

SAFE ROUTES TO SCHOOLS BASICS

Resources for Planning, Creating, and Sustaining a Safe Routes to School program

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THE ACTIVE TRANSPORTATION RESOURCE CENTER (ATRC) IS FUNDED BY AN ACTIVE TRANSPORTATION PROGRAM (ATP) GRANT TO THE CALIFORNIA DEPARTMENT OF TRANSPORTATION - (CALTRANS). THE ATRC'S MISSION IS TO PROVIDE RESOURCES, TECHNICAL ASSISTANCE, AND TRAINING TO TRANSPORTATION PARTNERS ACROSS CALIFORNIA TO INCREASE OPPORTUNITY FOR THE SUCCESS OF ACTIVE TRANSPORTATION PROJECTS. AS PART OF THE ATRC, THE CALIFORNIA DEPARTMENT OF PUBLIC HEALTH'S (CDPH) ACTIVE TRANSPORTATION SAFETY PROGRAM (ATSP) HAS DEVELOPED THIS RESOURCE.

A Safe Routes to School program is an opportunity to make walking and bicycling to school safer and more accessible for children, including those with disabilities, and to increase the number of children who choose to walk and bicycle. Safe Routes to School programs can benefit communities by enhancing children's health, well-being, and academic performance; easing traffic congestion and air quality near schools; and improving community members' overall quality of life. The information and resources here will assist with starting and sustaining a range of Safe Routes to School activities.

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What is Safe Routes to School?

Safe Routes to School (SRTS) is an international movement to increase the number of children who can, and do, safely walk and bicycle to school. Successful SRTS programs include elements of each of the 5 E's: Education, Encouragement, Engineering, Enforcement, and Evaluation. Each of these E's is designed to remove barriers that prevent children from walking and bicycling to school. By providing a flexible model to increase walking and bicycling, SRTS programs can address many pressing public health issues facing children and families today.

SRTS Programs can: 1) reduce vehicle emissions and improve air quality; 2) increase daily physical activity levels and reduce obesity and other health risks; 3) improve academic performance among children; 4) increase neighborhood and social cohesion; and much more!

To learn more about the history of SRTS, visit the [National Center for SRTS Guide](#).

Overview of California's Efforts

California has a long and outstanding tradition of successful SRTS programs. In 1998, the California Department of Public Health funded [Marin County](#), establishing a model for our national SRTS efforts. Since then SRTS has grown dramatically in California thanks to two funding streams dedicated to facilitating safe opportunities for children to walk and bicycle to school.

California's SRTS efforts have many local champions. At the state level, SRTS is led by Caltrans Division of Local Assistance. Caltrans funds the ATRC to support the statewide California SRTS Program and ATP-funded non-infrastructure projects.

Until recently, California has had two distinct Safe Routes to School Programs administered by Caltrans: a state program (SR2S) and a federal program (SRTS). Both programs worked to increase the number of children walking and bicycling to school by removing barriers and facilitating opportunities for active transportation.

On September 26, 2013, Governor Brown signed legislation creating the Active Transportation Program (ATP) in the Department of Transportation ([Senate Bill 99, Chapter 359](#) and [Assembly Bill 101, Chapter 354](#)). The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S), into a single program with a focus to make California a national leader in active transportation. The ATP is administered by the Division of Local Assistance, Office of Active Transportation and Special Programs. Safe Routes to School projects and programs are eligible for funding under ATP. For more information, visit the Caltrans ATP website: <http://www.dot.ca.gov/hq/LocalPrograms/atp/>

Steps to Building a SRTS Program

Get ideas for starting and building support for a SRTS Program at your school!

The process for starting a Safe Routes to School program is unique to each school and community. This chapter addresses five steps to building a successful SRTS program: build support, create a plan, address concerns, be equitable, and find funding.

For more information on getting a Safe Routes to School Project going at your school, visit the [National Center's Getting Started Guide](#) or read [Getting Started Locally](#) from the SRTS National Partnership.

Build Support

SRTS Programs have many natural allies in a community. Consider reaching out to your local public health agency, Safe Kids Coalition, law enforcement, bicycle and pedestrian advocacy organizations, nutrition advocates, engineers and planners, Parent Teacher Organizations, school and school district staff, health care providers, elected officials, and others who have a stake in reducing obesity / overweight, reducing injuries, improving air quality, and creating livable, walkable communities. Talk with parents, the PTA, the school principal, and/or other concerned individuals to gauge interest and enlist support. If you have a walk or bicycle advocacy organization in your area, consider enlisting their help as well. For guidance in working with education professionals, see the SRTS National Partnership's [resource guide](#).

Events such as [International Walk to School Day](#) are also a great way to engage support for walking and bicycling to school!

