2019
Way to Go! School Challenge
September 2018 – June 2019
Final Summary Report
Submitted by Place Creative Company
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Way to Go! School Challenge
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Final Summary Report
To: Chittenden County Regional Planning Commission

Background

Since the early 90’s, the Way to Go! Challenge program has promoted the use of more efficient travel options—such as walking, biking, carpooling or taking transit—to area businesses, institutions and schools. The Challenge, which is an annual program, was designed to encourage increased utilization of cheaper, healthier, and more earth-friendly transportation options. In its original inception in 1993, the program was called Curb Your Car Day. It was a cooperative partnership between the Lake Champlain Committee and the Chittenden County Transportation Authority (now Green Mountain Transit). The goal was to reduce single occupancy vehicles to prevent auto-derived pollutants from entering Lake Champlain.

In 2004, Community Climate Action (now Net Zero Vermont), CATMA, and Local Motion added their support and rebranded the event as the Way to Go! Commuter Challenge. A broad promotional campaign was created to engage businesses, institutions, individuals and schools to encourage increase their use of more sustainable transportation options and reduce the use of single occupancy vehicles. By 2006, interest in the Way to Go! Challenge grew beyond Chittenden County. By 2010, the program was statewide with support from local, regional and state partners.

Along the way, Vermont Safe Routes to Schools (SRTS), a national program with the goal of increasing the number of children walking and biking to school and fostering healthy communities, helped spearhead growth. The program worked with almost 100 K-12 schools across the state to find safe places for everyone to walk and bike.

The Way to Go! Challenge continued each year as a one-week event in the spring. It soon expanded to two weeks and was promoted by a growing number of groups and entities across Vermont. As participation numbers leveled, organizers shifted the event to the Fall, thinking that may spur interest and boost overall participation.

In 2017, the Way to Go! Challenge was exclusively promoted to K-12 schools, expanding the program across Vermont. The decision was in response to flat growth in the business sector, sustained low gas prices and the interest of students to opt-out of expensive car ownership and to live where there is easy access to public transportation.

Each year, the State of Vermont and CCRPC invest funds in the Way to Go! Challenge to support a robust public education and engagement program. A variety of business sponsorships and contributions have provided meaningful prizes and awards for participants including a significant donation from AllEarth Renewables: a solar tracker for the winning school in both 2016 & 2017.

In 2018, the program expanded to a school-year long program. This change resulted in a 314% increase in total participation—the biggest in the program’s history. Increasing participation requires a change in behavior. That’s why it was felt that more direct outreach with school leaders would have better results in driving both sign-ups and participation follow-through.

This year, organizers conducted a survey to help guide future programing. While the response was limited, it indicated that personal calls and establishing a network of school coordinators was a wise investment. The event’s results support this with an increase in school participation, overall participation and across the state in general.
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This year’s program outreach kicked off in late May following completion of back office web and resource upgrades. The focus of this year’s multi-layered marketing program involved partners to assist with education, outreach and engagement. While outreach efforts continued over the summer, the bulk of the marketing (emails, social media, press, phone calls and other media) took place in September—just before the Challenge started.

This is the third year that Place Creative Company hosted the full program with help from several partners: Deb Sachs from Ecostrategies and Cara Robechek from the Vermont Energy Education Program. This year’s decision to provide more direct outreach led to an involved partnership with Local Motion. Local Motion took the lead on the website, outreach and prize distribution.

All partners worked closely to determine the prize and point platform for this year. It was intended to make schools feel rewarded for any level of engagement, but tiered to encourage increased participation throughout the year. Place Creative Company continued to provide creative resources, strategy and overall event management.

Forces at Work
- Families are struggling to manage daily transportation demands (i.e., before and after school sports and special programs).
- Mergers of K-12 Schools leads to driving/commuting longer distances.
- Vermont is a rural, low-density state.
- Bus ridership, on average, is at or less than 50% capacity.
- Sustained gas prices.
- Safety with alternative commuting options
- Access to public transportation

With commuter choice benefits eliminated, the merging of Vermont’s K-12 schools to larger districts, fewer people riding the bus, parents opting to bring their children to school, and stable gas prices, Vermont can expect to continue spending a significant chunk of their household budgets on high carbon-based transportation options. It’s important to address the forces that impact alternative transportation modes. These forces ultimately reduce the carbon footprint in our state.

