

WHERE DO I BEGIN?



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

Updated spring 2023



Seattle
Department of
Transportation

VISION
ZERO
SAFER STREETS FOR SEATTLE

A Guide to Starting a SRTS Campaign at Your School

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



How Do I Use This Manual?

This manual is for parents, caregivers, volunteers, teachers, and other school champions and provides step-by-step instructions on 1) how to encourage bicycling and walking to school, and 2) how to start a safety campaign at your school. Remember that these tips and ideas can and should be tailored to fit the needs and issues relevant at your school. SDOT's Walking and Biking Program Packages can provide you with the materials you need to start an encouragement campaign. **SDOT's Mini Grant program** can fund additional activities that may not be outlined here. This manual is organized into four parts:

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Where Do I Begin? Putting a Team Together!

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

IDEAS

- ✓ Identify a core team of school champions (parents, volunteers, teachers, etc.).
- ✓ Present the idea at PTA and staff meetings to find more champions.
- ✓ Core Team:
 - › School principal or assistant principal
 - › Parents or caregivers
 - › Students
 - › Teachers
- ✓ For a larger SRTS program, it is helpful to include a wide range of stakeholders on the team, depending on the needs of your community (i.e. community and business organizations, elected officials, engineers, city planners).
- ✓ If you’re feeling stuck or need help reaching out to stakeholders, contact the SPS SRTS coordinator for ideas.



Encouragement Programs

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

Walking School Bus

A Walking School Bus is a group of children walking to school with one or more adults, picking up students along the way. Seattle Public Schools Safe Routes to School Program Coordinator can help plan routes based on where students live and with materials and ideas for spreading the word. (See Appendix for example materials.) Watch this [video](#) for Walking School Bus inspiration from Bailey Gatzert Elementary.

STEPS

- ✓ Gather support at your school by talking to parents, teachers, and your school principal.
- ✓ Identify parent or community volunteers or school staff who are interested in leading or supporting a walking school bus. One adult per every six children is recommended.
- ✓ Create a contact list with phone numbers and/or emails of interested people. Keep this list on file for future communication.
- ✓ Choose a route and test it for safety. Take a look at your [school's walk and bike route map](#) to help find the best route.
 - › Which route stays off busy streets as much as possible? Are there sidewalks or paths on busy streets?
 - › Where is the best place to cross busy streets?
 - › Where are adult crossing guards posted?
- ✓ Decide how often you will walk together (everyday, once a week, once a month), where and what time children will meet the “bus,” and any volunteer or safety training needs. (If Seattle Public Schools is part of organizing the Walking School Bus, they require the primary Walking School Bus leaders to [register as district volunteers](#) and complete a background check. Leaders at [Tier 1 and Tier 2 equity schools](#) can potentially qualify for a stipend for each trip through an SDOT Mini Grant).

- ✓ Spread the word at school using posters, flyers, etc. Reach out to parents who live along your route.
- ✓ Request [SDOT's Walking School Bus package](#) to equip your group with safety vests, lights, reflective arm bands, and a first aid kit.
- ✓ Consider giving out goodies or treats to kids who participate, like hot chocolate during cold months or apple slices during warm months.
- ✓ Once you have an established Walking School Bus route that meets regularly, SDOT can provide you with yard signs to post along your route and/or install colorful designs on the sidewalk along your route to school.

Bike Train

Similar to a Walking School Bus, a Bike Train involves a few parents or caregivers “picking up” students along the way to school on bikes. It’s best to have one parent for every 2-3 students. Check out SDOT’s [Seattle by Bike Guide](#) to learn about best practices bicycling around the city.

STEPS

- ✓ Bike Train Checklist
 - › Gather support at your school by talking to parents, teachers, and your school principal.
 - › Identify qualified parent volunteers or teachers who are interested in leading or supporting a bike train.
 - › Create a contact list with phone numbers and/or emails of interested people. Keep this list on file for future communication.
-
- › Survey your community and plan your route (under 30 minute route recommended). Take a look at your school’s walk and [bike route map](#) to help find the best route.
 - › Which route stays off busy streets and uses side streets, greenways, or trails?
 - › Where are the best places to cross busy streets?
 - › If students don’t have the gear they need, request [SDOT's Bike Train package](#) which includes helmets, bike lights, locks, reflective arm bands, repair kits, and a first aid kit.
 - › Consider giving out goodies or treats to kids who participate, like hot chocolate during cold months or apple slices during warm months.



