

SAFE ROUTES

— *to School* —

TACOMA, WA

PROGRAM TOOLKIT

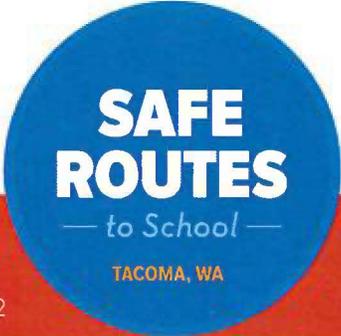
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Introduction

What is Safe Routes to School?

Safe Routes to Schools (SRTS) programs directly benefit students, parents, and teachers by creating a safer travel environment near schools and by promoting all forms of active transportation. Students who choose to bike, walk, scooter, roll, or skateboard to school benefit from a healthy, more active lifestyle, gain responsibility and independence that comes from being in charge of the way they travel, and learn at an early age that biking and walking can be safe, enjoyable, and good for the environment.

How to use this Toolkit

SRTS programs are made up of a variety of outreach, education, and other activities that further program goals and promote safety. Activities are organized according to five of the “Six E’s”: Education, Encouragement, Engineering, Enforcement, Evaluation. Equity is an overarching goal of this Toolkit and is addressed throughout, with tips for including all students.

The SRTS Program Toolkit details specific SRTS activities that have been successful in schools around the country and can be adapted for local use. This Toolkit focuses on activities that parents, teachers, or student volunteers can lead. These activities complement other Tacoma SRTS efforts to be led by the City of Tacoma, Tacoma Public Schools (TPS), and other partners. This menu of potential activities is a resource for understanding the types of programs available and for implementing in Tacoma schools.

Equity: A SRTS Program for All

Throughout this Toolkit, strategies are recommended for including all students and communities. Not all students and communities have equal access to safe infrastructure and students at low-income schools are four times more likely to walk to school.

When coordinating an event or program, identify potential challenges for particular members of the community and seek ways to include those participants.

All SRTS events and programs should be accessible to every student, regardless of income or ability level.

**SAFE
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TACOMA, WA

School Recognition Program

The Tacoma SRTS School Recognition Program acknowledges and encourages schools' participation in SRTS activities throughout Tacoma. This celebrates the work that schools are already doing, while providing a framework for how parents, administrators, teachers, and other community partners can get schools more involved with SRTS activities.

This program includes 11 individual badges that schools, parents, and partners can earn through participation in SRTS-related activities. The activities can be organized or hosted by parents, school staff, or community partners, and support related efforts such as driver awareness campaigns and bike/pedestrian safety education. and are complimented by activities from school districts, the City of Tacoma, and other partners. The badges fall into one of four SRTS "E"s, and correspond with a specific activity or activities that are listed in this Toolkit.

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EDUCATION



Parent Champion
Parent Champion programs provide in-depth trainings to parent volunteers and makes it easy for parents to volunteer and provides support to schools with resources for implementing activities.



Classroom Curriculum & Skills Training
Curricula teaches students about traffic rules/regulations, potential hazards, and sign identification. Skills training gives students a chance to practice walking and rolling in a safe environment.



Bike Rodeos
Bicycle rodeos are fun events that incorporate activities such as a bicycle safety check, helmet fitting, instruction about the rules of the road, and an obstacle course.



Student Clubs, Bike Repairs & Earn-a-Bike
Bike repair programs teach students how to work on bikes. Earn-a-bike programs allow students to keep the bike they work on.



Parent Education
Providing information about the benefits of walking and biking to school addresses concerns and encourages parents and caregivers to be good role models for their students.

ENCOURAGEMENT



Walk & Roll to School Days
Walk & Roll to School Days are events that encourage students and their families to try walking or bicycling to school.



Competitions & Incentives, Promotional Competitions
Competitions and incentives create awareness and excitement about walking and bicycling. Students accumulate points for walking, biking and skating to school.



Park & Walk, Back to School Blitz
A Park & Walk allows families to park near school and walk the rest of the way to school. A Blitz can include route maps, education, an events calendar and traffic safety enforcement notices.



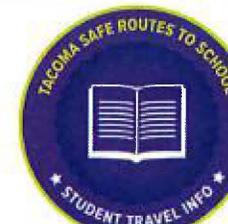
Walking School Bus/Bike Train
A walking school bus is a group of students walking to school together with one or more adults. Similarly, a bike train is a group of students biking to school together with an adult.

ENFORCEMENT



School Safety Campaign
A media campaign can publicize traffic safety issues around schools and promote safe walking, biking, and driving for students, parents, and others use school zones.

EVALUATION



Hand Tallies, Parent Surveys
Student hand tallies collect information on how students traveled to and from school. Parent surveys provide information on student travel behavior, as well as parents' attitudes about walking and biking.



Tacoma SRTS Program Toolkit

EDUCATION

Teaching students how to walk, bike, and skateboard safely

- Classroom Curriculum & Skills Training
- Bicycle Rodeos
- SRTS Volunteer/Parent Champion Program
- Parent & Caregiver Education



CLASSROOM CURRICULUM & SKILLS TRAINING

DESCRIPTION	A variety of curricula teaches students about traffic rules and regulations, potential hazards, and sign identification. Skills training provides students with the chance to practice walking, biking and skateboarding skills in a safe environment.
POTENTIAL IMPLEMENTER	Lead: teachers and administrators Partner: Tacoma Public Schools, PTO/parents, Alchemy Skateboards, Second Cycle, Cascade Bicycle Club
AUDIENCE	Pedestrian: Kindergarten-7th grade Bike: 2nd-7th grade Skate: 6-12th grade
TIMEFRAME	Integrate as regularly as possible, with safety training and skills elements twice per year (Spring/Fall).
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide adaptive bicycles for students with physical challenges • Use age appropriate curriculum to a range of ages and grade levels • Provide bicycles
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Washington State Curriculum - http://k12.wa.us/healthfitness/SafeRoutes.aspx • Pedestrian Safety Education Toolkit (Walk Boston) - www.walkboston.org/sites/default/files/Pedestrian%20Safety%20Education%20Toolkit.pdf • Safe Routes to School Marin County - www.saferoutestoschools.org/curriculum.html • Minnesota Walk! Bike! Fun! Curriculum - www.bikemn.org/education/srts-education-curriculum • Safe Routes for Kids Bicycle Safety Program (Bicycle Transportation Alliance) - www.btaoregon.org/bicycle-safety/ • Spanish language tip sheets - www.saferoutesinfo.org/program-tools/education-tip-sheets

In-classroom lessons and skills training activities teach students about walking, bicycling, health, and traffic safety. In-class lessons introduce pedestrian and bicycle safety to students, including what types of situations they may encounter on the road, how to follow street signs, and how to interact with drivers. Rhymes, songs, and videos help students remember how to walk and cross streets safely.

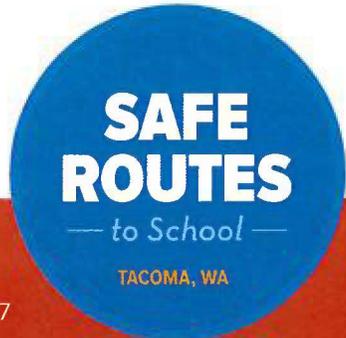
Pedestrian safety education teaches students basic traffic laws and safety rules, including sign identification and decision-making tools. In-classroom

pedestrian education should be combined with on-street training and practice. Pedestrian education has a positive impact on young students and should be incorporated into traffic education starting in kindergarten classes.

Bike safety education teaches students about traffic laws, standard signs, and decision-making skills, as well as appropriate behaviors for riding in traffic, such as wearing a helmet, entering the roadway, four-way stops, and ways of making left-hand turns. In-classroom bike safety education should be combined with on-street training and practice. One-time bike rodeos reinforce the training but required, multi-day classes such as those offered through PE class provide more skill-building opportunity.

Benefits

- ✓ A quick and easy way to teach important safety basics and benefits of walking and bicycling
- ✓ Flexible activities can accommodate a variety of time/space constraints and grade levels
- ✓ Helps institutionalize pedestrian, bicycle, and skateboarding safety as a priority life skill (similar to home economics or driver's education)
- ✓ Complements environmental lessons and physical fitness/health activities with information and training on the importance of good travel habits





BICYCLE RODEOS

DESCRIPTION	Bicycle rodeos are fun events that incorporate activities such as a bicycle safety check, helmet fitting, instruction about the rules of the road, and an obstacle course. They can be held during the school day or outside of school and include parents and caregivers.
POTENTIAL IMPLEMENTER	Lead: teachers, school administrators, local bike advocacy group Partners: Second Cycle, Tacoma Police Department, parent volunteers
AUDIENCE	Elementary school: focus on basics, signage, rules of the road Middle school: include decision-making, lights, cargo Family: discuss family biking, modeling good behavior
TIMEFRAME	Bicycle rodeos can be incorporated into health fairs, back to school events, Walk and Bike to School days and local events, such as Downtown to Defiance.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Bike rodeos can be customized to initiate first-time riders or act as refresher courses for older, more experienced students. • Provide adaptive bicycles for students with physical challenges • Have bicycles available for students to use, so those who don't own a bike can participate • Pursue partnerships to provide free or low-cost bicycles, helmets, locks, and lights to students who cannot afford them.
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Organizer's Guide to Bicycle Rodeos (Cornell University) - www.bike.cornell.edu/pdfs/Bike_Rodeo_404.2.pdf • Safe Routes to School Rodeo Manual (Marin County) - www.saferoutestoschools.org/pdfs/lessonplans/RodeoManualJune2006.pdf • Organizing a Bike Skills Rodeo - www.codot.gov/programs/bikeped/safe-routes/training-curriculum/training/bicycle-rodeo • Kidical Mass - www.kidicalmass.org/

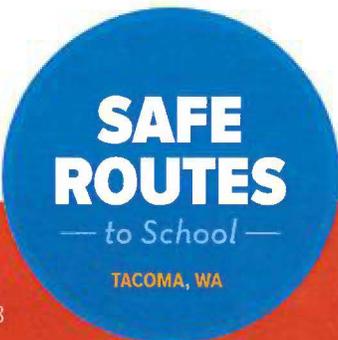
Often preceded by in-class safety lessons or followed by neighborhood rides, bicycle rodeos offer a natural progression for reinforcing safety practices and building confidence among young bicyclists. Students practice riding a bicycle in a safe, controlled, hands-on environment. Students learn the rules of the road, have their helmet properly checked, and practice riding their bikes in a supervised bicycle course.

