



Report Summary: The Georgia Safe Routes to School Resource Center Project Team’s recent outreach activities have focused on preparations for the third annual Georgia Walk to School Day in March 2012. This includes having conducted 80 meetings, given three presentations, and participated in 10 different events across the state. The team’s training and travel plan activities also continued this period. One National Course was held, and five Travel Plans were completed for various schools around the state. To date, the Outreach team has secured **406** schools as Partners and brought in **235** Friends of the Georgia Safe Routes to School Resource Center. Facebook continues to be a valuable means by which the outreach team communicates success and information about the Resource Center; the GA SRTS Facebook page is now fully coordinated with the Resource Center’s web site.

Outreach Highlights:

[Coastal Georgia](#)

Safe Kids Kingsland, Camden County (Friend)

Staff met with Safe Kids Kingsland to discuss plans for Walk to School Day and Safe Routes to School in Camden County. Safe Kids has assisted the Resource Center with establishing partnerships throughout the county and especially in Kingsland. A National Course workshop is planned for mid-spring, Camden Middle School in Kingsland with the support and encouragement of the school, the city, and Safe Kids Kingsland.

Liberty Elementary, Midway, Georgia (Bronze Partner)

Staff attended the Liberty Elementary School Improvement Council (SIC) meeting at the school to discuss school travel planning efforts. The Coastal Regional Commission presented early findings and identified next steps in the effort; the Plan is expected to be completed and delivered to the SIC by late March. Liberty Elementary, Midway Middle (Bronze Partner), and community partners in the City of Midway and in Liberty County all remain engaged with the Resource Center; Safe Kids Savannah (Friend) has also expanded its service area to include Liberty County and will be available to support the community’s safe bicycle and pedestrian efforts.

[South Georgia](#)

Davis Elementary School(Muscogee County, Gold Level Partner)

Davis Elementary School is a Gold-level, Midtown Columbus partner school consistently working to grow the school SRTS program. Activities during this period included planning for spring activities at the school and promotions to students and parents to walk to school and around the shared track at school during Georgia Walk-to-School Day. Davis Elementary School will soon begin executing the NHTSA Child Pedestrian Safety Education Curriculum lesson plans in the classroom via the Physical Education teacher.

Cook County Schools

Cook County’s Family Connections is interested in creating new SRTS programs at Cook County Schools. Staff will present information about the Resource Center at the April Principals’ Meeting and will work with Family Connections to encourage school partnership and completion of student travel tallies prior to that meeting.

Central Georgia

Red Oak Elementary School (Henry County, Silver-level Partner)

This period, the staff held a Safe Routes to School National course in Henry County hosted by Red Oak Elementary. In attendance were all Georgia Safe Routes to School infrastructure project awardees from the school district, parents of Red Oak Elementary, county planning and zoning, the sheriff's office, the Board of Education, and the school district's head crossing guard. Discussions were focused on parents' concerns about their children walking to school and who to call for help in those situations. As a follow up to the training, Resource Center staff will be compiling a contacts' lists for each school, with resources for where to find answers to various Safe Routes to School issues (e.g., signage, park and walk sites).

Gray Elementary School (Jones County, Silver-level Partner)

Staff participated with Gray Elementary School during the final meeting of the Travel Plan process, which included a discussion of how to implement the plan components. Staff also coordinated with Gray Elementary to plan their upcoming Georgia Walk to School event. Stakeholders will continue to work together in developing creative ways to get more kids and parents involved the Safe Routes to School program.

Henry County

Staff gave a presentation on the five E's (Education, Encouragement, Enforcement, Evaluation, and Engineering) at a Henry County Principals' meeting where 43 partnered schools' principals were in attendance. Superintendent Parish is very supportive of the program and has encouraged every school in the Henry County School District to participate in Georgia SRTS.

Metro Atlanta

City of Dunwoody School Champion's Meeting

Staff participated in the Dunwoody-area schools' Spring Semester Champion's meeting at Kingsley Charter Elementary School. School Champions in attendance included Austin, Chestnut Charter, Dunwoody, and Kingsley Charter Elementary Schools. Champions discussed plans for Georgia Walk to School Day and Spring Semester planning. The 3rd Annual Georgia Walk to School Day (gWalk) will serve as a city-wide competition among all Dunwoody-area schools. The school with the highest percentage of walkers will be presented a Golden Shoe Award from the Resource Center. Additionally, losing school principals will wear the winning school's t-shirt for the day.

Dekalb County Champion's Meeting

Resource Center staff hosted the bi-monthly Dekalb County Champion's Meeting for North Dekalb partner schools. Attendees included Briarlake, Evansdale, Hawthorne, Oak Grove, and Sagamore Hills Elementary School Champions. In addition to planning for Spring semester, the group discussed each school's plans for gWalk, offering solutions to barriers such as lack of parent volunteerism and traffic concerns. Additionally, with the cycling expertise of Hawthorne Elementary School's new Champion, the group discussed planning a Bicycle Rodeo during National Bike Month in May for area schools.

