

Evesham Rd

Voorhees Middle

Ave

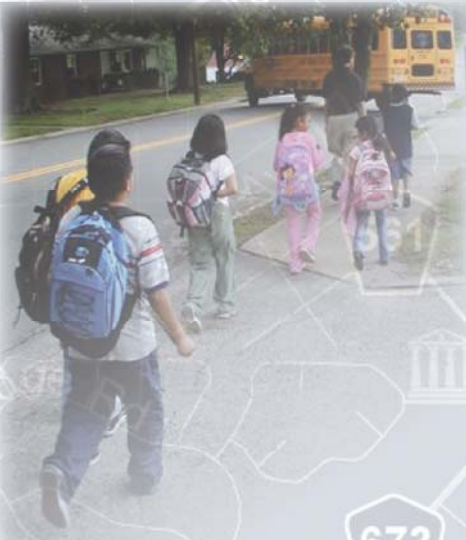
Glen

White Horse Rd

Hardwicke Dr

Hidden Acres Dr

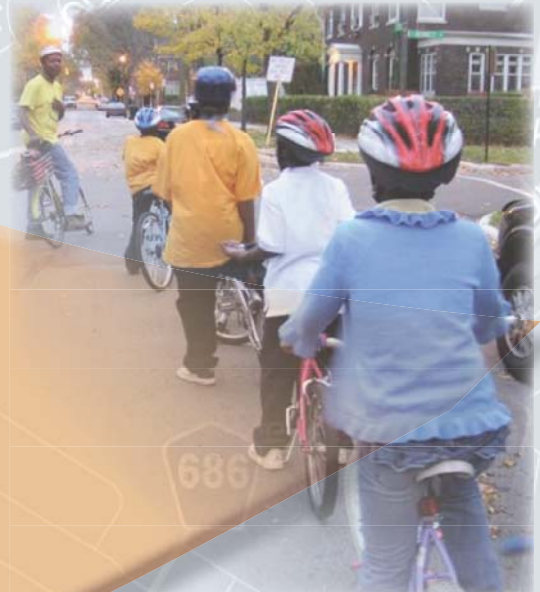
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Safe Routes to School



A Resource Guide



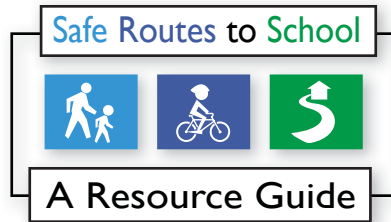
Presented by



CROSS COUNTY CONNECTION

TRANSPORTATION MANAGEMENT ASSOCIATION

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SAFE ROUTES TO SCHOOL

A Resource Guide & Program Overview

Provided by Cross County Connection Transportation Management Association

The goal of New Jersey's Safe Routes to School Program is to assist communities in developing and implementing projects and interactive programs that encourage walking and bicycling to school while enhancing the safety of these trips. The program increases pedestrian safety awareness among motorists and schoolchildren. Safe Routes to School also helps the environment by easing traffic jams and curbing air pollution. In addition, Safe Routes to School can improve pediatric health by providing regular physical activity.

Why this Program is So Important

Did you walk or bike to school when you were a child? Thirty years ago, more than 66 percent of all children walked to school. Walking or biking to school gives children a sense of freedom and responsibility, allows them to enjoy the fresh air, and provides opportunities to get to know their neighborhood while arriving at school alert, refreshed, and ready to start their day. Yet most American children are denied this experience; in fact, only 13 percent of American children walk or bike to school.

Recent research indicates that 20 to 25 percent of morning traffic is due to parents driving their children to school. As a result, traffic congestion has increased around schools, prompting even more parents to drive their children to school. The health consequences to our children and to the well being of the community are extensive. (See Resources.)

A successful Safe Routes to School program integrates health, fitness, traffic relief, environmental awareness, and safety under one program. It is an opportunity to work closely with your school, your community, and your local government to create a healthy lifestyle for children and a safer, cleaner environment for everyone.





SUPPORT FROM CROSS COUNTY CONNECTION

Cross County Connection Transportation Management Association is a non-profit organization whose mission is to improve the quality of life in southern New Jersey through transportation solutions. Cross County Connection works closely with the New Jersey Department of Transportation, NJ Transit, Metropolitan Planning Organizations, local governments, and employers on the creation and implementation of programs designed to encourage employees to use commute alternatives. Cross County Connection assists employees and employers in the use of carpooling, vanpooling, transit, walking and bicycling to work. Through these efforts, Cross County Connection helps reduce the number of employees who drive alone to work in single occupant vehicles, thereby reducing traffic congestion and improving air quality in the region.

