



Georgia Safe Routes to School Resource Center Monthly Progress Report October 2013

Please see the attached document for a complete list of our 436 Partner Schools. October is Walk to School Month and School Outreach Coordinators (SOCs) focused on International Walk to School Day (IWalk) events. Georgia had 106 events registered at www.walkbiketoschool.org (the official site of IWalk in the U.S.) The Resource Center's School Outreach Coordinators (SOC) provided event support, materials, and incentives for events. IWalk incentives included flashing blink lights, stickers, and pencils.

Territory Outreach Highlights

Metro Atlanta Territory

Nichole Hollis, School Outreach Coordinator

Nichole maintains 130 partners in the Metro Atlanta Territory. She enrolled **Camp Creek Elementary School** in Lilburn, **Sequoyah Middle School** in Riverdale, and **Inman Middle School** in Atlanta as new partners. She also provided information to **Safe Kids Clayton** and registered the organization as a Friend.

Nichole had 40 schools hold IWalk events, and she attended three events on October 9th. **Camp Creek Elementary School** in Gwinnett County had over 1,000 students participate. **Safe Kids Worldwide** and **Safe Kids Gwinnett** sponsored the event and gave away bags, reflective bracelets, and t-shirts. Employees from Fed-Ex and Gwinnett County Police and Fire Departments volunteered. CBS Atlanta, Gwinnett Daily Post, Atlanta Journal Constitution, and other media spotlighted the event.

Bob Mathis Elementary School held their IWalk event during school hours and had 430 students participate. Captain Planet Foundation's mascot attended the pep-rally event and participated in the walk. AT&T pioneers of Georgia volunteered and taught health and safety tips in classes throughout the week. **The Environmental Protection Agency (EPA)** donated educational materials including one anti-idling book for each classroom. Bob Mathis Elementary is planning to sign on with the **Dekalb County Board of Health's** school program and also utilize the Child Pedestrian Safety curriculum in their health classes.

Nichole also delivered a presentation at the **4th annual Georgia Bike Summit** with Alicia. They provided attendees with information on the resource center, upcoming events, and highlights of school bike rodeos and bike clubs within Metro Atlanta. The event was coordinated by **Georgia Bikes! Organization**.

North Georgia Territory

Alicia Hatcher, Senior School Outreach Coordinator

Alicia signed on three new partners (**Mt. Bethel Elementary, Murdock Elementary, and Powder Springs Elementary Schools**). All are located in Cobb County. The North Georgia Territory has 102 Partner Schools

Twenty-five schools in North Georgia participated in IWalk. **St. Mary's Catholic School** in Rome held their first Walk to School Day on Tuesday, October 22nd. Students and parents met in the parking lot of a bank approximately a half-mile from the school and were given blinky lights provided by Bike! Walk! **Northwest Georgia**, a Friend of the Resource Center. Police officers shared safety messages and then escorted students to school, and students were given pencils and stickers from the Resource Center upon arrival. Students gathered in the lunchroom for a healthy breakfast before heading to class. Over 60 students walked, and one student commented, "we should do this more often!"

Sope Creek Elementary School challenged **Mt. Bethel Elementary School**, a new Partner, to see which school could get the highest percentage of walkers on International Walk to School Day. The schools made videos promoting the challenge to "outwalk" the opposing Cobb County school. Mt. Bethel Elementary was victorious with 63% of the student population of 1,100 over Sope Creek's 31%. Check out their great videos: [Mt. Bethel](#) and [Sope Creek](#). The Resource Center linked to the videos on Facebook.

East Central Territory

Taki Gartrell Smith, School Outreach Coordinator

Taki maintains 97 school Partners in the East Central Territory. **Anita White Carson Middle School** in Greene County signed on in October as a new Partner and recently participated in IWalk. She supported 16 events and participated in community events with Friends of the Resource Center.

Taki had 13 Partner schools participate in IWalk this year along with several early learning centers and a high school. She attended her first Walk to School Day at **Freedom Park Elementary School** located on Fort Gordon Army Base in Augusta. Over 500 students along with teachers and Fort Gordon soldiers participated in the event. The soldiers from Fort Gordon walked with the students to school, where they were cheered on by the school cheerleaders and greeted by the Commander Sergeant who passed out SRTS stickers.

