



Georgia Safe Routes Task Order 8 Progress and Activity Report

This report presents the final activity report for Task 8. This period, the Georgia Safe Routes to School Resource Center project team continued efforts to expand the program options and involvement of schools and communities in the Safe Routes program.

School Outreach Coordinator Activity Highlights

Through June 12, 2012, the team has secured **418** active school Partners with no new partners signed on during this billing period. The Outreach team conducted 21 meetings, gave one presentation, and participated in or contributed to two different events across the state. The Resource Center focused summer outreach on community stakeholders and planning for fall 2012 and the 2012-2013 school-year.

Coastal Georgia (Patti Sistrunk, SOC)

West Chatham Elementary and Jacob G. Smith Elementary (Chatham County, Gold Partners)

Patti delivered Golden Shoe Awards and Gold Partner plaques to West Chatham Elementary and Jacob G. Smith Elementary during this billing period. Patti and the Resource Center were presented with a community partner award at West Chatham Elementary for contributions to the school environment. The principal at West Chatham is an outspoken supporter of Safe Routes at the school and includes discussion of the program in his bi-annual meetings with community partners. This occasion was held on June 5, 2012. At Jacob G. Smith Elementary, the Coastal Region's Partner of the Year, Patti met with the Champion and School Nurse to discuss plans for fall 2012. The school has marked its calendar for International Walk to School Day and intends to promote walking as it completes its on-campus walking trail. It will utilize the Golden Shoe award with its Walking Wednesday program starting this fall.

St. Frances Cabrini Catholic School (Private, Chatham County, Silver Partner)

St. Frances Cabrini's SRTS Champion contacted Patti in late May and requested that the Resource Center provide the school with a token of recognition for reaching Silver Level in its first year as a partner. This small, private Catholic school, despite having relatively few students who live within walking/bicycling distance, held multiple promotional events. The school's SRTS Champions provided pedestrian safety education via the NHTSA Pedestrian Education Curriculum to all elementary students, had middle school students conduct walkability assessments in their own neighborhoods, and completed student travel tallies and parent surveys during the 2011-2012 school year. Patti was delighted to be invited to present a Silver Shoe Award to the principal, staff, students and parents at the school's honor and award ceremony on June 1st. Patti explained the significance of walking and bicycling safety education and the value of walking and bicycling for physical health. She congratulated the school on reaching the Silver level. While no students currently walk or bicycle daily, the school plans to host Park and Walk sites during the 2012-2013 school year and to continue safety education. The principal insisted that Patti return next June to present a Golden Shoe award when the school reaches Gold Level!

Central Georgia (Sandie Parker, SOC)

Action for Healthy Kids State Meeting (Bibb County)

During this period, Sandie represented the Resource Center while participating in an Action for Healthy Kids state team meeting held in Bibb County. At this statewide meeting, stakeholders united and discussed ways to raise awareness of the critical need for health promotion in schools. Schools will be encouraged to connect nutrition, physical activity, and academic achievement via various stakeholder groups, including Safe Routes to School. Many organizations present at

the event inquired about partnership and collaboration opportunities, school involvement, and successes. The Resource Center will continue to follow up and will maintain an active role in the collective conversation in Georgia while providing proven strategies for healthy transportation options for our partners.

Metro Atlanta (Nykia Burke, SOC)

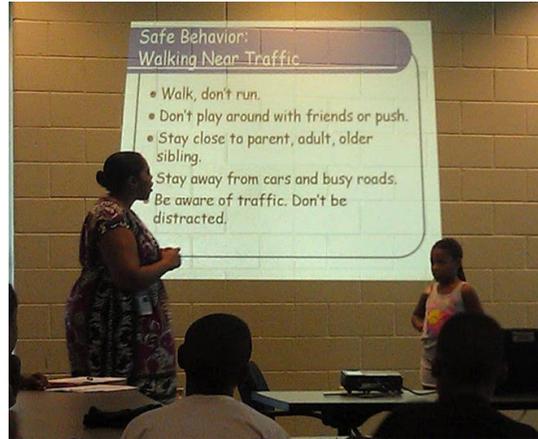
Seaborn Lee Elementary School, Fulton County (Gold Partner)

Seaborn Lee Elementary is an infrastructure awardee that has increased in partnership from Bronze to Gold level this school year. Although the current lack of infrastructure prohibits safe walking to and from school, Seaborn Lee hosted on-campus walking events for students and staff during Georgia and International Walk-to-School Days. The Physical Education Teacher has incorporated bicycle and pedestrian safety education into the PE curriculum, and Safe Routes is a part of both the school Wellness committee and “Healthy Kid, Smart Kid” School programs. In June, SOC Nykia presented the school champion with a Golden Shoe Award in recognition of Seaborn Lee’s continued efforts to promote pedestrian safety.



Safe Kids Clayton County Pedestrian Safety Education

In mid-June, the Safe Kids Clayton County Environmental Task Force, FedEx Corporation, and Clayton County Board of Health hosted a ground breaking ceremony for new pedestrian improvements planned to connect the Carl Rhodenizer Recreation Center in Rex, GA with the broader community. In preparation for the new crosswalk, Safe Kids partnered with Safe Routes to School, and Nykia provided two Pedestrian safety education sessions for children participating in summer activities at the Recreation Center. Utilizing the new NHTSA Child Pedestrian Safety curriculum, children ages 5-13 learned about walking safely with or without sidewalks, crossing the street safely, and acting as role models for pedestrian safety. Nykia assisted with the presentation, focusing primarily on skills practice. Two future Pedestrian Safety Education sessions will be held at the Carl Rhodenizer Recreation Center in July, under Task 9 of the SRTS Resource Center contract.