Resources for Engaging Schools and Parents

- [Engaging School Leaders as Partners in Creating Healthy Schools \[PDF\]](#), Action for Healthy Kids
- [Parent Engagement: Strategies for Involving Parents in School Health \[PDF\]](#), Centers for Disease Control and Prevention

Key Websites and Research

- [America Walks](#)
- [Economic, Health, Environmental, and Safety Statistics to support Bicycling, Bikes Belong](#)
- [Research to support SRTS Programs, SRTS National Partnership](#)
- [Active Living Research](#)
- [Pedestrian and Bicycle Information Center](#)

Create a Plan

Find resources for developing a SRTS or school travel plan. Looking for data to support your planning process? Find links to local level collision, health, and demographic data here!

SRTS funding is competitive, so it's critical to build a strong case to support your school or community's need for SRTS funding. Data can be a very convincing way to demonstrate the need of your school/school district. **Collect information to support your concerns.** One way to do this is to complete a walkability checklist of the school. You can also access a walkability checklist form ([English](#) and [Spanish](#)). You want to document the problems you see so that you have something concrete to share with those who may be able to help you address the issues.

Develop a School Travel Plan

School Travel Plans (STPs) can be developed for a school, school district, city, county, or region. Coordinated STPs can help ensure SRTS projects address schools with the highest needs. Organizations and agencies are encouraged to develop School Travel Plans to help prioritize the selection of highest need schools when applying for funding.

A school travel plan is a written document that outlines a school community's intentions for making travel to and from school more safe and sustainable. An established plan can be an important tool in improving student and community health, safety, traffic congestion and air quality. This can be accomplished by reducing individual car trips, increasing walking and bicycling, and by making the walking and bicycling environment safer. A plan should be created through a team-based process that identifies the barriers to active transportation and formulates a set of solutions to address them. Ideally, a school travel plan is developed in consultation with the whole school community, and can be one of the first steps in preparing schools to make important changes in their travel environments. Plans may address the needs of a single school or several schools in a district or community. A consistently updated plan can serve as a repository of information to use when applying for Safe Routes to School or other sources of pedestrian and bicycle program funding.

For more information on developing a school travel plan, check out these websites:

[New Jersey SRTS Travel Plan Guide](#)

Develop a SRTS Plan

According to the [National Center for Safe Routes to School](#), "the SRTS plan does not need to be lengthy, but should include encouragement, enforcement, education, and engineering strategies; a time schedule for each part of these strategies; a map of the area covered by the plan; and an explanation of how the program will be evaluated. Strategies that can be implemented early will help the group feel successful and can build momentum and support for long-term activities. Be sure to include fun activities; that is what encouragement is all about."

Examples of SRTS plans are available at the following website:

[Solano County](#), including city-wide and school SRTS plans

Address Concerns

Good programs address concerns like liability and personal safety up front. Find resources to support your work here.

Successful SRTS programs rely on and reflect the input and commitment of multiple partners. The complex questions and concerns of these various stakeholders – whether real or perceived – must be acknowledged and addressed to sustain interest, participation, and ultimately trust in SRTS programs.

Liability

Don't let school or school district liability fears deter your program! Click on the links below for tools to help tackle liability head-on.

- [California-specific Liability information](#), National Policy and Legal Analysis Network (NPLAN)
- [National Center for Safe Routes to Schools Liability Tip Sheet](#)
- [Volunteers Liability Fact Sheet](#), NPLAN
- [Get Out & Get Moving: Opportunities to Walk to School through Remote Drop-Off Programs](#), ChangeLab Solutions and CA4Health

Personal Safety/Security

Many parents and schools can hesitate to encourage walking or bicycling to school for fear of stranger abduction, street crime, gangs, dogs, speeding traffic, and bullying. SRTS programs address this by encouraging walking school buses or bicycle trains where adults (often parents) accompany a group of children to school. The resources below can help parents and schools address this topic.

- [Personal Safety](#), SRTS National Partnership
- [Personal Security](#), National Center for SRTS
- [Law Enforcement Officer Tips: Addressing Personal Security for Students](#), National Center for SRTS

Bullying

SRTS programs can help address bullying on the walk or bicycle to school through a variety of means, such as walking school buses and bicycling trains or by having parents, neighborhood residents, school staff or others stationed on the route to school or on "Parent Paths" or at designated street corners as "Corner Captains." The resources below provide additional information on bullying prevention.

- [Centers for Disease Control and Prevention, Youth Violence Prevention](#)
- [U.S. Department of Health & Human Services, Stopbullying.gov](#)
- [National Education Association, Bully Free: It Starts With Me](#)

Program Models

Corner Captains

A "Corner Captain" is a parent, teacher, or other volunteer that is stationed at designated locations in neighborhoods and along established routes to school. They can improve personal security by serving as "eyes on the street" and otherwise supervise during the morning and afternoon. Consider

outfitting Corner Captains in specific pieces of clothing that designates their status to both children and other adults. "Safe Houses" can also be identified.

Parent Paths

Similar to "Corner Captains," having parents located at designated locations along established routes to school can help provide additional "eyes on the street" and improve safety for children walking or bicycling to school.

Safe Passages

In areas of high crime, traveling to and from school can be dangerous. Safe Passages is a program designed to increase children's safety as they travel to and from school. Check out this program below for ideas.