Reimagining the program again for 2018/2019 and expanding from a two-week event to a school-year long event took significant effort from the partners. However, the team saw a substantive increase in the number of participating schools and a tremendous lift in overall participation. The flexibility provided by the longer timeframe and the direct outreach from Local Motion made a valuable difference.

Participating schools this year received anywhere from 10 to 780 points, with rewarding prizes like reflective stickers, Darn Tough socks, and an AllEarth Renewables PowerFlower. Where possible, partnerships were leveraged to help spread the word across Vermont.

The report that follows summarizes the 2018/2019 Challenge. It includes a summary of how the program worked this year, the point system and corresponding prizes, participation and results, website data, outreach and other marketing efforts, and winner information.
Way to Go! School Challenge
2018/2019 School Year

How It Works:
The website copy and layout were adjusted to make the sign up process easier. The sign up form requested:

- first and last name
- email (required field)
- phone number
- to indicate whether you were the school Champion (required field)
- Champion name
- the primary contact email address
- school name (required field)
- school address (required field)
- school size
- school faculty/staff size
- the grades served by your school
- your role at the school (required field)
- how you heard about the event
- the schools level of commitment to participation

Each school needed one leader—a School Champion. A leadership team of 3-5 people was recommended to help motivate and encourage participation among all faculty, staff and students. Champions were directed to the School Success Kit/Tools for Success, that provided promotional materials and more information on the participation options.

Schools had the option to participate in a number of Way to Go! activities, worth between 10 to 50 points. Activity options included:

<table>
<thead>
<tr>
<th>Bicycle Presentation</th>
<th>Bike Safety Program</th>
<th>Bike to School Day</th>
<th>Carpool Day</th>
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<tr>
<td>Curriculum Integration</td>
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<td>Recurring Events</td>
<td>Travel Plan</td>
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<td>Walk to School Day</td>
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<td>Way to Go! Challenge</td>
<td>Winter Walk to School Day</td>
<td>VEHI Path Points</td>
<td>Watch a Webinar</td>
</tr>
</tbody>
</table>

Once a school selected the activities they would participate in, they needed to log/report their activities to earn their points. The following pages provide more information on each of the activity options.
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10 Point Activity Options:

**PROMOTE VERMONT WALK/BIKE CHALLENGE (10 POINTS)**
Grab your bike, boots, or shoes and participate in the Vermont Bike-Walk Challenge to win prizes, save money, feel healthier, and cut pollution! This challenge happens at least twice per year through the Go! Vermont smartphone app. Once you record the minimum number of biking or walking commutes, you'll be eligible to win prizes! Once you're using the Go! Vermont app, you will automatically be entered into the Challenge when it begins. You'll receive a message before the challenge starts as a heads-up, plus you'll get a message once you record the minimum number of commutes in the Challenge to be eligible for prizes!

**PROMOTE GO!VERMONT APP (10 POINTS)**
Share the Go!Vermont App with families and staff, and earn 10 points!

**RECURRING EVENTS (10 POINTS/EVENT)**
These are events that you run regularly at your school (ex: Walking Wednesdays). A school will get 10 points every time they participate in a recurring event–like a Walking Wednesday.

You can also get Recurring Event points if you bring Vermont Energy Education Program (VEEP) (or another sustainable transportation curriculum) to more than one class at your school. Your school will receive 50 points for the first class that integrates sustainable transportation programming into the curriculum and 10 points for each additional class that participates.

**WATCH A WAY TO GO! WEBINAR (10 POINTS)**
We’ve got two webinars you can watch and earn 10 points each! They are about 45 minutes long, and packed with good information!

**SHARE YOUR STORIES (10 POINTS/STORY)**
We want to see what you and your school have been doing! Send us your stories (with photos!) of your sustainable transportation successes! We want all of your great stories about getting kids and their families to use sustainable transportation to get around.

20 Point Activity Options:

**RUN A BIKE SAFETY PROGRAM AT YOUR SCHOOL (20 POINTS)**
- Bring Local Motion's Bike Smart program to your school.
- Local Motion’s Bike Smart program includes a 20' trailer with everything you need to run a bike skills training program, including bikes and helmets, which is accompanied by a games-based bike skills curriculum.
- This program is free for all Vermont schools, aside from a delivery fee, which will be waived for Way to Go! participants.
- You can also get credit for running your own 1-2 week-long bike skills program.