Our Commitment to Transportation Education and Awareness for Southern New Jersey Schools

Cross County Connection's educational program teaches elementary school students about the relationship between traffic congestion and air pollution, highlighting possible solutions. Topics discussed include visible and invisible air pollution, the ozone layer, traffic congestion and alternate means of travel as solutions to traffic congestion.

Safe Routes to Schools is a popular program spreading across Canada and the U.S. designed to decrease traffic and pollution and increase the health of children and the community. The program promotes walking and biking to school through education and incentives that show how much fun it can be. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer streets. In the spirit of this program, and to provide support for education and awareness at the school level in your town, Cross County Connection is a proud supporter of the New Jersey's Safe Routes to School Program.

This packet is designed to help provide you with an introduction to the program, including instructional materials and links to key online resources. We hope you'll find these materials to be helpful in getting your own successful Safe Routes to School program up and running!





How to Get Started

The steps below provide a framework for a Safe Routes to School (SRTS) program based on what has worked in other communities. These steps are meant to provide guidance. Getting things done may require different approaches or using these steps in a different order. For more information on steps to get your Safe Routes to School Program started, please visit the SRTS Online Guide. (<http://www.saferoutesinfo.org/guide/steps/index.cfm>)

1. Bring together the right people: Identify people who want to make walking and bicycling to school safe and appealing for children. Sharing concerns, interests and knowledge among a variety of community members with diverse expertise can enable groups to tackle many issues.
2. Hold a kick-off meeting and set a vision: A goal of the first meeting is to create a vision and generate next steps for the group members.
3. Gather information and identify issues: Collecting information about area traffic conditions, student fitness concerns, etc. can help to identify needed program elements and provide a means to measure the impact of the program later.
4. Identify solutions: Solutions to identified issues will include a combination of education, encouragement, engineering and enforcement strategies. Safety is the first consideration.
5. Make a plan: It doesn't need to be lengthy. Include encouragement, enforcement, education and engineering strategies. Create a time schedule for the plan.
6. Get the plan and people moving: Hold an event starting with a fun activity. Participate in International Walk to School Day or celebrate a Walking Wednesday.
7. Evaluate, adjust and keep moving: To sustain the program, consider building additional program champions and letting people know about your successes.

Key Resources

The National Center for Safe Routes to School Resource Center website is a centralized location of resources developed by the Center and the U.S. Department of Transportation. Please check their site regularly for updates and additions.

For Safe Routes to School resources developed by other agencies and organizations, please search the SRTS Online Library.



Electronic Links to SRTS Resources

Key Websites

<http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/Safe-Routes-2002/overview.html#4>

<http://www.saferoutestoschools.org/index.html>

<http://www.saferoutesinfo.org/>



<http://safety.fhwa.dot.gov/saferoutes/>

Marketing and Promotions

- [Graphics and logos](http://www.saferoutesinfo.org/resources/marketing_graphics-and-logos.cfm)
http://www.saferoutesinfo.org/resources/marketing_graphics-and-logos.cfm
- [Flyers](http://www.saferoutesinfo.org/resources/marketing_flyers.cfm)
http://www.saferoutesinfo.org/resources/marketing_flyers.cfm
- [Presentations](http://www.saferoutesinfo.org/resources/marketing_presentations.cfm)
http://www.saferoutesinfo.org/resources/marketing_presentations.cfm
- [Template news releases](http://www.saferoutesinfo.org/resources/marketing_press-releases.cfm)
http://www.saferoutesinfo.org/resources/marketing_press-releases.cfm
- [Talking points](http://www.saferoutesinfo.org/resources/marketing_talking-points.cfm)
http://www.saferoutesinfo.org/resources/marketing_talking-points.cfm
- [Tip sheets](http://www.saferoutesinfo.org/resources/marketing_tip-sheets.cfm)
http://www.saferoutesinfo.org/resources/marketing_tip-sheets.cfm
- [Videos](http://www.saferoutesinfo.org/resources/marketing_videos.cfm)
http://www.saferoutesinfo.org/resources/marketing_videos.cfm

