

Bronze Level Partners have completed several key steps towards creating a strong SRTS program at their school. They have formed an SRTS team to plan and coordinate SRTS programs and activities; they have also completed the Student Travel Survey (also known as the student tallies) shortly after becoming a School Partner, and have completed one additional program such as

- Hosting a Safe Routes to School Kick-Off Event (i.e. International Walk to School Day in October);
- Communicating with school parents, teachers and administrators about SRTS (i.e. distribute safe walking and bicycling tip sheets); or
- Coordinating a GA SRTS presentation to school stakeholders (the Resource Center can provide the speaker).

Information on forming a team, conducting the Student Travel Survey, and hosting a walking and biking to school event is provided in this chapter.

Form a Team

If you don't already have a school SRTS team, find two or three other people who are excited about SRTS. Choices for team members include: A teacher, principal or other official, student, parent, PTA/PTO representative, local traffic planner or engineer, a law enforcement officer, school crossing guard, health professional, neighborhood or community organization representative, senior citizens group, local business owner, pedestrian or bicycle advocate, etc.

Your best ally will be your school principal. Meet with your school principal to talk about creating a SRTS program. Bring a parent, teacher or law enforcement officer along to get support for becoming a SRTS Partner with the Resource Center. Talk about participating in a SRTS event such as Walk to School Day. Bring some resource materials to show what other schools are doing and how easy it is to organize an event.

Conduct Student Travel Surveys

The Georgia SRTS Resource Center asks all Partners to conduct Student Travel Surveys once a year during the first week of November – Student Tally Week. Completing the survey during Student Tally Week is an important step for Georgia's SRTS program statewide, as it allows us to see the effect of all our work where it really counts – the number of students walking and biking to school!

You have already conducted your first Student Travel Tally as a School Partnered which established a baseline of information on student travel behavior. Repeating the counts six months after your first SRTS program activity (or during Student Tally Week) lets you know if you are making a difference. Since the student counts are conducted in the classroom, be sure to your school administrators and teachers agree to take a show-of-hands count for 2 or 3 days.

We recommend using the National Center for Safe Routes to School's Student In-Class Travel Tally form. The National Center will tabulate the results for you and provide the results in an easy-to-use format. Instructions and forms for completing the in-classroom student travel tally are available on the National Center for Safe Routes to School website.



- Information and instructions on conducting the Student Travel Survey is available at the Resource Center website, www.saferoutesga.org/ProgramToolkit. You will find a *Way to* tip sheet and a "how to" video.
- The in-classroom tally forms are available at: <http://www.saferoutesinfo.org/data-central/data-collection-forms>
- Send your completed tallies to the Resource Center. Contact your SOC for details.

Plan Your First Walk and Bike to School Day

To generate interest and enthusiasm, host a Walk and Bike to School Day or similar event. Georgia's Spring Walk to School Day is the first Wednesday of March. The Resource Center also encourages Georgia schools to participate in International Walk to School Day held on the first Wednesday of October, which is Walk to School Month. You may also decide to plan your first Walk and Bike to School Day in conjunction with another event such as Earth Day.

A Walk and Bike to School Day event draws attention to the benefits of walking and biking, and any changes needed to make it safer for students to walk or bike to school. The event also creates a safe way for students and parents to try it. The event doesn't have to be formal - just inviting families to walk or bicycle to school together is what the Day is all about. Larger events include speeches by local officials, school mascots, and school-wide assemblies. Regardless of the size, event logistics range from identifying central walking locations to designating alternative drop-off locations, and even getting teachers involved with walking and biking with the kids.

These are the simple steps for getting organized and following-up:

- Get the principal's approval and decide on a date.
- Post flyers at school (available at www.SafeRoutesGA.org and www.walktoschool.org/resources/flyers.cfm). Send an announcement via your school's e-newsletter, backpack mail or listserv. The event doesn't have to be formal — just inviting families to walk or bicycle to school together is what the Day is all about.
- One day before Walk and Bike to School Day, make an intercom announcement to remind students to walk to school on Wednesday.
- If you are participating in Georgia's Walk to School Day in March, let your School Outreach Coordinator know. Register for International Walk To School Day at www.walktoschool.org/register so that students and the school will be counted among the thousands of participants across the USA and worldwide.
- Create posters that will greet students when they arrive at school. Potential phrases include "Thanks for Walking or Biking," "It's Walk to and Bike to School Day" or "It's cool to Walk and Bike to school!" Give out stickers (downloadable at www.SafeRoutesGA.org) or an incentive item (available through your School Outreach Coordinator when you become a Silver Level Partner).
- Count how many kids participated. You can arrange to have volunteers count the kids as they come onto school grounds or, it's easy to count the number of bicycles parked at the school. Once in the classroom, teachers can ask kids to raise their hands if they walked or biked to school. If you have high participation, an easier way is to count the number of kids getting out of cars and off buses, subtracting this number from your typical school attendance. The remainder is the number of kids walking or biking to school.
- Once your event is over, publicize your results in the Thank You notes you send to everyone who helped make the event successful.
- Have fun! And remember your success for next time, when you can plan a bigger event or repeat the simple path.
- Celebrate success. Send information and photos of your even to the Resource Center to publicize on www.SafeRoutesGA.org or an upcoming newsletter.