- [Belmont School Safe Passages](#) (Los Angeles County, California)

Be Equitable

This page provides resources and tools to help you address health and transportation inequities in your SRTS work. Included here are a number of resources and publications to provide guidance on equity in active transportation.

SRTS Planning Workshops

The California SRTS Technical Assistance Resource Center (ATRC) conducts SRTS Workshops at no cost for low-income schools without existing Caltrans SRTS funding. These workshops are designed to help communities and schools create sound SRTS programs based on their unique community conditions, promising practices, and resource availability and options. Email ATSP@cdph.ca.gov for more information.

Research Briefs

- [Income Disparities in Street Features that Encourage Walking \[PDF\]](#), Bridging the Gap
- [Do All Children Have Places to be Active? Disparities in access to physical activity environments in racial and ethnic minority and low-income communities. \[PDF\]](#) A Research Synthesis from Active Living Research, November 2011.
- [Health Equity and Prevention Primer](#), Prevention Institute
- [Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living](#), Prevention Institute
- [Why Place and Race Matter](#), PolicyLink

Implementation Guidance

- [SRTS National Partnership Resources](#)
- [Implementing SRTS in Low-Income Schools and Communities](#), SRTS National Partnership
- [Prevention Institute Resources for Improving Environments for Health and Health Equity](#)

California Programs and Resources

- [California Convergence](#)
- [California Pan-Ethnic Health Network](#)
- [Caltrans Environmental Justice and Title VI Program](#)
- [Prevention Institute](#)

Tools

- [ENACT: Environmental Nutrition & Activity Community Tools and Local Policy Database](#)
- [Organizational Self-Assessment Toolkit for Addressing Health Inequities](#), Bay Area Regional Health Inequities Initiative
- [Healthy Planning Guide](#), Bay Area Regional Health Inequalities Initiative
- [JointUse.Org](#)
- [Evaluating Transportation Equity](#), Victoria Transport Policy Institute

Find Funding

Share your findings with your identified partners and look for solutions. What you find may require simple, low-cost fixes and your partners may know of or have resources to help address them. If your findings are bigger (and potentially more costly), you should share them with your local public works department. They may be able to add any infrastructure projects to their “to do” list. They would also be the ones to partner with if you think your school or school district should apply for Safe Routes to School funding.

SRTS addresses a variety of public health and safety concerns, providing numerous opportunities for funding through diverse health and safety funding streams and programs. SRTS programs can qualify for funding from a variety of sources from transportation, safety and injury prevention, obesity prevention and physical activity promotion, education, and environmental protection, among other sources. The list below will help get you started in finding grant funding for your program.

Potential sources of funds for SRTS programs include those listed below:

Infrastructure Funding

- [Caltrans Active Transportation Program](#)
- Caltrans SRTS and SR2S Programs
- [Caltrans Planning and Environmental Justice Grants](#)
- [Caltrans Highway Safety Improvement Program \(HSIP\)](#)
- [Caltrans Congestion Mitigation and Air Quality Program \(CMAQ\)](#)
- Caltrans Bicycle Transportation Account
- School districts (operating budgets)
- Local transportation agencies (capitol improvement projects or operating budgets)

Non-Infrastructure (Education, Encouragement, and Enforcement) Funding

- [Caltrans Active Transportation Program](#)
- [California Office of Traffic Safety](#)
- Community Service Groups (Rotaries, Lions Clubs)
- Local public and private agencies and organizations
- Private foundations, including health and education foundations
- School districts
- Public health departments
- Local [Safe Kids Coalitions](#)
- [Local fines and fees](#)

Environmental and Academic Funding and Resources

- The [Captain Planet Foundation](#) funds hands-on environmentally-themed projects for students in elementary school through high school.
- The [Siemens “We Can Change the World” Challenge](#) is offered by Siemens in partnership with the National Science Teachers Association and Discovery Education. The program helps teachers educate students on sustainability issues by providing lesson plans, resource guides, and teaching materials and grants awards in three grade categories (elementary, middle, and high school).
- The [Disney Planet Challenge Project](#), in partnership with the National Science Teachers Association and others, is a project-based, environmental competition for elementary and middle school students.

- The [Environmental Protection Agency](#) provides educational services for educators, students, youth groups and community or environmental organizations and offers a competitive grants program, environmental education publications for classroom use, and a youth awards program.

Start Small

It is important to consider that large infrastructure projects take a long time to conceive, fund, and build. In the meantime, consider what you can do in the short term to facilitate safe walking and bicycling among students. Building support and demonstrating need for SRTS at your school through education, encouragement, evaluation, and enforcement efforts can be critical to securing larger infrastructure funding and make it safer for kids walking and bicycling now. Many SRTS education, encouragement, and enforcement activities can be implemented with little or no funding. Work with local volunteer organizations or bicycle and pedestrian advocacy groups to conduct education or staff and coordinate events. Be creative!