The Tacoma Police Department, certified League of American Bicyclists instructors, or members of a bicycle advocacy group can lead a bike rodeo. Incentives may be provided, such as helmets, bike lights, locks, and other prizes.

Schools can hold rodeos during school hours as part of a class or after school as part of a Family Bicycle Workshop, which engages parents and families and encourages biking as a family activity. Family workshops can include activities for parents, such as a discussion of family biking and a neighborhood bike ride. Parents and students ride together to get comfortable cycling in traffic for day-to-day trips.

Benefits

- ✔ Teaches and reinforces the basics of bicycle safety, from helmet use to hand signals
- ✔ Provides active learning that engages youth outside the classroom setting
- ✔ Helps build young riders' confidence and experience within a safe and predictable setting
- ✔ Offers a fun activity that can complement numerous other SRTS programs and activities
- ✔ Family programs can address parents' concerns and encourage families to ride together





SRTS VOLUNTEER/PARENT CHAMPION PROGRAM

DESCRIPTION	SRTS volunteer/Parent Champion programs provide in-depth trainings to parent volunteers. Forming a Parent Champion program makes it easy for parents to volunteer and provides support to schools with resources for implementing activities.
POTENTIAL IMPLEMENTER	Lead: Tacoma Public Schools, PTO Partners: community-based organizations
AUDIENCE	Parents, usually of elementary or middle school-age students
TIMEFRAME	Hold trainings in fall and early spring, then ongoing as needed. Solicit volunteers at beginning of school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Structure program so people can volunteer in ways that fit within their schedules • Ensure that SRTS volunteers at under-resourced schools are not expected to fundraise or cover SRTS event costs themselves. Link them to free resources (printing, incentives, etc.) to reduce financial barriers to participation. • Provide materials in multiple languages spoken at the schools • Provide childcare and food at training and other meetings
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Parent Champion recruitment flier (Alameda County, CA) - www.alamedacountystrs.org/wp-content/uploads/2014/04/intro-SR2S-champion-description.pdf • The 4 R's of Successful WSB Volunteer Organizing - www.slideserve.com/kelli/recruit-reward-retain-refocus • Neighborhood Captain's Guide (Marin County, CA) - www.saferoutestoschools.org/captains_guide.html

A SRTS volunteer or Parent Champion can act as a liaison between the school and the SRTS program. Champions, who may be parents, grandparents, neighbors, or school volunteers, can be identified for each school and trained to conduct "6 E's" activities. These training workshops would provide in-depth knowledge of how to implement SRTS activities and events. SRTS volunteers or Parent Champions can assist SRTS programs by volunteering for an event, coordinating with other parents, or establishing a safety working group.

Champions use the Implementation Guidebooks and planning resources

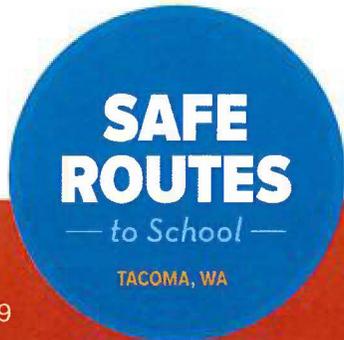
to organize events and coordinate with other volunteers.

Parent Champion turnover is a difficult aspect of this volunteer program. It can be challenging to recruit and retain Parent Champions, particularly in schools without strong parent involvement. Parent Champions may have trouble maintaining their involvement over multiple years without sufficient support, and eventually their students will move on from the school.

At lower-income schools, parent time for volunteering may be hard to come by (due to work schedules and other family time constraints), thus Parent Champions may not be a reliable tool to consider for a SRTS program. In these instances, schools may opt to partner with external organizations, grants, or school staff to fulfill the role of "champion" for the school.

Benefits

-  Champions communicate with other parents and volunteers about upcoming events and activities
-  Getting parents involved in organizing SRTS activities is essential to reaching more students
-  A Parent Champion program helps formalize the role and encourages existing champions to find replacements when they change schools
-  A centralized coordinator or City staff person is helpful to act as a resource to SRTS champions.





PARENT & CAREGIVER EDUCATION

DESCRIPTION	Parents and caregivers determine how students get to school. Providing information about the benefits of walking and biking to school addresses concerns and encourages parents and caregivers to be good role models for their students.
POTENTIAL IMPLEMENTER	Lead: school administration, SRTS volunteers/Parent Champions Partners: Tacoma Public Schools, Tacoma Police Department, teachers, City of Tacoma planning staff
AUDIENCE	Parents and caregivers, primarily of elementary and middle school-age students
TIMEFRAME	Education can occur at the beginning of every school year and continue throughout the school year. A celebration at the end of the school year encourages participation and helps identify champions for the following year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Connect families to free/low-cost local active transportation resources - like Second Cycle's Earn a Bike Program and Alchemy's Skateboard Leadership (SALT) program. • Provide materials in multiple languages • Provide print materials, in addition to digital materials, for families with limited internet and/or computer access • Provide tips for walking and living an active lifestyle for parents who are too far to walk and bike
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Spare the Air Youth Climate Change Education - www.sparetheairyouth.org/climate-change-education • Spare the Air Youth Health & Air Quality Education - www.sparetheairyouth.org/health-air-quality • Alameda County SRTS - http://alamedacountysr2s.org/plan-an-event/activities-and-resources/?type=education

Parents and caregivers are the most important role models for their students. Many resources can teach parents and caregivers safe behaviors that they can then model for their students. Most schools regularly communicate expectations about safety and driving in the school area. These messages can be reinforced with encouragement and resources to try walking, biking, and skateboarding, as well as safety resources from police. Parent and caregiver education events could be hosted by the PTA to help expand the SRTS program.

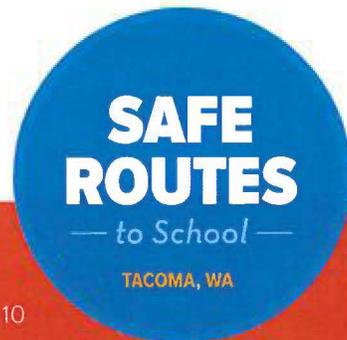
Potential education topics for parents and caregivers include information about the benefits of walking and biking, safety tips for cyclists, pedestrians, skateboarders, and drivers, as well as reminders about upcoming SRTS activities and events.

Fliers, handouts, and social media posts are all good ways to reach out to parents and caregivers. Tacoma Public Schools uses an email notification system, Peach Jar, that can be used to easily contact parents and caregivers.

Back-to-School night and parent/teacher conferences can also be a good time to educate parents and provide safety reminders. Hosting community walks or rides to the event encourages parents to try the route before the school year starts.

Benefits

- ✔ Educates parents and caregivers who may be unfamiliar with SRTS
- ✔ Reinforces awareness of bicyclists, pedestrians and skateboarders near schools
- ✔ Relatively easy for schools to contact parents and caregivers through existing resources
- ✔ Can be cross-promoted at other SRTS events to reinforce tips and safety messaging





Tacoma SRTS Program Toolkit

ENCOURAGEMENT

Encouraging students to walk and bike to school

- Walking School Bus or Bike Train
- Competitions & Incentives
- Back to School Blitz
- Walk & Roll to School Days
- Park & Walk Program
- Bike Repairs & Earn-a-Bike Program
- Promotional Competitions
- Student Clubs



WALKING SCHOOL BUS OR BIKE TRAIN

DESCRIPTION	A walking school bus is a group of students walking to school together with one or more adults. Similarly, a bike train is a group of students biking to school together with an adult.
POTENTIAL IMPLEMENTER	Lead: Tacoma Public Schools, City of Tacoma, parents and other school volunteers Partners: community-based organizations
AUDIENCE	Walking school bus: elementary school students and their parents, can also include neighbors and grandparents Bike train: middle and high school students
TIMEFRAME	Launch a walking school bus or bike train program at a Back-to-School Night event and build to weekly and daily routes, depending on interest and volunteer capacity.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide materials in multiple languages • Work with existing community groups to reach a wider audience, potentially involving older adults • Integrate with a Park and Walk program, so students who live far from school can participate
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • The Walking School Bus Program: A Primer and First Steps - http://apps.saferoutesinfo.org/training/walking_school_bus/ • Spare the Air Youth "School Pool" Guide - www.sparetheairyouth.org/schoolpool-guidebook/#vertical5 • Portland Bike Train - www.biketrainpdx.org/

The walking school bus follows the same route every time and picks up students from their homes or at designated stops, at pre-arranged times. The group walks to school with a trained volunteer. Routes may operate daily, weekly or monthly. Daily routes are preferred and have been shown to successfully address student absenteeism.