**BIKE TO SCHOOL DAY (20 POINTS)**
- Suggested date: National Bike to School Day is May 9, 2019, but you can run this event anytime during the school year that works for you.
- Schools encourage students and staff to bike to school, aiming for 100% participation.
- Note: Schools generally give participants the option to walk and use scooters as well as using bikes.
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20 Point Activity Options:

**CARPOOL DAY (20 POINTS)**
- Run an event at your school where you encourage families and co-workers to carpool to school on a certain day (or days!)
- *Note: Great for rural schools!*

**PARTICIPATE IN VEHI PATHPOINTS—KEEPING FIT AND/OR ADVENTURE (20 POINTS)**
- School staff can earn credit at VEHI PATHpoints—Keeping Fit and/or Adventure by recording walking and biking in their PATH account Progress Log. Visit [www.tomopath.com](http://www.tomopath.com) to login or create your PATH account. Click “contact us” for further guidance.

**PARK & WALK DAY (20 POINTS)**
- Everyone parks at a location that is along a safe route to school, and families, co-workers and students all walk together the rest of the way to school.
- *Note: Great for rural schools!*

**PARK(ING) DAY (20 POINTS)**
What is PARK(ing) Day? It’s a day when people put a temporary mini-park in a parking spot instead of a car! It’s a fun way to demonstrate how much of our land is taken up by cars!

PARK(ing) Day (Vermont) is scheduled for 5/16, but you can run the event on any day that works for your school.

**WINTER WALK TO SCHOOL DAY (20 POINTS)**
- Suggested date: February 6, 2019.
- Promote year-round healthy habits! It’s a great way to get kids to try being outdoors even when it’s cold!
- *Note: We’ll also provide special incentives to help motivate your students (like hot chocolate or other goodies)!*

**WALK OR BIKE TO A FIELD TRIP (20 POINTS/EVENT)**
- Do you have a great field trip location near your school? Perhaps your school is located near a farm, another local business, a park, etc? Walking or biking with your students to that field trip location is a great way to encourage healthy habits, as well as saving money on transportation costs for the field trip!
- *Note: Great for rural schools!*

**RIDE THE BUS DAY (20 POINTS)**
- Schools encourage all students who are eligible, to take the bus to school. Students who are not eligible for bus pick-up should walk, carpool or bike to school.
- *Note: Schools can add an additional challenge for students and staff to take public transportation if it is available in your region.*

**WALK TO SCHOOL DAY (20 POINTS)**
Suggested date: National Walk to School Day is October 10, 2018, but you can run this event anytime during the school year that works for you.

Schools encourage students and staff to walk to school, aiming for 100% participation.
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50 Point Activity Options:

INCORPORATE TRANSPORTATION IN YOUR CURRICULUM (50 POINTS)
- Contact Vermont Energy Education Program (VEEP) to get support for adding sustainable transportation to the curriculum, or create your own curriculum sequence on sustainable transportation.
- VEEP has curriculum resources available on its website and is also available to consult with teachers or students on transportation curriculum, personalized learning, or projects.

DATA COLLECTION (50 POINTS)
- NOTE: This section is ONLY for reporting how your students get to work on a NON-EVENT day (i.e. a "regular day with no special events happening"). If you want to report any other activities (like a Bike to School Day, a Walking Wednesday, etc), go here: https://www.123formbuilder.com/form-3881982/
- We want to know if your students' travel behavior has changed over time!
- Capture data on all the different ways your school community gets to and/or from school in the Fall, and again in the Spring, to help identify any transportation behavior changes in your school.
- Data collection needs to be performed during a regular (non-event) week at school. Count how students and staff travel to (or from) school for 2-3 days in the fall, and again for 2-3 days of similar weather in the spring
- You will receive 25 points for your fall collection and your remaining 25 points for your spring collection.
- Note: This is a great way to engage volunteers and students!

DESIGN YOUR OWN PROGRAM (50 POINTS)
The sky is the limit! If it is sustainable-transportation related, we already love it!

SAFE ROUTES TO SCHOOL TRAVEL PLAN (50 POINTS)
- Note: Schools that already have a functional School Travel Plan do not need to do anything additional in order to receive points. You're all set!
- What is a School Travel Plan?
  - A School Travel Plan is a written document that outlines a school and community's intentions for enabling students to walk or bike to and from school. It is developed through a team-based approach that involves the school, experts, and often, members of the public. The team works together to identify barriers to walking and biking and develops strategies to address them.
  - Learn more here: http://saferoutes.vermont.gov/resources/miniguide#travelplan.
- Utilizing your travel plan to inform your Safe Routes to School or Way to Go! work will also earn you points.

