

# Safe Routes to School Getting Started



# Accidental Injury in the U.S.

- Leading cause of death among children ages 1 to 14.
- More deaths than from cancer, heart disease and SIDS.
- One of every five U.S. children will need medical attention for an accidental injury this year.



# The Solution

- Safe Kids Worldwide is a grassroots organization with
  - 16 member countries
  - more than 400 state and local coalitions



# Safe Kids Worldwide Mission

Safe Kids Worldwide leads coalitions of community partners to prevent accidental death and injury to children ages 14 and under. We empower families and communities to:

- Educate adults and children
- **Create safe environments**
- Conduct research and
- Advocate for effective laws

# Safe Kids Greater Sacramento Mission

***SAFE KIDS Greater Sacramento seeks to prevent death and unintentional injury to children ages 14 and under through community collaboration and education.***

# Why Walk?

- Increases Physical and Mental Health
  - Decreases obesity
  - Increases self esteem
- Increases Attentiveness & Readiness to Learn
  - Increases test scores
- Increases Safety
  - MVO occupant deaths greater than Pedestrian deaths
  - Safety in numbers - Stranger Danger
  - More eyes on the street - increased neighborhood safety

# Why Walk?

- Decreases Traffic Congestion/Improves Air Quality and Respiratory Health
  - 74% increase in asthma over last 25 years
  - 14 million school days missed due to asthma
- Busing Cuts
- Responsibility and Empowerment for Children
  - Practice decision making
  - Learn independence

# Obesity/Walking to School





# Why Not Walk?

- Dangerous
  - Stranger Danger
  - Traffic
  - Lack of Continuous Sidewalks
  - Lack of Marked Bike Lanes
- Time
  - ‘Faster to drive’
  - ‘School starts too early’

# Steps to a School Based Pedestrian Program

- 1. Involve School Personnel**
  - School Data
- 2. Find Community Partners**
  - Community Data
- 3. Involve Students**
  - Student Surveys
- 4. Involve Parents**
  - Parent Surveys
- 5. Kick off with IWTSD**
  - Student Survey
- 6. Reward Participants**
  - Volunteers/Students
- 7. Evaluate Initial Steps**
  - Assess Data
- 8. Present Results**
  - Many places/Get Feedback
- 9. Use Results to Build Program**
  - Make it better
- 10. Re-Evaluate**
  - More Data

# Involve School Personnel

- Principal
- Front Office Staff
- Champion Teacher
- PTA
- Girl/Boy Scouts

# Find Community Partners

- Safe Kids – Fed Ex
- Health Clubs
- Hospitals
- Hospital Foundations
- Nutrition Programs
- Service Clubs
- Local Law Enforcement
- Dept. of Transportation
- Safe Communities
- Obesity Prevention Pgms.
- Health Insurance Co.
- Fire Department
- Highway Patrol
- Pedestrian Advocacy Groups
- Local Businesses

# Coyle Avenue

- Near Mercy San Juan Hospital
- K-Kids Club/PE teacher
- Student Assemblies
- IWTSD/Walking Wednesdays
- Walk Audit
- Parent/Student Surveys
- Wrote SR2S grant- not funded
- New parking lot

# Carroll Elementary

- PTA Mom Started Walking Program
- Applied to SK for year round program incentives
- Met with City Planners
- New Signs and Striping

# Pacific Elementary

- 2006 Walk Audit
- 2007 Federal SRTS
- Healthy Start Coordinator
- SK awarded incentives for year round walking program
- Pedestrian Assemblies for Parents
- Infrastructure put in place
- Healthy Start Coordinator SRTS mini-grant

# Greer Elementary

- Principal Approaches SK
- VP main contact
- SK supports IWTSD and year round walking program
- Student Assemblies
- School Safety Committee
- Walk Audit
- CA Kids' Plates grant- Bike Helmets
- SK and WalkSac work with principal and district on new parking lot design



# Will Rogers Middle

- Coyle 6th grade moved to Will Rogers
- Green Teacher
- Bike Club
- SK helps with IWTSD
- SK gives money for 'Green Store' items

# Deterding Elementary

- SK Photojournalism (pilot)
- Girl Scout Bronze Award
- Girl Scouts-IWTSD
- Girls Scouts-Year Round Program
- Mercy pays for grant writer
- Sac DOT submits grant -not funded
- PTA-Year Round Program
- SJUSD paves back path
- SK Photojournalism II
- SJUSD open gate
- Sac DOT reapplies
- Sidewalks on Panama