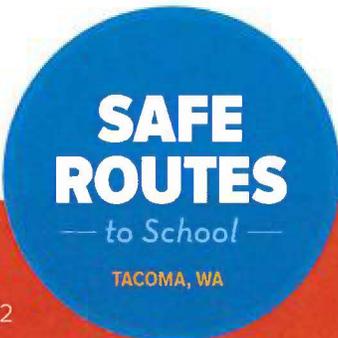
A walking school bus or bike train can be an informal effort begun by a few parents in one neighborhood. For a schoolwide program, however, it is important to designate a coordinator. In some cases a dedicated volunteer

coordinator can be successful, but schools may want this to be a paid position to ensure consistency and reliability.

The City and Tacoma Public Schools can support walking school buses by providing maps of where students live, so volunteers can form groups with nearby families. Parents can sign up as neighborhood captains, acting as the main point of contact for their neighborhoods. Routes can choose a theme to make it fun; use stencils or window decals to show the routes, or use shirts, umbrellas, or other identifying accessories to create a festive "parade to school" atmosphere.

Benefits

- ✔ Directly addresses parental fears about stranger danger and traffic safety
- ✔ Students learn how to safely walk to school and develop riding skills while under adult supervision
- ✔ Highly convenient and time-saving for parents
- ✔ Helps develop bonds among classmates and neighbors, which can extend beyond the school day
- ✔ Students enjoy the walking school bus because it gives them active social time before the school day begins
- ✔ Helps kids arrive ready to concentrate on school





COMPETITIONS & INCENTIVES

DESCRIPTION	Active transportation competitions and incentives create awareness and excitement about walking and bicycling. Students accumulate points for walking, biking and skating to school or part of the way to school.
POTENTIAL IMPLEMENTER	Lead: school administration and teachers, PTO, parent volunteers Partners: principals and staff, City of Tacoma
AUDIENCE	Varies: for younger students focus on walking and small incentives for all participants. For middle school, integrate biking and provide larger raffle prizes. For middle and high school, clubs can coordinate events for the whole school
TIMEFRAME	Host competitions and incentive programs annually, possibly in conjunction with International Walk and Bike to School Day (October), Earth Day (April) or Bike Month (May).
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Integrate with a Park and Walk program, so students who live far from school can participate • Try to address barriers to participation (lack of a bike, lock, helmet) before launching competitions
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • National Center for Safe Routes to School Guide - guide.saferoutesinfo.org/encouragement/mileage_clubs_and_contests.cfm • Fire Up Your Feet - www.fireupyourfeet.org/ • Marin County (CA) Pollution Punchcard - www.saferoutestoschools.org/SR2Simages/Pollution-Guide-09-2.pdf • Walk + Bike Challenge (Oregon) - https://btaoregon.org/area/walknbike/ • Golden Sneaker Award Guidebook (Marin County, CA) - www.tam.ca.gov/Modules/ShowDocument.aspx?documentid=494

A trip or mileage tracking program is one way of encouraging families to try alternatives to driving in the family car. This program can be implemented as an opt-in club, a classroom activity, or a collaborative school-wide event. Students track trips or mileage made by walking, bicycling, skating, transit, or carpools.

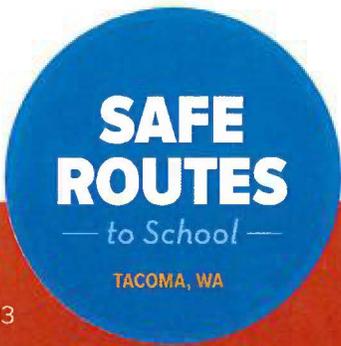
Students can work towards a certain milestone to earn a prize or raffle entry, or they can track their individual or group progress as miles across the City of Tacoma, the state of Washington, or the United States.

Students and classrooms with the highest percentage of students walking, biking, or carpooling compete for prizes and recognition. Small incentives, such as shoelaces, stickers, and bike helmets, can be used to increase participation. Different grades and schools (high school vs. grade school vs. middle school) can compete against each other.

The program should encourage all students to participate, regardless of where they live; those who live too far to walk can participate in a “park and walk” activity or students can be accommodated in PE class or during recess. Example programs include Pollution Punchcards or Walk Across America.

Benefits

-  Provides friendly competition for students and classrooms
-  Flexible and can be tailored to each school and age of participants
-  Promotes walking and biking in a fun way
-  Existing programs provide ready-to-go instructions, outreach materials, tracking software, and education resources



BACK TO SCHOOL BLITZ



DESCRIPTION	A “Back to School Blitz” can include many of the elements described in this guide, including suggested walking route maps, safety education materials, program contact and volunteer opportunity information, a calendar of events, and traffic safety enforcement notices.
POTENTIAL IMPLEMENTER	Lead: parents and other school volunteers, Tacoma Public Schools Partners: elementary school principals and staff
AUDIENCE	All ages, including both parents and students
TIMEFRAME	A Back to School Blitz can take place at the beginning of the school year, as well as at the end of the year for families changing schools, such as 5th and 8th grade students.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide materials in multiple languages and provide translation services if needed • Work with existing community groups to reach a wider audience
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Address the Behavior of Parents and Caregivers (SRTS) - apps.saferoutesinfo.org/lawenforcement/resources/parent_ed.cfm • Let’s Move - www.letsmove.gov/ • Spare the Air Youth Back to School Blitz - www.sparetheairyouth.org/back-school-blitz

Families set transportation habits during the first few weeks of the school year and are often not aware of the multiple options available to them. Because of this, many families will develop the habit of driving to school.

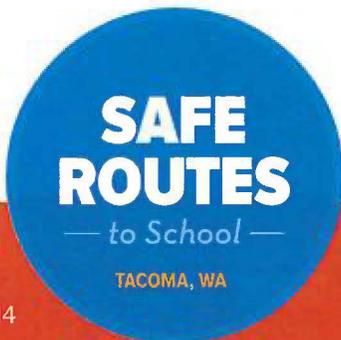
A “Back to School Blitz” can be used right before school starts and at the beginning of the school year to promote bus, carpool, walking, bicycling and skateboarding as school transportation options. The “Back to School Blitz” can include many of the elements described in this guide, including suggested walking route maps, safety education materials, important contact and volunteer opportunity information, a calendar of events, and traffic safety enforcement notices.

At the beginning of the year, the school can distribute (to all students) a packet of information with a cover letter signed by the principal, encouraging parents to create transportation habits with students that promote physical activity, reduce congestion, increase school safety and improve air quality.

Having parents and students practice planning a route and actually practice walking, biking, or skating to school can overcome obstacles. Encouraging families to practice the trip before the school year removes some concerns about getting to class on time.

Benefits

-  Influences parent travel behavior at beginning of school year before habits and routines are set
-  Sets expectations for safe drop-offs and pick-ups by communicating preferred routes to access school, parking/no parking policies, and loading/unloading procedures
-  Establishes baseline outreach for education and encouragement programs that can build momentum for activities to occur later in school year
-  Leverages and promotes all existing SRTS activities





WALK & ROLL TO SCHOOL DAYS

DESCRIPTION	Walk & Roll to School Days are events that encourage students and their families to try walking or bicycling to school.
POTENTIAL IMPLEMENTER	Lead: school administrators and parent volunteers with materials from Tacoma Public Schools or City of Tacoma Partners: principals and staff, PTO, Tacoma Police Department, students, community-based organizations
AUDIENCE	All ages
TIMEFRAME	Twice per year: on or around International Walk & Roll to School Day in October and on or around Bike to School Day in May. Schools can promote monthly or weekly Walk & Roll to School Days, such as Walking Wednesdays or Feet First Fridays.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Walk & Roll to School days can be combined with other programs such as Park and Walk for those students that live too far from school to walk or bike. • Collaborate with community based organizations to provide materials and walking school bus leads who speak multiple languages.
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • International Walk to School - www.iwalktoschool.org/ • Walk Bike to School - www.walkbiketoschool.org/ • MnDOT Walk and Bike to School Day Webinar - www.dot.state.mn.us/saferoutes/toolkit.html • Washington Safe Routes to School - www.saferouteswa.org/schools.aspx • Schools in Davidson, NC celebrates "Walking and Wheeling Day" every Friday. - www.saferoutesinfo.org/program-tools/success-stories/mooresville-north-carolina-walking-and-wheeling-success • BMX School Assemblies - www.dialedactionsportsteam.com/bmx-school-assemblies/bicycle-safety-programs/

Walk & Roll to School Day is an international event held on the first Wednesday in October, that attracts millions of participants worldwide. The event encourages students and their families to try walking or bicycling to school.