For more funding ideas and opportunities

- [National Center for Safe Routes to School Funding Page.](#)
- [Links to Select Funding Sources for CA SRTS projects \[PDF file\]](#)

Sign up to receive the latest funding opportunities

- [Caltrans Division of Local Assistance List Serve](#)

The 5 Es

Flourishing SRTS projects see remarkable changes in the way students and parents choose to travel to and from school. These projects succeed by including each of the "Five E's" of Safe Routes to School to ensure that their project is a well-rounded, multi-prong and time-tested approach to getting students safely walking and bicycling.

The Safe Routes to School National Partnership has recognized that to successfully achieve core goals around increasing the number and safety of kids walking and bicycling to school, it is vital to direct resources and craft programs and policies in ways that address the needs of low-income kids and kids of color. To accomplish this they have evolved the SRTS movement in recent years and are including "Equity" as a sixth E. As we discussed equity in the previous section, in this section we discuss the original five E's. Learn more about [how to address equity](#) above.

The Five E's of Safe Routes to School are:

Educate Children and Parents

SRTS Education programs can teach students how to walk, bike, or roll safely and inform parents and other drivers how to drive more safely around pedestrians and bicyclists. Click on the links below for more information and fun Education program ideas.

Developed by the ATRC, the curricula and resources listed in the link below were found as the result of an online search of Safe Routes to School educational materials available across the country. Over 70 resources were collected and evaluated. The curriculums were assessed using the following criteria:

- Alignment with the goals of the Active Transportation Program
- Modern look and feel
- Can be broken down into single lessons and/or adapted for ease of use
- Variety at each grade level
- Each lesson has stated objectives
- Easy to access/user-friendly website

We hope you will find resources here that are a good fit for your Safe Routes to School or bicycle and/or pedestrian education programs. There are many other resources available from states and organizations that aren't listed here; due to space limitations we could not list them all.

[Bicycle & Pedestrian Safety Curriculum for Safe Routes to School and Non-Infrastructure Projects](#)

Developed by the ATRC, the following spreadsheet of educational resources were found as a result of an online search of Safe Routes to School educational materials available across the country. We hope you will find these resources helpful to your Safe Routes to School or bicycle and/or pedestrian education programs. There are many other resources available from states and organizations that aren't listed here; due to space limitations we could not list them all

[Safe Routes to School – Walking School Bus – Bike Rodeo- Manuals and Guides](#)

More Resources from Across the Web

Online Games and Tools for Children and Youth

- [Carbon Use Calculator for Students](#)
 - Students and teachers can calculate their CO2 emissions/footprint and participate in online discussion forums where other teachers and students are sharing their activities to reduce their carbon footprint. Users can compare their carbon footprints and goals to those of others in the same or different school, country, gender, and age group.
- [Bicycle Safer Journey, FHWA](#)
 - The three videos – one for each of three age groups: 5-9, 10-14, and 15-18 – can be used as an introduction to bicycle safety skills or to augment a comprehensive curriculum. The age-appropriate videos, which are available in English and Spanish, address picking the safest places to bicycle and the importance of being alert.
- [Pedestrian Safer Journey, FHWA](#)
 - Pedestrian Safer Journey helps educators, parents and others who care about pedestrian safety to get the conversation started with children and youth. Three videos — one for each of three age groups (5-9, 10-14, and 15-18) — accompanied by a quiz or discussion and an educator’s resource library can be used as an introduction to pedestrian safety skills or to augment a comprehensive curriculum.

Educational Material for Diverse Populations

- [Guidelines for Developing Traffic Safety Educational Materials for Spanish-Speaking Populations](#)
 - Provides tips for planning, creating, and disseminating materials to Spanish-speaking populations, as well as tips for adapting existing materials
- [FHWA Educational Materials for Hispanic Pedestrians and Bicyclists](#)
 - Downloadable materials provide instruction on rules of the road and safety tips for Spanish-speaking populations

Materials for Parents

- [Teaching Children to Walk Safely as they Grow and Develop](#) (For Parents/Caregivers), National Center for SRTS
 - This guide, broken out by age groups, is intended to help parents and caregivers match their guidance and expectations with their children’s abilities.

Materials for Schools

- [School Policy Manual for Safe Bicycle Riding](#), California Department of Public Health

Contact us at ATSP@cdph.ca.gov for more education ideas!

Encourage Walking and Bicycling by Making it Fun

SRTS Encouragement strategies can help increase the popularity of walking, bicycling, or rolling to school in quick, easy, and inexpensive ways!

Customizable Walk, Bike and Roll Encouragement Materials

Insert your program information and logo into these customizable Walk, Bike and Roll materials!