Lewiston Elementary School, an infrastructure grant awardee, located in Columbia County had their entire school participate in IWalk. The Columbia County Sherriff Department collaborated with the Physical Education teachers and provided mini pedestrian safety awareness assemblies with each grade. Immediately following the assembly, the students, Columbia County Sheriff Department and teachers walked in the neighborhood located behind the school. Lewiston Elementary School, IWalk event was also featured on News Channel 12. Taki made a presentation at the PTO meeting in regards to Lewiston Elementary School and their participation with SRTS. Parents received SRTS magnets for their attendance.

Burghard Elementary School, an infrastructure grant awardee located in Bibb County, had 300 students participate in IWalk this year. The students created an IWalk poster for each homeroom class and created a Walking School Bus in the hallways. The students and teachers paraded in the hallways and chanted "Safe Routes to School". The school will receive the "IWalk School Spirit" Golden Shoe award for exemplifying the most school spirit during the IWalk event in the region. Taki will present the award in December at the Christmas PTO meeting.

In addition to IWalk, Taki also served on the **Augusta Partnership for Children, Inc.**, a Friend of the Resource Center, Children's Week Committee. Taki participated in Children's Story Time at the Augusta Library where she read children's books with bicycle or walking themes to over 300 kindergarten students. Those books were Duck on a Bike by David Shannon and Make Way For Ducklings by Robert McCloskey. Participants received SRTS bookmarks in their registration packets. Taki also participated in the Columbia County Prepare and Aware Day and partnered with the **Safe Kids of Greater Augusta** and educated children and parents about pedestrian and bicycle safety. Participants received SRTS blinking safety lights and parents received SRTS magnets.

Southwest Territory

Chelsea Carter, School Outreach Coordinator

The Southwest Territory has 68 Partners. Three Southwest schools opted to no longer participate in the SRTS Partner Program for unstated reasons. Chelsea will approach Arthur Williams Middle School in Wayne County, Newnan Crossing Elementary School in Coweta County, and Norman Park Elementary School in Colquitt County again in fall 2014. Thirteen events were registered for IWalk, and Chelsea provided support and incentives to those schools.

Chelsea attended **Georgia Bikes!**-sponsored Clean Streets workshop in Columbus. The workshop included a bus audit of the city discussing recent and potential infrastructure changes to support complete streets.

Chelsea helped organize and participated in Southeast Elementary Schools IWalk event, called "Walk Your Child To School Day," on October 9th in Valdosta, where she also spoke at an assembly following the morning walk. The event began at a local church where parents and students met up with school staff, law enforcement, and local community groups. Everyone walked a mile to the school auditorium where they listened to safety tips and a proclamation by the mayor declaring October 9th Walk to School Day in Valdosta.

On October 18th, Chelsea attended **Peoples Elementary School's** annual Walk From School Event in Peachtree City. Over 500 students participated. In addition to observing their event, Chelsea presented the "Walking Near Traffic" lesson of the NHSTA Child Pedestrian Safety Curriculum to five groups of 2nd graders as a part of their Public Safety Day.

Additionally, Chelsea presented SRTS information to over 40 attendees at the **Safe Kids Columbus** Coalition meeting in October. She connected with **Safe Kids Georgia** leaders as well as local law enforcement, superintendents, and media spokespersons in Columbus. While in the area, Chelsea traveled to each Partner School with Julio Portillo of the River Valley Regional Commission.

Chelsea traveled to Colquitt, Mitchell, Dougherty, Lowndes, Muscogee, Taylor, Quitman, Clay, Randolph, Carroll, and Chattahoochee counties and devoted an entire day in each county, visiting as many schools as possible. In November and December, Chelsea will visit Atkinson, Spalding, Charlton, and Brantley counties, and she has begun contacting schools and stakeholders in those counties to schedule meetings.

Coastal Georgia Territory

Patti Sistrunk, Project Manager and Senior School Outreach Coordinator

There are 39 Partners in the Coastal Region. Patti supported 10 IWalk events in Chatham and Camden counties.

In Savannah, Patti worked with **Safe Kids Savannah**, Fed Ex, **Volunteers in Police Service**, and other organizations to support the IWalk event at **May Howard Elementary School** on Wilmington Island. Over

200 children, parents, volunteers, and staff walked to school from homes and the nearby library. Students received blinking lights and stickers at meeting locations near the school. Once at the school, they were given healthy snacks and drinks. The school nurse and SRTS Champion was pleased with the event. **East Broad Street School, J.G. Smith Elementary, Hubert Middle, Georgetown School, Charles Ellis Montessori School, St. Frances Cabrini Catholic School, Haven Elementary, and West Chatham Elementary** all held events in Chatham County.