WAY TO GO! CHALLENGE EVENT (50 POINTS)
- This is our flagship challenge. We’ll be running this Challenge for 1 to 2 weeks in the Spring.
- Just pick day(s) during the Challenge to encourage your students, coworkers and parents to walk, bike, bus, roll, carpool, to school!
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Points, Awards & Prizes

In an effort to encourage and increase participation throughout the year, participating schools automatically received incentives and were eligible for certain prizes as each point level was achieved. As the point level increased, the prize value increased. Each point level appropriately rewards the amount of effort put in to the activity, while also ensuring that the point level for the large prizes wasn’t too high to discourage participation.

Below is an outline of the prizes earned by point level:

- At 50 points, Be Heart Healthy Temporary Tattoos and Earth Erasers were provided for every student in the school (while supplies lasted), and the school earned one entry toward the Grand Prize (AllEarth PowerFlower), one entry towards 24 pairs of Darn Tough socks (up to six winning schools), one entry towards six QOR360 active chairs, and one entry towards a Keurig K-Select.
- At 100 points, slap bracelets were provided for every student in the school (while supplies lasted), and the school earned two entries towards the Grand Prize, two entries towards 24 pairs of Darn Tough socks, two entries towards six QOR360 active chairs, and two entries towards Keurig K-Select.
- At 200 points, the school earned 26 bike helmets in multiple sizes, three entries towards the Grand Prize, three entries towards 24 pairs of Darn Tough socks, three entries towards six QOR360 active chairs, and three entries towards Keurig K-Select.
- At 300 points, the school earned an inverted U-bike rack (while supplies lasted), four entries toward the Grand Prize, four entries towards 24 pairs of Darn Tough socks, four entries towards six QOR360 active chairs, and four entries towards Keurig K-Select.

Schools that received more than 300 points earned an additional entry into the Grand Prize drawing for every 10 points received. They also earned a $10 incentive that went toward promoting Way to Go! at their school and reflective stickers for every student and staff member at the school—just for signing up!
Way to Go! School Challenge
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Points, Awards & Prizes

50 POINTS: Temporary Tattoos

50 POINTS: Earth Erasers

100 POINTS: Slap Bracelets

200 POINTS: 16 Bike Helmets

300 POINTS: 1 (or more!) Bike Rack(s)

WIN 6 QOR360 YOUTH NEWTON CHAIRS

WIN A KEURIG K-SELECT!

WIN DARN TOUGH SOCKS

WIN 25 PAIRS OF DARN TOUGH SOCKS

Donated by: LOCAL MOTION

Donated by: ORIENTAL TRADING

Donated by: LOCAL MOTION

Donated by: CHITTENDEN COUNTY RPC

WIN YOUTH NEWTON CHAIRS

WIN YOUTH NEWTON CHAIRS

WIN YOUTH NEWTON CHAIRS

This beautiful 2,000 watt (net-metered) solar array follows the sun every day. It will generate ~3,000 kWh per year of your school’s electricity.

Over its life, it’ll produce over $20,000 of clean renewable electricity.

The AllEarth PowerFlower is designed and made in Williston, VT

Donated by: QOR360

Donated by: KEURIG

Donated by: DARN TOUGH

Place Creative Company
OVERALL RESULTS
OVERALL RESULTS

By the end of the school year, the Way to Go! Challenge recorded 31,955 sustainable transportation trips. On average, that’s 420 sustainable trips per school. Active Transportation Events and Walking Wednesdays saw the most participation. 32% of participating schools have a travel plan, 34% have Sustainable Transportation Engineering Programs, and 41% of the schools have Active Transportation Presentations/Educational Programs.