- [Poster \(8.5 x 14\)](#) (Word)
- [Poster \(8.5 x 11\)](#) (Word)
- [Parent Flyer](#) (Word)
- [Parent Flyer_Spanish](#) (Word)
- [Parent Flyer_Chinese](#) (Word)
- [Parent Flyer_Korean](#) (Word)
- [Parent Flyer_Hmong](#) (Word)

Encouragement ideas

- [Mileage clubs and contests](#)
- [Golden Sneaker Award](#) – The “Golden Sneaker Award” is simply a sneaker spray-painted gold and placed on a pedestal. It can be used as the trophy awarded to the class with the most children walking and bicycling to school.
- [Walking School Bus and Bicycle Train](#)
- Include incentives* as part of your education and encouragement programs. Examples of incentives include:
 - T-Shirts
 - Key chains
 - Pencils
 - Jump ropes
 - Helmet charms
 - Bracelets
 - Water bottles
 - Dog tags
 - Shoe charms

*Note: Check your funding source for allowability before purchasing incentives.

Participate in National Bike to School Day

National Bike to School Day is a one-day event occurring during National Bike Month in May that encourages and celebrates biking to school. This national event follows the successful [International Walk to School Day](#) model. Bike to School day events can include bicycle safety education, parent-led bike trains, and other bicycle-related education and encouragement activities.

The information below can help you prepare a successful Bike to School Day event with an emphasis on helping children stay safe on the road, through skills training, and by using a properly fitted helmet.

You will find a variety of organization guides and curricula in the [Education Children and Parents](#) section above.

More Bicycle Safety Training and Resources

- [The new study, Bicycle Safety Education for Children from a Developmental and Learning Perspective, NHTSA](#) – This report describes the nature of children and adolescents' bicycle injuries in addition to understanding the types of programs that exist and their effectiveness. It also explores the psychological domains related to riding a bicycle in childhood and adolescence such as motor skill development, cognitive development, brain development, and risk-taking and social influences.
- [School Policy Manual for Safe Bicycle Riding](#), California Department of Public Health
- [Bicycle Safety Tips for Parents](#) , National Center for Safe Routes to School
- [Bicycle Safety Tips for Kids](#) , National Center for Safe Routes to School
- [Bicycle Helmet Parent-Child Pledge](#), NHTSA
- [Parent Tip Sheet](#) for helping children learn to ride without training wheels, from the San Francisco Bicycle Coalition
- Find a League of American Bicyclists [League Certified Instructor](#)
- [Family Biking Guide](#)
- [NHTSA](#), Find **English and Spanish** information, including:
 - Downloadable materials for children (coloring sheets, bikeability checklists, and safety rules)
 - Videos for fitting bicycle helmets
 - Downloadable brochures for parents
 - [Bicycle Safety Activity Kit](#)
 - [Easy Steps to Properly Fit a Bicycle Helmet](#)

Bicycle Safety Public Service Announcements

- [AAA and League of American Bicyclists Share the Road PSAs](#) - Three different videos addressing Sharing the Road safely

Helmet Use

- [SafeKids USA](#)
- [National Highway Traffic Safety Administration](#), Downloadable in English and Spanish
- [Head Injuries and Bicycle Safety](#), information from the CDC

Sample Policies and Resolutions

- [Mayor/City Council Resolution Template \(for Walk to School Month\)](#), Missouri Bicycle and Pedestrian Federation
- [Sample School District Resolution](#), San Francisco Bicycle Coalition

Participate in International Walk to School Day

International Walk to School Day is a global event that involves communities from more than 40 countries walking and biking to school on the same day. It began in 1997 as a one-day event. Over time, this event has become part of a movement for year-round safe routes to school and a celebration – with record-breaking participation – each October.

The information below can help you prepare a successful Walk to School Day, Week, or Month campaign!

You will find a variety of organizational guides and curricula in the [Education Children and Parents](#) section above.

Press Kit for Local Programs

- [10 Tips for Getting Walk to School Media coverage](#), National Center for Safe Routes to School
- [Talking points](#) [Word]
- [Opinion-editorial template](#) [Word]
- [Press release template](#) [Word]
- [Sample Facebook and Twitter posts](#) [Word]

Organizer Guides and Resources

- The [International Walk to School Day website](#) is the home of the official Walk to School Day! On the site you can register your event(s), get more information and resources, and see who else is participating in your area.
- Use the International Walk to School Day mapping tool, [Map-a-Route](#), that helps quickly and easily map a route to school.
- New to walking school busses? Read this introduction and guide to [starting a walking school bus](#) from the National Center for SRTS.
- Get inspired by this [YouTube video about the benefits of walking school buses](#) from Every Body Walk.

Pedestrian Safety Resources

- [Pedestrian safety video](#) for children and teens, NHTSA

Pedestrian and Bicycle Safety Public Service Announcements

- [Pedestrian Safety PSA](#) in Spanish, NHTSA

Sample Walk to School Day Resolutions for Cities and Schools

- [Sample School District Resolution](#), San Francisco Bicycle Coalition

Learn more about [Encouragement Strategies with the National Center for Safe Routes to School](#).

Contact us at ATSP@cdph.ca.gov for more encouragement ideas!

Engineer Safer Routes

Engineering strategies can improve the accessibility of walking and bicycling opportunities in a neighborhood, as well as make existing conditions safer. “Engineering” is a broad concept used to describe the design, implementation, operation and maintenance of traffic control devices or physical measures, including low-cost as well as high- cost capital measures.

