent presence in the school
- COMMUNICATION is the key – Regular emails and termly sessions = gains momentum
- EMPOWER students – let them be creative and BELIEVE in their ideas (trial them)
- Have fun, through creating a BUZZ (Innovative campaigns e.g. Share the path rap)
- Be FLEXIBLE and accept the journeys highs and lows (it is all learning, keep on improving)
- If you have budget, spend it on INCENTIVES for behaviour change initiatives
- CELEBRATE the small wins – Lots of morning teas with travel champs and teachers
- Allow young people to have a VOICE in the community (working groups), not just at school – Be seen, heard & valued.
- Enable & ACTIVATE – break down barriers to walking and cycling to school and find solutions (Waimea intermediate driveway issue)
- Leverage your STRENGTHS – Go where the energy is! Every school has different needs
- WIN over senior leaders – Principal coffee sessions

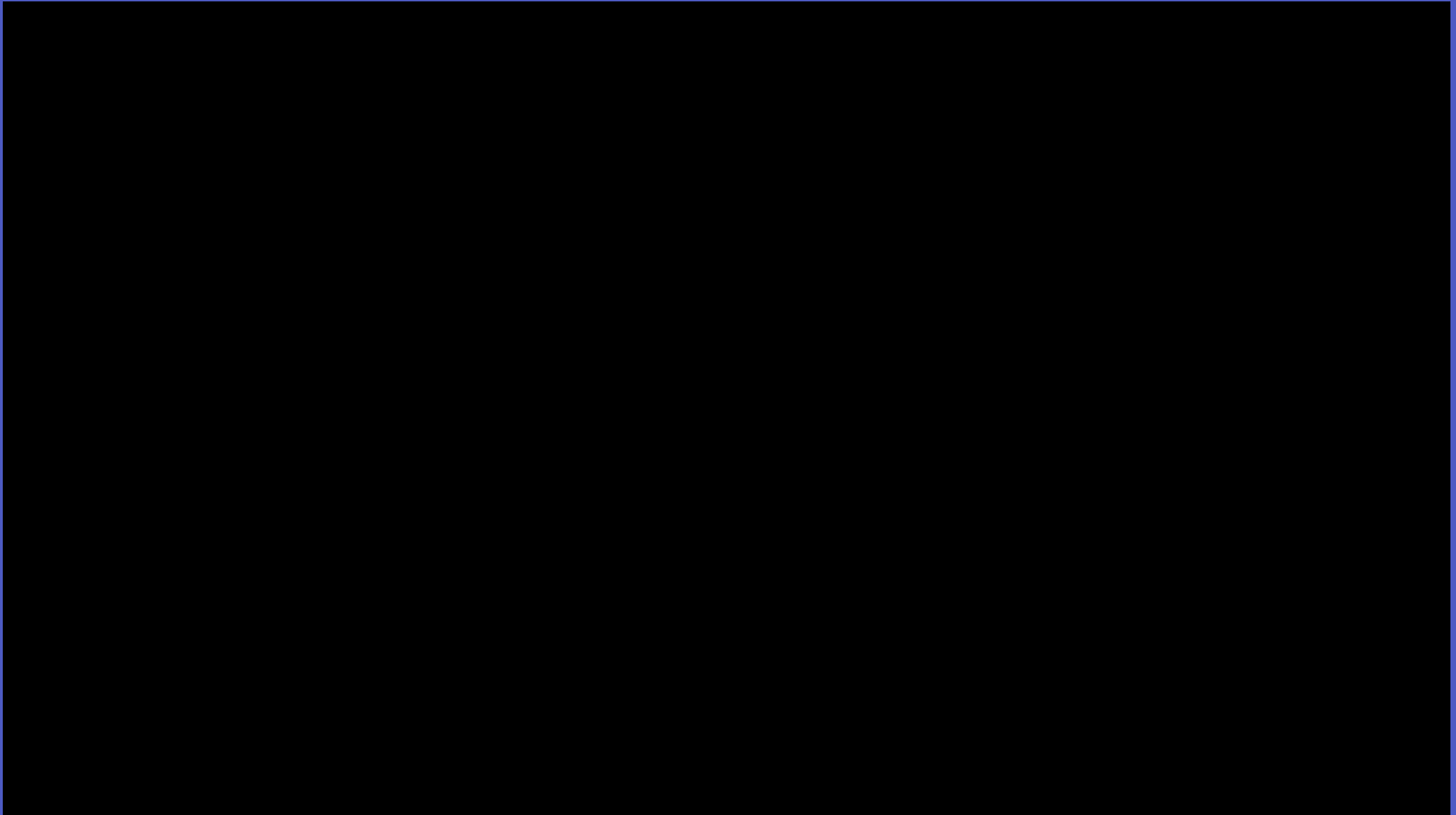


**“Be the change you want
to see in the world.”**

Mahatma Gandhi



Thank you to our wonderful Mapua School Travel Champion's



Thank you!
Any questions?



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