

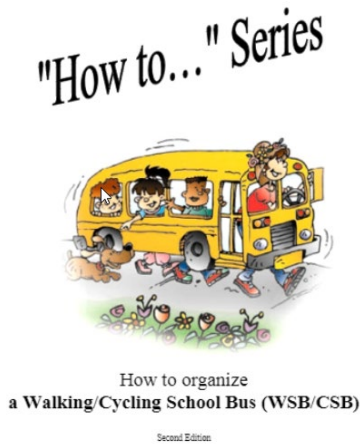
Example of Clear and Effective Communication

Genre Manual for a community program
Target audience Parents, on a volunteer basis
Title *How to Organize a Walking/Cycling School Bus (WSB/CSB)* (Manual, 22 pp., 2000) ([Link to 2nd Ed.](#))
Overall challenge Make a complex program easy to follow for parents.
 Set up content so they can find relevant tasks very quickly. Make it easy to print current tasks.

Value added from applying principles of Clear and Effective Communication (9. Accessible not addressed here)

Overall →	↓ \$\$ (↓ word count so ↓time)	↑ Efficiency (easier to review, edit, translate, update)	↑ Usability (easier to read and use info)
1. Concise	✓ Ensured sentence structures are brief.	5. Complete	✓ Explicitly stated all items in all steps.
2. Chunked	✓ Grouped info by phase & task, in chronological order.	6. Relevant	✓ Kept in mind the perspective of the target user.
3. Scannable	✓ Designed allows reader to find similar types of content easily.	7. Coherent	✓ Kept a good logic in how steps are grouped and ordered.
4. Accurate	✓ Validated all information.	8. Inclusive	✓ Ensured bias-free language.

The cover **Some key features**



Step 8: Create the WSB/CSB(s)

The following parts A), B) and C) offer an outline of the main issues to discuss and plan for. Some groups may prefer to combine this meeting with *Item 10: Do a test-walk.*

This can be a very informal meeting. You may want to conduct this as a large meeting, with each 'route' working as a unit. Or you may prefer to have each 'route' meet individually.

Checklist approach in chronological order to help track next steps.

Bring to Meeting!

- For each 'bus' group, a copy of the map with homes of participants identified.
- Markers to trace out the route(s).
- A copy of the rules for discussion purposes

Great reminder for busy parents!

A) Establish the route(s)

- ❑ **Highlight the route(s) on a map and give each 'bus driver' a copy.**
 - If there is more than one WSB/CSB route, break into route groups.
 - Choose the route that offers maximum security for pedestrians. Good routes have sidewalks, pedestrian crossings, are well lit (a concern in winter and in the north), etc.
 - Identify issues you will need to discuss with your local council. Be sure that the snow will be removed **before** the 'bus' leaves in the morning and afternoon, and that existing regulations are enforced, such as traffic calming measures, and no-idling and no-stopping by-laws.
- ❑ **Give all 'bus drivers' a complete contact list.**
 - Include home and work phone numbers.
 - Ask everyone to notify the committee of any errors. Provide a revised list as necessary.
- ❑ **Set the starting date for the WSB/CSB. (Ask for police presence on the streets during the first few days.)**
 - All participants—parents/caregivers and students—should plan to walk their route soon after the start of the WSB/CSB, even if they are not going to be a 'bus driver'. This allows parents/caregivers to review and reinforce the concept and rules with their own children. It also provides an opportunity for everyone to get to know each other.