

# WHERE DO I BEGIN?



A Guide To Starting A Safe Routes To School Campaign at Your School

# A Guide to Starting a SRTS Campaign at Your School

Safe Routes to School (SRTS) is a local, state, and national movement to make it easier and safer for students to walk and bike to school. The Seattle Department of Transportation (SDOT) supports this effort by funding engineering improvements, education, and encouragement campaigns at public and private schools throughout Seattle. The City's SRTS program and actions identified in its Safe Routes to School Action Plan support Seattle's overarching **Vision Zero** plan to eliminate traffic fatalities and serious injuries by 2030.



# How Do I Use This Manual?

This manual is for parents, caregivers, volunteers, teachers, and other school champions and provides step-by-step instructions on 1) how to encourage bicycling and walking to school, and 2) how to start a safety campaign at your school. Remember that these tips and ideas can and should be tailored to fit the needs and issues relevant at your school. **SDOT's Mini Grant program** can help fund the activities in this manual at your school. This manual is organized into four parts:

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# Where Do I Begin? Putting a Team Together!

The first step is to identify one or two school “champions” to initiate and manage the program, whether it’s a single campaign or a larger Safe Routes to School program at your school.

## STEPS

- ✓ Identify a core team of school champions (parents, volunteers, teachers, etc.).
- ✓ Present the idea at PTA and staff meetings to find more champions.
- ✓ Core Team:
  - › School principal or assistant principal
  - › Parents or caregivers
  - › Students
  - › Teachers
- ✓ For a larger SRTS program, it is helpful to include a wide range of stakeholders on the team, depending on the needs of your community (i.e. community and business organizations, elected officials, engineers, city planners, police officers).



# Encouragement Programs

Encouragement programs are important for building a biking and walking movement in schools. [SDOT's website](#) includes walk and bike maps for every public school, which provide information on walking and biking to school safely and may be used to help plan a Walking School Bus or Bike Train Route.

## Walking School Bus

A Walking School Bus is a group of children walking to school with one or more adults, picking up students along the way. Seattle Public Schools can help parents or caregivers identify where students live in order to plan a Walking School Bus route. [Feet First](#) has also created a 2.5 hour training focused on pedestrian safety and the basics of establishing a Walking School Bus. See the [Walking School Bus tip sheet](#) for more details on getting started.

## STEPS

- ✓ Gather support at your school by talking to parents, teachers, and your school principal.
- ✓ Identify parent volunteers or teachers who are interested in leading or supporting a walking school bus. One adult per every six children is recommended.
- ✓ Create a contact list with phone numbers and/or emails of interested people. Keep this list on file for future communication.
- ✓ Choose a route and test it with adults for safety. Take a look at your school's walk and bike route map to help find the best route. Contact Seattle Public Schools or the SDOT SRTS program for assistance choosing a safe route.
  - › Which route stays off busy streets as much as possible? Are there sidewalks or paths on busy streets?
  - › Where is the best place to cross busy streets?
  - › Where are adult crossing guards posted?
- ✓ Decide how often you will walk together (everyday, once a week, once a month), where and what time children will meet the "bus," and any volunteer or safety training needs.

- ✓ Spread the word at school using posters, flyers, etc. Reach out to parents who live along your route.
- ✓ Assemble a leader backpack consisting of a First Aid kit, safety vest, lights, and phone list.
- ✓ Consider giving out goodies or treats to kids who participate, like hot chocolate during cold months or apple slices during warm months.
- ✓ Once you have an established Walking School Bus route that meets regularly, SDOT can install Walking School Bus Stop signs to formalize the stops on your route.
- › Which route stays off busy streets and uses side streets, greenways, or trails?
- › Where are the best places to cross busy streets?
- › Assemble a leader backpack consisting of a First Aid kit, safety vest, lights, and phone list.
- › Consider giving out goodies or treats to kids who participate, like hot chocolate during cold months or apple slices during warm months.