- ✓ Train components
 - › Front and rear adult riders to make sure children are all ‘aboard’ together.
 - › One adult rider for every 2 or 3 children.
 - › Appropriate spacing (one bike-distance between each passenger).
 - › Single file.
 - › Train rules (using hand signals, no swerving, basic knowledge of bicycle safety, etc.).
- ✓ Spread the word
 - › Post a blurb in your school newsletter, local blog, community or library bulletin (include a brief description of what a bike train is along with your contact info).
 - › Reach out to local businesses, who may be interested in sponsoring a Bike to School Day event.
- ✓ We recommend groups take bike skills training. **Cascade Bicycle Club** offers Bike Train courses for free.

Example: Wing Luke Elementary did a Valentine’s themed walk to school event and at the event they gathered enough parent contacts for ongoing “Walking Wednesdays” with a designated route.

Stop and Walk

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

STEPS

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

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

Example: An elementary school in Oregon ran a successful “Park a GRADE away” campaign where they encouraged families to park 5 blocks away for 5th graders, 4 blocks away for 4th graders, etc.



Walk to School Month/Bike to School Month

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

STEPS

- ✓ Identify one parent volunteer (you or someone else) who will lead the campaign from start to finish.
- ✓ Find school champions to form a core team at least six weeks in advance. It's best to include a staff person on the core team.
- ✓ Meet with your principal, staff, and PTA to share your ideas and get more support.

- ✓ Choose a campaign to fit your school (one day, one day per week, all month long, etc.).
- ✓ Get your event on your school calendar.
- ✓ Register your event:
 - › Contact the SPS Safe Routes to School Program Coordinator at skcolling@seattleschools.org or 206-532-4453.
 - › Register a walk or bike event at walkbiketoschool.org for access to downloadable materials, chances to win prizes, and a weekly newsletter.
 - › At a middle or high school, you may be able to use Cascade Bicycle Club's online trip tracker to log trips: <https://cascade.org/>.
- ✓ Spread the word and build excitement:
 - › Communicate with school staff to let them know about the event and invite them to participate.
 - › Let all school families know what's coming through fliers in "backpack mail," school newsletter, website, phone calls, etc. Consider translating the materials to common languages spoken at your school. SDOT mini grants can support translation services.
 - › Get kids on board and excited through hallway posters, school announcements, assemblies, etc.

- ✓ Use incentives to get kids excited about participating and keep up the momentum through the month:
 - › Request SDOT’s free walking and biking package.
 - › Set up a table near the main school entrance to hand out **SDOT’s free incentives** like stickers, pencils, reflectors, and coloring books.
 - › A Bike Fairy can leave surprises, like stickers or bike lights, on bikes parked at school before the end of the day.
 - › Consider awarding **a prize** to the student or class that has the most participation over the course of the campaign.
- ✓ Track participation. It’s important to know how many people are walking or biking to school to keep the excitement up and show the impact of your campaign:
 - › This can be as simple as having a sign-in sheet at the main entrances to your school, handing out punch cards that are punched every time a kid walks or bikes to school, or having each student track their trips on a tally sheet (see the Appendix for example tally sheets).



Ideas

- ✓ **Example:** Hawthorne Elementary SRTS program used punch card key chains and “Toe Tokens” as an incentive for students to walk to school.
- ✓ **Example:** Students work toward a larger goal with tallied miles: Crossing the United States, traveling to Mexico or Canada, etc.

- ✓ Friendly challenges between different classrooms, students and staff, or between different schools:
 - › Use morning school announcement to publicize current biking and walking tallies.
 - › Contact local businesses for donations of prizes or prizes with higher value.





Bicycle Parking

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

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

School Streets

You can work with your school principal to close a block (or 2!) outside your school to through traffic and parents/guardians dropping off students by car. This creates a welcoming environment for students arriving to school by walking, biking, or rolling. School buses and other district transportation, students and staff with mobility impairments, emergency vehicles, waste management, and people accessing their homes can still drive on the street.

Schools submit a request to participate in the program and select the street they want to close to cars. The street must be non-arterial (i.e., no yellow line in the middle of the street) without a public bus route. SDOT evaluates and approves the request then puts up the School Street barricades. SDOT helps the school notify neighbors and the school community by sending out postcards and providing flyers to explain what a School Street is and how it supports the community. The request form is simple and the entire process from request to implementation is quick—a School Street can be in place within a few weeks of the school's initial request and will be in place through the end of the school year.