# Safe Kids USA Photojournalism

- March 2008
- Girl Scout Bronze Award (WIFM)
- April 2008 – Education
  - Pedestrian Education to Girl Scouts
  - Photography Education to Girl Scouts
- May 2008 - Walk Audit
  - FedEx/Girl Scouts/Safe Kids/WalkSacramento
  - Girls take pictures and write paragraphs
    - 1 picture and paragraph picked for world wide pedestrian safety exhibit
      - [www.safekids.org/walk](http://www.safekids.org/walk)

# Involve Students

- Walkability Assessments



Pick-up on Stanley



Ditch on California

# School and CHP

- Principal contacted CHP for drop-off/pick-up procedures
  - Cones
  - New no left turn in or out of school

# Walk to School Day 2008

- Safe Kids presents 3 assemblies to students
- PTA advertises in newsletters
- Principal all call parent reminder
- Announcement on School Marquis
- FedEx sponsors Pedestrian Survey to parents and provides volunteers

# FedEx Produced Fliers

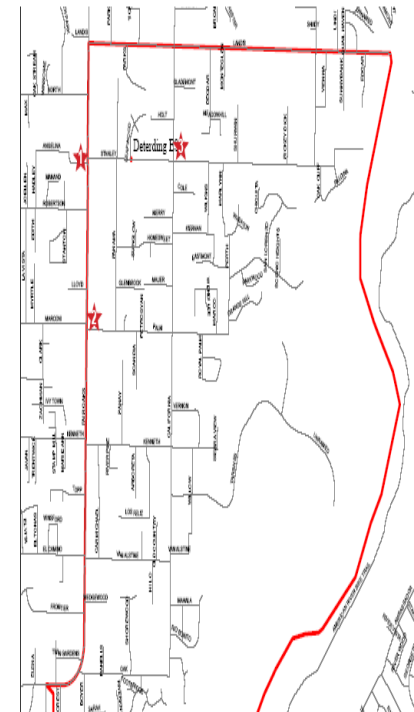
## Walk to School Day October 8, 2008

- We're kicking off Walk to School Days at Deterding Elementary.
- Meet up with a walking school bus at one of the designated drop-offs.
  - 7:15 AM for children who eat breakfast at school.
  - 7:25 AM for Kindergartners
  - 7:35 AM for all others.
- Look on the back to find a map with drop-off locations.
- You can either:
  - Walk to school with your child or
  - Drop your child off to be walked to school by parent volunteer or Safe Kids Greater Sacramento and FedEx representatives.
- All children participating on October 8th will receive a free goodie bag.
- Let's see how many Deterding Dolphins we can get walking to school!



## Drop-Offs for Walk to School

- ★ Bank of America
- ★ Sher-e-Punjab
- ★ Corner of Stanley & California  
(in front of church)



# Third Thursday Program

- Funded by Safe Kids Sac
- Run by Girl Scout Troop
- Number of Kids Walking to School (523)
  - 42 Non walking Thursday
  - 358 in Oct (IWTSD)
  - 280 in Nov
  - 192 in Dec
  - 243 in Jan
  - 180 in Feb-RAINING
  - 242 in March



# Third Thursday Program

Incentive Schedule 2008-2009

October 08: Bicycle Blender Smoothie Party

November 08: Temporary Tattoos

December 08: 5 minute extra recess

January 2009: Stickers

February 2009: Flip Flop erasers

March 2009: Mix of tattoos, stickers and erasers

April 2009: Bicycle Blender Smoothie Party

3x = water bottle

6x = T-Shirt

# Third Thursday Program



## Walk to School This Thursday

Let's Turn This **Drop Off Locations** Into This  
7:15-7:35



Proud Program Sponsor



# Involve Parents/Collect Data

## Parent Survey

Return by October 8th to be entered into a drawing for a **\$50.00 Safeway Gift Card**.  
The class with the highest percentage of surveys completed by October 8th will get a **pizza party**.