## Bike Train

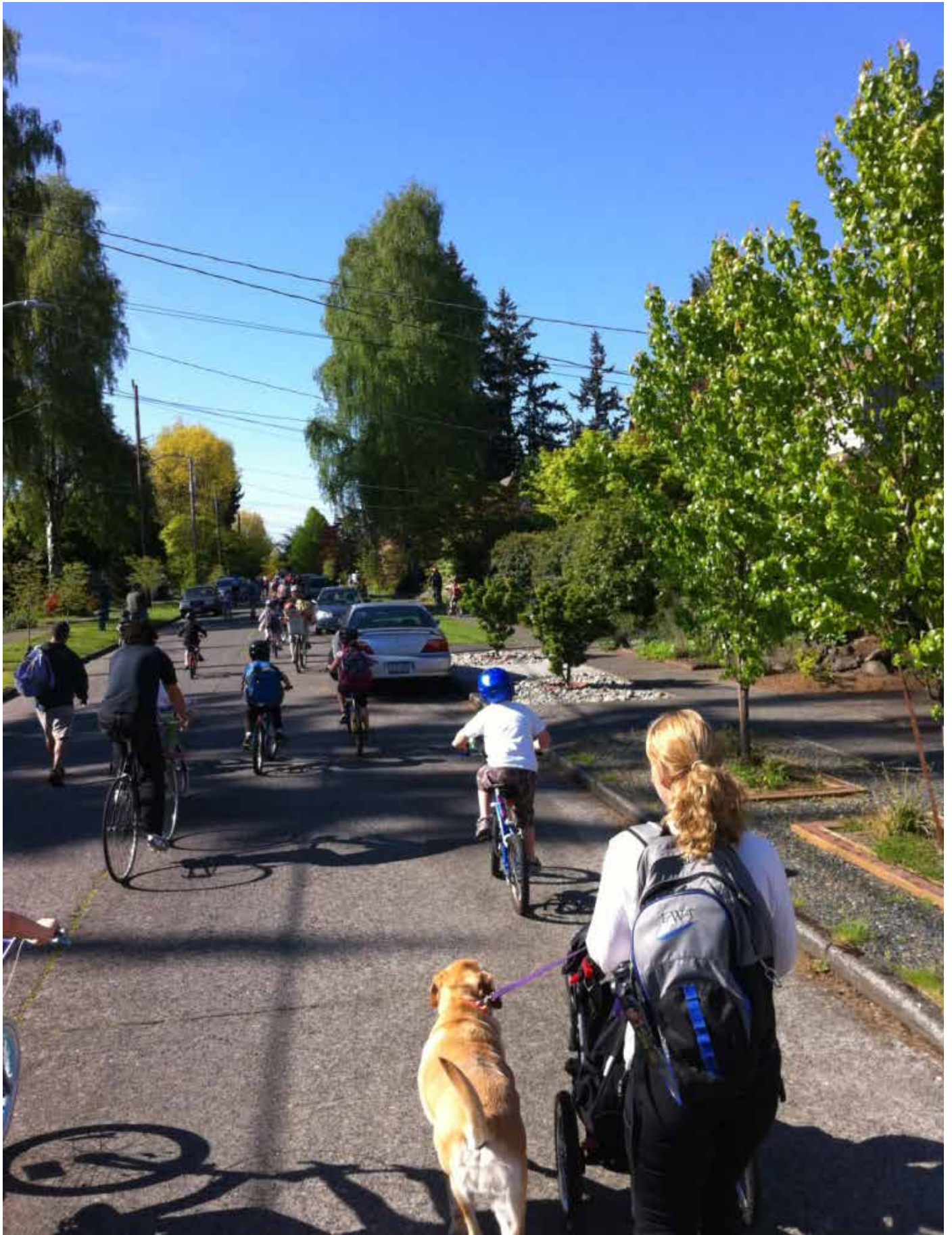
Similar to a Walking School Bus, a Bike Train involves a few parents or caregivers “picking up” students along the way to school on bikes. It’s best to have one parent for every 2-3 students.

**Cascade Bicycle Club** offers trainings on starting a Bike Train.

## STEPS

- ✓ Bike Train Checklist
  - › Gather support at your school by talking to parents, teachers, and your school principal.
  - › Identify qualified parent volunteers or teachers who are interested in leading or supporting a bike train.
  - › Create a contact list with phone numbers and/or emails of interested people. Keep this list on file for future communication.
  - › Survey your community and plan your route (under 30 minute route recommended). Take a look at your school’s walk and bike route map to help find the best route.
- ✓ Train components
  - › Front and rear adult riders to make sure children are all ‘aboard’ together.
    - › One adult rider for every 2 or 3 children.
  - › Appropriate spacing (one bike-distance between each passenger).
  - › Single file.
  - › Train rules (using hand signals, no swerving, basic knowledge of bicycle safety, etc.).
- ✓ Spread the word
  - › Post a blurb in your school newsletter, local blog, community or library bulletin (include a brief description of what a bike train is along with your contact info).
  - › Reach out to local businesses, who may be interested in sponsoring a Bike to School Day event.
- ✓ Bicycle skills course recommended for children, parents or caregivers, and volunteers. Check with Cascade Bicycle Club, or see their [website](#), to find out when the next Bike Rodeo and Bike Train training will be.





## Stop and Walk

Stop and Walk is a simple campaign to encourage parents or caregivers who drive to school to drop off or pick up their kid(s) 2-4 blocks from school. This is a great way for kids who live too far from school to still take part in walk to school campaigns. Stop and Walk also helps reduce traffic around your school which keeps your kids safer.

### STEPS

- ✓ Check in with your school principal and PTA about your plans.
- ✓ Put up Stop and Walk flyers and posters around your school.
- ✓ Hand out flyers to parents during drop off and pick up.
- ✓ Write an article about the campaign for your school newsletter and website.
- ✓ Get your school excited about Stop and Walk by handing out goodies and treats to families that participate.

**Example: The Safe Routes to School program at Hawthorne Elementary** developed campaigns to encourage students and neighbors to “Hike and Bike the Hill” and “Park and Walk.”