It is useful to evaluate this information in advance of the next challenge to determine ease of participation, where there is less participation interest, and point allocation.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Schools Signed Up</td>
<td>76</td>
</tr>
<tr>
<td>Number of Faculty &amp; Staff</td>
<td>4,208</td>
</tr>
<tr>
<td>Number of Participants</td>
<td>28,269</td>
</tr>
<tr>
<td><strong>Number of Sustainable Transportation Trips</strong></td>
<td><strong>31,955</strong></td>
</tr>
<tr>
<td>Number of Way to Go! Schools with Travel Plans</td>
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</tr>
<tr>
<td>Walk / Bike Field Trips</td>
<td>24</td>
</tr>
<tr>
<td>Walk to School Day Events</td>
<td>29</td>
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<tr>
<td>Bike to School Day Events</td>
<td>13</td>
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<tr>
<td>Pop-Up Demonstration Projects</td>
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<td>Walking Wednesdays</td>
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<tr>
<td>Active Transportation Events</td>
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<tr>
<td>Data Collection Events</td>
<td>9</td>
</tr>
<tr>
<td>Active Transportation Presentations/Educational Programs</td>
<td>31</td>
</tr>
<tr>
<td>Sustainable Transportation Engineering Programs</td>
<td>26</td>
</tr>
<tr>
<td>Total Different Towns</td>
<td>63</td>
</tr>
<tr>
<td>Total Different Counties</td>
<td>14</td>
</tr>
</tbody>
</table>
Final Participation Results:

With 28,269 total reported participants this year, school participation increased by 314% (when compared to 2017). The substantial growth could be attributed to a year-long program versus only a two-week challenge.

Note: School participation was not always segmented from individual participation. School numbers were separated in the reporting starting in 2012. Challenge did not become full school year until 2018.
PARTICIPATION SUMMARY
This year, the total number of participating schools saw a 53% increase from 2017.

Participation was highest again in Chittenden County, followed by Addison, Franklin and Windham Counties. While population density is a factor, there is room to increase participation in Orleans, Essex, Lamoille, Orange, Grand Isle and Bennington counties. These counties had only one or two participating schools.

### School Name | Town | Points  
--- | --- | ---  
Academy School | Brattleboro | 70  
Albert Bridge School | Browning | 150  
Bakersfield School | Bakersfield | 20  
Barre Town Middle and Elementary School | Barre Town | 160  
Bristol Elementary School | Bristol | 635  
Burke Town School | West Burke | 180  
Castleton Elementary School | Bovensenn | 30  
Central Elementary | Bellows Falls | 355  
Chamberlin School | South Burlington | 265  
Champlain Valley Union High School | Hinesburg | 215  
Charleston Elementary School | West Charleston | 40  
Charlotte Central School | Charlotte | 30  
Christ the King School Rutland | Rutland | 210  
CP Smith School | Burlington | 580  
Danville School | Danville | 90  
Edmunds Elementary School | Burlington | 340  
Edmunds Middle School | Burlington | 600  
Elm Hill School | Springfield | 20  
Enosburg Elementary | Enosburg | 360  
Fair Haven Grade School | Fair Haven | 10  
Fair Haven School | Fair Haven | 115  
Feeder’s Memorial School | Essex | 40  
Frederick Tuttle Middle School | South Burlington | 70  
Gilman Middle School | Gilman | 40  
Hartland Elementary School | Hartland | 260  
Harwood Unified Union School District | Moretown | 20  
Integrated Arts Academy | Burlington | 40  
Isle La Motte Elementary School | Isle La Motte | 480  
Jericho Elementary School | Jericho | 90  
JFK Elementary | JFK | 30  
Lamoille Union HS | Hyde Park | 10  
Lyndon Institute | Lyndonville | 180  
Lyndon Town School | Lyndon Center | 210  
Main Street Middle School | Montpelier | 20  
Marion Cross Elementary School | Norwich | 180  
Mary Hogan Elementary School | Middlebury | 725  
Mater Christi School - Preschool-Grade 8 | Burlington | 40  
Middletown Springs Elementary School | Middletown Springs | 30  
Miller’s Run School | Sheffield | 90  
Mount Anthony Union Middle School | Bennington | 30  
Neshobe School | Brandon | 110  
Northwest Primary School | Rutland | 70  
Oak Grove School | Brattleboro | 230  
Ottaquechee School | Quechee | 20  
Peacham Elementary School | Peacham | 20  
Peoples Academy | Morristown | 50  
Poultney Elementary School | Poultney | 150  
Putney Central School | Putney | 90  
Randolph Technical Career Center | Randolph | 10  
Ripton Elementary School | Ripton | 40  
Riverside Middle School | Springfield | 300  
Robinson Elementary School | Starksboro | 40  
Rutland High School | Rutland | 110  
Salisbury Community School | Salisbury | 20  
Saxtons River Elementary School | Saxtons River | 70  
Shelburne Community School | Shelburne | 380  
Shrewsbury Elementary | Shrewsbury | 20  
St. Paul’s Catholic School | Barton | 40  
St. Albans City Elementary School | St. Albans | 380  
St. Albans Town Education Center | St. Albans | 90  
Sustainability Academy at Lawrence Barnes School | Burlington | 180  
Swanton Elementary School | Swanton | 410  
The New School of Montpelier | Montpelier | 40  
Thetford Elementary School | Thetford | 180  
Twinfield USD 33 | Plainfield | 120  
Union Street School | Springfield | 20  
Vergennes Elementary School | Vergennes | 235  
Waitsfield Elementary School | Waitsfield | 275  
Wallingford Elementary School | Wallingford | 20  
Warren Elementary School | Warren | 70  
Weathersfield School | Ascotney | 235  
Wells Village School | Wells | 10  
Westminster Center School | Westminster | 170  
White River School | White River Junction | 20  
Windham Elementary School | Windham | 20  
Windsor Schools | Windsor | 780
PARTICIPATION & POINTS SUMMARY
Vermont School Participation & Points Map
Vermont Participation - Points Summary by County Map