Visit our [webpage](#) for more information about the School Streets program .



School
Year
Started



seattle.gov/visionzero

SPEED
LIMIT

20

is Plenty

seattle.gov/visionzero

VISION
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 **SDOT**
Seattle Department of Transportation

Safety Campaigns

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

Yard Sign Campaign

Want to show your support for school road safety? Is there a specific message you want to send to people driving through your neighborhood? SDOT has developed a series of yard signs with different safety messages that you can put in your yard or elsewhere in your neighborhood. Signs are available for free. Visit this [page](#) for more details.

School Arrival and Departure Procedures

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

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

Let's Go Program

The Let's Go Program is a partnership between Seattle Public Schools, SDOT, Cascade Bicycle Club, and Outdoors for All to provide safe walking and biking education to all Seattle Public School students. The program provides safety training to all 3rd through 8th grade students, including those with disabilities, within their physical education classes. For many students this is their first chance to ride a bike!

The safety lessons are also available in these videos [online](#):

We recommend that you watch the videos before starting a Walking School Bus or Bike Train so kids and adults alike can have a refresher on safe practices while walking and biking to school.

School Safety Patrol

What is a School Safety Patrol? A School Safety Patrol is a student and staff-led program to make it easier and safer for students to cross the street to school and help students navigate safely to school from the school bus. Elementary and middle school students volunteer as school safety patrollers and are trained and supervised by a school staff Faculty Advisor to teach their peers about traffic safety.

SDOT's Safe Routes to School program can provide schools with a "Safety Patrol Package," which contains the equipment a school needs to start up a new program, including safety vests, flags, cones, and ponchos.

Here's an additional [online resource](#) including a school safety patrol operations manual and training videos.



Funding and Resources

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

Safe Routes to School Walking and Biking program packages

Schools, PTAs, and community groups can request one or more of our eight packages tailored to Safe Routes to School Campaigns. These walking and biking program packages can support Walking School Buses, Bike Trains, School Safety Patrols, incentives and prizes for walking and biking events, and equip school libraries with walking and biking themed books.

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

Additional Resources

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

Contact Info

Ashley Rhead

Safe Routes to School Program Manager
ashley.rhead@seattle.gov
(206) 684-7577

Appendix

Hike and Bike to School Day is Friday, May 18th!

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

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

JOIN THE GATZERT WALKING SCHOOL BUS!

August 2022

¡Unete al Autobus de la Escuela a Pie!

Ku biir Baska Iskuulka lugaynta ee Gatzert!