## Walk to School Month/Bike to School Month

Many Seattle Public Schools already participate in **National Walk to School Day** in October and **National Bike to School Day** in May. Walk or Bike to School Month activities can be combined with one or more of the other encouragement campaigns, such as Walking School Buses, Bike Trains or Stop and Walk.

### STEPS

- ✓ Identify one parent volunteer (you or someone else) who will lead the campaign from start to finish.
- ✓ Find school champions to form a core team at least six weeks in advance. It’s best to include a staff person on the core team.
- ✓ Meet with your principal, staff, and PTA to share your ideas and get more support.
- ✓ Choose a campaign to fit your school (one day, one day per week, all month long, etc.).
- ✓ Get your event on your school calendar.
- ✓ Register your event:
  - › Register a walk or bike event at [walkbiketoschool.org](http://walkbiketoschool.org) for access to downloadable materials, chances to win prizes, and a weekly newsletter.
  - › Register a walk event with Feet First at [feetfirst.org](http://feetfirst.org) for a chance to win prizes and free resources for hosting a walk to school event.



- › Register an elementary school bike event with Sarah Lounsbury from Cascade Bicycle Club at [ypa@cascadebicycleclub.org](mailto:ypa@cascadebicycleclub.org) to get a Bike to School kit and be eligible for prizes.
  - › Register a middle or high school bike event with Cascade Bicycle Club at [luum.com/challenges/89/bike-to-school-challenge](http://luum.com/challenges/89/bike-to-school-challenge) to enter to win prizes for your school.
- ✓ Spread the word and build excitement:
- › Communicate with school staff to let them know about the event and invite them to participate.
  - › Let all school families know what's coming through fliers in "backpack mail," school newsletter, website, phone calls, etc. Consider translating the materials to common languages spoken at your school.
  - › Get kids on board and excited through hallway posters, school announcements, assemblies, etc.
- ✓ Use incentives to get kids excited about participating and keep up the momentum through the month:
- › Set up a table near the main school entrance to hand out **SDOT's free incentives** like stickers, temporary tattoos, hand stamps, and wrist bands.
  - › A Bike Fairy can leave surprises, like stickers or bike lights, on bikes parked at school before the end of the day.
  - › Consider awarding a prize to the student or class that has the most participation over the course of the campaign.



- ✓ Track participation. It's important to know how many people are walking or biking to school to keep the excitement up and show the impact of your campaign:
  - › This can be as simple as having a sign-in sheet at the main entrances to your school, handing out punch cards that are punched every time a kid walks or bikes to school, or having each student track their trips on a tally sheet (see the Appendix for example tally sheets).
  - › If you're running a bike to school month campaign at a middle or high school, use Cascade Bicycle Club's trip tracker to log trips and miles: [luum.com/challenges/89/bike-to-school-challenge](https://luum.com/challenges/89/bike-to-school-challenge)

## Ideas

- ✓ Example: Hawthorne Elementary SRTS program used punch card key chains and "Toe Tokens" as an incentive for students to walk to school.
- ✓ Example: Students work toward a larger goal with tallied miles: Crossing the United States, traveling to Mexico or Canada, etc.
- ✓ Friendly challenges between different classrooms, students and staff, or between different schools:
  - › Use morning school announcement to publicize current biking and walking tallies.
  - › Contact local businesses for donations of prizes or prizes with higher value.





## Bicycle Parking

If you need more bike racks at your school, SDOT may be able to help. In coordination with Seattle Public Schools, SDOT can install bike racks on your school campus in places that are publicly

accessible. If there aren't good locations on campus, a bike corral on the street in front of your school can provide needed bike parking. SDOT often places bike corrals in locations that aren't legal parking spaces, like 20 feet from a crosswalk.

**School  
Year  
Started**



[seattle.gov/visionzero](http://seattle.gov/visionzero)

**SPEED  
LIMIT  
20** is Plenty



[seattle.gov/visionzero](http://seattle.gov/visionzero)

**SCHOOL ZONE**  
Seattle Department of Transportation  
**20**  
MPH  
**PACE CAR**

# Safety Campaigns

The following campaigns focus on encouraging safe behavior for people driving to and from school or near schools, such as driving the speed limit and following proper arrival and departure procedures.

## Yard Sign Campaign

Want to show your support for school road safety? Is there a specific message you want to send to people driving through your neighborhood? SDOT has developed a series of yard signs with different safety messages that you can put in your yard or elsewhere in your neighborhood. Signs are available for free and can be picked up at the Seattle Municipal Tower (700 5th Ave).

## Pace Car Program

Pace Car Program participants pledge to drive the speed limit, respect people walking and biking, and display the Pace Car window cling. SDOT supports school communities who want to start a Pace Car program by providing pledge forms and window clings that participants can proudly display on their vehicles. See Pace Car Program materials in the appendix.

## School Arrival and Departure Procedures

Having a plan in place for how parents and students should arrive to and depart from school in a car, on foot, or on bike is very important for traffic safety around the school. An Arrival and Departure Procedures Handbook, available on our [webpage](#), has been developed to assist schools in improving arrival and departure procedures and communicating these procedures to the school community.