PARTICIPATION & POINTS SUMMARY
Vermont School Results
Total Schools: 76
Faculty & Staff: 4,208
Students: 24,061
Total Participants: 28,269
Overall Traffic:
- 2.09 pages viewed per session (on average)
- 5,485 total pageviews
- Average session duration was 2:37 (an increase of 1:01 from 2017)
- Bounce rate was 62%

Between August 2018 and the end of June 2019, there were 1,544 users to the website, 2,629 sessions, and 5,485 total pageviews. This represents roughly 37% of all participating faculty and staff. The final reporting places the number of participants at 28,269. The bulk of that number (85%) represented students who would not have engaged with the website. This reflects the continued transition in promotional strategy from engaging with all participating individuals to engaging only with the program coordinators or leaders (such as school officials, teachers, etc). Though the number of site visitors is slightly lower than last year, when we compare the number of site users to the overall participation number, on average, each user this year would have brought 18 participants into the program (a substantive increase from 2017).

On average, users spent 2:37 on the site. This is an increase of just over a minute from last year, indicating that users are more engaged with the content. The bounce rate decreased slightly which provides further indication that the information this year was useful.

Half of all website pageviews were to the home page (44%). This indicates that the majority of all pageviews were likely to view the summary participation information or for a program or winner overview. The next most popular page was the Participating School List page, with almost 13% of all pageviews. The Way to Go Activities page, was the third most popular page, with 10% of all pageviews. The Awards and Prizes page had the 4th highest number of pageviews at 10%, and the Tools for Success page (with resources to help promote participation), received 5% of pageviews.

Site Access:
Users accessed the site via:
- Desktop - 79% (1,216 users)
- Mobile Device - 19% (289)
- Tablet - 3% (41)

This breakdown is consistent with historical data and reflects outreach methods where users would be more likely to interact with the site at work versus at home or on-the-go.
Website Analytics
August 1, 2018 – June 30, 2019

Traffic to the website arrived via:
- Organic Search (46.5%)
- Direct Traffic (38.62%)
- Referral (6.82%)
- Email (4.34%)
- Social (3.66%)
- Other (0.06%)

Referral traffic:
- Facebook (34.12%)
- State of Vermont Agency of Education (7.06%)
- Google (8.24%)
- DuckDuckGo and REVERMONT.ORG (3.53% each)

Facebook brought 58 site visits, an increase of 16% from 2017. The average time spent on page from referrals was 2:31. This is more than 5x longer than in 2017.

Display ads played a much larger role this year, and organic search drove a higher percentage of traffic. The reduced e-mail campaign and social media outreach caused traffic from those sources to drop off. These methods were not of use in reaching the target audience this year.

Traffic Location:
Most of the website traffic came from Vermont, as expected:
- Vermont (41%)
- Virginia (7%)
- New York (7%)
- California (5%)
- Massachusetts (5%)
- New Hampshire (4%)
- Connecticut (3%)
- Texas (3%)
- Oregon (2%)
- Florida (1%)

In Vermont, the top 10 cities and towns were:
- Burlington (21%)
- Montpelier (12%)
- South Burlington (7%)
- Williston (4%)
- Stowe (3%)
- Alburgh (3%)
- Killington (3%)
- Colchester (2%)
- Rutland (2%)

Seeing the bulk of traffic in Burlington is not surprising, given that this program has the most awareness within Chittenden County.

