

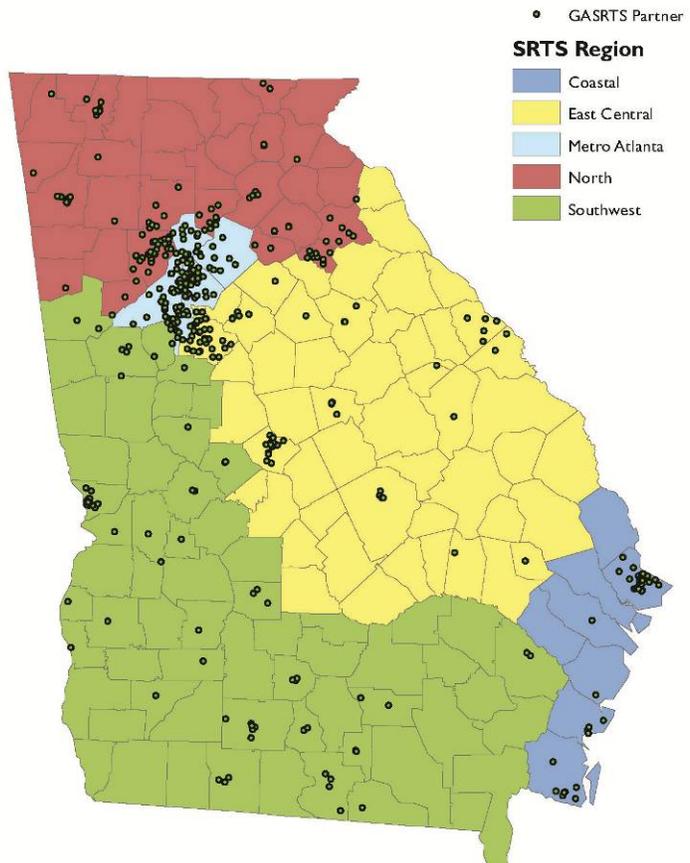


Georgia Safe Routes to School Resource Center Monthly Progress Report December 2014

The Resource Center serves the State of Georgia by delineating outreach efforts into five geographic territories, serving more than 427 school Partners across the state. Additionally, the Resource Center has 287 Friends, or community / stakeholder partners that support the state's mission, but that are not schools themselves. A map of the five outreach territories and the distribution of SRTS Partner Schools (denoted by dots), is shown on the right.

During December, the outreach staff supported eight events, held 74 meetings, and gave six presentations to schools and community organizations as well as students. Additionally, the project team met in Atlanta December 15-17 for the quarterly team meeting to discuss marketing and outreach opportunities, to finalize travel planning schedule and select schools to receive assistance, to update GDOT on project progress, and to pilot the newly developed Bicycle Rodeo Toolkit.

All Partners are listed on the complete Partner list at the back of this report. [Click here](#) for more information about the Resource Center partnership program.



Outreach

Metro Atlanta Territory – Nichole Hollis, School Outreach Coordinator (SOC)

Nichole maintains 130 partners in the Metro Atlanta territory. In December, Nichole discussed upcoming plans with partner schools for spring semester including Georgia Walk to School Day, met with the **DeKalb Board of Health Coalition**, encouraged schools to complete student travel tallies, and awarded two schools with SRTS travel plans.

On December 17th, the Safe Routes to School GA team held a Pilot Bike Rodeo Event at Nichole's partner school Charles Drew Charter School. The resource center was excited to pilot their new bike rodeo toolkit with 14 sixth grade students and one seventh grade student. Nichole was able to help the resource center hold the bike rodeo event at the school and was also able to present a lesson to the students on bike safety. Charles Drew Charter School is an outstanding partner school in Metro Atlanta with more than 300 students participating in their major walking and biking event days.

Nichole was thrilled to award **Charles Drew Charter School** (Fulton County) with the SRTS Comprehensive Travel Plan assistance and **Henderson Mill Elementary School** (DeKalb) with the SRTS Safety-focused Report assistance in December. Beginning in January and through March, Nichole will be focusing on these schools' planning needs and is excited to help create a plan based on each school's needs.

Nichole planned efforts with the **DeKalb Board of Health's Physical Activity Coalition Group**. The Board of Health is interested in adopting two SRTS DeKalb Schools and will be providing volunteer support for Georgia Walk to School Day in March. They are also interested in gathering data for their annual report from schools to track their overall progress of physical activity in DeKalb County Schools.

In January, Nichole will continue meeting with schools to discuss plans for Georgia Walk to School Day, hold travel plan meetings, and will also collaborate efforts for Georgia Walk to School Day with local Safe Kids Coalitions'.

East Central Territory - Taki Smith, School Outreach Coordinator

Taki currently supports 81 Partners in the East Central Territory.

In December, Taki attended meetings, collaborated with Friend organization **HealthMPowers**, and presented SRTS-related achievement awards to several School Partners throughout her territory. Taki also met with the **Communities in Schools** coordinators in Macon and in Milledgeville. The meetings consisted of brainstorming ideas and discussing upcoming events for 2015.