The [Seattle School Traffic Safety Committee](#), made up of SDOT, Seattle Police, Seattle Public Schools, parents, and bicycle and pedestrian safety advocates, can help evaluate traffic conditions around schools and recommend possible solutions. To request the [School Traffic Safety Committee](#) examine your school site and recommend improvements, complete the [online form](#).

# Funding and Resources

SDOT provides funding to schools that want to implement any of the ideas in this manual. Schools can also look to local business for donations or sponsorship of their events.

## Safe Routes to School Mini Grant Program

**SDOT's Mini Grant program** provides up to \$1,000 to schools, PTAs, and community groups to encourage walking and biking to school through education and encouragement activities. More information on project eligibility and the application process is located on the SDOT website. Applications are accepted twice each year: during October and April. All of the suggested encouragement programs in this SRTS Manual may be eligible for Mini Grant funding.

## Additional Resources

- ✓ [Feet First](#)
- ✓ [Cascade Bicycle Club Education Foundation](#)
- ✓ [Washington Bikes](#)
- ✓ [Bike Works](#)
- ✓ [School Traffic Safety Committee](#)
- ✓ [Walk.Bike.Schools group](#)
- ✓ [Seattle Neighborhood Greenways](#)
- ✓ [The Walking School Bus Guide](#)
- ✓ [Teaching Children to Walk Safely as they Grow and Develop](#)
- ✓ [San Francisco Bicycle Coalition: Family Biking Guide](#)
- ✓ [National Center for SRTS](#)
- ✓ [SRTS National Partnership](#)

## Contact info

### **Brian Dougherty**

*Safe Routes to School Coordinator*

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(206) 684-5124

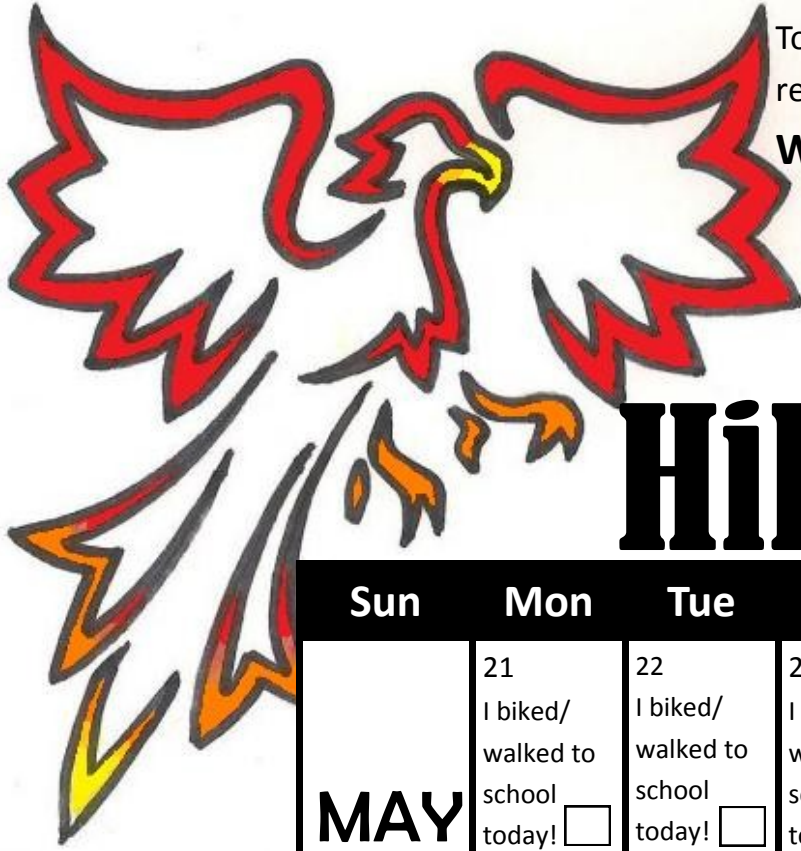


# Appendix

## Hike and Bike to School Day is Friday, May 18<sup>th</sup>!

- ❖ It's healthy and fun! Walk or Bike to School on Friday, May 18<sup>th</sup>!
- ❖ High-Five the Feet First Chicken!
- ❖ Receive a Prize!