Project Prioritization Tools

- [Safety-based Prioritization of schools for SRTS infrastructure projects \[PDF\]](#), National Center for SRTS

Project Design Information

- [Streetmix](#), Street Design Tool, Code for America
- [Evaluation of Pedestrian Safety Countermeasures](#), FHWA
- [Pedestrian Safety Guide and Countermeasure Selection System](#), Pedestrian and Bicycle Information Center (PBIC)
- [Bicycle Countermeasure Selection System](#), PBIC
- [Designing for Pedestrian Safety Webinars](#), PBIC
- [Engineering Strategies](#), SRTS Guide, National Center for SRTS
- [Implementation of SRTS ITE Guide for Transportation Professionals](#)

Rural-Specific Information

- [Pedestrian Safety on Rural Highways \[PDF\]](#), FHWA Technical Report
- [Factors contributing to Pedestrian and Bicycle Crashes on Rural Highways](#), FHWA

Walk and Bike Checklists

A Walkability or Bikeability Audit can help schools, neighborhoods, and communities assess the physical condition of routes to school and identify key areas for improvement.

- [Pedestrian Audit Resources](#), Pedestrian and Bicycle Information Center
- [Tools to Identify Bicycling Concerns](#), Pedestrian and Bicycle Information Center

California-Specific Resources

- [Pedestrian and Bicycle Facilities in California: A Technical Reference and Technology Transfer Synthesis for Caltrans Planners and Engineers](#)
- [Caltrans Bicycle Facilities Unit](#)
- [Caltrans Bicycle and Pedestrian Program Contacts](#)

Partner with Enforcement

Safe Routes to School programs aim to increase the number of children walking, bicycling, and rolling to school while also keeping in mind the safety of these activities. Incorporating enforcement strategies such as safety patrols, crossing guards, or law enforcement into your program can help improve and maintain student safety.

School Crossing Guards (Crossing Guards) are an important part of the community and serve a vital role in the lives of children who walk or bicycle to school. Training is an essential step to help ensure that Crossing Guards are performing properly. The [California School Crossing Guard Training Guidelines](#) and accompanying supplemental training materials, developed by the Active Transportation Resource Center, were created to provide local jurisdictions with the resources to train and vet new and existing Crossing Guards and ultimately to help improve the safety of California's school-aged children.

More enforcement ideas

- [Student Safety Patrols](#)
- [Neighborhood Speed Watch \(Residents use radar units to record speed data\)](#)
- Law Enforcement – Law enforcement can help with traffic and personal safety education and help evaluate traffic concerns. In addition, law enforcement can help with the following enforcement strategies:
 - [Speed Trailers and Active Speed Monitors](#)
 - [Progressive Ticketing](#)
 - [Speed Enforcement in School Zones](#)

Want to work with Law Enforcement?

Safe Routes to School funding can be used to support law enforcement involvement in SRTS programs. Contact your local law enforcement agency to discuss specifics.

For Law Enforcement wanting to support local Safe Routes to School efforts

The National Highway Traffic Safety Administration has a website specifically designed to assist law enforcement officers and agencies in their local SRTS efforts.

- [Safe Routes to School for Law Enforcement Web site](#)
- [Law Enforcement Officer Tips: Addressing Personal Security for Students](#), National Center for SRTS

Contact us at ATSP@cdph.ca.gov for more enforcement ideas!

Evaluate Your Program

Evaluating your Safe Routes to School program can take many forms, but may always come down to answering the question, “Is our Safe Routes to School program doing what it intended to do?” Do you want to know if more children at a school are walking and rolling as a result of your efforts? Are you interested in seeing if the students at your school understand important safety behaviors? Do you want to increase the number of organizations involved in your Safe Routes to School partnership? Conducting an evaluation of your SRTS efforts can help you meaningfully and reliably answer these questions.

To effectively evaluate your efforts, evaluation planning should be part of your SRTS programmatic planning. To help you get started, please visit the links below for SRTS evaluation guides and tools. If resources permit, you may want to consider hiring a professional evaluator.

- [National Center for Safe Routes to School Evaluation Guide](#)
- [National Center for Safe Routes to School – Data Submission and Access Portal](#)
- [Find parent survey in multiple languages](#)
- [Sonoma County Safe Routes to School Program – Evaluation Link](#)

Sample Evaluation Resources

- [Sample Survey Training Agenda](#) (for school staff training)
- [Sample School Travel Tally Sheet](#)
- [Sample Letter to Schools](#)
- [White Board Chart for Student Travel Tally](#) – draw this simple template on the classroom white board to gather your tally data

Low-Cost SRTS Activities

Consider the following Low Cost Safe Routes to School 4 E’s Activities (Education, Encouragement, Enforcement, and Evaluation) for promoting child pedestrian and bicycle safety throughout the school year.

Working with a limited budget? Consider the following low-cost Safe Routes to School activities.