Mana Baruumsaa Beelii Gaazartii Deemsa

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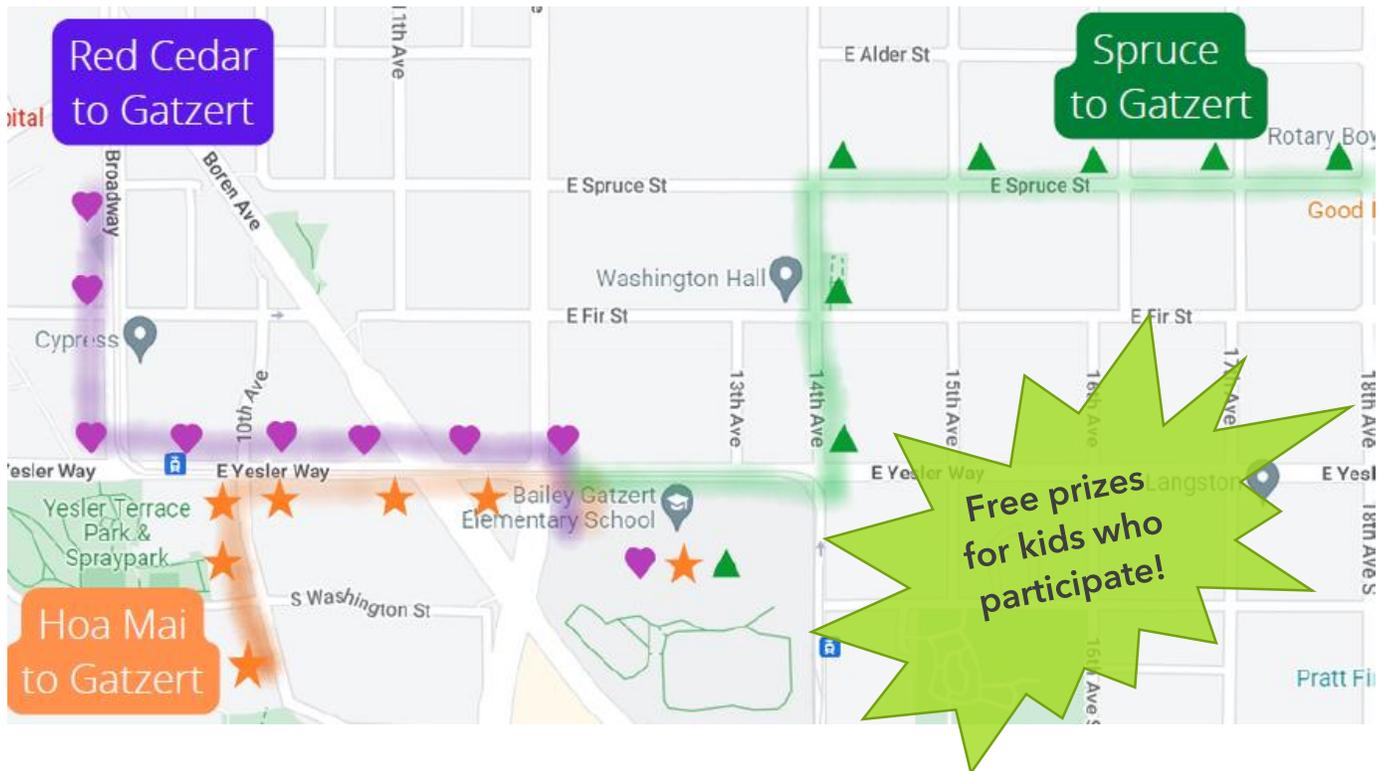
ናብ ናይ Gatzert Walking School Bus ይተሓወሱ!



Walk to Gatzert with your buddies! Kids meet and walk to school with family volunteers to keep kids safe and arrive to school on time.

If you would like your child to join a route, please contact Joanne Griesemer at gatzertfamilypartners@gmail.com.

WALK IN A GROUP TO SCHOOL! We have 3 routes but if you'd like to volunteer as a leader, we can add more! Leaders complete the Seattle Public Schools volunteer process and receive a small stipend.



Ruby Bridges Walk to School Day

**Monday, November 14
7:20 AM**

Meet at Westwood Village and walk to Denny Intl' Middle School

Ruby Bridges was only 6 when she walked into school on November 14, 1960 – the first day her New Orleans school was desegregated. Ruby's walk as well as many others across the country were a light for justice.

BE A LIGHT LIKE RUBY!

Denny Dolphins, meet at the north side of Westwood Village (26th and Trenton) for a walk to school celebrating Ruby and igniting our own light for justice.

Bring your walking light if you have one from Walk to School Day and we'll have more to hand out.



www.rubybridges.foundation

October 12 is Walk & Roll to School Day



Walking, biking, and rolling to school supports exercise, reduces pollution, and connects neighbors. Studies even show students arrive at school more attentive and ready to learn.

Can't walk all the way? Park a couple blocks away from school and walk in!

Join us on Wednesday,
October 12 and get free stuff
as you arrive!

Visit this page for resources:
www.seattleschools.org/walkbikeroll





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

HAWTHORNE Hike & Bike

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

NAME: _____

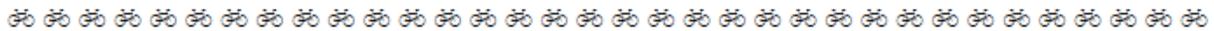
GRADE: _____

TEACHER: _____



Hawthorne Hike and Bike

May-June 2012



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

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

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

WEAR A HELMET EVERYWHERE AND EVERY TIME YOU RIDE!

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

RIDE RIGHT!

Go with the flow of traffic and ride single file.

STOP AND LOOK BOTH WAYS BEFORE ENTERING THE STREET

OBEY ALL TRAFFIC SIGNS, SIGNALS, AND LAWS

Stop at stop signs, red and yellow lights.