\*A Walking School Bus will be meeting at 8AM on Rainier Playfield's playground at S. Oregon St. & 38<sup>th</sup> Ave. S. If you are interested in joining, please contact Rachel Eells: [eellsrr@gmail.com](mailto:eellsrr@gmail.com) (206) 725-9072



To be eligible for the raffle on Field Day, return this calendar to your teacher by **Wednesday, June 6th!**

# HAWTHORNE Hike & Bike

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>MAY</b>	21 I biked/ walked to school today! <input type="checkbox"/>	22 I biked/ walked to school today! <input type="checkbox"/>	23 I biked/ walked to school today! <input type="checkbox"/>	24 I biked/ walked to school today! <input type="checkbox"/>	25 I biked/ walked to school today! <input type="checkbox"/>	26 <b>GREAT JOB!</b>
	27	28 I biked/ walked to school <input type="checkbox"/> today!	29 I biked/ walked to school <input type="checkbox"/> today!	30 I biked/ walked to school <input type="checkbox"/> today!	31 I biked/ walked to school <input type="checkbox"/> today!	<b>Almost There!</b>
				<b>JUNE</b>	1 I biked/ walked to school <input type="checkbox"/> today!	2 <b>YOU ROCK!</b>
3	4 I biked/ walked to school <input type="checkbox"/> today!	5 I biked/ walked to school <input type="checkbox"/> today!	6 Bring your calendar to your teacher!!		7	8 Field Day!!

NAME: \_\_\_\_\_

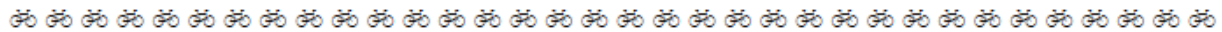
GRADE: \_\_\_\_\_

TEACHER: \_\_\_\_\_



# Hawthorne Hike and Bike

## May-June 2012



Welcome to Hawthorne Hike and Bike! Your Hike and Bike Calendar is on the back of this sheet. Every day you walk or bike to school (or somewhere you need to go\*), put a check mark in the box! Bring your calendar to school and give it to your teacher on **Wednesday, June 6<sup>th</sup>**. (Make sure your name is on it!) Every student who returns their calendar on June 6th will be eligible for a raffle happening on Field Day! (June 8<sup>th</sup>).

\*(Because every child cannot bike or walk safely to school, and because the "work" that kids do also includes sports, music lessons, trips to the library, play dates, etc., trips for Hike and Bike can include any trip made by bicycle or foot, somewhere he or she needs to go, one round-trip per day.)

Each time you ride your bike, remember the following safe cycling practices:

### **WEAR A HELMET EVERYWHERE AND EVERY TIME YOU RIDE!**

Do the EYES, EARS, MOUTH check to make sure your helmet fits and straps are snug.

### **RIDE RIGHT!**

Go with the flow of traffic and ride single file.

### **STOP AND LOOK BOTH WAYS BEFORE ENTERING THE STREET**

### **OBEY ALL TRAFFIC SIGNS, SIGNALS, AND LAWS**

Stop at stop signs, red and yellow lights.

### **5. IF YOU ARE RIDING ON THE SIDEWALK, RIDE SLOWLY, AND WATCH FOR CARS**

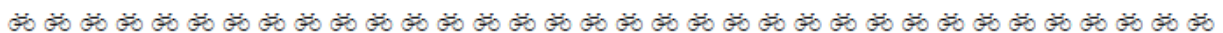
Slow down and look for cars at driveways too.

### **6. SCAN AND SIGNAL BEFORE TURNING.**

1. Look back, front & side ("scan") to make sure there are no cars coming.
2. Signal left or right.

Scan again and when it's safe move into the correct lane position and turn.

4. If you do not feel safe turning in traffic, use the crosswalks instead.



**Questions?** Contact Jenny Almgren at [jenny.almgren@cascadebicycleclub.org](mailto:jenny.almgren@cascadebicycleclub.org)  
or Caitlin Callaghan at [caitlin@feetfirst.org](mailto:caitlin@feetfirst.org)

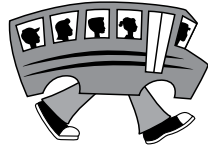
# Walk+Bike Challenge

## Classroom Scorecard

Student	Monday	Tuesday	Wednesday	Thursday	Friday

Add them up! How many times did everyone walk, ride, or roll?

\_\_\_\_\_
 \_\_\_\_\_
 \_\_\_\_\_
 \_\_\_\_\_



# WALK/NG SAFETY

School Bus

## **WALKING SCHOOL BUS PARENTS:**

1. Please read the rules below with your child and ensure that he or she understands the risks if they are not followed.
2. Tell your child that he/she must follow instructions given by the WSB leader and could be removed from the WSB for persistent dangerous behavior.

## **WALKING SCHOOL BUS LEADERS:**

1. Be visible by wearing your yellow reflective vest every day.
2. At the start of each walk to school, remind the children of the Three Safety Rules:
  - Walk (Don't Run)
  - Stay on the Sidewalk
  - Walk Sensibly (No Horsing Around)
3. Walk together as a group. If necessary, put a parent or an older child at the front with instructions to slow everyone down so the last person is not too far behind.
4. Cross side streets as a group, by allowing slower walkers to catch up before crossing. Make eye contact with stopped drivers and be sure they are letting you cross before entering the road.
5. Cross main streets at a crosswalk or intersection.