Northwest Georgia (Alicia Hatcher, SOC)

We Can! In Cobb (Friend, Cobb County)

In early June, Alicia attended the annual planning retreat for *We Can! in Cobb*, a Friend of the Resource Center and a program of the Cobb County Public Health Department. The Georgia Safe Routes to School Resource Center was recognized as an official partner of the program. SRTS and *We Can! in Cobb* have found a lot of programmatic compatibility over the past three years, both having the goals of getting more students to be active. Plans for 2012 include more Walk to School Days at Floyd Middle School as well as bicycle safety education for all students.

Northwest Georgia Regional Commission (Friend)

Alicia attended a cycling and pedestrian workshop organized by the Northwest Georgia Regional Commission this period, in Calhoun. Several local officials shared their experiences making their communities more pedestrian and

bicycle friendly, including Ty Ross, City Manager of Dalton, who has worked with the Resource Center. Jeff Miller, President of the Alliance for Walking and Biking, was the keynote speaker, and his presentation was titled "Cycling and Walking, Roads to Better Quality of Life." Mr. Miller touched on several benefits of walking and bicycling, and how SRTS is an integral part of any community's bicycle/pedestrian plan.

Northeast Georgia (Alicia Hatcher, SOC)

Union Point Elementary (Greene County, Silver-level Partner)

Alicia met with Taylor Baxter of the Northeast Georgia Regional Commission, Principal Cass Robinson, and PE teacher and School Champion Lisa Brown of Union Point Elementary in early June. The Regional Commission created a travel plan for the school in 2009 and Mr. Baxter arranged the meeting to check the status of the plan and make any necessary changes to the plan. Some immediate next steps are for the school to register for International Walk to School Day and also to plan a bike rodeo for next school year.

SRTS Marketing (Toole Design Group and Outreach Staff)

Marketing Materials: The Resource Center Team completed and printed the Georgia Safe Routes to School Resource Center **Success Book** which includes statewide successes and highlights from each of Georgia's 13 Congressional Districts. The books will be provided to GDOT Transportation Board Members as well as to others interested in the last three years' of Resource Center successes! The Resource Center has provided education materials, safety programs, encouragement events, and other Safe Routes-related strategies to 418 schools in every region of Georgia, through funding from the Georgia Department of Transportation.

A **bicycle education video** was launched and made available on the website during this period. This educational resource instructs students on how to park a bicycle properly and includes other bicycle safety tips. Georgia schools are included in the video. <http://www.saferoutesga.org/content/videos>

The Resource Center Marketing staff completed a **Way To Walk Audit tip sheet**. The tip sheet provides school stakeholders and community groups with a step-by-step plan for conducting a walk audit to assess the safety and walkability of the routes to and from their schools.

http://www.saferoutesga.org/sites/default/files/u14/WAY_TO_Walk_Audit.pdf

Meet Me at the Corner of Third and Wednesday materials were collected into a toolkit on the Resource Center website during this activity period. The kit includes uniquely branded downloadable and printable flyers and school newsletter inserts. Additionally, the kit ties in other available resources like *Way To* tip sheets and the popular Frequent Walker Punch-cards. <http://www.saferoutesga.org/content/program-tools>

International Walk to School Day: The next International Walk to School Day will be held on October 3, 2012. Preparations began this activity period with the announcement that the official iWalk registration is now open, via www.walkbiketoschool.org. Georgia already has 10 registered events scheduled.

Website, Hotline, and Social Media: The website was updated with information about International Walk to School Day and new resources, including a bicycle education video, the new *Way To Walk Audit* Tip Sheet, and the *Meet Me At The Corner of Third and Wednesday* toolkit. Additionally, staff began to inventory the website resources and update links. The Hotline received no calls during this billing period.

The Resource Center's **Facebook** page was updated by the Project Team at least weekly and typically referred followers back to our web site with coordinated information. The Facebook page is promoted in email communications, on the web site, and on other materials as appropriate. Facebook updates throughout June have highlighted two of the six Outstanding Partners of the Year from each territory. Updates made during the implementation of Task 9 will

continue to highlight those partners. Additionally, Facebook updates have promoted the National Center for Safe Routes to School's Oberstar Award and International Walk to School Day registration.

Looking Ahead: In June, the Resource Center received Task Order 9, along with a contract extension through May 2013 (with budget through November 30, 2012). Under the current Task 9, the project team will operate with three full-time staff members and support staff.

In July, the project team will meet in Atlanta to plan for fall 2012 and the 2012-2013 school year. Preparations for and promotions of International Walk to School Day will continue through July, and schools will be encouraged to include SRTS activities on their calendars. A Pedestrian Education Curriculum will be promoted to all elementary school partners with particular focus on schools that had attendees at the trainings last fall. Evaluation will be encouraged throughout the fall. Schools will be encouraged to complete Parent Surveys at the beginning of the school year and Student Travel Tallies in September or early November.