### Coyle Avenue Safe Routes to School Parent Survey

1. Please provide the gender, age and grade of each of your children attending our school.

Gender M F	Gender M F	Gender M F
Age _____	Age _____	Age _____
Grade _____	Grade _____	Grade _____

2. In your opinion, do you live within walking distance to the school? (circle one)

- a. Yes  
b. No

3. About how far do you live from the school? (circle closest answer)

- a. 1/2 mile or less  
b. 1/2 mile to a mile  
c. between 1 and 1-1/2 miles  
d. over 1-1/2 miles

4. How does/do your child/ren get to school in the morning? (circle one)

- |               |                              |
|---------------|------------------------------|
| a. School Bus | e. Bike                      |
| b. Car        | f. City Bus                  |
| c. Car Pool   | g. Other (please list) _____ |
| d. Walk       |                              |

5. How does/do your child/ren get home in the afternoon? (circle one)

- |               |                              |
|---------------|------------------------------|
| a. School Bus | e. Bike                      |
| b. Car        | f. City Bus                  |
| c. Car Pool   | g. Other (please list) _____ |
| d. Walk       |                              |

6. If your child/ren walk or bike to school, please list the primary streets they use to get to and from school.

List Streets: \_\_\_\_\_

7. How do you feel about the following statements pertaining to the walking and biking conditions in your neighborhood? (Check one box per each question)

	SA Strongly Agree	MA Middle Agree	N No Opinion	MD Middle Disagree	SD Strongly Disagree
a. There are too many high-speed vehicles in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. There are high amounts of vehicle traffic in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. There are broken sidewalks in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. There are gaps in the sidewalk network in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. There is poor lighting in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. There is a crime problem within my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

j. School education programs on walking and biking safety.

k. Please write below any additional factors that influence your decision to allow your child to walk or bicycle to school. Feel free to attach additional pages for your response as needed.

10. Traffic safety education programs are a primary component of the safe routes program. Below is a list of potential programs that could be developed at your school. Please check ones that you would like to learn more about.

- a.  The Walking School Bus (walking to /from school with an adult supervising a group of children).  
b.  Contacting parents and updating them on the Safe Routes Program.  
c.  Becoming an adult member of the Walking Wednesday Team.  
d.  "Safety Post" program, where parents or other adult volunteers remain present at various locations during AM and PM travel times.  
e.  Providing a "safe house" for children who may need assistance.  
f.  Help organize the "Walk Our Children to School" event.  
g.  Not interested in helping at this time, but would like updates.  
h.  Other, please list ideas below. Attach additional pages for your response as needed.

11. Please list below the nearest street intersection next to your home.

If you would like to be contacted about the volunteer opportunity checked above, please provide your name and telephone number or email address.

Name \_\_\_\_\_ Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

- I would like more information about the *Safe Routes to School Program*.  
 I would like more information about the *Walking Wednesday Program*.

To be entered into a drawing for a \$50.00 Safeway gift card, please return this survey to your child's teacher by October 8th, 2007.

**Thank you for your help and support!**

*If you have any questions about this survey, please call Sonja Atkins at 916-564-5684.*



# Data Collection

- Parent Surveys — (52% return — gift card)
  - 41% believe they live w/in walking distance
  - 92% of kids arrive by car
  - 78% stated high amount of traffic
  - 59% reported gaps in sidewalks
  - 69% said too dangerous to let kids walk or bike to school
  - 88% said clearly marked walking and biking paths were important in influencing decision to allow child to walk
  - 87% said continuous sidewalks from home to school were important

# Data Collection

- Walkability Audits
  - Driver Behavior
  - Sidewalk conditions
  - Crossings
  - Neighborhood barriers
- Bike Audit by SABA
- PTA input

# Data Collection

- Crash Data
  - Local Law Enforcement
  - CHP
  - Walking Advocates
  - DOT Pedestrian/Bicycle Plan
  - Principal/PTA/Front Office

# Data Collection

- Ongoing transportation projects
  - Sidewalk infill
  - Bike lane striping
  - Other Safe Routes to School
  - Road improvements