Promote Walk & Roll to School Day events through press releases, backpack/folder/electronic mail, newsletter articles, and posters. Set up a table during pick-up or drop-off and tell parents about the event, asking for volunteers to sign-up and families to

commit to walking a route. Invite VIPs and the media along to promote SRTS activities and sponsor Walking School Buses.

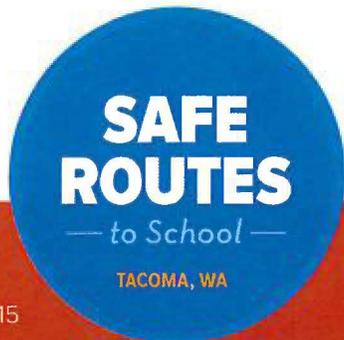
Students can earn incentives for participating, such as healthy snacks, buttons, or stickers. Provide coffee or hot cocoa to participating parents if the weather is bad.

The event planning team can work with local businesses, such as grocery stores, to provide donations to students participating in events. A celebration at school can follow the morning event, such as an awards ceremony, lunch time party, or a raffle.

Other fun events to incorporate can include Biking for Cocoa, themed assemblies, or themed bike rides.

Benefits

- ✔ Increases physical activity, which can combat health problems
- ✔ Reduces traffic congestion around the school's pick-up and drop-off areas
- ✔ Alerts parents to potential walking and biking routes available in their area
- ✔ Creates a supportive, encouraging environment for parents and kids who do not regularly walk or bike to school





PARK & WALK PROGRAM

DESCRIPTION	A Park & Walk program encourages families to park several blocks from school and walk the rest of the way to school. It is a good way to include students who live too far to walk or bike to school.
POTENTIAL IMPLEMENTER	Lead: administrators, parent volunteers Partners: city staff, Tacoma Police Department
AUDIENCE	All ages, with a focus on elementary schools with larger numbers of students who live too far to conveniently walk or bike to school
TIMEFRAME	To begin, coordinate with walk and bike to school days. As interest grows, Park & Walk programs can be held as often as capacity allows, preferably on a regular basis and as part of other walk and bike to school activities.
INCLUDING EVERYONE	<ul style="list-style-type: none"> Meet at a community or neighborhood gathering place to make sure all community members feel comfortable participating
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> National Center for Safe Routes to School Guide - http://guide.saferoutesinfo.org/encouragement/park_and_walk.cfm Park and Walk Guide (United Kingdom) - www.buckscc.gov.uk/bcc/transport/park_walk.page Bus Stop & Walk (Minneapolis, MN) - http://emss.mpls.k12.mn.us/bus_stop_walk

This program encourages families to park several blocks from school and walk the rest of the way. Not all students are able to walk or bike the whole distance to school; they may live too far away or their route may include hazardous traffic situations. This program allows students who are unable to walk or bike to school a chance to participate in Safe Routes to School programs. It also helps reduce traffic congestion at the school.

The team leading the effort should coordinate with nearby schools to collaborate in identifying any potential parking lots within close proximity to the schools that are typically vacant or underutilized during school drop-off and

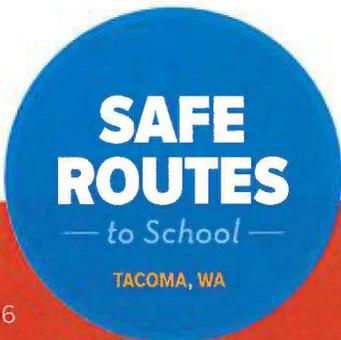
pick-up times. Parks, churches, or malls with large parking lots may be receptive to shared use agreements.

This program can also be developed to include students who are typically bussed. School administration can work with local property owners to get permission to use parking lots for the park & walk and recruit volunteers/parents to walk with the students.

Walking school buses can be used in combination with park & walk programs to allow students to walk to school with their peers if parents are unable to walk with their students and have concerns about them walking to school alone.

Benefits

- Increases physical activity, which can combat health problems
- Reduces traffic congestion around the school's pick-up and drop-off areas, increasing safety and improving air quality
- Students who live too far away from school to walk or bike can participate
- Accommodates parents who need to drive to work, and are dropping their child off at school on the way





BIKE REPAIRS & EARN-A-BIKE PROGRAM

DESCRIPTION	Bike repair programs teach students how to work on bikes. Earn-a-bike programs allow students to keep the bike they work on.
POTENTIAL IMPLEMENTER	Lead: local bike advocates, bike shops, teachers, school staff Partners: local bike shosp, bicycling advocacy organizations, parent volunteers, Second Cycle, Cascade Bicycle Club
AUDIENCE	Middle and high school students, ideally through a vocational education or technical education program
TIMEFRAME	Bike repairs and earn-a-bike programs can be ongoing throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Can be integrated into an after school club • Seek bicycle donations so that students don't need to own a bicycle to participate
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Tips for Involving Bike Shops in SRTS - www.saferoutespartnership.org/sites/default/files/pdf/BikeShopsWebinar-TipSheet_FINAL.pdf • BikeMobile is a mobile bicycle repair clinic that offers schools, community organizations, and public events in Alameda County, CA - www.bike-mobile.org/ • Trips for Kids Earn-a-Bike program provides complete hands-on lessons in bike mechanics and bike safety, while gaining credits towards their own bike, parts and accessories. - www.tripsforkidsmarin.org/earn-a-bike/ • Community Cycling Center's Bike Club (Portland, OR) - www.communitycyclingcenter.org/community/earn-a-bike/ • Bikes Not Bombs (Boston) - www.bikesnotbombs.org/

Learning how to repair your own bicycle is an important part of building confidence and knowledge. Earning or building a bicycle not only builds confidence, but also increases the probability of students continuing to use a bicycle for transportation.

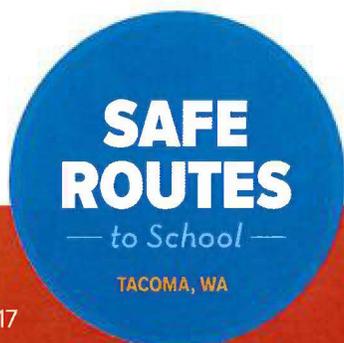
One program found that up to 50% of students do not ride their bikes due to minor issues, such as a flat tire or worn out brakes. Through bike repair and earn-a-bike programs, students learn about bike maintenance, as well as teamwork skills, problem solving, and community building.

In addition to learning bike repair and maintenance skills, students can take part in group bike rides, where they can learn the bicycle network and how to get around Tacoma safely.

Students who participate in earn-a-bike programs may not otherwise have access to a bike. This program creates the opportunity for students to gain a new mode of transportation, while also providing opportunities for healthy and fun recreation.

Benefits

- ✔ Builds student confidence while teaching skills in a hands-on environment
- ✔ Students learn how to repair bicycles and build relationships with local bike shops
- ✔ Provides low income students with the opportunity to own a bicycle
- ✔ Builds relationships between the school and local community partners, such as bike shops and bike advocates





PROMOTIONAL COMPETITIONS

DESCRIPTION	Promotional competitions are fun ways for students to be creative and promote walking and biking to school, while also creating content for SRTS outreach.
POTENTIAL IMPLEMENTER	Lead: teachers, school administrators Partners: local artists, city staff
AUDIENCE	Elementary school: poster, essay, or drawing contests Middle and high school: video contests
TIMEFRAME	Promotional competitions can be one-time competitions or on-going throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Host a competition for homeroom or media class and provide materials and support to students
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Spare the Air Youth Challenges & Contests - http://www.sparetheairyouth.org/challenges-contests • Davis, CA holds an annual Traffic Safety Poster Contest with an art opening to celebrate. - www.cityofdavis.org/city-hall/public-works/bike-pedestrian-program/street-smarts • Tacoma, WA planners partnered with school artists on a "35 Ways to Safer Neighborhood Streets" book. - www.cms.cityoftacoma.org/Planning/Hilltop-MLK%20Subarea/McCarver%20Book.pdf

Student promotional competitions can showcase local talent while teaching traffic safety principles. Students compete to have their artwork featured in a campaign. Competitions can also include poster, essay, or video contests. Posters can be displayed throughout school, while videos can be uploaded to YouTube or other social media sites to share with peers and families.

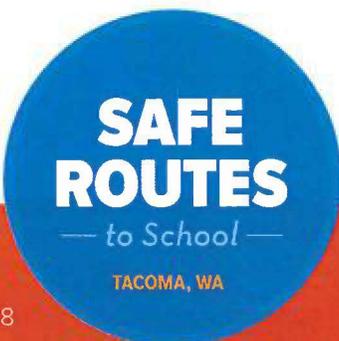
Social media campaigns and competitions are another fun way to engage with youth. A hashtag campaign is a fun and easy competition that encourages participants to take photos of themselves walking, biking, carpooling, or taking transit.

Promotional competitions can be creative and tailored to the interests of the students and school staff. Student leadership teams can also be involved in organizing competitions.

Prizes and incentives should be provided and can include gift cards to local businesses, bike lights, or movie tickets.