The Top Web Pages (by pageviews)
1. Home Page:
   - Total Pageviews: 44.27% (2,428)
2. /list_schools:
   - Total Pageviews: 12.56% (689)
3. /way_to_go_activities:
   - Total Pageviews: 9.99% (548)
4. /points_awards_and_prizes
   - Total Pageviews: 9.79% (537)
5. /tools_for_success
   - Total Pageviews: 5.29% (290)
6. /how_it_works
   - Total Pageviews: 4.63% (254)
7. /how_to_earn_points
   - Total Pageviews: 2.59% (142)
8. /list_of_participating_schools
   - Total Pageviews: 2.39% (131)
9. /contact
   - Total Pageviews: 2.02% (111)
10. /schools_in_point_order
    - Total Pageviews: 1.51% (83)

The most important pages this year were the Home page (as expected), the List of Participating Schools page, the Way to Go! Activities page, and the Points, Awards and Prizes page. Users are first getting an overview of the program, looking at what schools are participating, then at what activities are available for participation, and available prizes. Finally, an event summary and school list page continue to be valued by users.
MARKETING OUTREACH
Sponsors and Partners

Sponsors:
AllEarth Renewables, City Market, Darn Tough, Keurig, Local Motion, National Life Group, VEHI, QOR360.

Partners:
The following changes/improvements were made to the site:

- Moved entire site to new platform
- Changed some of the template design
- Overview of participation on home page
- Inclusion of point levels on the map, including a key
- Participating Schools pages added--alphabetical, by leading points, and an overview of each school's activities
- Participating Schools pages linked to live spreadsheet for accuracy and rapid reporting
- How to Earn Points page updated
- Way to Go! Activities page added
- Reporting form added
- New resources added:
  - All About The Way to Go! to School Challenge (PDF)
  - Data Collection “How To” (PDF)
  - Classroom Tracking Sheet (PDF)
  - Go!Vermont S500 Mini-Grant Guidelines (PDF)
  - Letter To Parents – Template (Word)
  - E-mail To School Staff—Template (Word)
  - Sample Press Release for Walk to School Day (Word)
  - Winter Walk to School Day Resources (Folder)
  - AllEarth Renewables PowerFlower One-Sheeter (PDF)
  - Award Ceremony Information (PDF)
  - School Challenge Overview (PDF)
  - Folder of All Posters
  - “It’s Go Time” (PDF – Color – 8.5” x 11”)
  - “It’s Go Time” (PDF – Black & White – 8.5” x 11”)
  - “It’s Go Time” (PDF – Color – 11” x 17”)
  - “It’s Go Time” (PDF – Black & White – 11” x 17”)
  - Way to Go! School Challenge Logo (PDF)
MARKETING OUTREACH
Creative

To invest in the new strategy this year and leverage the strong, familiar creative from 2017, our goal with creative for the 2018/2019 school year was to continue with the popular viking theme. New materials were required and created to help explain and promote the school-year long program. Here is an overview on those resources:

Creative deliverables included:

- **All About The Way to Go! School Challenge**
  This hand out was one of the more labor intensive pieces because we worked through the details of the point system, activities, and how to convey this information clearly and concisely.

- **School Challenge Overview**
  This two-sided one sheeter was created to provide an overview of the program for the 2018/2019 year, introduce the change and initialize sign ups.

- **Data Collection “How To”**
  This PDF was created to explain the Fall and Spring data collection. It included links to the Classroom Tally Sheet, deadlines, and contact information.

- **Letter to Parents Template**
  This letter provided schools with a template to download, personalize with their school’s information, and send out to parents of participating students. It included header and footer artwork with the viking theme.

- **How Other Schools Have Been Successful**
  This PDF included stories shared by other schools about how they participated in the Way to Go! School Challenge. These stories showed the ease and benefit of participation.

- **Sample Press Release**
  A Walk to School Day press release template was created so that others could fill in their participating school details and submit for press coverage. A viking themed header was at the top of the release.

- **Award Ceremony Information**
  A PDF was created for the award ceremony—the “Green Transportation Party”—to provide schools with information on the planned festivities. It included the location, timing and contact information and imagery using the viking theme.