(Education, Encouragement, Enforcement, and Evaluation) for promoting child pedestrian and bicycle safety throughout the school year:

Education

Schedule school-wide assemblies focused on pedestrian and/or bicycle safety.

- Local law enforcement will sometimes provide this community service at low or no cost to schools.
- Other potential presenters for school-wide assemblies could include local walk advocacy groups and/or bicycle coalitions, local hospital outreach providers, the local public health department, and/or professional or student health and safety associations.

Provide in-class education. Whether classes are taught by classroom teachers or outside organizations, there are a lot of great, free resources available. Many ideas for downloadable lesson plans can be found [here](#).

Contact community volunteer banks and or university/college service organizations to enlist volunteers to teach pedestrian or bicycle safety lessons during school recess or as part of an afterschool program.

- Support volunteers by providing free trainings so they know what's expected of them (e.g. lead short activities including bicycle helmet safety demonstrations, or how and where to cross a street safely, etc.).

Host a Walk and Roll to School Safely Student Art Show or Competition.

- Provide [sample safety messages](#) that children can use as a theme.
- Select multiple winners and honorable mentions from each grade and display in a common area such as a school multi-purpose room, library or cafeteria.
- Consider other public places (libraries, community centers) where the exhibit can be moved for longer public benefit.

Lead a small group walkabout, walk audit, or walking field trip for children and parents.

- Lead children and parents in supervised walks; teach pedestrian safety skills on actual sidewalks, across actual crosswalks, and with real-life traffic scenarios.
- Have parents and older students fill in walk-audit checklists so they can understand how the environment and behaviors contribute to pedestrian and bicyclist safety. Walkability checklists are available [English](#) and [Spanish](#).

Host a 'bicycle rodeo.'

- For those who already have access to well-maintained bicycles and helmets and sufficient space like a school blacktop bicycle rodeos can be considered a relatively low-cost way to provide vital safety information and practice opportunities for young riders and their family members. Check out existing bicycle rodeo guides [here](#).
- Family members will benefit from learning proper helmet fitting techniques, easy bicycle checks, tips for riding safely with children to and from school, and any specific local laws about where and/or how to ride.

Provide regular pedestrian and bicycle safety messages on posters, flyers sent home via backpack, robo-calls, and school marquees.

- Costs can be reduced by utilizing free, downloadable resources with ready-made art and slogans. Again, email us at ATSP@cdph.ca.gov for ideas.
- A free, customizable poster is available [here](#).

[Encouragement](#)

Consider hosting a walk and roll to school event or challenge including:

- [International Walk to School Day](#) and National Bike to School Day.

Hold frequent walker/roller competitions.

- Visit the [Make it Fun](#) section for new punch cards that can be used to help tally individual number of walks/rolls to school. Consider giving out a Golden Sneaker or Golden Helmet award to the class that has the most participants.

Hold bicycle helmet or bicycle decorating contests

For junior high and high school students:

- Consider hosting a Cycle Chic fashion shows/competitions for aspiring designers. Provide clarification that clothing must be highly visible or reflective and must allow the bicyclist or pedestrian to move around safely and comfortably.
- Sponsor a YouTube video contest for youth to produce safety-oriented videos about walking and bicycling to school. Compile links of videos with appropriate safety messages that can serve as samples to your students.

For inexpensive incentive ideas:

- Reward participation with healthy snacks! Work with the local nutrition program to host a bicycle blender smoothie party.

If you have lots of adult volunteers who love to walk or bicycle, consider starting up an informal [walking school bus and/or bicycle train](#).

[Enforcement](#)

Enforcement activities may require more collaboration to keep program costs low and affordable. It's important to contact your local law enforcement early in your planning to determine how you can work together to support student safety when children are walking/rolling to and from school. This can be done by **supporting 'stings' to ticket unsafe driver behaviors** in specific areas that are considered higher risk for pedestrians and bicyclists.

- Some ideas include citations for speeding, improper turns and stops, and not yielding to pedestrians in crosswalks. Law enforcement can also be used to help reinforce no parking/loading zones during high-traffic drop-off and pick-up times.

Supporting ['caught being good efforts.'](#)

Other enforcement activities to consider include **organizing and supporting crossing guards and school safety patrols**.

[Engineering](#)

Engineering activities can often be modest in cost:

- **Consider low-cost treatments involving cones and paint.**
- **Stencils on sidewalks or shared bicycle/pedestrian paths** can help to communicate behavioral expectations.
- **Temporary in-street signage that can be moved easily by crossing guards and/or other adult volunteers** after high traffic arrivals and drop-off periods should be considered in all traffic safety discussions that strive to both economical and practical.

Sustaining Your Program

Find links to local model policies, healthy development resources, and other tips for making your impact last!

Safe Routes to School programs find support from many different partners. Creative solutions to keeping your efforts moving forward can come from a variety of sources. Building strong relationships with key community partners and leaders and institutionalizing your work into community and school policies and processes is key to sustaining increases in bicycling and walking.