Benefits

- ✔ Flexible and can be tailored to each school
- ✔ Promotes walking, biking and skating in a fun way
- ✔ Encourages students to be creative and thoughtful about walking, biking, and skating
- ✔ Encourages fun competition between students and classes
- ✔ Creates positive artwork that can be displayed throughout the school
- ✔ Can be integrated into existing classes, such as art or technology classes





STUDENT CLUBS

DESCRIPTION	Student clubs can include older students and take many forms, depending on the interests of students and staff.
POTENTIAL IMPLEMENTER	Lead: school administrators, teachers, Tacoma Public Schools, Major Taylor Project Partners: local bike advocates, bike shops, students
AUDIENCE	Middle and high school clubs, typically green teams and environmental or bike clubs
TIMEFRAME	Launch student clubs at the beginning of the school year and continue throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> Promote clubs to female-identifying and LGBTQ students and consider hosting clubs or events just for those students
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> Marin County SRTS's Teens Go Green program partner with teens interested in the environment to bring reduced CO2 and healthy lifestyles to their schools. - www.saferoutestoschools.org/teensgogreen.html Major Taylor Project - www.cascade.org/learn/major-taylor-project

An after-school club can take many forms and address many different themes, including bike repair, sport cycling, environmental issues (green teams), and community/civic engagement. Clubs allow students to form groups to support the causes they care about most. Student clubs can offer excellent ideas and provide the energy and drive to get things done.

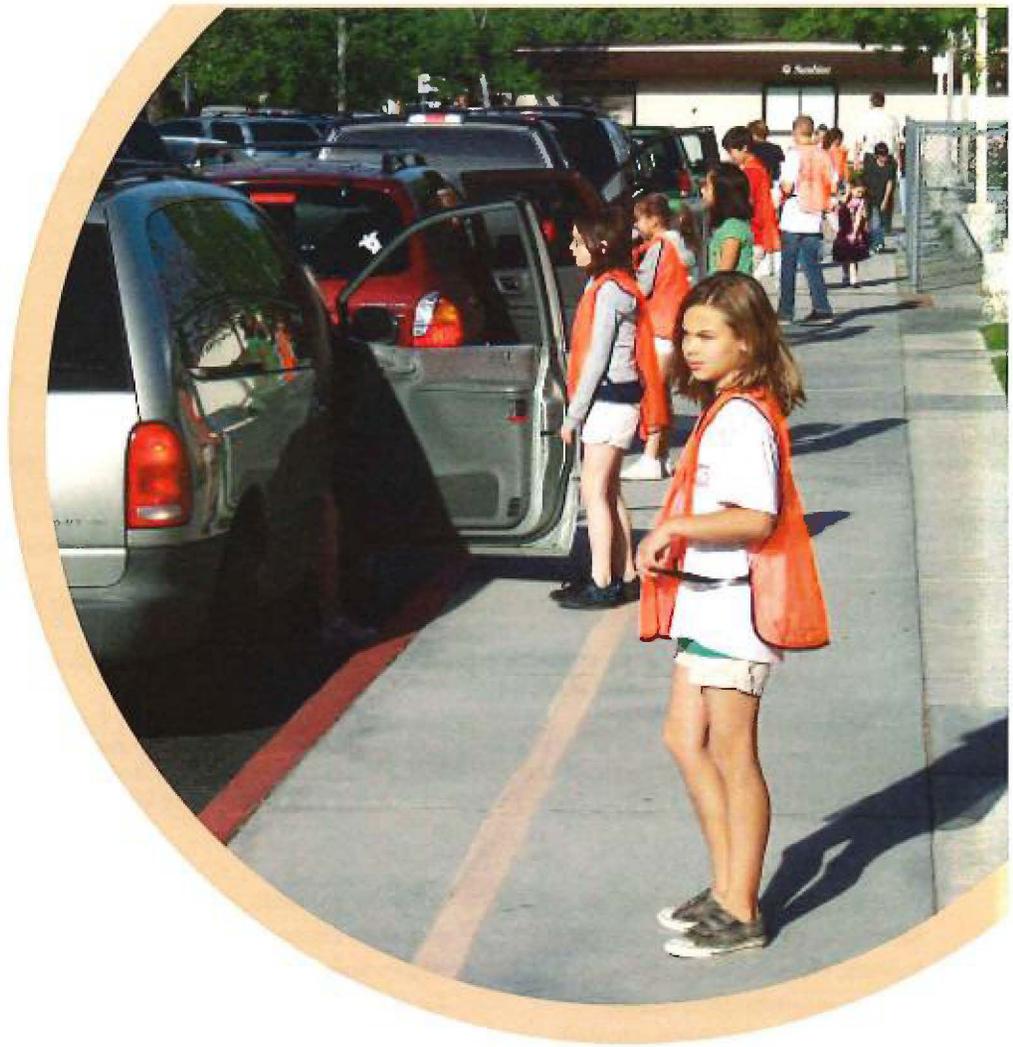
After school programs can engage students in developing outreach materials and content for other programs, such as walk to school day or a school safety campaign. Older students can mentor and provide support for younger students in bicycle maintenance and skills.

For older students, clubs could include mountain biking or road racing, depending on the interests of students. An existing program in Tacoma is the Major Taylor Project (MTP), a year-round, youth development cycling program led by Cascade Bicycle Club. The program integrates bicycling, healthy living, bicycle maintenance, road safety awareness and the importance of working toward individual goals. MTP currently operates at Lincoln High School, Stewart Middle School, Mt. Tahoma High School, and Jason Lee Middle School in Tacoma.

Benefits

- ✔ Can be customized to fit the interests of students
- ✔ Can be customized to different grades and age groups
- ✔ Teaches students leadership skills
- ✔ Gives students a fun activity to participate in after school





Tacoma SRTS Program Toolkit

ENFORCEMENT

Reminding students and parents to obey traffic rules to keep everyone safe

- Crossing Guards
- Speed Watch/Feedback Signs
- Enforcement Campaigns
- School Safety Campaign
- Neighborhood Beautification



CROSSING GUARDS

DESCRIPTION	Crossing guards assist students crossing streets and remind drivers to comply with traffic laws near schools. Crossing guards are different than volunteer youth safety patrols.
POTENTIAL IMPLEMENTER	Lead: school administration, Tacoma Public Schools Partners: city staff, AAA
AUDIENCE	Crossing guards at elementary schools; Middle school students can act as student valets at elementary schools
TIMEFRAME	Launch at the beginning of the year and continue throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide a stipend and recruit members of the community when possible • Prioritize crossing guards at locations with a history of crashes
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Crossing Guard Program Guidelines (SRTS) - www.saferoutesinfo.org/guide/crossing_guard/index.cfm • School Zone Safety Kit (Washington Traffic Safety Commission) - www.seattle.gov/transportation/docs/srts/School-Zone-Safety-Kit.pdf • School Walk and Bike Routes (WADOT) - www.wtsc.wa.gov/wp-content/uploads/dlm_uploads/2014/09/SchoolWalkBikeGuide_TechnicalUpdate.pdf

The primary responsibility of an adult school crossing guard is to help students safely cross the street as they walk or bicycle to and from school. The guard stops traffic with hand signals or a STOP paddle, and is always the first person in and the last person out of the street.

Crossing guards can be volunteer community members or paid employees. Typically a paid program is preferable since it increases motivation, although many highly-organized volunteer programs exist. Regardless of whether or not crossing guards receive compensation, substantial efforts are required from a coordinator to conduct screening and hiring, perform

background checks, handle insurance coverage and equipment purchase/maintenance, and monitor the guards daily.

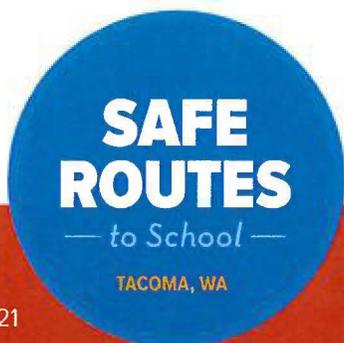
The Washington Traffic Safety Commission provides guidance and criteria on when and where crossing guards should be used: <https://www.seattle.gov/transportation/docs/srts/School-Zone-Safety-Kit.pdf>

Some schools use a formal crossing guard request system, while others organize a committee or hire outside technical assistance to identify appropriate locations. All programs should work closely with their local police and traffic safety departments to administer the program.

In addition to crossing guards, school safety patrols, who are trained students, may be used to help facilitate crossings. Special training and adult supervision is required for all school safety patrols.

Benefits

- ✓ Increases motorists' compliance in stopping for pedestrians in the school crossing
- ✓ Discourages unsafe behavior by students near traffic, such as darting into the street without looking or crossing against a traffic signal, as well as for all pedestrians at the school crossing
- ✓ Creates temporary gaps in traffic, and utilizes existing gaps more efficiently, to help students cross safely
- ✓ Crossing guards can observe and report incidents or conditions that present a potential safety hazard to the students or the guard (i.e., add "eyes on the street")



SPEED WATCH/FEEDBACK SIGNS & ENFORCEMENT CAMERAS



DESCRIPTION	A speed feedback sign can be used to display approaching vehicle speeds and posted speed limits on roadways. Enforcement cameras are unmanned cameras that can issue warnings and citations to speeding drivers.
POTENTIAL IMPLEMENTER	Lead: school administration, Tacoma Police Department Partners: city staff
AUDIENCE	All ages; use where speeding is a concern
TIMEFRAME	Launch at the beginning of the year and continue throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> Place in locations with demonstrated speeding issues Provide ample signage about enforcement cameras to warn drivers Explore options to ensure that the benefits and burdens of increased enforcement are fairly distributed
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> Role of the Enforcement Officer (SRTS) - www.saferoutesinfo.org/guide/enforcement/role_of_the_enforcement_officer.cfm School Zone Speed Cameras (City of Seattle) - www.seattle.gov/police/technology/speed_photo.htm

Fast-moving traffic is a major deterrent to students and parents walking and biking to school, especially where students have to cross arterial roadways or sidewalks are not continuous. In areas with known speeding problems, radar detection can help reduce speeds and enforce speed limit violations.