- **It’s Go Time Posters**
  New posters were created with the existing viking theme to promote the program, on both 8.5” x 11” and 11” x 17” paper, in both color and black & white (for ease of printing within schools).
E-mail Outreach:

- Sent out a monthly newsletter to participants.
- Sent out bulk recruitment e-mails to multiple sources (Vermont Principals’ Association, SHAPE VT, Safe Routes to School, Bike Smart, etc) periodically.
- Individually e-mail previous participants who haven’t signed up.
- Sent out individual check-in e-mails partway through the challenge to participants who have not engaged past sign-up.
- Sent out postal mailing to principals across the state who had not signed up for the Way to Go! School Challenge.
Facebook posts were shared throughout the year to promote the program. In general, the reach was low, but that is not surprising given the limited audience. Engagement with the posts was fairly consistent, though. Posts about students participating in a walk or bike event seem to be of the most interest. The “Way to Go! Celebrates 20,000 Participants” post reached 3.1k individuals and had the most engagement. Investing in promoted posts like these may increase engagement. However, it should be considered whether the engagement would translate to an increase in participation. Facebook continues to be a worthwhile platform for engagement with our audience. It’s best used as a community-building tool.
WINNERS & AWARD CEREMONY
WINNERS

The Green Transportation Party and Award Ceremony was held at the Vermont Statehouse and House Chamber in Montpelier on June 5th at 11:30 am.

Representative Curt McCormack joined the event to hand out awards. Below is a list of the school and prize winners for specific school engagement, creative activities, and achieving the highest activity point levels.

Winning Schools:

Super Carbon Cutter Award and Carbon Cutting Leader for 2nd Highest Participation Overall: Mary Hogan Elementary School
Prize: AllEarth Renewables Solar PowerFlower

Super Carbon Cutter Award: Windsor School
Prize: Carbon Cup & QOR360 Chairs

Carbon Cutting Leader for Bus Ridership: Champlain Valley Union High School

Carbon Cutting Leader Most Improved: Poultney Central School

Carbon Cutting Leader for Highest Percentage of Students, Staff, and Teachers Walking, Rolling, or Biking: Albert Bridge School

Carbon Cutting Leader for Best Photo or Video: Enosburg Falls Elementary School

This year, 41 of the participating schools met the 50-point criteria to be eligible to win the prizes: an AllEarth Renewables PowerFlower Solar Tracker, Darn Tough Socks, and a Keurig Professional Coffee Maker.

Several schools won 24 pairs of Darn Tough Socks:
CP Smith
Poultney Central School
Isle La Motte Elementary
Central Elementary
Edmunds Middle School

Putney Central School won the Keurig Commercial Brewer raffle.
This year, the Awards Ceremony featured a Green Transportation Party on the front lawn of the Statehouse. Vendors included AllEarth Renewables, QOR360, Sidewalk Butler, Local Motion, and eBike vendors with demos (Onion River Outdoors, Old Spokes, and Zoom Bikes). Students and the public were encouraged to learn and participate.
FUTURE CHALLENGES
Our annual participation goal was 100 schools. This year, 76 schools registered. Of those registered, 54% or 41 schools achieved the minimum points to qualify for the grand prize. This reflects an opportunity to expand the number of schools participating and work closely with those that do advance. We should provide them with the tools and support necessary to achieve widespread, effective engagement.

While offering schools a full year to advance green transportation activities, it takes significant staff and volunteer effort to support almost any event. In some schools, organizers have set up a growing listserv to ensure good communications and organized events that are safe and inclusive.

The Way to Go! organizers continue to strengthen the network of coordinators through website tools such as the interactive map of participating schools and school contacts. Additionally, we are surveying participating school coordinators and summarizing results.

Below is a list of easy ways to improve the 2019/2020 Way to Go! program.

Lessons learned from this year’s program:
- End the challenge earlier in the year (early May) to accommodate awards and recognition.
- Create urban/rural and smaller activity “tracks” to ease the menu of activities schools choose from.
- Diversify prizes and rewards for more interim rewards throughout the school year (i.e., raffles for experiences like “local bike club comes to school to do bike tricks for assembly”).
- Tailor resources and materials to engagement e-mails (e.g., letters home, posters, announcement text).
- Establish Regional Coordinators to help provide more on-the-ground support for local schools.
- Improve the structure of communications between coordinators and students to organize rides and avoid single car trips.

Ways to improve school reporting and data collection:
- Survey existing active school coordinators on reporting mechanisms and storytelling for community benefit along the way (Facebook, Twitter and local news coverage).
- Evaluate the purpose of reporting and determine the metrics that are meaningful. Standardize or seek reporting from additional sources (i.e., school transportation manager, VEHI path points). In other words, avoid duplicating effort.
- Make reporting quicker.
- Automate the submission and reporting process as much as possible.