Evansdale Elementary School (Dekalb County, Silver-Level Partner)

Outreach staff met with champions from Evansdale Elementary School to assist with Spring Planning and the school's planned progression from Silver to Gold level partnership. Evansdale Elementary School was selected, along with four additional Dekalb County Schools, to receive funding from the SRTS Infrastructure grant. Staff is coordinating with Evansdale's Champions to use the infrastructure award as a springboard

for further development of a school-specific travel plan that will support future, sustainable efforts around the school. Staff is assisting the school with developing community partnerships with the local public library, shopping center, and continued collaboration with other schools in the area.

Northwest Georgia

Bells Ferry Elementary (Cobb County, Bronze-level Partner)

Staff attended Bells Ferry Elementary's Wellness Night, at which many local businesses and organizations, including the Clean Air Schools Program and Wellstar, presented and informed parents and students about resources available to them to enhance their health and wellness. Several parents were excited to hear that Bells Ferry is a SRTS School Partner and will be participating in a Walk to School Day in the Spring.

Lyerly Elementary (Chattooga County, Bronze-level Partner)

The Lyerly Elementary SRTS Team came together for the final meeting of the Travel Plan process this period. The plan includes infrastructure improvements, such as new sidewalks and crosswalks, and also focuses on encouragement activities, like Georgia Walk to School Day and a Bike Rodeo in the fall. Various educational activities are also featured in the plan, using the Pedestrian Safety Education Curriculum. The team was happy with the Travel Plan and is eager to begin implementing activities.

Cobb County School Champions Meeting

Staff hosted the bi-annual Cobb County School Champions Meeting at the Marietta City Schools Transportation Department building. School Champions from Cheatham Hill, Mableton, Still, and Kincaid attended, as well as Friends from Safe Kids Cobb, Cobb County Planning Department, Lifelong Mableton, and the Marietta City Planning Department. School Partners shared their plans for Georgia Walk to School Day and for the remainder of the school year, while Friends talked about how they can help schools with their programs. The Champions Meetings provide an excellent opportunity for schools and stakeholders to share ideas and network efficiently.

Northeast Georgia

Ride for Safe Routes Assembly at Barrow Elementary (Clarke County, Gold Level Partner)

The Resource Center hosted an Educational assembly for the entire Fourth Grade class at Barrow Elementary (Gold level partner). Organized by staff, parent champions, the school principal, and Bike Athens, the assembly was a huge success with the students. The event also featured a presentation from participants in *Ride America for Safe Routes* – a family's initiative that involves them riding bikes across the country to build awareness to Safe Routes to School and the importance of bicycle/pedestrian safety. Staff had previously contacted the group upon learning they were traveling near Athens, and requested they speak at a Partner school about their mission. Because of Barrow Elementary's large population of bike riders, it was a perfect fit to host this event. From the project's Blog:



“Before leaving Athens on Friday morning we stopped into Barrow Elementary to give our now standard presentation to about 65 4th graders. They were all very eager to tell us their own exciting bike-riding stories. Thanks to Andy Pittman with northeast Georgia SRTS for helping us connect with a local school.”

SRTS Introduction Presentation to Buford City Council (Gwinnett County)

A concerned parent reached out to the Resource Center because she had heard about the Center's work being undertaken throughout the state. She is a resident in the Buford City School area, in which no schools are participating in Safe Routes to School activities. The majority of the elementary and middle schools' populations live outside of a two-mile radius, but it is important that these students learn how to be a safe bicyclist and pedestrian. The Resource Center assisted with an introductory presentation to the Buford City Council for their buy-in before approaching the city schools. The Council voted in favor of supporting the SRTS program, and the Resource Center is now working to secure support from each school's administration.

SRTS Resource Center and Safe Kids Athens Partnership

Staff participated in a kick-off meeting for the new Safe Kids Athens Coalition and introduced the audience to the Safe Routes to School program. A feature of the presentation was an overview of past and present successes within Clarke County. The Resource Center is playing an active role in Safe Kid's Bike/Ped Task Force and will take a leadership role when incorporating the Center's Educational resources into Clarke County schools. By working with the Safe Kids Program, the Resource Center will be able to expand its reach to more schools and new communities.

Marketing

This period, the marketing team focused on key deliverables in Task Order 7, including ongoing marketing efforts and Travel Plan assistance. The team focused efforts on updating the web site and maintaining a web and hotline presence this period. A GA Walk to School Day Registration Page was added to the web site, in coordination with other gWalk promotions to Partners and Friends through outreach activities. The Team utilized email, phone, and in-person contact to encourage participation. The Resource Center's Facebook page was updated regularly with events and information by the Outreach Team, and the Facebook and the web site were also regularly coordinated this period, to retain consistency of messaging.

Travel Plans

The Toole Design Team completed the five Travel Plans that were started in November 2011. Those five travel plans were produced for and in conjunction with the following schools and surrounding communities:

- Summerour Middle School, Gwinnett County
- Settles Bridge Elementary School, Forsyth County
- Gray Elementary School, Jones County
- Lyerly Elementary School, Chattooga County
- Woodward Elementary School, DeKalb County

In late February, the completed travel plans were provided to GDOT. Electronic copies were provided to the schools and local Safe Routes to School committees; and hard copies were printed for the SOCs to distribute to the partners and their support team.

Project Status / Concerns

The original project contract ended March 1, 2012. A project extension was executed through to August 1, 2012, with available budget covering staff activities through July 1st, under Task Order 9 (proposed). The Project Team received a Notice-to-Proceed with Task Order 8; however, Task Order 9 has not yet been negotiated.