East Central December Highlights:

- **Peach State Health Plan**, a Friend organization held an appreciation luncheon on December 3rd, in Macon. Taki attended the luncheon and was among many to be awarded a Certificate of Appreciation for serving on the Community Advisory Board. Peach State had sponsored an International Walk to School Day (iWalk) event at **Hartley Elementary School** in Macon. Through the collaboration, Taki signed on the school as a new partner, and that partnership was recognized at the luncheon.
- **Greene County Board of Education**, a Friend organization, was presented the Golden Shoe Award on December 8th for exemplifying the most participation and school spirit for iWalk in October. Greene County School District had over 1800 students, faculty/staff, parents, and community leaders participate in their iWalk event this year. The Greene County Superintendent, Mr. Mellor as well as other board members were excited to receive the award! See the photo to the right which includes Taki (third from right.)
- **HealthMPowers**, a Friend organization, hosted a Body Walk event at **Eagle Ridge Elementary School**, a School Partner located in Bibb County. Taki partnered with the organization and educated more than 100 students about the importance of the brain and helmet safety when bicycling.



In January, Taki will attend the Teens in the Driver Seat Training in Macon, coordinate the SRTS Forum that will be held in Macon in June, and continue to meet with School Partners and Friend organizations in the East Central Territory.

North Territory – Alicia Hatcher, Sr. School Outreach Coordinator

Alicia maintains 105 Partner schools in the North Territory.

Alicia attended the monthly meeting for **Douglas County Safe Kids**, Friend of the Resource Center, on December 9th. The meeting included a holiday breakfast with the Douglas County CORE (Community Organizing Resources for Excellence) which is a community collaborative representing non-profits, civic organizations, health and human services, education, law enforcement, families and youth. Through this partnership, CORE strives to assess and evaluate present needs and resources for children and families while searching for additional resources to fill in gaps in services and discourage duplication of services. Douglas County Safe Kids is a part of this organization, and Alicia was able to network with other groups during the meeting and share SRTS successes in Douglas County.

The Bike-Pedestrian Task Force of the **Atlanta Regional Commission**, Friend of the Resource Center, held their monthly meeting after a two-month hiatus. Alicia attended and shared updates from the Resource Center from iWalk and Crossing Guard Appreciation Week. She also shared upcoming spring plans for SRTS with the group, promoted Georgia Walk to School Day, and answered questions about the SRTS program in the greater Atlanta region.

Turner Middle School in Douglas County was chosen to receive a Comprehensive Travel Plan from the Resource Center. The school's SRTS team will consist of the principal, school counselors, PE teachers, Safe Kids Douglas coordinators, and public health department. Alicia is setting up a preliminary meeting with the School Champions and principal the week of January 12th to start the process. The school hopes to identify the safest routes to school and encourage more students to walk and bike to school.

Southwest Territory – Chelsea Carter, School Outreach Coordinator

As the 71 school partners in the Southwest Territory began to take off for Holiday break, Chelsea made one last push for both Travel Tallies and the Safety Focus Assessment applications.

In the first week of December, the Safe Routes to School Task Force of **Carrollton Elementary** met with Carrollton Schools Superintendent to discuss program implementation as well as the Safety Focus Assessment application. While at this meeting, Chelsea met with key stakeholders from **Tanner Health System**. This organization looks forward to helping the parent-led Safe Routes to School Task Force establish a thriving Safe Routes program;

Chelsea continued to collect Travel Tallies through the entire month. For the schools that complete the tallies, Chelsea will put together packets of information that will include a copy of the report created from this round of data as well as the previous in order for comparison. Partners are asked to submit tallies twice per year.

The news that **North Mitchell County Elementary School** will receive a Safety Focus Assessment has thrilled both school staff as well as **Southwest Georgia Regional Commission** staff. The Assessment will benefit the school by bringing to light safety hazards as well as providing suggestions for solutions. A preliminary meeting is set for January 14th; this meeting will lay the schedule and groundwork for the following Assessment.

January will also include meetings to partner with **Carrollton Elementary School** and **Heard County Elementary School** as partners, as well as their supporting community organizations as Friends. Also in January, **Teens in the Driver's Seat** training on the 5th will prepare both Chelsea and the Southwest Georgia Regional Commission contact Barbara Reddick for their RESA presentation on January 7th. Barbara and Chelsea aim to increase school partnerships for Safe Routes to School in her area while also promoting the GDOT Teen Driver program.

Coastal Territory – Patti Sistrunk, Sr. School Outreach Coordinator, PM

Patti maintains 40 school Partners in the Coastal Georgia Territory.

On December 9th, Patti conducted a walk audit and discussion with the gifted 8th grade students at **Charles Ellis Montessori School** in Savannah. Students walked more than two miles in the neighborhood around the school collecting data and discussing problems and barriers to safer routes. They talked about their own experiences, encountered challenges such as gaps in sidewalk, and then talked about next steps, following the guidelines in the Resource Center's [Middle School Walk Audit Toolkit](#). The teacher is the school's SRTS

Champion. She is promoting an environmental initiative with the students including reducing congestion around the school and reducing carbon footprint through non-motorized transportation. In the photo, the group notes recent signage improvements made near the school as a result of the Resource Center's School Travel Plan developed in spring 2014.



