

Annual Report 2017



Sustainable Transport Team

Greater Wellington Regional Council

Executive Summary

Movin'March is an active travel promotion for schools run by Greater Wellington Regional Council (GWRC). Schools are encouraged and supported to promote active travel journeys for students on their way to and from school. The aims for Movin'March 2017 were to build on the success of last year's promotion and increase participation numbers; this will continue to be the objective in 2018.

The programme is now in its seventh year, and continues to receive strong support from schools across the region. This year 70 schools registered for the promotion which is an increase from the 60 registered schools from last year. Nineteen of the 70 schools were new to Movin'March (27%).

The key objective for Movin'March is to **promote the benefits of active travel to the school communities; specifically the benefits for children, for the environment, for parents and for schools.** Before promoting the benefits we needed to gain an understanding of the barriers to active travel. Parent feedback attributes distance from school as the biggest barrier for families. This is addressed by encouraging parents to park further away from the school and let children walk some of the way (Park and Stride). This eases school gate congestion and has health and environmental benefits.

The most common perceived issue by schools is the high numbers of parents dropping children off at the school gate on their way to work. The congestion and parking issues this creates is an ongoing problem for many schools and is a strong motivator for engaging in an active travel initiative such as Movin'March.

Behaviour change research shows trialling a new behaviour in a positive environment can help to make longer term change. WOW Family Day provided a great opportunity to try and overcome any barriers families had to giving walking or wheeling a go – even if it was just for one day so parents could see for themselves how rewarding it could be for their family.

To determine if the Movin'March promotion had resulted in behaviour change, parents were asked if any changes to their mode of school travel had been made as a result of conversations they'd had with their children. A significant 18% of parents said their children had started using an active mode to travel to school with a further 17% having tried it.

While seventy schools registered for Movin'March, 50 schools sent in entries for the WOW Passport Competition. A total of 4709 passport cards were returned which reflected almost 50,000 walking or wheeling journeys to school across the Wellington region. Assuming those active school journeys are an average of 1km, we can say Movin'March inspired 50,000kms of potential car travel was replaced by walking or wheeling.

Movin'March generated a total of nine stories in newspapers (including online versions) around the region plus featured in two columns written by GWRC Kapiti Councillor Penny Gaylor.

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Introduction

Movin'March was first delivered in 2011 by the Sustainable Transport team at Greater Wellington Regional Council (GW). It was part of ongoing work to reach regional targets to increase the number of walking and cycling trips to school and reduce congestion in urban areas.

The programme is now in its seventh year, and continues to receive strong support from schools across the region. This year 70 schools registered for the promotion which is an increase from the 60 registered schools from last year. Nineteen of the 70 schools were new to Movin'March (27%). This shows that the Movin'March brand is becoming more recognised and is appealing to schools who have not engaged with GW school travel initiatives before.

The promotion ran for the entire month of March to give schools flexibility to plan and run their events to suit their schedule. The weather throughout March was patchy for the entire region which didn't appear to be too much of a deterrent and helped build resilience in participants.

Movin'March has several objectives:

- To promote the benefits of active travel to the school communities; specifically the benefits for children, for the environment, for parents and for schools
- To provide a focussed time to celebrate active travel to school and associated achievements
- To provide support for on-going travel behaviour change in schools beyond Movin'March
- To make resources available for schools who have an interest in active travel

There are three key benefits that the Movin'March project aimed to deliver to the Greater Wellington Regional Council and to the community. These were:

- Implementation of actions outlined under the Travel Demand Management, Cycling Network, Walking Network and the Road Safety chapters of the Regional Land Transport Plan 2015
- Collaborative partnerships between Greater Wellington and the Territorial Authorities Road Safety Coordinators and School Travel Plan Coordinators
- Supportive relationships between the Wellington Region School Travel Plan programme and other agencies who deliver health and environmental programmes in schools

Programme Description

Movin'March is a month long event which encourages schools to promote active travel through:

- Celebrating students who walk, cycle, skate or scooter to school and congratulating the parents and caregivers who support and enable them
- Providing information about the benefits to children, the environment and parents, of active travel within their school communities
- Providing ideas, resources and incentives to schools to help celebrate active travel to school in different ways

Schools are provided with a registration system open from November 2016 – March 2017, a website containing lesson plans, activity ideas, blog and competition details including prize information and a Facebook page to promote events and celebrate success stories.

A flyer with details of competitions and information about what was on offer on the website was distributed to all schools in the region at the beginning of November in hardcopy and via email at the end of November.

Schools who registered online early were entered into a draw for an online voucher as an incentive.

Schools were invited to take part in Movin'March in whatever way they wish – they could choose from a list of suggested activities or create their own. The activities suggested on the Movin'March website cater for a range of engagement and year levels and are intended to be accessible to all schools. For schools who wish to take the promotion of active travel further, including integrating it into their curriculum work, Movin'March provided:

- A Movin'March curriculum unit plan containing a range of specially designed lesson plans
- Links to the Schools' Toolkit resource developed by the Sustainable Transport team
- Links to NZTA's road safety education portal, and curriculum resources
- Links to Road Safety and Rail Safety resources from the NZ Police and TrackSafe NZ

After feedback from last year we brought back 'All-in Day' as 'WOW* Family Day' on March 31st. This gave all participating schools a date to celebrate with their school community and wrap up their Movin'March celebrations.

*WOW = walk or wheel

Competitions and Prizes

Seeing past participation numbers increase with the offer of incentives is the reason why we chose to run more competitions this year. Having a range of competitions improves the appeal of the campaign to a larger number of schools and students. Four competitions were run during Movin' March 2017 plus incentives for schools to register early and participate in surveys.

To gather support for the **'WOW Family Day'** a competition was directed at schools to get them to make plans for the day and inform us of those plans. The prize was a grocery voucher to help fund their event. Schools planned family breakfasts, bush walks and sports days. Cardinal McKeefry School won the prize by planning a bush walk through Otari – Wilton's Bush followed by a breakfast for families at school when they arrived.

