



SAFE ROUTE NEWS

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Safe Routes to School (SRTS)

Applying for SRTS: What You Should Know

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March 25, 2010 is quickly approaching for those communities that intend to apply for Round 3 of SRTS funding. Communities that have not started the application process but plan to apply need to schedule a SRTS community presentation immediately. February 4th is the last day for Round 3 presentations.

The SRTS Selection Committee reviewing these applications are looking for a strong Comprehensive Plan that includes:

- The "5 E's"
- Health and safety components
- Program addresses concerns parents shared on the parent survey

- Program addresses both walking and bicycling issues
 - Wise use of money
 - Strong justification for engineering
 - School and community commitment
 - Walking and bicycling to school activities
 - Volunteer and partnership involvement
 - In-kind/leveraging funds
- Section 3A of the application requests a thorough explanation of the comprehensive nature of the program.. The importance of creating a solid comprehensive program and explaining it carefully in Section 3A. can not be emphasize enough

The Project Cost Estimate Forms (found on Appendix E and F of the application) need to reflect the program described in Section 3A. As we review your application we will look to see that each expenditure has been justified and the use if these items must be included in your comprehensive plan.

Some communities have filled out the application with the main purpose of acquiring funds for engineering, giving the non-infrastructure components little thought. Applicants have requested money for non-infrastructure items without a purpose except to meet the 10-30% non-infrastructure requirement.. Later those implementing the program were (page 2)

Dates to Remember:

March 25, 2010

Applications Postmarked

The Educational Component of SRTS

National SRTS Website www.saferoutesinfo.org/guide/education/index.cfm

Education is one of the complementary strategies in a SRTS program. Education activities include teaching pedestrian, bicyclist and traffic safety and creating awareness of the benefits and goals of SRTS. While education dovetails with engineering and enforcement, it is most closely

linked to encouragement strategies. For example, children may learn pedestrian and bicyclist safety skills and then get the chance to join a mileage club that rewards children for walking or bicycling to school. Encouragement activities also offer "teachable moments" to reinforce pe-

destrian and bicyclist safety education messages. Planning education strategies includes identifying:

- Who needs to receive information.
- When the education should be delivered.
- What information (page 2)



Applying for SRTS cont. from page 1

left with items that were not beneficial to the program.

The school principle must be involved in the application process to insure activities are acceptable and beneficial for the school to participate in..

Always request two years worth of non-infrastructure funds

The Project Cost Estimate Form example from the application instructions is not intended to be used beyond what it was created for, an example.

Another issue of concern is under estimating costs. Once an application has been submitted cost estimates cannot be increased. Being as accurate as possible is vital. Engineering cost must include a 10% contingency on the application. It can take over a year

from the time applications are submitted until programs are ready to begin. Those responsible for estimating costs must take that into consideration.

Funding requests always exceed yearly allotment of funding therefore only the best comprehensive programs will be funded. Within those selected programs it is not always possible to fund the entire program. Prioritize your list of projects to help the Selection Committee recommend funding wisely. See 5C on the application.

Food items will not be funded. Engineering projects for new schools will not be funded.

Applicant must show a strong justification for engineering requests by showing how engineering projects:

- Will increase the safety of school

pedestrians

- Will increase the number of children using facilities
- Are necessary for the success of your comprehensive program
- Are cost effective

The application must document the home-to-school connection.

Application instructions are always sent along with the application. Please review the Regulatory Requirements and Qualifying Criteria found on page 4 along with the Applicant Responsibility found on page 5 of the application instructions before you submit the application.

Applicants can apply more than one time. Round 4 will open September 2010.

The Educational Component of SRTS cont. from page 1

needs to be shared.

- How the messages will be conveyed.

Who? Audiences for SRTS education include:

- Children
- Parents
- Drivers
- Neighbors

Once a community decides to begin a SRTS program, each of these audiences plays a role in receiving and/or providing related education. Some sub-groups may require particular attention, such as families who do not speak English as a first language, individuals with vision, hearing or mobility impairments, and families with low-incomes. These groups are often overlooked so planning ahead for how they will be reached is important.