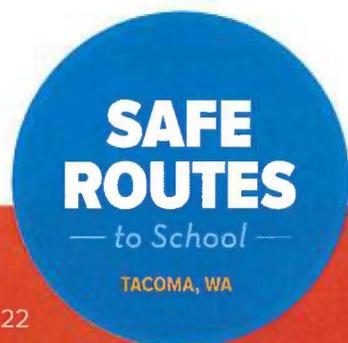
Speed radar trailers can be used as both an educational and enforcement tool. By itself, the unmanned trailer serves as effective education to motorists about their current speed compared to the speed limit. As an alternative enforcement measure, the police department may choose to station an officer near the trailer to issue citations to motorists exceeding the speed limit.

A permanent speed radar sign can be used to display approaching vehicle speeds and speed limits on roadways approaching the school site. In order to maximize effectiveness for school settings, the radar display unit should be set to only activate during school commute hours. Roadways approaching the school site are the most appropriate location to display speeds, instead of streets along the school frontage that will likely have lower speeds due to pick-up/drop-off traffic.

Enforcement cameras are fixed cameras that issue citations to speeding drivers. The speed cameras operate by using digital signal processing and in-ground point-to-point loop detectors to make multiple measurements of a vehicle as it passes through the speed zone. The vehicle's speed is calculated based on the time it takes to travel between the loop detectors.

Benefits

- Provides 'hard' data to assist local traffic enforcement and roadway engineering services
- Alerts motorists, who may otherwise not be looking at their speedometer, to their actual driving speeds
- High yield activity to improve both traffic safety and education
- Radar trailers or speed radar guns can be shared among several schools





ENFORCEMENT CAMPAIGNS

DESCRIPTION	Enforcement campaigns can include crosswalk stings, education, and parent outreach to remind motorists how to drive near schools.
POTENTIAL IMPLEMENTER	Lead: school administration; Tacoma Police Department Partners: city staff
AUDIENCE	All; may be more effective near elementary schools where younger students are present.
TIMEFRAME	Launch at the beginning of the year and continue throughout the school year. Focus on the fall, when time change occurs and there is less daylight (e.g. around Halloween).
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide materials in multiple languages • Images should be representative of the community • Ensure that the benefits and burdens of additional enforcement are spread throughout the community
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • Role of the Enforcement Officer (SRTS) - www.saferoutesinfo.org/guide/enforcement/role_of_the_enforcement_officer.cfm • Greenville, NC, participated in a distracted driving research project, neighborhood speed watch program, installed speed feedback signs, and increased law enforcement before and after school. - www.saferoutesinfo.org/sites/default/files/resources/srts_gettingresults_drivingbehavior_0.pdf • School Safety Campaign (Pasadena, CA) - www.altaplanning.com/projects/pasadena-safe-routes-to-school-program/

Enforcement campaigns can cover a wide range of areas, including crosswalk stings, speed enforcement, distracted driving, and distracted walking/ bicycling.

In a crosswalk sting operation, the local police department targets motorists who fail to yield to pedestrians in a school crosswalk. A plain-clothes “decoy” police officer walks into a crosswalk or crossing guard-monitored location, and motorists who do not yield are given a citation by a second officer stationed nearby. The police department or Tacoma Public Schools may alert the media to crosswalk stings to increase public awareness of

crosswalk safety, and news cameras may accompany the police officers to report on the sting.

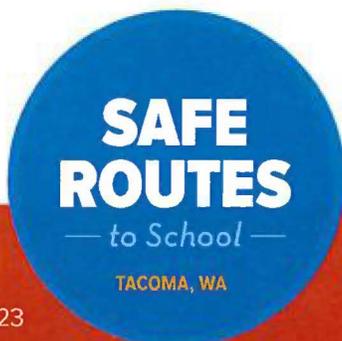
The City of Santa Clarita, CA has an annual “Santa Sting” in which a police officer dresses up as Santa Claus and issues citations to motorists who do not yield to Santa in the crosswalk.

As part of a broader enforcement campaign targeting school safety, the Palo Alto Police Department conducts “Operation Safe Passage” three times a year during school commute periods. In addition to motorist violations (speeding, talking on cell phone, failure to yield to pedestrians), officers stationed at schools ticket walking/bicycle safety violations to promote safe behavior.

Lawn signs and ad campaigns with enforcement messaging may also be used.

Benefits

-  Increases awareness of laws requiring motorists to yield to pedestrians in crosswalks
-  Educates motorists about appropriate driving behavior
-  Leverages/maximizes police enforcement levels that are otherwise difficult to sustain throughout the school year





SCHOOL SAFETY CAMPAIGN

DESCRIPTION	A media campaign can publicize traffic safety issues around schools and promote safe walking, biking, and driving for students, parents, and others use school zones.
POTENTIAL IMPLEMENTER	Lead: Tacoma Public Schools, Tacoma Police Department, PTO Partners: teachers, school administrators
AUDIENCE	A safety campaign targets the entire school community and people passing through the area. Focus attention to where speeding is an issue and near elementary schools.
TIMEFRAME	Campaigns should be held annually or semi-annually, when students return to school in the fall, when the weather gets warmer, and/or when daylight saving time ends.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide materials in multiple languages • Work with existing community groups to reach a wider audience • Focus on areas with a history of crashes
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • City of Tacoma’s “This Lane is Your Lane” campaign about traffic laws: http://www.cityoftacoma.org/cms/One.aspx?portalId=169&pageId=72640 • Review of Bicycle Safety Campaigns - www.issuelab.org/resource/bicycle_safety_campaign_review • “Every Step Counts” Marketing Materials - www.saferoutesinfo.org/program-tools/every-step-counts-marketing-materials • Street Smarts Program (San Jose, CA) - www.getstreetsmarts.org/ • MnDOT Share the Road - www.dot.state.mn.us/sharetheroad/

A safety campaign is an effective way to build awareness of students walking, bicycling, and skateboarding to school and to encourage safe driving behavior. Campaigns can use media at or near schools—such as posters, business window stickers, yard signs, or street banners—to remind drivers to slow down and use caution in school zones.

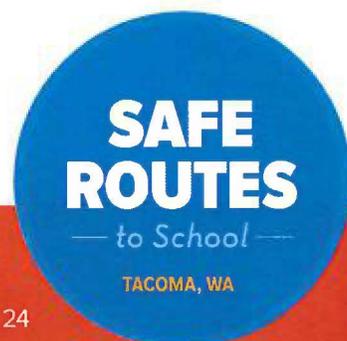
This type of campaign can also address other specific hazards or behaviors, such as walking or bicycling to school, school bus safety, and parent drop-off and pick-up behavior. Distracted driving in school areas can also be addressed through a campaign.

Campaigns can be produced with little budget, using hand-painted signs made by students. When larger budgets are available, high-quality promotional materials may be produced using professional designers and printers. Collateral can often be covered through grants. Advertising on bus shelters, benches, and billboards can also be an important part of safety campaigns to inform the community and expand the reach of the messaging.

A collaborative effort between the police department and the district can expand the reach of the campaign. A campaign that coordinates with all schools in the area can be very effective. Enforcement staff who engage with these activities should be trained in cultural competency and participate in sensitivity trainings to minimize potential profiling or other negative outcomes.

Benefits

- ✔ Extends beyond school families and students to educate the general public
- ✔ Can be targeted (e.g. with banners or lawn signs) at specific “hot spot” safety locations and reinforce school zone speed limits
- ✔ Helps develop good travel behavior and habits among students, parents, faculty, and staff - including those who live too far away to walk or bike to school
- ✔ Can be funded through traffic safety grants within or outside Safe Routes to School programs





NEIGHBORHOOD BEAUTIFICATION

DESCRIPTION	Neighborhood beautification projects help keep neighborhoods free of trash and graffiti, create a sense of safety, and help reduce crime rates.
POTENTIAL IMPLEMENTER	Lead: school administration, City of Tacoma Partners: school staff and teachers, community-based organizations, such as Safe Streets
AUDIENCE	All; particularly students and families who live in neighborhoods around schools
TIMEFRAME	Launch the program at the beginning of the school year and host on-going events throughout the school year and over the summer.
INCLUDING EVERYONE	<ul style="list-style-type: none"> Schedule events on multiple days of the week and times of day to provide multiple options for people Provide outreach materials in multiple languages Work with community members and community-based organizations to understand the challenges and opportunities in each neighborhood
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> Spare the Air Youth Equity Guidebook - www.sparetheairyouth.org/sites/all/themes/mtc/images/pdfs/STAY_Equity_Guidebook_Final.pdf The City Repair Project (Portland, OR) - www.cityrepair.org/ Neighborhood murals (Davis, CA) - www.davisenterprise.com/local-news/mural-lights-up-davis-manor-neighborhood/ Street Mural Program (Vancouver, WA) - http://www.cityofvancouver.us/publicworks/page/street-mural-program

Clean neighborhoods, free of trash and graffiti, can create a sense of safety and help reduce crime rates.