Walk to School

- [Graphics and logos](http://www.saferoutesinfo.org/resources/wts_graphics-and-logos.cfm)
http://www.saferoutesinfo.org/resources/wts_graphics-and-logos.cfm
- [Flyers](http://www.saferoutesinfo.org/resources/wts_flyers.cfm)
http://www.saferoutesinfo.org/resources/wts_flyers.cfm
- [Banners](#)

http://www.saferoutesinfo.org/resources/wts_banners.cfm

- [Press releases](http://www.saferoutesinfo.org/resources/wts_press-releases.cfm)
http://www.saferoutesinfo.org/resources/wts_press-releases.cfm
- [Public service announcements](http://www.saferoutesinfo.org/resources/wts_psa.cfm)
http://www.saferoutesinfo.org/resources/wts_psa.cfm
- [Media advisory](http://www.saferoutesinfo.org/resources/wts_media-advisory.cfm)
http://www.saferoutesinfo.org/resources/wts_media-advisory.cfm
- [Talking points](http://www.saferoutesinfo.org/resources/wts_talking-points.cfm)
http://www.saferoutesinfo.org/resources/wts_talking-points.cfm
- [Proclamation](http://www.saferoutesinfo.org/resources/wts_proclamation.cfm)
http://www.saferoutesinfo.org/resources/wts_proclamation.cfm

Engineering

- [PEDSAFE](http://www.saferoutesinfo.org/resources/engineering_pedsafe.cfm)
http://www.saferoutesinfo.org/resources/engineering_pedsafe.cfm
- [BIKESAFE](http://www.saferoutesinfo.org/resources/engineering_bikesafe.cfm)
http://www.saferoutesinfo.org/resources/engineering_bikesafe.cfm

Education

- [Walkability Checklist](http://www.saferoutesinfo.org/resources/education_walkability-checklist.cfm)
http://www.saferoutesinfo.org/resources/education_walkability-checklist.cfm
- [Bikeability Checklist](http://www.saferoutesinfo.org/resources/education_bikeability-checklist.cfm)
http://www.saferoutesinfo.org/resources/education_bikeability-checklist.cfm
- [Tip sheets](http://www.saferoutesinfo.org/resources/education_tip-sheets.cfm)
http://www.saferoutesinfo.org/resources/education_tip-sheets.cfm

Reports

- [Program Tracking Reports](http://www.saferoutesinfo.org/resources/tracking-reports.cfm)
<http://www.saferoutesinfo.org/resources/tracking-reports.cfm>
- [Center Reports](http://www.saferoutesinfo.org/resources/center-reports.cfm)
<http://www.saferoutesinfo.org/resources/center-reports.cfm>

Evaluation

- [Student In-Class Travel Tally](#)
- [Parent Survey](#)
- [Form Descriptions](#)
- [Instructions](#)

Enforcement

- [Adult School Crossing Guard Guide](http://www.saferoutesinfo.org/resources/enforcement_adult-school-crossing-guard-guide.cfm)
http://www.saferoutesinfo.org/resources/enforcement_adult-school-crossing-guard-guide.cfm

Encouragement

- [Walking School Bus Guide](http://www.saferoutesinfo.org/resources/encouragement_walking-school-bus-guide.cfm)
http://www.saferoutesinfo.org/resources/encouragement_walking-school-bus-guide.cfm

Training

- [SRTS National Course Video](http://www.saferoutesinfo.org/resources/training_srts-national-course-video.cfm)
http://www.saferoutesinfo.org/resources/training_srts-national-course-video.cfm

Program Development

- [Toolkits](http://www.saferoutesinfo.org/resources/program-development_toolkits.cfm)
http://www.saferoutesinfo.org/resources/program-development_toolkits.cfm
- [Guides](http://www.saferoutesinfo.org/resources/program-development_guides.cfm)
http://www.saferoutesinfo.org/resources/program-development_guides.cfm
- [Getting Started](http://www.saferoutesinfo.org/getting_started/)
http://www.saferoutesinfo.org/getting_started/
- [State SRTS Contacts](http://www.saferoutesinfo.org/contacts/index.cfm)
<http://www.saferoutesinfo.org/contacts/index.cfm>
- [NCSRTS Resources](http://www.saferoutesinfo.org/resources/index.cfm)
<http://www.saferoutesinfo.org/resources/index.cfm>
- [SRTS Guide](http://www.saferoutesinfo.org/guide/)
<http://www.saferoutesinfo.org/guide/>
- [Online Library](http://www.saferoutesinfo.org/online_library/)
http://www.saferoutesinfo.org/online_library/
- [Ask a Question](http://www.saferoutesinfo.org/ask_a_question/)
http://www.saferoutesinfo.org/ask_a_question/
- [Legislation and Funding](http://www.saferoutesinfo.org/legislation_funding/)
 - [Federal ProgramsState ProgramsLocal ProgramsPrivate Sector ProgramsTraining](http://www.saferoutesinfo.org/legislation_funding/) http://www.saferoutesinfo.org/legislation_funding/
- [News Room](http://www.saferoutesinfo.org/news_room/results.cfm)
 - [SRTS in the NewsNewsletterLinks](http://www.saferoutesinfo.org/news_room/results.cfm)
http://www.saferoutesinfo.org/news_room/results.cfm