The **WOW Passport Competition** returned for 2017. Passport cards with 10 spaces on them were sent to all participating schools (over 20,000 cards were sent out). Every time a student walked or wheeled to school (or at least part of the way) their passport was stamped, signed or clipped by a teacher or senior student at school. Completed cards were then sent back to GW and separated into territorial authority (TA) areas. The prizes were for six brand new bikes and helmets from On Yer Bike – AvantiPlus one for each TA area. Over 4500 entries were received and the winners drawn by Greg Campbell (GWRC Chief Executive) and Luke Troy (GWRC Strategy Group Manager). Bikes were presented at school assemblies across the region at the beginning of Term 2.



GW's Greg Campbell and Luke Troy drawing winners

Students had the opportunity to enter a **colouring competition** this year also. NZ illustrator Ali Teo who designed the Movin' March mascot Jack the Kākā, drew up two colouring in sheets for the competition. Students aged 5-7 and 8+ could enter by sending their completed colouring in sheets to their local School Travel Planner or Road Safety Co-ordinator. The top 3 entries from each TA were sent back to Ali Teo for final judging. The winning entries were rewarded with a stationery gift pack from Smiggle.

The **Parent Photo Competition** ran again in 2017. It was designed to encourage parents to get involved in their child's active journeys to school by posting pictures of interesting things seen on the school journey. Parents were able to tag #movinmarch to share the post on the Movin' March Facebook page or email their photos directly to GW. Prizes were family passes to a Wellington Wild Things destination of their choice.

Smaller spot prizes were chosen for their practicality and popularity from previous years. Schools were given a small number of Jack the Kākā bag tags and scooter stickers to give away plus colouring pencil sets and back pack covers leftover from previous promotions.



Movin' March 2017 passport card and bag tag

Website

Having a dynamic and fresh online presence is a way to engage with participants and to present our resources in an appealing way.

The new look Movin' March website from last year was updated with new activities, lesson plans and competition details for 2017. Extra posters, flyers and passport cards could be printed from the website by schools that needed them.

The competitions were explained in detail and Terms and Conditions for all competitions had been developed and were available on the site. The blog page was regularly updated with stories from schools in the region. New lesson plans aligned with the New Zealand Curriculum were developed and added to those from last year to create a full unit plan for classroom use. Links to resources from NZTA, NZ Police and TrackSafe were also provided.

The new colouring in sheets were made available on the site and popular resources from previous years were retained including an online version of the School's Toolkit resource that the Sustainable Transport team created in 2012.

The website also contained a Parents page giving tips, advice and links to research about active and safe journeys to school.



Engagement

An online survey tool was used for registration for Movin' March. The initial registration survey asked schools to indicate which resources and activities they planned to use and the feedback survey at the end of the promotion asked teachers to reveal which resources they actually used. Regular emails to participating schools included:

- registration confirmation email
- follow up when resource packs were mailed out
- updates reminding of competition closing dates
- final email thanking them for their participation and prompting them to fill in the feedback surveys

Parents were surveyed online this Movin' March. The aim was to measure parents' familiarity with the messages of Movin' March and whether the promotion had inspired conversations around active travel at home. The parent survey link was sent out to all participating schools. Many of them included the link in their school e-newsletter or posted it on their school Facebook page. To attract participants the survey was incentivised with Prezzy Card prizes. Thousands of families would have had access to the link.

For the end of Movin' March a teacher feedback survey was distributed with a link via email to the 70 participating schools. The survey remained open throughout the April school holidays to give busy teachers a chance to complete it when they had some spare time. This

was incentivised with a chance to win Creative Classrooms vouchers. There were 21 responses from teachers.

The Movin'March **Facebook** page was established after Movin'March in 2014. As of May 2017 it has 232 likes with 44 new likes coming during the month of March. Many posts were boosted to extend their reach. The most popular posts this year included a pre-promotion post at the end of February to alert followers to the beginning of Movin'March. This reached almost 4000 people with 100 people engaging with the post by liking, clicking the link or sharing. The page 'fans' are made up of 88% women with 36% of them being aged between 35 and 44. Schools have been advised that the Movin'March Facebook page will remain active and will be a source of information regarding active travel to school and the next Movin'March promotion.



Changes for 2017

Responding to feedback from teacher and parent evaluation surveys, the following changes were made for 2017:

WOW Family Day

In previous years when Movin'March ran for a week there was a dedicated 'All-in Day' where all participating schools were encouraged to run events on the same day e.g. Fancy Feet Parade, Wheels Day or Decorate your Gate. Last year the promotion was extended to the entire month of March to allow schools more flexibility in their running of Movin'March. This made it more difficult to choose one day for everyone to celebrate as schools were working to different timeframes. It was discovered that many schools ran events on the last day of Movin'March in 2016. 'All-in Day' provided a link for schools across the region and a good opportunity for mass media coverage. It was decided to bring back the 'All-in Day' format for 2017. It was renamed WOW Family Day and was designed as an opportunity for families to try walking or wheeling to school if it was not something they already did.

Behaviour change research shows trialling a new behaviour in a positive environment can help to make longer term change. WOW Family Day provided a great opportunity to try and overcome any barriers families had to giving walking or wheeling a go – even if it was just for one day so parents could see for themselves how rewarding it could be for their family.

Prizes

Last year saw the introduction of large drawcard prizes as an incentive for schools to engage with the Movin' March competitions. In an attempt to attract more schools and cater for the higher numbers of schools involved, extra budget was allocated to the promotion in 2017. This year there were six brand new bikes and helmets to be won. One bike prize was allocated to each TA area. A deal was arranged with the On Yer Bike – AvantiPlus store in Wellington to supply the bikes, helmets and a six week service at the winner's nearest AvantiPlus store.