Neighborhood beautification projects around schools, such as clean-up days, graffiti removal, and tree planting help make families feel more comfortable and increase safety for walking, biking, and skating to school.

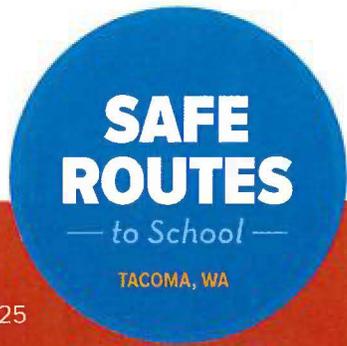
Incorporate murals and other neighborhood art projects into neighborhood beautification projects to help foster a "sense of place".

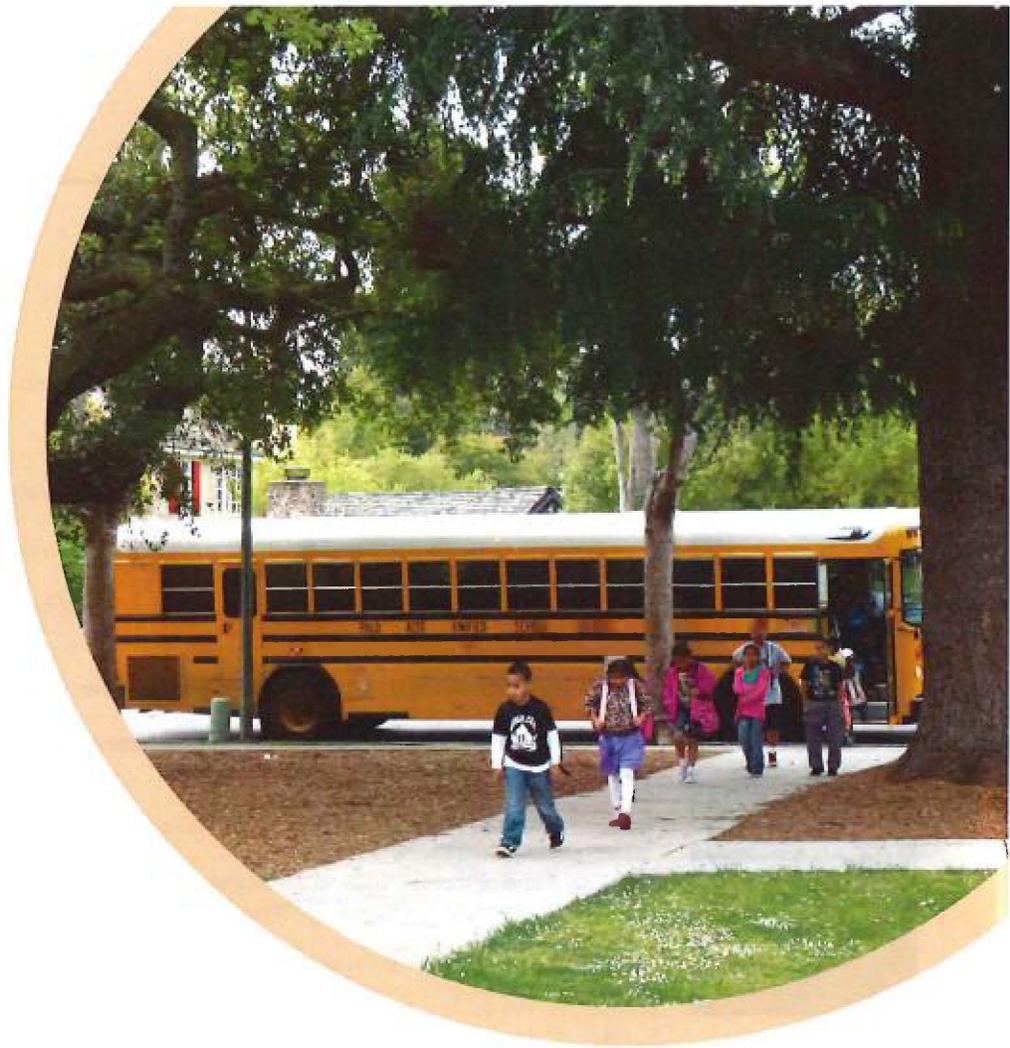
Around the country, communities have used intersection mural painting to engage community members in artistic placemaking projects. Intersection and street painting has also been proven to reduce traffic speeds and volumes on neighborhood streets.

Neighborhood beautification projects are relatively easy and cost effective ways to engage with students and create safer communities around schools.

Benefits

- Provide time for community dialogue about positive and negative uses of public space
- Results in a cleaner, more attractive neighborhood
- Provides a space for students to learn about volunteering and giving back to their communities





Tacoma SRTS Program Toolkit

ENGINEERING

Infrastructure changes that improve conditions for walking, biking, and skateboarding

- Walk Audit & Improvement Plans
- School Drop Off/Pick Up Policies
- Suggested Route Maps



WALK AUDIT & IMPROVEMENT PLANS

DESCRIPTION	A walk audit is an on-the-ground assessment of the school and surrounding area. An improvement plan identifies problem areas and recommends possible infrastructure solutions.
POTENTIAL IMPLEMENTER	Lead: school administration, city planning staff Partners: school staff and teachers, Tacoma Police Department, parent volunteers
AUDIENCE	All schools; focus efforts at schools that lack infrastructure and where there are higher rates of crashes
TIMEFRAME	Walk audits are a good way to kick off SRTS programs, gather interested parents, and discuss programs.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide translators for parents at walk audits • Bring recommendations to neighborhood meetings and community groups for input • Send maps home with students to allow parents to provide input about unsafe routes
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • SRTS Guide: Walking and Bicycling Audits - http://guide.saferoutesinfo.org/engineering/walking_and_bicycling_audits.cfm • Spare the Air Youth Walking & Bicycling Audit Guide - www.sparetheairyouth.org/walking-bicycling-audits/ • ITE Walk Audits - http://library.ite.org/pub/e265f845-2354-d714-511f-81ff4a1dbc7b

A school site audit, sometimes called a walk audit, is an assessment of the pedestrian and bicycling conditions around the school area.

The goal of an audit is to document conditions that may discourage walking and bicycling to school, and to identify solutions to improve those conditions. The audit should identify the built environment around a school (e.g. streets, sidewalks, pathways, crosswalks and intersections, bike routes, traffic controls), the drop-off and pick-up operations (e.g. presence of designated loading areas), as well as behaviors of students, parents, and motorists that could contribute to unsafe conditions for bicyclists or pedestrians

(e.g. speeding, jaywalking, failure to yield to pedestrians). Information from the walk audits can be used when identifying suggested routes for walking route maps.

Walk audits can be done during morning or afternoon/evening travel time, and can incorporate travel tallies to provide information on how students are traveling.

Improvement plans identify locations where engineering solutions should be considered and provide infrastructure recommendations for making those locations more walk and bike friendly.

While parents are assembled for the audits, introduce the greater Tacoma SRTS program and other education and encouragement activities. This is also a good opportunity to identify potential volunteers.

Benefits

- ✓ Provides “on the ground” assessment and recommendations to improve school access and safety
- ✓ Facilitates local input to identify issues and engages stakeholders on potential solutions
- ✓ Helps document the public planning process for a specific improvement, which helps in grant applications and decision-maker approval



SCHOOL DROP OFF/PICK UP POLICIES



DESCRIPTION	Drop off and pick up policies can encourage walking, biking, and skateboarding by improving traffic circulation on the school campus, reducing safety and health hazards from idling cars.
POTENTIAL IMPLEMENTER	Lead: school administration, Tacoma Public Schools Partners: school staff and teachers
AUDIENCE	All; focus on schools with larger numbers of drivers
TIMEFRAME	Launch new policies at the beginning of the year and continue throughout the school year.
INCLUDING EVERYONE	<ul style="list-style-type: none"> Facilitating good circulation helps students who are walking, biking, and skating
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> SRTS Guide: Student Drop-off and Pick-up Tools - http://guide.saferoutesinfo.org/dropoff_pickup/student_drop-off_and_pick-up_tools.cfm Spare the Air Youth School Site Transportation Policies - www.sparetheairyouth.org/school-site-transportation-policies

Other SRTS tools help to reduce the number of vehicles being used for school travel, but for those who must drive, clear drop off and pick up policies should be put in place. Unlike most public facilities or office buildings, school traffic movements are heavily synchronized around a specific schedule. Left to organize itself, school traffic can easily overburden local roadway facilities and pose unique safety hazards to students. Inefficient drop-offs and pick-ups can also increase local air pollution and strain relationships with adjacent residents and community members.