Windsor Forest Elementary School in Chatham County continued its monthly walk to school day program with a Santa Strut on December 19th. Students were greeted by and walked with a special guest, Santa Claus! Joined by Patti from the Resource Center, staff, and parents, more than 100 students walked on the chilly morning. Upon arrival at the school, students wrote their name on slips of paper to be entered for a drawing for safety incentives like a pedometer, pencils, safety tips, and reflective gear from the Resource Center and Safe Kids. See photo of the walkers and Santa to the right.



Marketing and Resource Development

The Resource Center Outreach team posted to [Facebook](#) six times during December including a link to Friend Savannah Bicycle Campaign's post about a Bike Scofflaw Survey, a photo from our Bicycle Rodeo Toolkit pilot at Drew Charter School, and an announcement about a helmet giveaway in Columbus.

The Resource Center team met with David Spear from GDOT to discuss future public relations and media outlet opportunities with GDOT's District Communications Officers. A meeting will be set in January for the Resource Center to meet with the GDOT Communications staff to discuss upcoming events and opportunities to tout the success of the Georgia Safe Routes program.

The Resource Center team also had a conference call with Christine Diaz from the AECOM/URS Transportation Demand Management (TDM) Commuter Assistance project in the Orlando, Florida, area. Christine has had success with creating large events to draw maximum attention to the program, on her own and with a limited budget. We discussed the potential of hosting similar events in Georgia for Safe Routes and shared ideas about how to integrate some of her ideas into our upcoming June Forum. Christine also shared ideas about her Ambassador Program, where she enlists the support of and collaborates with public figures such as politicians. These Ambassadors are trained about the commuter programs and then attend events and speak on behalf of the program. The Resource Center will be looking for opportunities to engage Ambassadors for the GA Safe Routes program.

The Bicycle Rodeo Toolkit, a resource being developed to help in the implementation of bicycle rodeos, was piloted at Drew Charter School on December 17th in Atlanta as part of the team meeting schedule. The team visited the school the day before, planned the rodeo, and executed the event with 15 students in 6th grade. The Resource Center followed the draft toolkit to determine what worked and what needed to be edited or added. The toolkit will be finalized and ready for schools and community partners to utilize it by mid-January.

Travel Plan Assistance

The deadline for Travel Plan Assistance applications was December 4th and the Resource Center received six applications for the service. Recommendations were sent to Katelyn Digioia at GDOT who provided the team with final decisions at the team meeting. Prior to the winter holidays, the SOCs notified schools selected and not selected and scheduled preliminary meetings for early to mid-January. Selected schools are listed below.

Travel Plan Assistance

Drew Charter School, Fulton County
Turner Middle School, Douglas County

Safety-Focused Report

Henderson Mill Elementary School, Dekalb County
North Mitchell County Elementary, Mitchell County

Information about the applications and assistance being offered can be found here:
www.saferoutesga.org/content/safe-routes-school-travel-plans-and-reports.

Thirty Day Look Ahead

The Outreach team will continue to work with schools, districts, and communities to plan events and resources that support walking and biking programs.

In early January, the Resource Center outreach staff will attend Teens in the Driver's Seat (TDS) Training session in Macon and Atlanta along with representatives from the Regional Commissions throughout the state. GDOT has tasked the Regional Commissions with promoting and implementing the program in middle and high schools. The Resource Center will collaborate with the Regional Commissions to co-promote SRTS with TDS, and provide the Regional Commissions' contacts with connections at the schools and school districts.

Spanish language materials including bicycle and pedestrian safety bookmarks and a Way To Walk Safely Tip Sheet will be made available on the website in mid-January. Additionally, the Resource Center will link to other available Spanish SRTS resources on the website, and the outreach team will begin to promote those.

The Bicycle Rodeo Toolkit will be finalized in January. It will be available on the website and promoted via email, in outreach meetings, and on Facebook. The team will begin scheduling bicycle rodeos in their territory and will be supported with kits of materials including sidewalk chalk, chalk marking spray paint, car and vegetation props, copies of various materials, and other items. The kits will be made available to schools that wish to hold a bicycle rodeo. The marketing team updated the Georgia SRTS Bicycle Safety Bookmark to correspond directly to messages in the bicycle rodeo toolkit.

Georgia Walk to School Day is scheduled for March 4, 2015, and registration for the event will go live in early January. The team will promote registration and event participation throughout January and February. The marketing team ordered incentives for the event including SRTS glow-in-the-dark wristbands and bookmarks.

The Resource Center management team provided a draft scope of work to GDOT for Task Order 3 in October, and AECOM/URS signed and returned the contract (three copies) January 2nd. Task Order 2 ends January 16th.