Student Signature: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

***Return this signed card to earn a reward!***



Muir Families: Walk to School on  
**WALKING WEDNESDAYS!**  
May 4th, 11th, 18th & 25th

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Walking school buses leave from the following locations:

**From NORTH of Muir:**

8:40 AM - 29th & S. Plum

Contact Daisy or Joe Zajonc at 320.9615

8:50 AM - 33rd & S. Bayview

Contact Marcus Macklin at 290.1522

**From EAST of Muir:**

8:40 AM - Hunter Blvd & S. Hanford (in front of church)

Contact Jim Peterson at 723.1366

**From SOUTH of Muir:**

8:40 AM - Safeway parking lot (near the front entrance to Safeway)

Contact Jen Cole: 650.5578



This is part of the  
**John Muir Green Feet Project.**  
Contact Jen Cole for more info: [jen@feetfirst.info](mailto:jen@feetfirst.info)

# Choosing Your Walking Campaign

## THREE OPTIONS FOR CAMPAIGN STRUCTURE:

### One-Day Event

A one-day event is an excellent option if you're just beginning to promote walking to school. The structure is simple: get as many people as possible to walk to school on the same day. Choose at least one meeting place away from school so that a large group can walk together. The best known one-day event is "IWALK" – International Walk to School Day. IWALK takes place on the first Wednesday in October and has thousands of participants around the globe. It's a fun way to feel part of a bigger movement! Find more information and free resources at [iwalktoschool.org](http://iwalktoschool.org).

### Once-a-Week Event

This option features one day of the week to emphasize walking: Walking Wednesdays or Fuel Free Fridays, for instance. The campaign lasts a month, resulting in four or five walk-themed days and opportunities to build participation over time. Assign fun themes to each week (i.e., "scavenger hunt day" or "trash pick-up day") to further engage students and other participants. The once-a-week structure works well with organized walking groups, also called Walking School Buses. Organizers identify meeting spots within a mile of the school and find parent or staff volunteers to lead the walk from each location. This option is especially effective if your neighborhood has traffic safety issues, as routes can be planned to avoid difficult areas. Tracking participation can be exciting with this model. You can recognize students for how many times they walk with announcements or prizes. Walking School Buses can be recognized for the number of students involved or farthest distance traveled.

### Month-Long Event

The month-long option works well for tracking miles and progress, and is a great way to turn an event into a habit. Students use punch cards to keep track of the number of walks they take over the course of the month, and volunteers collect that data on designated days. At the end of the month, the data is compiled to show how many miles were traveled collectively and plotted on a map to further emphasize the accomplishment. Teachers can use this information with their math, geography or social studies lessons.

While this structure requires more organization and consistent presence on the part of volunteers to gather data, it requires very little of the school staff and is therefore a comfortable fit for many schools. It works well in relatively walkable neighborhoods with many students living within the walk boundary.



### A Note about Inclusion

Not all students have the option to walk to school. Any of the campaign models can be modified to give extra options for bus riders, students in before-school care, and students with disabilities.

- Arrange for school bus riders to circle your school playground once or more after arriving at school.
- Allow people to participate on the weekends by taking a family stroll to the park or other location -- any trip that replaces a car ride will do.
- Coordinate with before-school care so that those students walk to a meeting place and join a walking school bus on event day.
- Contact school district transportation to see if they will agree to a remote drop-off location for school buses. They will need to approve the route, and you will need to have enough school staff volunteers to guarantee adequate supervision.



# Walking Campaign Checklist



## CAMPAIGN STRUCTURE ----->

Use this checklist to determine the elements of your walking campaign. Most items can be suited to any campaign. Highlighted boxes indicate elements that are required for specific campaign structures.

### PEOPLE RESOURCES

- Organizing Team: 2 family champions and one staff point person
- Walk route leaders (1-2 per organized walk)
- Staff members to walk on event days
- 1-2 Volunteers to staff tables on event days

### MATERIAL RESOURCES (templates available from Feet First)

- 1-Day Flyer
- Once a week Flyer
- Month-long Flyer
- Event Poster
- Newsletter Article
- Walking School Bus Leader materials
- "Lollipop" signs
- Frequent Walker punch cards and hole punch (FF)
- Spreadsheet for data collection
- Walk Around the World lesson plan

### INCLUSION (ideas to increase participation)

- Translate written documents
- Make alternative plan for students with special needs
- Ask School Transportation about remote drop-off for yellow bus riders
- Have bus riders circle the track or playground for walk-to-school credit
- Arrange with before-school care to have students participate

### PLANNING THE EVENT

#### Two months before campaign start date:

- Build your organizing team
- Brainstorm and imagine what you want your event to look like
- Share your ideas at PTA and staff meetings
- Choose date and place on school calendar

#### One month before start date:

- Choose one or more meeting places for walking groups
- Identify leaders for organized walking groups
- Make announcements in the PTA and staff bulletins
- Promote in the school newsletter and on the website
- Communicate through flyers, posters, school newsletters
- Create hallway display

#### Two weeks before:

- Distribute program flyers
- Ask teachers, students and staff to "talk it up"
- Speak at a kick-off student assembly
- Invite teachers and administrators to walk with groups
- Assign volunteers to snack and info tables at the event
- Arrange for data collection once or twice a week