Valet Drop-off: “Valet” is a technique to improve traffic flow within the drop-off and pick-up loop by assisting students into and out of vehicles. This technique

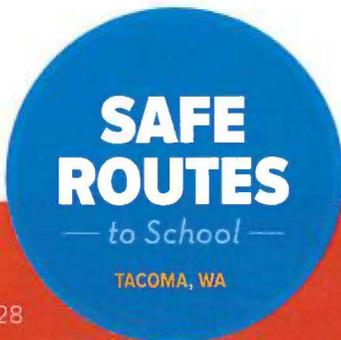
eliminates the need for parents to get out of the vehicle to open the door for a child or remove bags and other items, thereby reducing delays and unnecessary idling. Student volunteers and school staff assist with the valet to ensure it runs smoothly.

Platooning Drop-off/Pick-up System: In a platooning system, all vehicles unload/load simultaneously, then proceed to the exit. If a vehicle unloads or loads more efficiently than the vehicle in front of it, the rear vehicle must wait for the lead vehicle to finish unloading/loading, then follow it out of the loop. This tool is best used to control the parent inclination to always drop-off and pick-up the student directly in front of the school.

Carpool Priority Parking and Load Zones: Policies that successfully encourage carpooling help limit demand on school facilities and on the local roadways. For older students and faculty/staff, priority parking permits can be awarded to those who commit to carpooling.

Benefits

-  Less congestion and frustration for parents/drivers at drop off/pick up
-  Reduces conflicts between students walking or biking and motor vehicles or buses
-  More consistent and organized system
-  Encourages carpooling
-  Can be created with the district's transportation department, ensuring buses can also travel more efficiently





SUGGESTED ROUTE MAPS

DESCRIPTION	Suggested route maps can be attractive, user-friendly resources that promote active transportation by showing parents and students the best ways to get to and from school.
POTENTIAL IMPLEMENTER	Lead: City of Tacoma planning department Partners: school administrators, teachers, parent volunteers, students
AUDIENCE	All; elementary school maps can focus on the 1-mile radius from school; middle and high school maps can have a wider radius. Tips and resources should be tailored to the age of students.
TIMEFRAME	Distribute maps when students and families are adjusting to new habits, such as at back-to-school events, following winter/spring break, and as weather gets warmer. Revise and redistribute maps annually.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Translate maps into multiple languages • Make sure to include routes to areas with multi-family housing • Include Park & Walk locations • Consider including other destinations such as community centers, grocers, libraries, etc., in order to increase the usefulness of the maps to more communities
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • National Center for Safe Routes to School's Map-a-Route Tool - http://maps.walkbiketoschool.org/ • Pico Rivera, CA - www.pico-rivera.org/depts/ced/planning/srts/schoolmaps.asp • Santa Clarita, CA: http://www.santa-clarita.com/city-hall/departments/public-works/traffic-transportation-planning/traffic-information-program-series-tips/suggested-routes-to-school • Minnesota Walking Route Map webinar - www.dot.state.mn.us/mnsaferoutes/resources/mapping.html

Suggested Route Maps help families choose the best route for walking, bicycling, and skateboarding to school. Maps show stop signs, signals, crosswalks, sidewalks, bikeways, paths/trails, school entrances, bike parking, and crossing guard locations around a school. Maps may also show transit routes and stops, school enrollment areas, pick-up/drop-off zones, and important destinations, such as community centers and parks. Other things to consider include recommended routes, good walking/ biking routes, travel times (e.g., 1/2 mile = 10 minutes) and hazardous locations.

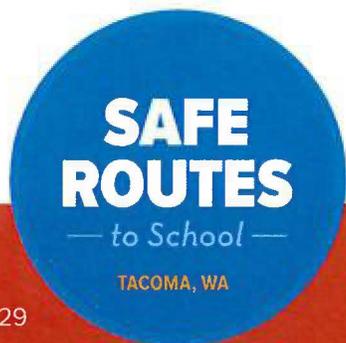
The back of the maps can include safety tips for walking, biking, skating, and driving, plus additional local resources or information.

Maps may be produced using mapping or drawing technologies, such as GIS or Adobe Illustrator, but can also be as simple as hand drawn maps or marked up Google maps. Students may get involved in making maps through classroom or after-school activities.

School districts in Washington State are required to establish walk areas for all school buildings where students are enrolled, attend class, and transportation is provided (WAC 392-141-340).

Benefits

- ✔ Identifies the safest routes for students use when walking, biking, and skateboarding to school
- ✔ Identifies potentially unsafe areas that students should be aware of or avoid
- ✔ Maps can show travel time for walking or biking, correcting misconceptions about how long it takes to get to school





Tacoma SRTS Program Toolkit

EVALUATION

Understanding how programs and projects are impacting students

- Student Hand Tallies
- Parent Surveys



STUDENT HAND TALLIES

DESCRIPTION	Student hand tallies collect information on how students traveled to and from school over a 2-3 day period. Collect this information regularly to track mode split and mode shift to determine the program impact over time.
POTENTIAL IMPLEMENTER	Lead: school administration, Tacoma Public Schools Partners: school staff and teachers, City of Tacoma
AUDIENCE	All; focus on elementary school
TIMEFRAME	Launch at the beginning of the year and continue throughout the school year. Collect data on a Tuesday, Wednesday, Thursday in September or October and April or May. Do not collect data on event days.
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Include as many classrooms as possible, with at least two classes per grade, per school
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • “Ways to Collect Information” - http://guide.saferoutesinfo.org/evaluation/ways_to_collect_information.cfm • Student Arrival/Departure Hand Tally Form - www.saferoutesinfo.org/program-tools/evaluation-student-class-travel-tally • National Center for SRTS Data Collection System - www.saferoutesdata.org/ • Spare the Air Youth Student Evaluation Guidebook - www.sparetheairyouth.org/student-hand-tallies/

Student hand tallies are conducted to quickly determine the way students travel to and from school on a particular day. Teachers (or another adult) ask students to raise their hands in response to the mode of transportation that is read aloud from a list (carpool, bicycle, drive alone, etc.).

In addition to recording the number of students that use each mode, the tally taker records the weather and any special events occurring that day.

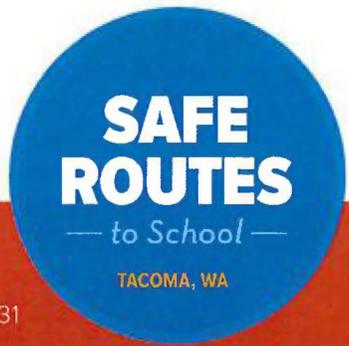
Ideally, student hand tallies should be conducted during the fall and spring on multiple mid-week days to gain the best understanding of mode choice during a typical school day. Two days is the minimum necessary to determine

this ‘average’ percentage of modes, although programs are encouraged to conduct tallies for all three mid-week days - Tuesday, Wednesday and Thursday. In order to produce comparable results, hand tallies should not be conducted during the week of International Walk and Roll to School Day (in October) or on the same day(s) as other large-scale events. Hand tallies take about three minutes to conduct and can be done on paper or through an app.

Hand tallies are generally required of state and federal SRTS grant recipients. Enter data into the National Center for Safe Routes to School’s database to easily track data over time.

Benefits

-  Provides the best available data about mode choice on a typical day
-  Provides baseline and ongoing data to assess the effectiveness of education, encouragement, and other programs
-  Relatively easy to collect data and simple to administer
-  Supplies important information for grant applications and other Safe Routes to School Initiatives
-  Complies with a typical grant reporting requirement



PARENT SURVEYS



DESCRIPTION	Parent surveys provide information on student travel behavior, as well as parents' attitudes about walking and biking.
POTENTIAL IMPLEMENTER	Lead: school administration, Tacoma Public Schools Partners: school staff and teachers
AUDIENCE	Parents of elementary and middle school students, primarily, as older students have more input into their commute mode
TIMEFRAME	Survey parents yearly or every 2 to 3 years, to understand parents' concerns while minimizing survey fatigue
INCLUDING EVERYONE	<ul style="list-style-type: none"> • Provide surveys in multiple languages and offer online and hard copy versions
RESOURCES & EXAMPLES	<ul style="list-style-type: none"> • The National Center for SRTS provides forms, data collection guidelines, and data center - www.saferoutesinfo.org/program-tools/evaluation-parent-survey • The Portland, OR, SRTS program shares their robust parent survey evaluation and post survey results online. - www.portlandoregon.gov/transportation/index.cfm?login=1&a=480345 • Spare the Air Youth Evaluation Toolkit- www.sparetheairyouth.org/parent-surveys/

Parent surveys are a great way to understand why families and/or students choose certain modes to get to and from school.

Parent surveys go beyond daily transportation patterns and asks parents about their attitudes and concerns around walking and biking to school, as well as whether they think walking and biking are fun, healthy, safe, or something they want to do more often.

A popular method to distribute parent surveys and/or online survey fliers is by sending them home as "backpack mail" with students. To maximize response rates and turnaround time, ask parents to complete the form in 1-2

days. Completed hard copy surveys are then returned to the teacher (online surveys will be automatically collected). Depending on the level of parent engagement, student reminders, cross-promotions at school events, and incentives may also be needed.

Benefits

- ✔ Provides a second travel mode data set for comparison with student hand tally results
- ✔ Supplies more detailed travel and distance information to calculate environmental benefits, including reductions in greenhouse gases from SRTS activities
- ✔ Helps assess existing program impacts and prioritize future program activities/focus areas
- ✔ Engages families in a discussion of travel behavior
- ✔ Supports grant applications and other opportunities for funding
- ✔ Helps identify parent volunteers

