



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

On June 6th, the Resource Center hosted the first annual Statewide Safe Routes to School (SRTS) Forum at Decatur High School in Decatur. The event featured joint and breakout sessions on a variety of SRTS-related topics. With more than 100 attendees, the event was a success. *See photos at right and additional photos on the Resource Center's Facebook page.* Additionally, in June, the Resource Center began Task Order 2 of the project. The outreach team continued to provide resources and hands-on services to community stakeholders despite schools being closed for summer vacation. Not including the meetings and events surrounding the Forum, outreach staff held 103 meetings and presented six times. At the end of June, the Resource Center had 411 Partner Schools in five territories. Highlights for each territory are below.



Outreach Summaries

Metro Atlanta Territory – Nichole Hollis, School Outreach Coordinator

Nichole maintains 129 partners in the Metro Atlanta Territory. During June, Nichole focused her efforts on recruiting attendees and organizing speakers for the first **Safe Routes to School Forum**, planning fall and summer activities with **Kids All Dressed Up Organization**, and developing outreach efforts with the **Southwest Atlanta Cascade Community**.



On June 27th, Nichole gave a presentation to basketball campers at the **Decatur Recreation Department's Summer Camp Program**. She was invited by **Decatur Active Living** to give a presentation on the importance of properly riding on a bike and safely walking to school. There were 17 children involved in the basketball program. All of the children attend schools in the **City of Decatur**.

On June 13th, Nichole attended **Kid's All Dressed Up Organization's** facility in North Dekalb Mall and met with the owner of the organization. She learned about the various workshops that are given to children in the community geared towards keeping children active. Starting July 26th, Nichole will be conducting a safety presentation to children monthly with the organization. During the monthly workshops; students will create safety wear, safety posters, and public service announcements for International Walk to School Day.

In July, Nichole plans to attend **Drew Charter School's** Back to School Event, conduct a formal presentation on bike safety to **Camp SPARC**, meet with new and returning school champions for the 2014-2015 school year, and recruit schools to participate in International Walk to School Day.

East Central Territory - Taki Smith, School Outreach Coordinator

Taki currently maintains 78 Partners in the East Central Territory. During June, Taki presented to various Friend organizations, attended the SRTS Statewide Forum, composed the SRTS Wayfinding June Summer Newsletter edition, updated the Resource Center Facebook page, planned for the statewide SRTS forum, and conducted a Child Pedestrian Safety Education presentation to a Friend organization.

On June 18th, Taki gave two presentations for the **MACH Academy**, a Friend of the Resource Center, summer camp participants in Augusta, GA. The summer camp was comprised of students aged 3-18 years. Taki presented the NTHSA Child Pedestrian Safety Curriculum to the three to five year-olds and to the six to eight group. During the presentation, Taki focused on reading pedestrian-friendly books to the younger age group, and she also taught them how to cross the street with an adult. Those books were Duck on a Bike by David Shannon and Kristofur Kitty- Crossing the Street by Jennifer Hartman. For the older age group, Taki focused on the pedestrian safety lessons in the curriculum and had the students take the Child Pedestrian Safety Pre/Post Assessment and memorize the Five Steps for Crossing the Street Safely by tracing their hand print and writing the steps. The participants also practiced crossing the street safely. Once the lessons were complete, each student received a SRTS zipper pull and a bookmark for their participation.

Taki attended several meetings in Richmond, Columbia, Bibb and Baldwin County in June. Taki also presented at the **Columbia County West Rotary Club** meeting on June 17th and discussed the SRTS program. Taki attended a **Healthy Augusta** (a Friend of the Resource Center) Health Rankings Seminar on June 26th in Augusta. At the seminar, Taki learned about data collection methods, how to research health rankings county by county, and learned ways to utilize the website www.countyhealthrankings.org for ways to inspire community action in health improvement. During the seminar, Taki also worked with a team on various community activities, and the team also dissected a health disparities case study.

On June, 27th, Taki met with David Gowan, the Executive Director for Risk Management-**Bibb County School District**, a Friend of the Resource Center, to plan the SRTS Statewide Forum for 2015. David had previously attended the SRTS Statewide Forum in Decatur on June 6th. He stated the Resource Center could host the forum in Macon for the upcoming year. Taki and David will continue to work closely together on the logistics and planning for next year's forum.

In July, Taki will focus on encouraging schools to register early for International Walk to School Day, travel to different counties throughout her territory to meet with Friends of the Resource Center, present SRTS to community stakeholders, and keep schools and champions abreast of upcoming SRTS events and program offerings.

North Territory – Alicia Hatcher, Senior School Outreach Coordinator

Alicia currently has 104 Partners in North Georgia. Alicia took the lead on planning the Statewide Forum on June 6th, creating a run of show for the team and handling the catering for the event.

Alicia attended a meeting at **Kaiser Permanente** for the **Fire Up Your Feet** program, a physical activity promotion supported by the National SRTS Partnership. Other groups in attendance include the Georgia PTA, Safe Routes to School National Partnership, and Georgia SHAPE. The Fire Up Your Feet program rewards schools for recording physical activity into their database with drawings for cash prizes that can be used for health and physical activity supplies. Currently, 65 schools in the greater Metro Atlanta area participate. Organizers are hoping to get 100 schools to participate during the 2014-2015 school year. Along with weekly drawings, the program will add a drawing for International Walk to School Day worth \$500 for one school who participates in the event and their program. In addition, Alicia will meet with Rosie Mesterhazy of Fire Up Your Feet to discuss a possible collaboration to get Student Travel Tally information and the data they need as part of both programs.