	1 DAY	ONCE-A-WEEK	1 MONTH
<b>PEOPLE RESOURCES</b>			
Organizing Team: 2 family champions and one staff point person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk route leaders (1-2 per organized walk)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff members to walk on event days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2 Volunteers to staff tables on event days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>MATERIAL RESOURCES (templates available from Feet First)</b>			
1-Day Flyer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a week Flyer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month-long Flyer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Poster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter Article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking School Bus Leader materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Lollipop" signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Walker punch cards and hole punch (FF)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spreadsheet for data collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk Around the World lesson plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>INCLUSION (ideas to increase participation)</b>			
Translate written documents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make alternative plan for students with special needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask School Transportation about remote drop-off for yellow bus riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have bus riders circle the track or playground for walk-to-school credit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arrange with before-school care to have students participate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PLANNING THE EVENT</b>			
<b>Two months before campaign start date:</b>			
Build your organizing team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brainstorm and imagine what you want your event to look like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share your ideas at PTA and staff meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choose date and place on school calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>One month before start date:</b>			
Choose one or more meeting places for walking groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify leaders for organized walking groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make announcements in the PTA and staff bulletins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote in the school newsletter and on the website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicate through flyers, posters, school newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create hallway display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Two weeks before:</b>			
Distribute program flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask teachers, students and staff to "talk it up"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speak at a kick-off student assembly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invite teachers and administrators to walk with groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assign volunteers to snack and info tables at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arrange for data collection once or twice a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





# Walking Campaign Checklist



## CAMPAIGN STRUCTURE ----->

	1 DAY	ONCE-A-WEEK	1 MONTH
<b>One week before:</b>			
Remind all volunteers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make announcements over school PA system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send email reminders to families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have principal make robo-call reminder to families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet families as they drive to student drop-off area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PROMOTING THE EVENT</b>			
Send press release to local media sources (FF template)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share stories in school newsletters throughout the month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribute posters to local businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tie the program to a community event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan additional fundraising activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>DAY-OF THE EVENT</b>			
Provide healthy snacks at front door	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host a family/PTA coffee table with volunteer information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hold a "How did the chicken cross the road?" joke-telling contest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have students sign in on and decorate a large piece of butcher paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take photos for the yearbook, newsletter and/or website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>TRACKING SUCCESS</b>			
Use pedometers to track steps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Track total miles walked (by classroom, grade or whole school)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set up a friendly competition between classes or grades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use survey tools to count student travel modes (saferoutesinfo.org)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>FOLLOWING UP</b>			
Share results: website, newsletter, assembly and PTA meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Seattle, submit a story to <a href="mailto:goodnews@seattleschools.org">goodnews@seattleschools.org</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a prize drawing and recognition at school assembly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey teachers and parents for feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choose a champion for the next campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See <a href="http://feetfirst.org">feetfirst.org</a> for ideas on how to expand the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These materials made possible by a grant through the Washington State Department of Transportation.

Jen Cole: Program Director  
 314 1st Avenue South, Seattle, WA 98104  
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[www.feetfirst.org](http://www.feetfirst.org)

B3



# Starting a walking school bus: the basics

## Why develop a walking school bus?

Studies show that fewer children are walking and biking to school, and more children are at risk of becoming overweight. Changing behaviors of children and parents require creative solutions that are safe and fun.

Implementing a walking school bus can be both.

## What is a walking school bus?

A walking school bus is a group of children walking to school with one or more adults. If that sounds simple, it is, and that's part of the beauty of the walking school bus. It can be as informal as two families taking turns walking their children to school to as structured as a route with meeting points, a timetable and a regularly rotated schedule of trained volunteers.

A variation on the walking school bus is the bicycle train, in which adults supervise children riding their bikes to school. The flexibility of the walking school bus makes it appealing to communities of all sizes with varying needs.

Parents often cite safety issues as one of the primary reasons they are reluctant to allow their children to walk to school. Providing adult supervision may help reduce those worries for families who live within walking or bicycling distance to school.

## Starting simple

When beginning a walking school bus, remember that the program can always grow. It often makes sense to start with a small bus and see how it works. Pick a single neighborhood that has a group of parents and children who are interested. It's like a carpool—without the car—with the added benefits of exercise and visits with friends and neighbors. For an informal bus:

1. Invite families who live nearby to walk.
2. Pick a route and take a test walk.
3. Decide how often the group will walk together.
4. Have fun!



Chester, VT

## When picking a route, answer these four questions:

1. **Do you have room to walk?**  
Are there sidewalks or paths?  
Is there too much traffic?
2. **Is it easy to cross the street?**
3. **Do drivers behave well?**  
Do they yield to walkers?  
Do they speed?
4. **Does the environment feel safe?**  
Are there loose dogs?  
Is there criminal activity?



Apex, NC

For more help identifying walkable routes, use the Walkability Checklist that can be found at [www.walktoschool.org/buildevent/checklists.cfm](http://www.walktoschool.org/buildevent/checklists.cfm).