# Video Walk Audit

- WalkSacramento/County DOT/SJUSD/  
SafeKids/Girl Scouts

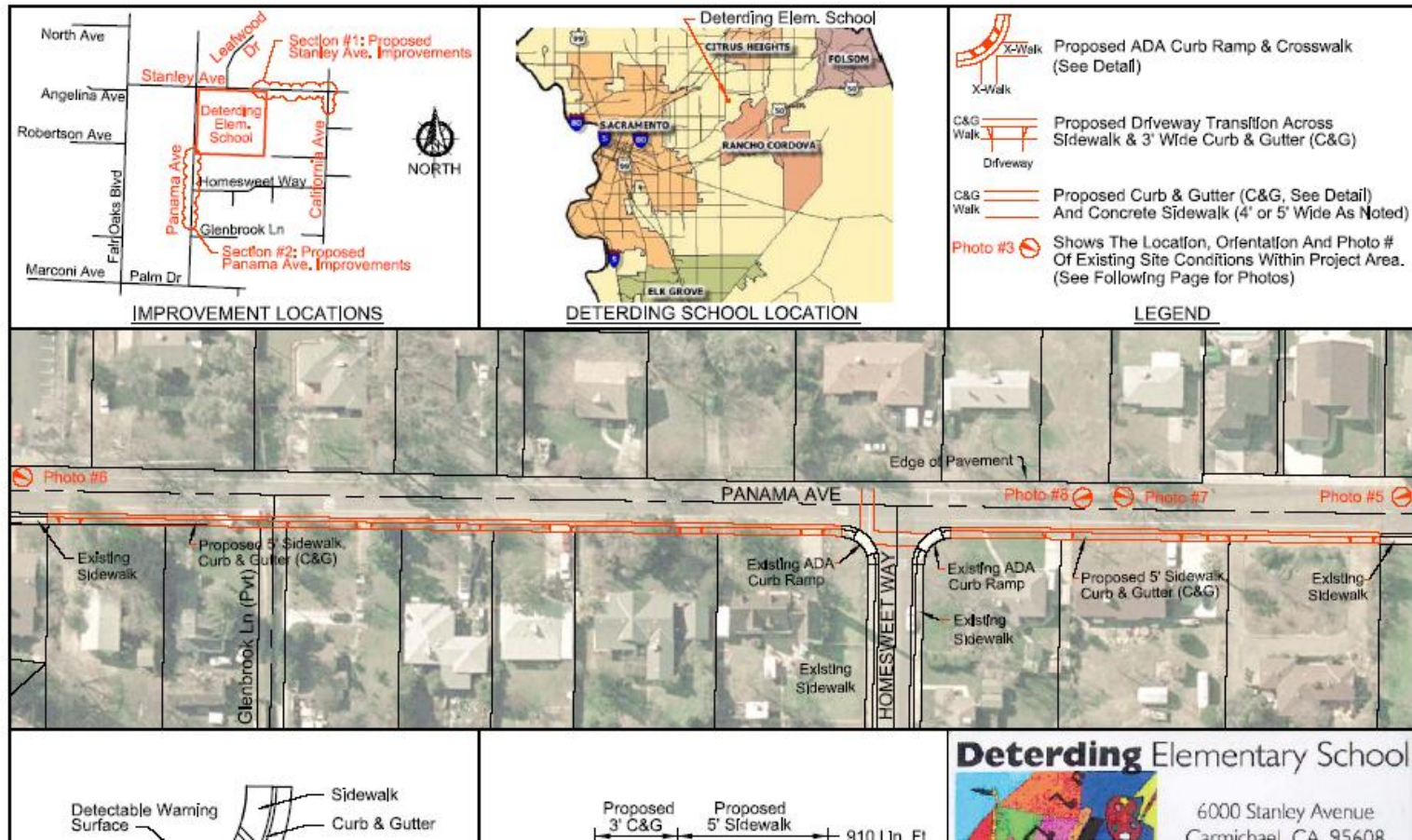




# Use Results to Build Program

- Work with Sac County DOT to apply for Safe Routes to School – Not Awarded
  - Mercy Foundation pays for Grant Writer
  - DOT does Engineering Portions
- Present to Carmichael Community Council
- Present to Girl Scout Council Leaders
- Girls Scout Troop 2706- Bronze Award

# Sacramento DOT Deterding Engineer Plans



## Panama

# Walking Program Continues 2009-2010

- All Non-Mandatory Busing Cut
- Enrollment Increases
- Third Thursday taken over by PTA
  - Key Chains with different color feet each month
- Safe Kids USA Photojournalism II
  - infrastructure improvement identified in phase I
    - SJUSD agrees to fund back path
    - Back Path – GS installing plaque & feet painting