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

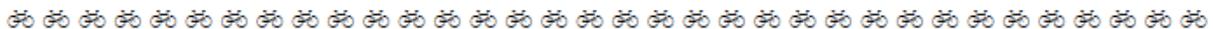
Slow down and look for cars at driveways too.

6. SCAN AND SIGNAL BEFORE TURNING.

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

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

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



Questions? Contact Jenny Almgren at jenny.almgren@cascadebicycleclub.org
or Caitlin Callaghan at caitlin@feetfirst.org

Walk+Bike Challenge

Classroom Scorecard

Student	Monday	Tuesday	Wednesday	Thursday	Friday

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



WALK/NG SAFETY

School Bus

WALKING SCHOOL BUS PARENTS:

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

WALKING SCHOOL BUS LEADERS:

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

Student Signature: _____

Parent/Guardian Signature: _____

Phone Number: _____

Email address: _____

Return this signed card to earn a reward!



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

Walking school buses leave from the following locations:

From NORTH of Muir:

8:40 AM - 29th & S. Plum

Contact Daisy or Joe Zajonc at 320.9615

8:50 AM - 33rd & S. Bayview

Contact Marcus Macklin at 290.1522

From EAST of Muir:

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

Contact Jim Peterson at 723.1366

From SOUTH of Muir:

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

Contact Jen Cole: 650.5578



This is part of the
John Muir Green Feet Project.
Contact Jen Cole for more info: jen@feetfirst.info

Choosing Your Walking Campaign

THREE OPTIONS FOR CAMPAIGN STRUCTURE:

One-Day Event

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

Once-a-Week Event

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

Month-Long Event

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

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



A Note about Inclusion

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

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



Walking Campaign Checklist



CAMPAIGN STRUCTURE ----->

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

PEOPLE RESOURCES

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

MATERIAL RESOURCES (templates available from Feet First)

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

INCLUSION (ideas to increase participation)

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

PLANNING THE EVENT

Two months before campaign start date:

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

One month before start date:

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

Two weeks before:

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

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



Walking Campaign Checklist



CAMPAIGN STRUCTURE ----->

One week before:

- Remind all volunteers
- Make announcements over school PA system
- Send email reminders to families
- Have principal make robo-call reminder to families
- Leaflet families as they drive to student drop-off area

PROMOTING THE EVENT

- Send press release to local media sources (FF template)
- Share stories in school newsletters throughout the month
- Distribute posters to local businesses
- Tie the program to a community event
- Plan additional fundraising activities

DAY-OF THE EVENT

- Provide healthy snacks at front door
- Host a family/PTA coffee table with volunteer information
- Hold a "How did the chicken cross the road?" joke-telling contest
- Have students sign in on and decorate a large piece of butcher paper
- Take photos for the yearbook, newsletter and/or website

TRACKING SUCCESS

- Use pedometers to track steps
- Track total miles walked (by classroom, grade or whole school)
- Set up a friendly competition between classes or grades
- Use survey tools to count student travel modes (saferoutesinfo.org)

FOLLOWING UP

- Share results: website, newsletter, assembly and PTA meetings
- In Seattle, submit a story to goodnews@seattleschools.org
- Have a prize drawing and recognition at school assembly
- Survey teachers and parents for feedback
- Choose a champion for the next campaign
- See feetfirst.org for ideas on how to expand the program

1 DAY

ONCE-A-WEEK

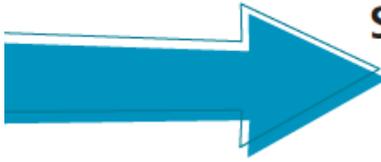
1 MONTH



Jen Cole: Program Director
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www.feetfirst.org





Starting a walking school bus: the basics

Why develop a walking school bus?

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

Implementing a walking school bus can be both.

What is a walking school bus?

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

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

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

Starting simple

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

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



Chester, VT

When picking a route, answer these four questions:

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



Apex, NC

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



www.walktoschool.org www.saferoutesinfo.org

Reaching more children

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

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

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

►► **Second, identify the route(s).**

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

Walk the route(s) without children first.



Mill Valley, CA



Sacramento, CA

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

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

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

Who will participate?

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

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

ensure that everyone arrives at school on time.

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

Will the bus operate after school?

What training do volunteers need?

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

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

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

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

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

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www.seattle.gov/transportation/saferoutes.htm



Seattle
Department of
Transportation

VISION
ZERO
SAFER STREETS FOR SEATTLE

3.2023