The City of Savannah, **Savannah Bicycle Coalition**, Well FED Savannah, and various other non-profit organizations and local companies teamed up to host four Play Streets events in underserved areas of Savannah to promote physical activity, nutrition, and community. These events are funded through a Healthier America grant provided to just ten cities. Patti supported the October 19th event by attending, setting up a table and information alongside the SBC volunteers. The SBC held a bicycle rodeo, so Patti coordinated children, talked to parents while their kids participated, and provided incentives to children that completed the course including blinkie lights or pencils and a bicycle safety bookmark featuring the hand signals. Many of the 60+ children that participated in the bicycle rodeo portion of the event (located on May Street near **Gadsden Elementary** and the West Broad YMCA) walk to school regularly. Another Play Streets event was held on October 26th in Savannah's Daffin Park. Patti provided bicycle safety bookmarks and stickers to SBC volunteers to use as incentives for children completing the bicycle rodeo.

Marketing

For **International Walk to School Day (iWalk,)** incentives including blinking safety lights, pencils, magnets, and stickers were distributed to registered Partners. Carol Kachadoorian, the Resource Center's Marketing Manager, developed a post-event survey that was distributed to school Champions to fill out after iWalk events. At the time of publication, approximately one quarter of the registered partners' contacts had completed the survey with positive reviews. Survey responses will be accepted through Nov. 8th.

The third week of October is Bus Safety Week. The SOCs promoted the NHTSA Ped Ed Curriculum lesson regarding pedestrian safety around buses through targeted emails to school partners.

For Halloween, Taki worked with marketing and outreach staff to come up with a SRTS Halloween Ped Safety Tip Sheet. The SOCs distributed the sheet to their Partners and other stakeholders during the week of Halloween.



The website was updated to include information about the Travel Plan assistance being offered. The application and materials for Travel Plan Assistance were developed, and the information can be found at <http://www.saferoutesga.org/content/srts-travel-plan-assistance>.

Training

The Resource Center held its Quarterly Team meeting October 14th-16th in Atlanta. On October 14th, the SOCs learned to update the website as needed with calendar events and partner updates. Ben Sigrist of Toole Design Group led the training. Jane Abbott led a train-the-trainer session on Tuesday, the 15th. The SOCs were taught to train educators on the National Highway Traffic Safety Administration (NHTSA) Child Pedestrian Safety Curriculum. The training took place at Georgia Department of Transportation's Traffic Management facility. Georgia SRTS State Coordinator Emmanuella Myrthil participated in the training as well. On the final day of training and meeting, the team shared territory highlights and statewide successes and progress. Additionally, the team discussed strategy heading into the second quarter of the project year. Finally, Alicia and Patti led the team through various modules of the SRTS National Course. The team ended with a mock walk audit at Chesnut Charter School in Dunwoody.



NHTSA Child Pedestrian Safety Curriculum Training at GDOT on October 15th. Left to Right: Emmanuella Myrthil (GA SRTS State Coordinator) Chelsea Carter (Southwest Georgia SOC), Jane Abbott (Resource Center instructor, Toole Design Group), Taki Smith (East Central Georgia SOC), Nichole Hollis (Metro Atlanta SOC), and Alicia Hatcher (North Georgia Sr. SOC.)

Thirty-day “Look Ahead” Period

The Resource Center announced the application for Travel Plan Assistance is available. The Resource Center will continue to encourage schools and communities to apply for and accept applications for Travel Plan Assistance. The deadline for applications is November 15th. The Resource Center team will review applications. The team will recommend two schools to GDOT. Planning will begin in early 2014. Additionally, the team will distribute a newsletter late in the month. The deadline for school contacts to complete the IWalk post-event survey is November 8th.

The Resource Center calendar will be developed in November. The calendar will be 18 months and in poster format. It will feature the 2012-2013 GA SRTS Outstanding Partners of the Year and materials provided by the Resource Center.

The outreach team will continue to collect student travel information, promote SRTS strategies, schedule and deliver SRTS presentations, and develop sustainable SRTS programs at schools and in communities throughout Georgia.