# Back Path Creates New Access

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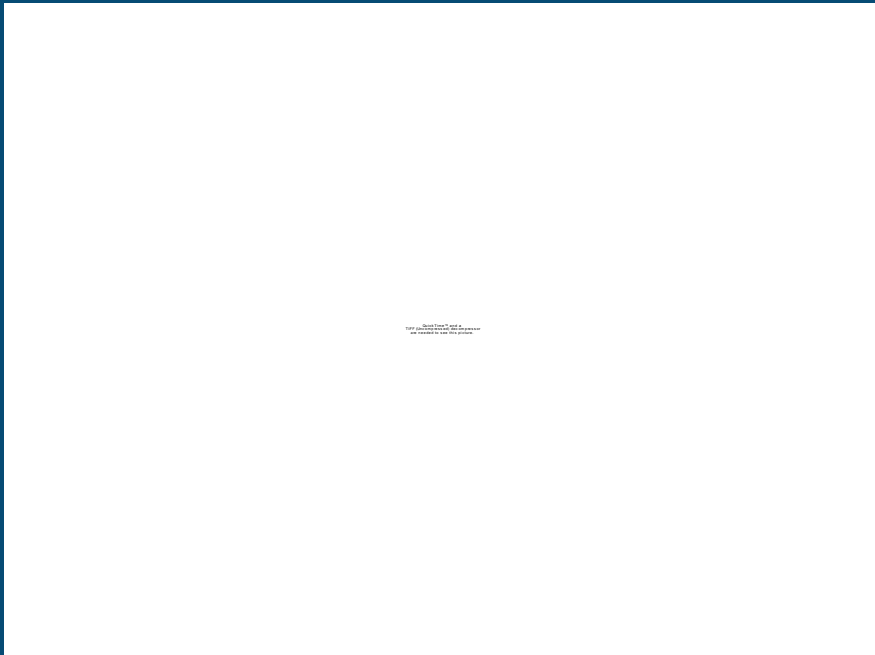
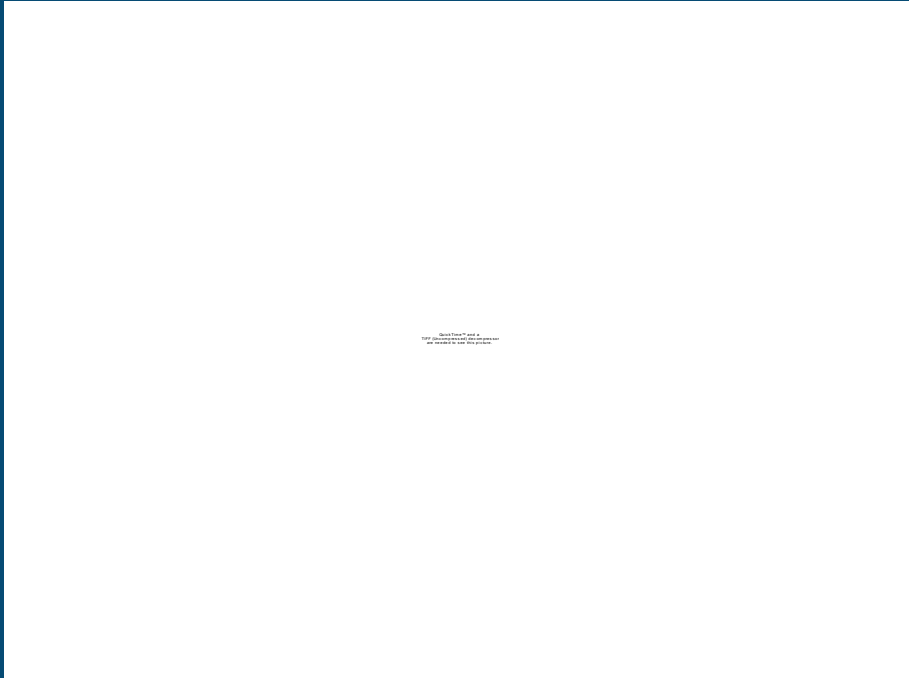
# Walking Program Continues 2010-2011

- Sac County DOT resubmits CA SR2S proposal
  - Panama only – **AWARDED!!!!**
- SJUSD paves back path
- Safe Kids USA Photojournalism III
  - infrastructure improvement identified in phase I
    - Gate on Panama
- SJUSD agrees to install gate
- Volunteers lay stepping stones
- Sac DOT installs crosswalk on Stanley

# New Crosswalk in Front of School

QuickTime™ and a  
TIFF (Uncompressed) file compressor  
are needed to see this picture.