When? Before beginning encouragement strategies, children should receive pedestrian and bicyclist safety education. Sometimes education strategies need to begin quickly. For example, in areas with unsafe routes where children are already walking or bicycling out of

necessity, education is urgently needed to reduce the risk of injury to children until other measures can also be put into place. The timing for education activities can also depend on the issues in the community and how education fits with other parts of the SRTS program.

What and How? What information needs to be shared with each audience along with how the information can be conveyed is found on links at:

www.saferoutesinfo.org/guide/education/index.cfm It is worthwhile to read about all groups found on the above link because there is overlap among them. For example, sometimes parents and neighbors are also drivers near the school and thus need to be reached for a variety of reasons in a variety of ways.

Effective Education Strategies for Children and Adults

Planning successful SRTS education activities require considering how children and adults learn best. Children benefit from a combination of educational methods such as group activities, hands-on skill building and discussion. Many of the pedestrian and bicyclist

safety skills that children need cannot be taught solely by verbal instructions; they also require practical experience. Hand-on activities such as simulated street crossings and bicycle handling drills provide children with the opportunity to watch and apply safety skills. A parent or instructor waling or bicycling with a child enables the child to learn in a "real world" setting and allows the adult to assess how well the child understands and applies safety skills.

Adults learn best when they feel the topic is relevant to them. SRTS education aims to provide parents with information about how to address barriers to walking and bicycling and how to create and promote safe walking and bicycling behaviors and environment for their children. For example, if vehicles frequently speed near the school, parents may be educated on both how the speed of a vehicle hitting a pedestrian relates to the seriousness of injuries and potential solutions for improving safety.

Additional Educational Resources can be found at: www.saferoutesinfo.org/guide/education/index.cfm

Walking Safely Angela Olson SD SRTS Coordinator

Recently parents across the nation were horrified by the tragic story of Somer Thompson. Somer became separated from the group of children she was walking home from school with when she was abducted and murdered. This tragic event rightfully raises concerns for parents about the safety of their children as they walk and bike to school.

As protective as we are with our children we know that at some point our children will be beyond our sight and we want them to be as prepared as possible.

The following excerpt was taken from an interview with Paula Stateman B.S.E, M.S.S.W found on the KidWise Corner website. KidWise is an organization aimed at parents to address child personal safety. (See: <http://www.kidwisecorner.com/index.html>)

“Fear has its place. It helps us be poised, alert and ready to take action. But then we need to get to the next step. What works most effectively is to teach kids with specific, useful direction about how to stay safe in a variety of situations. That’s true whether you’re helping them learn to cross the street or making sure they’ll never be lured by a stranger. Stateman also recommends that parents should make teaching children about safety part of their everyday lives. For example, when walking through a mall or park, parents can have their children recognize who’s in their environment, identifying people as

strangers, friends or helping people, such as police officers.

As children begin to venture out on their own, Stateman says parents should use the “5Ps” – protect, prepare, practice, prompt and preview:

- Protect children from harmful situations.
- Prepare them for what to do if dangerous situations should occur.
- Practice these situations by role-playing.
- Prompt children to use what they’ve learned
- Preview new situations by comparing them to things they’ve already experienced.

Specific examples are best. Instead of saying “Don’t talk to strangers,” tell children how strangers should behave –

that they should smile, say hello and keep on going. If they stop and ask the child a lot of questions or offer a ride or gift, the child needs to get away.

This interview entitled “Statman Helps Us Raise Careful, Confident Kids in a Crazy World” can be found at: <http://www.kidwisecorner.com/impact.html>

Safe Routes to School strongly recommends that “Walking School Buses” and “Bicycle Trains” be a part of school transportation options for our children. Information on these two programs can be found at the National SRTS website: http://www.saferoutesinfo.org/guide/walking_school_bus/index.cfm

Also available at this website is the guide: “Teaching Children to Walk Safely as They Grow and Develop: A Guide for Parents and Caregivers” found at: http://www.saferoutesinfo.org/guide/graduated_walking/index.cfm

SRTS National Report SRTS National Partnership

Boulder, CO—The SRTS National Partnership has released a new national report showing how SRTS programs can be harnessed to keep children safe from traffic dangers while walking and bicycling to school. Entitled, Safe Routes to School: Putting Traffic Safety First—How Safe Routes to School Initiatives Protect Children Walking and Bicycling,

the reports explores the approaches five different communities used through SRTS to create safer environments for children walking and bicycling.

The report can be viewed at: <http://www.saferoutespartnership.org/>

SRTS National Partnership is hosted by the non-profit Bikes Belong Foundation.

Site's of Interest

SD SRTS

<http://www.sddot.com/srts/>

International Walk to School

<http://www.walktoschool-usa.org/>

South Dakota School's Walk

<http://doe.sd.gov/oess/schoolhealth/sd>

walks/index.asp

Pick-Up and Drop-Off Toolkit

http://www.saferoutesinfo.org/guide/dropoff_pickup/index.cfm

[dropoff_pickup/index.cfm](http://www.saferoutesinfo.org/guide/dropoff_pickup/index.cfm)

What's Happening in SRTS

February 4, 2010 SRTS Presentations end for Round 3.

Please note: Communities that have not had a SRTS Presentation and have not started the application process before February 4 will not have time to create a Comprehensive SRTS Plan for this funding round. Please schedule a SRTS Presentation and prepare to apply for Round 4 application process which will begin September 2010.

March 25, 2010: Applications must be postmarked



Safe Routes to School (SRTS)

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We are on the Web
www.sddot.com/srts/

Where it's safe, get kids
walking and biking.
Where it's not safe,
make it safe.



March/April Newsletter Will Included:

The Enforcement Component of SRTS
Distracted Drivers in School Zone Report (A National Report)
Field Exercise—Observation of a School

Please send pictures and news articles of your Safe Routes to School activities to: angela.olson@state.sd.us

Article ideas, comments and questions are also welcomed

Research Related to SRTS

Academic Research Related to SRTS:
<http://www.saferoutespartnership.org/mediacenter/229925>

Impact of Physical Activity on Obesity and Health:
<http://www.saferoutespartnership.org/mediacenter/229925/230339>

The Relationship Between Physical Activity, Weight, and Academic Achievement:
<http://www.saferoutespartnership.org/mediacenter/229925/231169>

The Influence of the Built Environment on Travel Behaviors:
<http://www.saferoutespartnership.org/mediacenter/229925/231317>

Addressing Pedestrian and Bicyclist Safety: <http://www.saferoutespartnership.org/mediacenter/229925/231497>

Traffic Congestion and Transportation Trends: <http://www.saferoutespartnership.org/mediacenter/229925/231612>

Practitioner Information: <http://www.saferoutespartnership.org/mediacenter/229925/231945>

Facts and Research: Bikes Belong: <http://www.bikesbelong.org/node/54>

Bicycle Safety Campaign Review: <http://www.bikesbelong.org/SafetyCampaignReview>

Children's Active Commuting to School: Current Knowledge and Future Directions: http://www.cdc.gov/pcd/issues/2008/Jul/07_0075.htm?s_cid=pcd53a100_x

Travel and Environmental Implications of School Siting: http://www.epa.gov/dced/school_travel.htm

Why Johnny Can't Walk to School: http://www.preservationnation.org/issues/historic-schools/additional-resources/schools_why_johnny_1.pdf

Safe Transportation Research and Education Center; Safe Routes to School Evaluation: <http://www.tsc.berkeley.edu/research/saferoutestoschool.html>



Photo: Dan Burden,
<http://www.pedbikeimages.org>