Although not focused exclusively on the active travel needs of students, many advocates, and non-profit organizations work for more walkable and bikeable communities or Complete Streets. For more information on these programs, visit the sites below:

- Walkable.org
- Bikeleague.org
- Completestreets.org

Visit this website for more information on how to seek funding, pass policies and processes, and build support for a sustained program.

- Pedbikeinfo.org

Pass Policies that Support SRTS

- SRTS National Partnership, [School Wellness Policies](#)
- School Bicycling and Walking Policies, [Addressing Policies that Hinder and Implementing Policies that Help](#), SRTS National Partnership
- National Complete Streets Coalition, [Complete Streets Policies](#)
- SRTS National Partnership, [Getting Students Active through Safe Routes to School: Policies and Action Steps for Education Policymakers and Professionals](#)
- Rails to Trails Conservancy, [Active Transportation Beyond Urban Centers: Walking and Bicycling in Small Towns and Rural America](#)
- [Action Strategies Toolkit](#) [PDF]: Provides policy options and the latest research to support active living, including active transportation, *Leadership for Healthy Communities*
- [Using Local Land Use Laws to Facilitate Physical Activity](#) [PDF], *Bridging the Gap*

Integrate SRTS into the Classroom

By creating strong partnerships with and motivating school staff, you can help institutionalize pedestrian and bicycle education and encouragement into their ongoing curriculum. Review the section [Educating Children and Parents](#) for ideas!

Find Additional Funding

Review the section [Find Funding](#) for ideas.

Healthy Development

Learn about land use planning and development policies that complement Safe Routes to School efforts by creating environments that support active and healthy living.

There are several land use planning and development programs, policies, and organizations that support or complement Safe Routes to School efforts.

Schools and Their Communities

- [Center for Cities and Schools](#): Conducts research, provides education and facilitates collaborative policy making between local governments and school districts to help improve urban and metropolitan communities and public education.
- [Joint Use Task Force](#): Promotes the communal sharing of indoor and outdoor recreational spaces with model policies, best practices, and success stories.

Promoting Physical Activity

- [Active Living Research](#): Contributes to the prevention of childhood obesity in low-income and high-risk racial/ethnic communities by supporting research to examine how environments and policies influence active living for children and their families.
- [Center for Disease Control's Community Preventive Services Guide](#): This section of the Community Guide includes environmental and policy approaches that provide opportunities, support, and cues to encourage people be more physically active.
- [Using Local Land Use Laws to Facilitate Physical Activity](#): This brief from *bridging the gap* explores the extent to which local land use law require structural improvements that facilitate physical activity.

Integrating Health into Planning

- [Creating Healthy Regional Transportation Plans: A Primer for California's Public Health Community on Regional Transportation Plans and Sustainable Communities Strategies, 2012](#): Prepared by Transform in collaboration with the California Department of Public Health, this guide helps demystify Regional Transportation Plans, identify ways to incorporate health-promoting strategies, and presents case studies.
- American Planning Association's [Planning and Community Health Research Center](#): Conducts research, outreach, and education and develops policy guides dedicated to integrating community health issues into local and regional planning practices.
- Institute for Local Government (ILG) promotes good government at the local level with resources for California communities, including a series of [Healthy Neighborhoods](#) resources on topics such as safety, planning and community design, transportation, and housing.
- [National Complete Streets Coalition](#): Works for the adoption and implementation of Complete Streets policies that ensure that roads are designed, built, and operated for the safety of everyone using them, whether driving, riding a bicycle, catching a bus, walking, or using a wheelchair.
- [Local Government Commission](#): Provides technical assistance and networking to local elected officials and other community leaders who are working to create healthy, walkable, and resource-efficient communities.
- Partnership for Prevention collaborated with the Safe Transportation Research and Education Center (SafeTREC) at UC Berkeley, Booz Allen Hamilton, and the Centers for Disease Control and Prevention to produce "[Transportation and Health: Policy Interventions for Safer, Healthier People and Communities](#)."

- [Prevention Institute](#): Promotes policies, organizational practices, and collaborative efforts that improve health and quality of life, including improving environments supportive of healthy living.
- [Public Health Law & Policy's Planning for Healthy Places](#): Researches best practices, provides guidance, and develops policies for using land use plans to support community health and well-being in a diverse range of communities; a new tool includes their [Roadmap for Healthier General Plans](#).

Creating Policies to Support SRTS

Creating a successful SRTS program does not require entering the world of school district or government policy. However, having policies supporting SRTS and active transportation can help garner support for SRTS programs in your school and community. Explore the resources below to find out more information on SRTS-supportive policies!

- [Model General Plan Language Supporting Safe Routes to School](#), ChangeLab Solutions and CA4Health
- [Incorporating Safe Routes to School into Local School Wellness Policies](#), ChangeLab Solutions and CA4Health
- [On the Move: Safe Routes to School Policies in Rural School Districts](#), ChangeLab Solutions and CA4Health
- [Safe Routes to School District Policy Workbook](#), ChangeLab Solutions and Safe Routes to School National Partnership

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