The online teacher resource store Creative Classrooms were approached to arrange a sponsorship deal with Movin' March this year. In exchange for displaying the Creative Classrooms logo on the Movin' March website they provided online vouchers. These vouchers were used to incentivise schools to register early for Movin' March and to complete the feedback survey at the end of the promotion.

Colouring Competition

Basic colouring sheets featuring Movin' March mascot Jack the Kākā have always been available on our website for schools to use and they have proved to be popular every year. Some of our TA partners had suggested using them to run a competition for 2017. It was decided to refresh the colouring in images rather than to use the existing ones.

Two new scenarios were developed with a simple image for 5-7 year olds to colour and a more detailed one for those aged 8 and over. These pictures were emailed to registered schools and our TA partners plus they were put on the Movin' March website and promoted through the Facebook page. Entries were sent to local TA's for initial judging with their top 3 in each category then sent on to Ali Teo for final judging. The 12 winners received a Smiggle stationery pack and their winning designs were featured in a Facebook post.



Relationships

One of the reasons Movin' March was so successful in 2017 was the strong relationships the Sustainable Transport team fostered with the people who are integral to making the promotion work. The importance of being on the same side as our partners in the industry and taking on board feedback from those involved cannot be underestimated. Being willing

to change aspects of the programme and being happy to share the credit when things go well ensures that the work stays true to the original aims and continues to grow.

Schools are the most important part of this promotion but they are also notoriously difficult to engage with given their staff workloads and the sheer number of opportunities they get offered. Providing a free and flexible programme that makes it as easy for schools as possible is vital. Despite Term 1 being a busy time for every school, the timing of Movin' March works well for many. Forming active travel habits early in the year when the weather is good fits in with the social science and physical activity units that are commonly taught at the beginning of a school year. Providing a month long window with a range of activities for schools to choose from makes it an attractive prospect. The organisation of this commonly falls to the same person in a school each year but that person is often an active travel 'champion' so despite the extra work they are happy to be involved as they are passionate about the messages of Movin' March. Keeping communications simple and not too frequent and providing plenty of options and examples from other schools make it easier for schools to participate.



Winning colouring competition entry

Strong relationships with our TA partners are also very important. The School Travel Planners or Road Safety Co-ordinators in each area are the ones who have the closest relationships to schools. They often work with schools on transport related issues and relish the opportunity to approach schools with a fun, positive promotion that inspires creativity and excitement. By encouraging the TAs to approach their local schools about Movin' March gives them a chance to strengthen their relationships which helps in other aspects of their role. It also gives them a reason to approach schools they have had trouble engaging with or those who have resisted their offers of help previously. Two of the competitions this year were designed to give the TAs more opportunities to make connections with their schools. The WOW Passport Competition had a bike prize for each TA area which was a great

incentive for schools to take part. The presentation ceremony at each winner's school was another positive opportunity to connect. The colouring competition entries were sent directly to TA staff for initial judging. This was another way for them to engage, and they also participated in the presentation of prizes.

This year we created a relationship with On Yer Bike – AvantiPlus as the supplier of our prize bikes. The manager Nigel was more than happy to support Movin'March and gave us a very good deal on the six bikes and helmets from his store. We chose AvantiPlus because they have locally owned and operated stores throughout the region (Wellington City, Lower Hutt, Kapiti and Masterton) where our winners could take their prize bikes into for a service. We promoted On Yer Bike – AvantiPlus on our Movin'March website and through posts on the Facebook page. Most prize winners picked their bikes up from Nigel's store where promotional photos were taken. WCC provided extra prizes for the WOW Passport Competition and these also came from the same store. The Sustainable Transport team looks forward to an ongoing relationship with Nigel for both Movin'March and our Pedal Ready cycle skills programme.



Nigel from On Yer Bike - AvantiPlus with winner Isaac from Clyde Quay School

Registration

Promotion to schools started in November 2016 and registrations opened on 2 November. Early bird registrations were encouraged with an incentive (Creative Classrooms voucher draw) in an attempt to get schools to plan for Movin'March early. Registrations were accepted through until 24 March. Twenty schools registered before the early bird cut off on 4 December. A further 50 schools registered by the beginning of the promotion resulting in a total of 70 schools.

This was a significant increase on the year before (see Table 1).

Year	Total number of registered schools
2011	No data available
2012	28
2013	35
2014	41
2015	49
2016	60
2017	70

Table 1 - Movin'March school participation totals

The Territorial Authorities (TAs) were all represented with Wellington City schools making up 30% of the total and Wairarapa with 24%.