[www.walktoschool.org](http://www.walktoschool.org) [www.saferoutesinfo.org](http://www.saferoutesinfo.org)

## Reaching more children

Success with a simple walking school bus or a desire to be more inclusive may inspire a community to build a more structured program. This may include more routes, more days of walking and more children. Such programs require coordination, volunteers and potential attention to other issues, such as safety training and liability. The school principal and administration, law enforcement and other community leaders will likely be involved.

► **First, determine the amount of interest in a walking school bus program. Contact potential participants and partners:**

Parents and children                      Principal and school officials  
Law enforcement officers                Other community leaders

►► **Second, identify the route(s).**

The amount of interest will determine the number of walking routes.

Walk the route(s) without children first.



Mill Valley, CA



Sacramento, CA

►►► **Third, identify a sufficient number of adults to supervise walkers.**

The Centers for Disease Control and Prevention recommend one adult for every six children. If children are age 10 or older, fewer adults may be needed. If children are ages 4 to 6, one adult per three children is recommended.

►►►► **Next, finalize the logistical details.**

Who will participate?

How often will the walking school bus operate? Will the bus operate once a week or every day?

When do children meet the bus? It's important to allow enough time for the slower pace of children, but also to

ensure that everyone arrives at school on time.

Where will the bus meet children—at each child's home or at a few meeting spots?

Will the bus operate after school?

What training do volunteers need?

What safety training do children need? See "Walking School Bus: Guidelines for talking to children about pedestrian safety" at <http://www.walkingschoolbus.org/safety.pdf>.

►►►►► **Finally, kick-off the program.**

A good time to begin is during International Walk to School Month each October. Walk and look for ways to encourage more children and families to be involved. Have fun!

### For more detailed instructions on how to organize a walking school bus, go to:

- ➔ How to Organize a Walking/Cycling School Bus, Go for Green Canada, <http://www.goforgreen.ca/asrts>. Pick "English," then "Tools and Resources."
- ➔ The walking bus: A safe way for children to walk to school, Friends of the Earth UK, <http://www.foe.co.uk/campaigns/transport/resource/parents.html>
- ➔ Walking School Bus - A Guide for Parents and Teachers, VicHealth Australia, <http://www.vichealth.vic.gov.au>. Select "Local Government," then "Walking School Bus." Scroll to bottom to find link to download the guide.
- ➔ KidsWalk-to-School Guide, Centers for Disease Control and Prevention, <http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm>

# SCHOOL ZONE PACE CAR PROGRAM

Dear Parent and/or Guardian,

Keeping our kids safe in and around school zones is EVERYONE's responsibility. Government agencies, schools, city officials, parents and the community all have a role. The *School Zone Pace Car program* encourages parents to take responsibility for the impact of their own driving while setting the "pace" for safer streets near schools.

Let your neighbors, friends and children know that you care about the safety of our children. Please sign the attached Parent Safety Pledge and display the *School Zone Pace Car* decal on the back window of your vehicle.

Follow and adopt this simple set of rules to ensure the safety of our children:

- ✓ **Slow down, set the pace and drive 20 MPH in school zones**
- ✓ **Don't be pressured by other drivers to speed**
- ✓ **Be patient; give yourself enough time to get there safely**
- ✓ **Be alert and pay attention**
- ✓ **Stay off your cell phone and no texting**
- ✓ **Review and follow your school rules for pick up and drop off whether in a car, on foot or by bike**
- ✓ **Stop for pedestrians at marked and unmarked crossings**
- ✓ **Cross only at crosswalks**
- ✓ **Stop for school buses with the stop paddle deployed**
- ✓ **Choose to drive less and instead walk, bike, and take transit to reduce traffic and air pollution near your child's school**
- ✓ **Have fun and enjoy the time with your children**



[School Principal]

Chief Kathleen O'Toole

# 2015-2016 SCHOOL ZONE PACE CAR PARENT SAFETY PLEDGE



- ✓ Slow down, set the pace and drive 20 MPH in school zones
- ✓ Don't be pressured by other drivers to speed
- ✓ Be patient; give yourself enough time to get there safely
- ✓ Be alert and pay attention
- ✓ Stay off your cell phone and no texting
- ✓ Review and follow your school rules for pick up and drop off whether in a car, on foot or by bike
- ✓ Stop for pedestrians at marked and unmarked crossings
- ✓ Cross only at crosswalks
- ✓ Stop for school buses with the stop paddle deployed
- ✓ Choose to drive less and instead walk, bike, and take transit to reduce traffic and air pollution near your child's school
- ✓ Have fun and enjoy the time with your children

As part of the John Muir Elementary School community, we will follow the Rules of the School Zone Pace Car Campaign. We are committed to keeping our kids safe and will be good role models.

Signature \_\_\_\_\_

Date \_\_\_\_\_



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[www.seattle.gov/transportation/saferoutes.htm](http://www.seattle.gov/transportation/saferoutes.htm)