Safe Kids Cobb County, Friend of the Resource Center, held a community-wide Bike Rodeo on June 28th. More than 200 children and their families attended and learned basic biking skills, had their bicycles checked for safety and were fitted for helmets. Many SRTS Partner Schools were invited to attend the event. The SRTS Resource Center provided bike safety bookmarks and pencils to all participants.

Southwest Territory – Chelsea Carter, School Outreach Coordinator

The Southwest Territory remains stable with 64 partners, and the territory's Outreach Coordinator has more schools poised to partner this fall. Specifically during June, Chelsea made contact with all of the Board of Education offices in two regional commission areas:

- **South Georgia Region:** Staff contacted 19 offices to gather contact information for the appropriate school personnel. This effort led to Coffee County and Pierce County reaching out to receive more information and a meeting with Echols County's Superintendent. **Echols County Elementary/Middle School** will join as partners this fall.
- **Three Rivers Region:** Chelsea traveled to each Board of Education office in this region to personally leave hand-written notes and more information on Safe Routes to School in the hopes of increasing partnership in this area. While in this region, Chelsea also reached out to the new leaders of the Safe Kids Carroll County Coalition.

In the next month, Chelsea will work with the **Southwest Region** and **River Valley Region**. With support of Julio Portillo of the River Valley Regional Commission, Chelsea will be meeting with each of the 15 Boards of Education Superintendents in this region during one three-day trip to the area.

Two collaborative events also came into fruition this month with The **Clean Air Campaign** and the scouts from **Boy Scout Pack 51** in Forsyth.

- **The Clean Air Campaign (CAC)** Clean Air Schools staff approached Chelsea to support an event in June to promote SRTS and CAC-related educational toolkits created for the Muscogee County Schools. After five weeks of planning, a teacher appreciation and resource event was held at Oxbow Meadows School on June 3rd. This event included local groups such as the Columbus Police Bike/Ped Department and 4-H as well as separate booths for CAC and the Resource Center to promote their programs.
- **Forsyth Boy Scout Pack 51** hosted a Bike Rodeo on June 21st in order to teach their cub scouts as well as other children in the area about bike safety and laws. Chelsea attended this event to present a bike helmet demonstration and teach about bike hand signals.

Chelsea met with the **City of Leesburg** to discuss the schools, community and the benefits of Safe Routes to School. Leesburg has a very high number of parents, students, and retirees who bike the local roads and bike trails. The town even has a local biking group called the **Pecan City Pedalers**. The **City of Leesburg** hopes to continue their existing bike/nature trail to promote safe routes to the area schools, many of which are currently accessible via the trails. Chelsea will attend the local transportation meetings, Board of Education meetings, as well as the local bike-roup meetings to better assess the needs of the City of Leesburg and its schools.

In July, Chelsea will meet with Safe Kids Coalitions, such as **Safe Kids Lowndes County** and **Safe Kids Carroll County** to promote working with local schools on Safe Routes events in the upcoming school year. Also, the promotion of International Walk to School Day will continue as well as resource development to aid in the Student Travel Tally Data collection this fall.

Coastal Territory – Patti Sistrunk, Sr. School Outreach Coordinator

In addition to project management responsibilities, Patti maintains 37 Partners in the Coastal Georgia region. Much of Patti's time this month was focused on the Forum and establishing the new Task Work Order.

On June 12th, Patti met with the incoming president of the Pooler Lion's Club to discuss SRTS and the Resource Center's potential involvement in a Pooler Lions Club Annual Bicycle Rodeo and future presentation with the Lions Club. On Saturday, June 14th, the Pooler Lions Club and Pooler area American Legion Post hosted a Bicycle Rodeo at West Chatham Middle School in Pooler. Patti provided hand-signal instruction and explained the importance of helmets and proper fitting. The Resource Center donated bicycle safety bookmarks and blinking lights for participants. **Savannah Bicycle Campaign**, a Friend of the Resource Center, guided children through the course and conducted bicycle checks.

Healthy Savannah and the Savannah Bicycle Campaign (SBC) have joined forces to promote a complete streets policy in Savannah and to encourage Safe Routes to School programs in communities. On June 26th, at a Savannah City Council workshop meeting, the city's aldermen were introduced to the proposal and chose schools in their district in which to focus their SRTS efforts. Patti was on hand at the meeting to answer questions and provided a list of existing and potential SRTS Partners in each district. She will work with the Healthy Savannah/SBC team to promote SRTS at those schools. Workshops will take place at one school each month during the 2014-15 school year. Patti will meet with representatives of Healthy Savannah and the **Savannah Chatham County School District** in early July to discuss the schools selected and implementation plans.

Marketing

The Resource Center issued a June newsletter mid-month. The Wayfinding newsletter was drafted by Taki and edited by Carol and Alicia. It promoted International Walk to School Day registration, summarized the Forum and encouraged post-event surveys, and encouraged schools and Friends to plan for SRTS in the coming school year.

Facebook was updated with Forum photos and highlights. Additionally, the website was updated to include photos and quotes from the Forum as well as the Forum presentations. Click on the link here or copy and paste in browser to see more. <https://www.saferoutesga.org/content/statewide-srts-forum-great-success>

Thirty-day "Look Ahead" Period

In July, the staff will have a Quarterly Team Meeting in Atlanta. At this meeting, the team will present project status to GDOT, discuss the new school year plans and marketing and event calendar, and work on developing bicycle education materials. The team will also discuss engaging the Regional Commissions and begin planning the 2015 Statewide SRTS Forum.

The team will continue to strengthen and expand the Resource Center's Friend network by meeting with municipality contacts, like-minded organizations, and community groups throughout the rest of the summer. Most students throughout Georgia return to classes the first week of August.