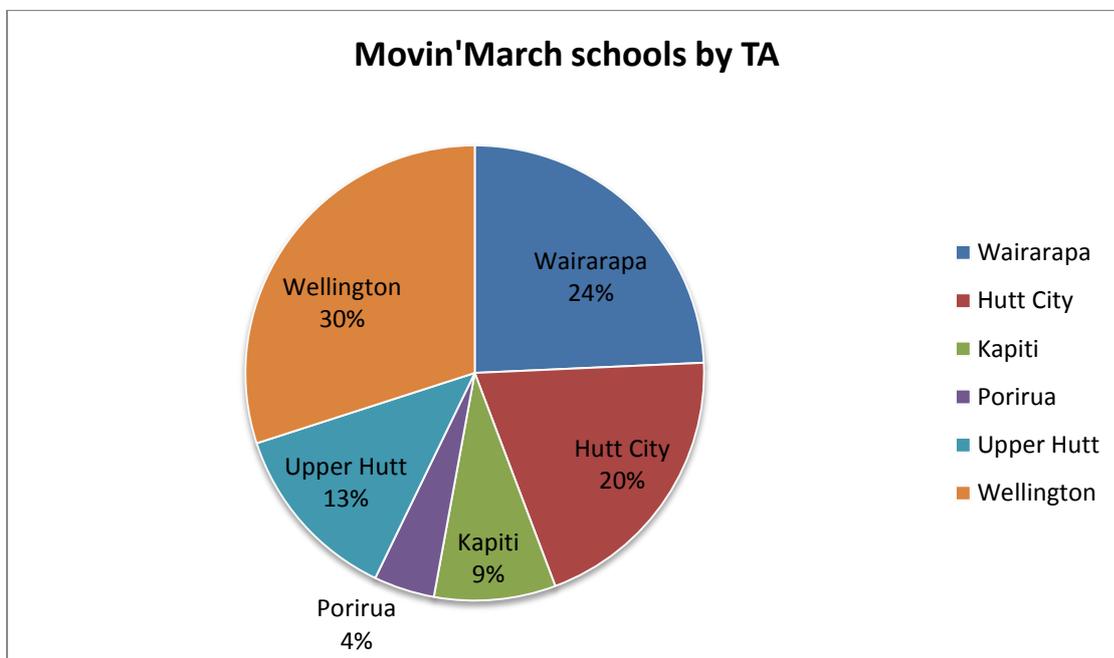


Figure 1 - TA breakdown of participating Movin'March Schools in 2017

(The three Wairarapa districts have been combined for reporting as the TA representative who promotes Movin'March is from the Wairarapa Road Safety Council (WRSC) which represents the entire Wairarapa).

Those two areas with the highest level of participation had significant increases on their totals from the previous year. The Wairarapa schools benefitted from a new engagement strategy implemented by the WRSC which increased their participation from 5 schools last year to 17 this year which represents 60% of schools in the area. Considering almost half the schools in Wairarapa are rural that 60% engagement is a great result. The increase in Wellington City school participation from 13 to 21 is more difficult to explain. There was no extra engagement from WCC but there was more media coverage than in previous years so that may have impacted on the brand recognition of Movin'March.

Just over 25% of the registered schools this year were new to Movin’March. Whilst that is a high number, it shows that 16 schools from last year did not register again for 2017. An evaluation of those schools is underway to discover their reasons for not engaging this year.

On registration, schools were asked what they considered to be the biggest barriers to active transport. The responses have been collated into common themes; multiple barriers were identified by some schools (see Table 2).

Barriers to active travel to school	Mentions
Parent behaviour	55%
Distance/Location	38%
Safety e.g. road safety and personal safety	33%
Habits/Convenience	24%
Weather	10%
Other e.g. access, affordability	5%

Table 2- Schools perceived barriers to active travel

The most common perceived issue by schools is the high numbers of parents dropping children off at the school gate on their way to work. The congestion and parking issues this creates is an ongoing problem for many schools and is a strong motivator for engaging in an active travel initiative such as Movin’March. School staff also perceive distance from school and safety issues as strong barriers to active travel. Safety issues include both road safety and personal safety. Commonly identified road safety issues are busy roads, unsafe crossing points and high speed zones (e.g. 70km/h).

Evaluation

Participation

Movin'March is designed to be as flexible as possible for schools to use. This means that not all schools engage in all events or activities. A good measure of engagement with the promotion is the WOW Passport Challenge entries. This requires schools to distribute the passport cards, set up a system for stamping the cards and return the cards to GW to be eligible for the bike prizes.

While seventy schools registered for Movin’March, 50 schools sent in entries for the WOW Passport Competition. A total of 4709 passport cards were returned which is 26% of the estimated 18,000 students who were enrolled at participating schools. This is a significant increase on the 1953 entries from 2016.

Competition engagement from registered schools across the TA areas was consistently high (see Table 3). Over half of the participating schools said they had contact from their local School Travel Planner or Road Safety Co-ordinator during Movin’March.

TA Area	% of registered schools who entered WOW Passport Challenge competition
Upper Hutt	89%
Kapiti	83%
Lower Hutt	79%
Wellington City	76%
Porirua	66%
Wairarapa	65%

Table 3- School Competition Engagement by TA

Whilst Wairarapa Schools had high registration numbers they had the lowest engagement with the passport challenge. This can be attributed to the rural schools in the area celebrating Movin' March in ways other than the passport cards e.g. decorate your gate or wheels day events.

Review of Activities

Teachers were surveyed after the promotion for their feedback on how their school used the resources and activities. The majority of participating teachers (79%) found out about Movin' March through a direct email or from a fellow staff member. Facebook was the source for 17% of teachers.

Half of schools ran their Movin' March promotion with individual teachers leading the activities with some central co-ordination from senior management. The school principal or senior management ran the activities in 23% of schools with the student council taking the lead in 14% of schools.

All of the Movin' March resources were utilised by the schools surveyed with the colouring sheets being the most popular.

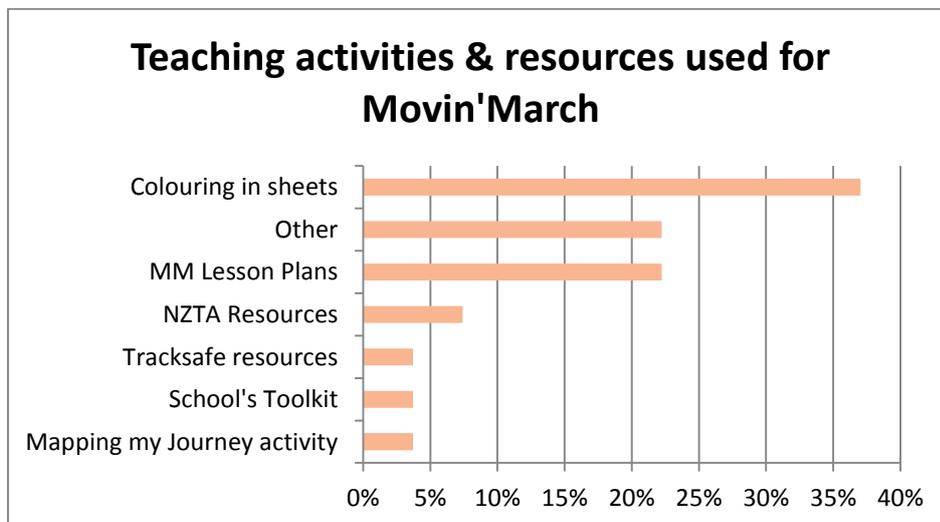


Figure 2 - Teaching activities and resources used in 2017

The 'other' category refers to events, incentives and the passport cards. Teachers were asked how the offered resources could be improved with earlier communication about resources being the most common response.

Over 70% of surveyed schools ran an event during Movin' March. These included WOW Family Day breakfasts, Fancy Feet Parades, Wheels Days, Triathlons and a Hat Walk.

Review of Competitions

WOW Passport Competition

Of the schools who gave feedback, 95% participated in the WOW Passport Challenge. The majority of schools had the passport cards stamped in the classroom by the teacher.

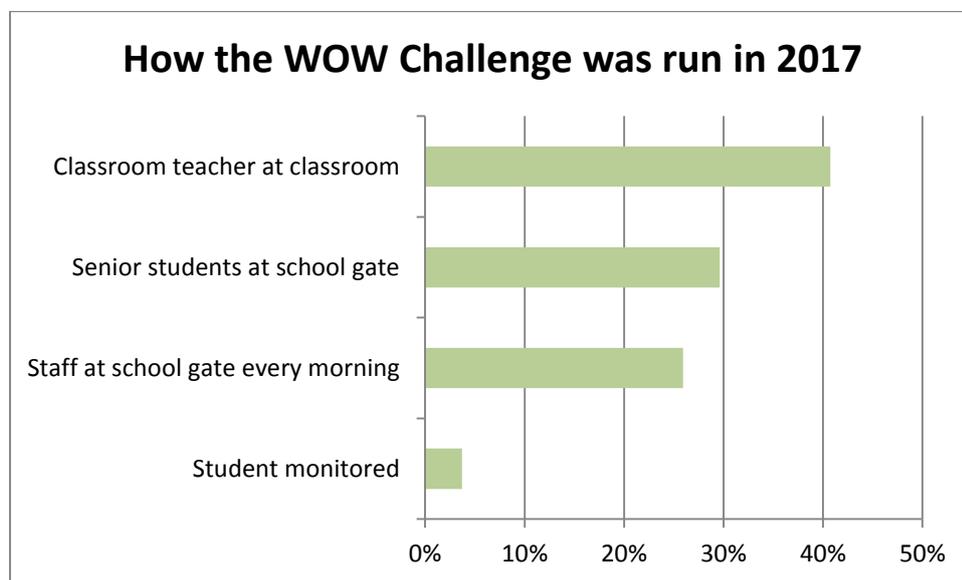


Figure 3- How schools ran the WOW Passport Challenge in 2017

Over 80% of teachers surveyed believed the WOW Challenge had an effect on how students travelled to school. The following things were noted:

- *"It was great to see lots more parents parking further away from school and walking their kids part way. (Most of our parents work fulltime so need to catch trains etc. so seeing this was great) There was a bigger increase in kids walking home as well."*
- *"It was promoted on FB and the school newsletter. It was noticed that the bike racks at school were a lot fuller than usual."*
- *"Less traffic around the school gates, more children wanting to walk."*
- *"More kids using our drop off pou."*

This competition continues to be a popular way to engage with schools with more than double the number of 2016 entries this year. The big ticket prizes were a strong incentive for many schools and students.

In addition to the individual bike and helmet prizes, there were prizes for the three schools with the highest percentage of student passport entries relative to their school roll. The

prize was a set of books for the school library and a personalised certificate. The winning schools were St Anthony's School in Seatoun with 83% participation and Clyde Quay School tied with Karori West Normal School on 70%.

Colouring Competition

Forty three percent of surveyed teachers indicated that they took part in the new Colouring Competition. There were 632 entries from across the region.

Teachers revealed that the colouring sheets were used in a variety of ways:

- *"As part of our choice activities in our Literacy programme."*
- *"They were a self-chosen art activity in my classroom - very popular."*
- *"During library time the students heard road safety stories and completed the colouring pages."*
- *"In school colouring competition and then post them on to the MM team."*

This was the first year that Movin' March colouring sheets were used for a competition. It provided engagement opportunities for our TA partners and offered a classroom activity for a wide range of students.



Colouring Competition winner

Parent Photo Competition

There were 27 entries in the Parent Photo Competition this year which was an increase on the 11 from last year. Just over 20% of the entries came through email with Facebook proving to be the more popular method of entering. The winning families both chose to visit Wellington Zoo.

A parent feedback survey was distributed at the end of the promotion. From the 161 respondents only 16% knew about the parent competition.



Parent photo competition entry (Cardinal McKeefry School)

Parent Survey Results

An online survey was sent out to parents through school newsletters and the Movin'March Facebook page. An incentive of Prezzy cards were offered to parents who completed the survey as this resulted in a high response rate last year. A total of 161 parents completed the survey (compared to 170 last year) from 24 different schools which is a pleasing sample size.

Almost all (96%) respondents had heard of Movin'March before they received the survey invitation. Half of parents found out about Movin'March through a school newsletter and 41% learnt about it from their child.

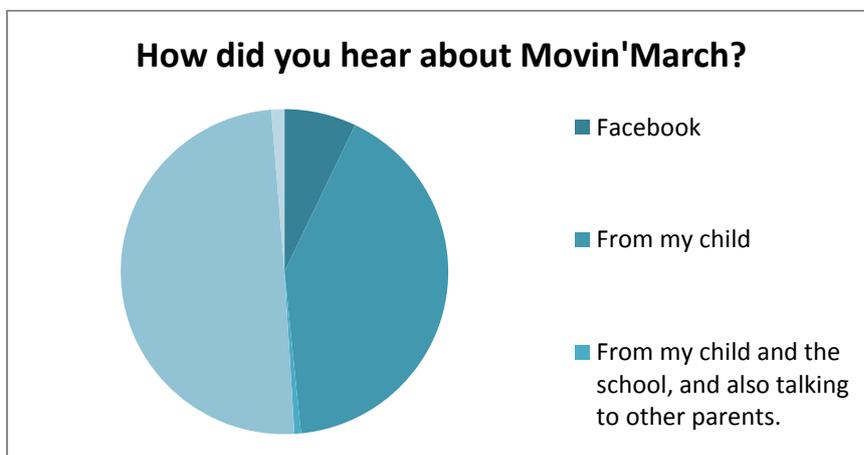


Figure 4 - How parents found out about Movin'March in 2017

Parents were asked how their children typically get to school (outside of the Movin' March promotion) with 47% usually travelling by car.

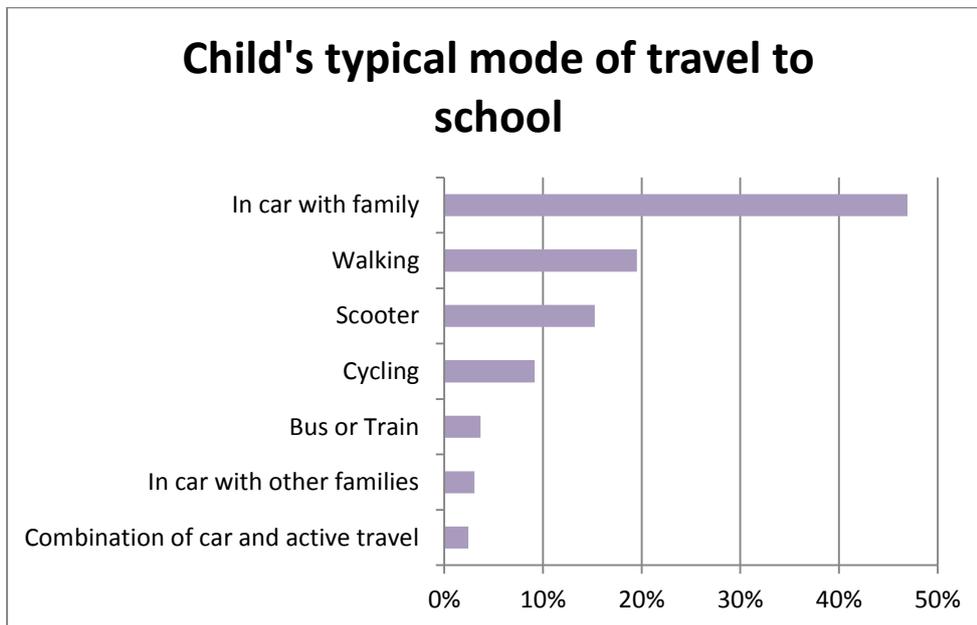


Figure 5 - Child's typical mode of travel to school from Parent Feedback survey

Over 80% of parents surveyed had talked with their child about how they got to school as a result of Movin' March.

To determine if the Movin' March promotion had resulted in behaviour change, parents were asked if any changes to their mode of school travel had been made as a result of these conversations. A significant 18% of parents said their children had started using an active mode to travel to school with a further 17% having tried an active mode.

Any changes made to school travel mode after Movin'March discussion

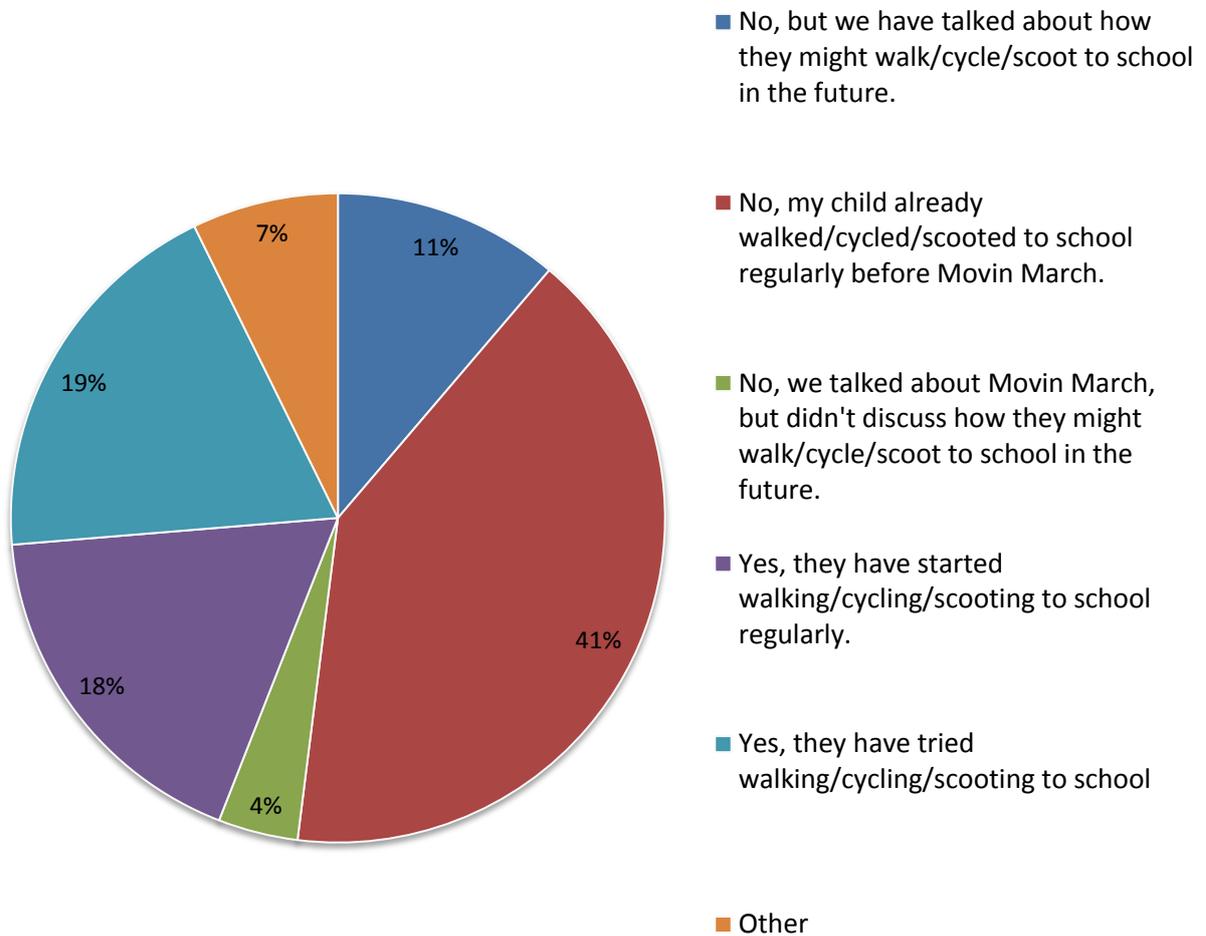


Figure 6 - Results of conversations about active travel to school triggered by Movin'March

The comments for 'other' predominantly related to families living a long distance away from the school. Almost 30% of parents believe it is not practical for their children to walk, cycle or scoot to school. They identified a number of barriers to active travel for them.

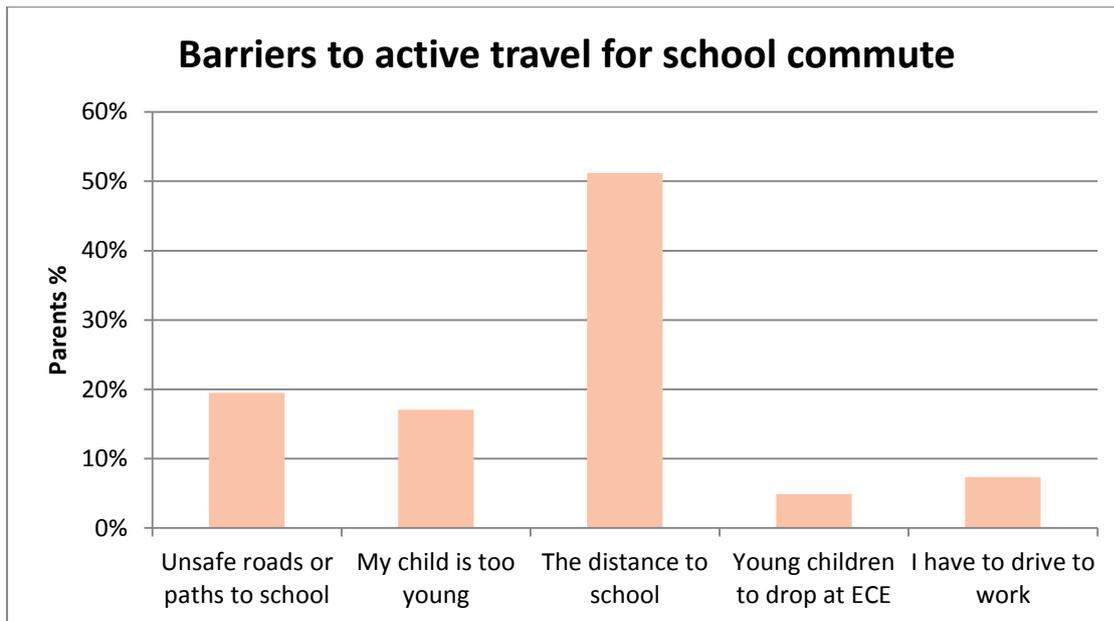


Figure 7 - Parent perceived barriers to active travel to school

The distance to school is the most significant barrier identified by families. Movin’March does promote Park and Stride (allowing children to walk part of the way to school) which should be a stronger focus for future promotions.

Just over half of the parents surveyed attended WOW Family Day at the school with 38% also taking part in a walk to school breakfast event.

Prizes review

The spot prizes were changed this year to ensure a fresh look for 2017. The Jack the Kākā bag tags and weather-proof scooter stickers proved very popular. Some schools did report missing the collectible stickers from last year. Observations at schools saw students of all ages enjoying the spot prizes.

The bike and helmet prizes were a strong motivator, especially with one being available in each TA area. Wellington City had the most schools involved in the promotion and to reflect the higher numbers WCC offered up two extra prizes of scooter vouchers from On Yer Bike – AvantiPlus for the schools in their area.

Family passes to a Wellington Wild Things destination was again the prize for the Parent Photo Competition. The connection to local attractions which promote families being active outdoors together is a nice fit with the objectives of Movin’March.



Bike prize winner from Normandale School, Neeve and her family

Media review

Movin'March generated a total of nine stories in newspapers (including online versions) around the region plus featured in two columns written by GWRC Kapiti Councillor Penny Gaylor. Councillor Gaylor attended a Movin'March event with GWRC and Kapiti Coast District Council staff at Kenakena School. This was the highest level of media engagement Movin'March has had. Two press releases were written for the promotion, one at the beginning and one at the end.

Date	Content	Media Source
1 March	Media release	Kapiti News
2 March	Story and photo	Capital Day, Dominion Post
2 March	Story and photo (St Anthony's School focus)	Cook Strait News
8 March	Featured in Cr Gaylor's column	Kapiti News
14 March	Story and photo	Wairarapa Times Age
5 April	Story (Cardinal McKeefry School focus)	Johnsonville Independent Herald
5 April	Featured in Cr Gaylor's column	Kapiti News
10 May	Story and photo (Kenakena winner)	Kapiti News
23 May	Story and photo (Wairarapa winner)	Wairarapa Times Age
24 May	Story and photo	Capital Day, Dominion Post
25 May	Story and photo (combined press release and Hataitai School winner)	Cook Strait News

Table 4 - Movin'March Newspaper items 2017

The most successful way to get the local papers to pick up the stories was to contact them directly and either invite them to an event or send them a story with pictures for them to use.



Winner Heather Ward receiving her prize from Wellington City Council's Anna Blomquist and Greater Wellington Regional Council's Nicky Morrison. PHOTO: Supplied.

Eastern suburbs students moved in March

By Emma McAuliffe

Movin'March awards were given out earlier this month to children who walked or wheeled to school throughout March.

Greater Wellington Regional Council ran the promotion for the sixth time this year, with 70 schools taking part.

This year the programme had the highest amount of students taking part so far, with over 18,000 students making the decision to walk, bike, skateboard or scooter to school.

March 31 was a dedicated 'WOW your family to school day' encouraging families to try walking or wheeling to school if they usually did not.

Some schools provided breakfast, a coffee cart and events like

parades or bush walks to reward families who gave it a go.

In the Eastern Suburbs St Anthony's School in Seatoun had 83 percent of their students participate in Movin'March which made them the top participating school in the region for the second year running.

Meanwhile, Hataitai School student Heather Ward won a \$200 scooter voucher from On yer Bike - Avanti Plus courtesy of Wellington City Council.

The prize was one of two Wellington City Council provided for Wellington City schools in the Movin'March WOW Passport Competition.

Eight year old Heather chose a blue scooter she planned to learn tricks on.

Regional council's sustain-

able transport coordinator Nicky Morrison said the passports were given to every student taking part.

"The passports were clip tickets for the students to keep track of how many active trips to school they did. Passport cards were sent to every participating school. They could be clipped, stamped or signed by teachers or senior students and then posted in to regional council when they were complete," she said.

Nicky said Heather's name was drawn out from 1300 passports.

Teacher Megan Hinge, who organised Hataitai School's Movin'March, said the prizes on offer were a huge incentive for students to walk or wheel to school or even get dropped off a little further away from the school gate.

Story and photo in Cook Strait News

Online review

The Movin'March website had over 1500 visits between February and April. There were 3364 page views during this time with visitors looking at an average of just over 2 pages per session and spending just under 2 minutes on the site. Only 28% of visits were from people who were returning to the site which shows that most people got what they needed from the site after one visit.

The stories generated from school events were posted on the Movin'March blog page on the website and also on the Facebook page. Teacher feedback has shown that not a lot of schools were aware of the range of resources we offered so this could be something to promote more widely in the future.

Movin'March has a growing Facebook presence with 234 people 'liking' the page and also a profile on Twitter. The Facebook page remains active year round as a platform to share other active travel information that schools may find useful. It is also used to share related stories about successful behaviour change and research findings.

Conclusion

The aims for Movin'March 2017 were to build on the success of last year's promotion and increase participation numbers. The 70 schools that took part represented 18,000 students and their families. The WOW Passport Challenge received over 4500 entries; each entry reflected 10 active trips to school. During Movin'March almost 50,000 walking or wheeling journeys to school were made across the Wellington region. Assuming those active school journeys are an average of 1km, we can say Movin'March inspired 50,000kms of potential car travel to be replaced by walking or wheeling.

Using a formula to convert kms into kgs of CO2 saved we can say that during Movin'March there were 47,090 active trips (average 1km assumed but could easily be 2km) by children over a 1 month period. The calculation of kgs of CO2 saved is: 47,090 divided by 1.60934 (to get miles) X .3264 = 9,550 kgs CO2 saved.

Movin'March 2017 achieved its objectives in the following ways:

- **To promote the benefits of active travel to the school communities; specifically the benefits for children, for the environment, for parents and for schools** - The resources provided include a range of lesson plans and GW School's Toolkit, and promoted the wider benefits of active travel to school. The Sustainable Transport team is currently developing a resource with Enviroschools that will be available to all schools in the Wellington region.
- **To provide a focussed time to celebrate active travel to school and associated achievements** - Movin'March provides a clear timeframe for celebration. The promotion now runs for a month which provides more flexibility for schools without losing the focus. Many schools intend to run a similar promotion at other times of the year also.
- **To provide support for on-going travel behaviour change in schools beyond Movin'March** - The Movin'March website and Facebook page continue to be available to all schools. The blog stories about school events are popular and provide inspiration to schools for next year. The Facebook page continues to share stories that are pertinent to active travel which will keep people engaged until the next campaign launches. The School's Toolkit has recently been updated and is available online for schools to access.
- **To make resources available for schools who have an interest in active travel** - All primary and intermediate schools in the region were invited to participate in Movin'March with 70 schools signing up. Those schools were supplied with resources and incentives to promote and celebrate active travel to school. The resources included posters, flyers and web based lesson plans, activity ideas, stories from others schools and links to other web resources (e.g. NZTA). Incentives included spot prizes, competitions and larger prizes plus promotion of school events on our website and Facebook page.



Plimmerton School bike prize winner Tee and his Dad

Recommendations

The Movin'March promotion continues to grow in popularity and recognisability. No major changes are recommended for the programme but improvements could be made in the following areas:

- **Technology** – using a new online Travel Tracker tool that has been developed for the Sustainable Transport team at GW will bring an interactive element into future school promotions. This could replace the paper passports (or make them optional) and provide instant travel reports for schools using the tool.
- **Park and Stride** – Distance from school is the biggest barrier to active travel according to parents. Increasing the promotion of the 'Park and Stride' message (walk from a short distance if you live too far to walk the whole way) will help families address that barrier and allow more students to feel included in Movin'March.
- **Reach** – Schools who have taken part in the past but not this year will be approached to ascertain the reasons why they didn't register again. Any barriers identified in that process will attempt to be mitigated for 2018. Ideally all primary and intermediate schools in the Wellington region would take part in Movin'March.
- **Enviroschools Resource** – The teaching resource being developed by the Sustainable Transport team and Enviroschools will be ready to promote for Movin'March 2018 and will be an extra classroom resource for schools. It strengthens the environmental perspective related to active travel.