# New Gate on Side of School

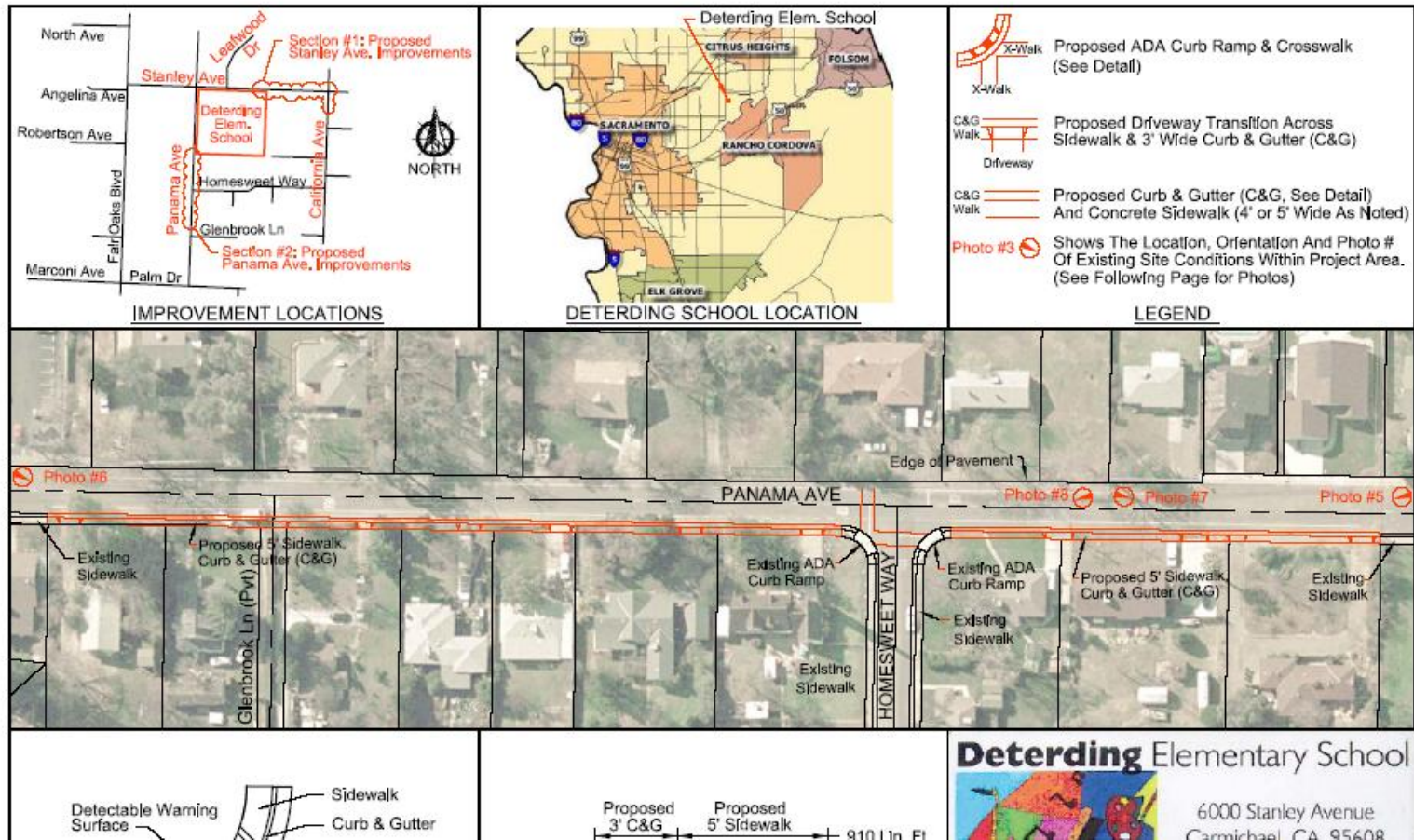


# Walking Program Continues 2011/2012

- PTA Adds Walk to School as Budget Item
- 100 more students
- Third Thursdays Continue
- Sac DOT holds 'Open House'
- Parents work with SJUSD on new traffic circulation/parking



# Deterding SR2S Funded



## Panama

# Resources

- Sonja Atkins, Safe Kids, Mercy San Juan  
[Sonja.Atkins@chw.edu](mailto:Sonja.Atkins@chw.edu), 916-864-5684
- [www.walksacramento.org](http://www.walksacramento.org)
- [www.usa.safekids.org](http://www.usa.safekids.org)
- [www.saferoutesinfo.org](http://www.saferoutesinfo.org)
- [www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes)