

Safe Routes to School Program



The Los Angeles Department of Transportation (LADOT) recently was awarded two grants through Caltrans for the Safe Routes to School Non-Infrastructure Program (SRTS). This program provides federal transportation funds to local agencies to improve pedestrian and bicycle safety around schools and increase the number of students who walk and bicycle to school.

LADOT will incorporate a multifaceted approach in educating primary school students and parents on "Safe Routes to School." The program will adopt the highly successful "Watch the Road" traffic education and awareness campaign designed to reduce the bad behaviors of all roadway users in Los Angeles County and, increase walking and bicycling.

SRTS Press Event

A press conference will be held to announce the program to the public. This event will also serve as a tool to raise awareness about pedestrian safety beyond the students and immediate families of the participating schools.

SRTS Field Event

Bike Rodeo (Option 1) ~ Walk-A-Thon (Option 2) ~ Mobile Skate Park (Option 3)

Bicycling, walking and even skateboarding are all popular forms of transportation for children in this age group. Therefore, schools have the choice of three events that focus on teaching children how to safely engage in the aforementioned activities.

SRTS Contest

Essay Contest (Option1) ~ Slogan Contest (Option 2) ~ Poster Contest (Option 3)

The Safe Routes to School Contest is designed to educate students about pedestrian safety and encourage them to walk to school. In addition, it will provide them with an opportunity to earn valuable "prizes." Possible giveaways include bikes, skateboards, skates, helmets, etc.

Pedestrian Safety Tips:

- Don't jaywalk
- Use crosswalks
- Look both ways before crossing the street
- Watch for cars that are turning or backing up

Bicycling Safety Tips:

- Obey all traffic signs and signals
- Ride right and stop at the light
- Lock your bike when you're gone

Driver Safety Tips:

- Yield for Peds. Its the law
- Slow down and Watch for kids
- Obey speed limits and signs
- Share the road

SRTS Workshops

Kids

LADOT will partner with Safe Moves, a non-profit organization, to conduct workshops for students that include presentations from a traffic officer, crossing guard and a LAPD officer, as well as real life traffic safety simulations. The workshop can be held during the SRTS Field Event program and will take between 15-30 minutes.

Parents

Watch the Road will host parent workshops, which educate parents on pedestrian safety. These workshops will be part of existing school meetings, to ensure maximum parent participation. The parents will use the Pedestrian Route Maps to evaluate and recommend changes that will ease their concerns to allow children to walk or ride their bike to school.

SRTS Educational Materials

Kid-Steps

Watch the Road will provide a bilingual pedestrian safety brochure for every student. Complete with an animated map of a simulated school zone, this will assist parents in providing for the safe passage of their children to and from school.

"Nutrition Nuggets"

Watch the Road will provide a subscription to a monthly nutritional newsletter for students enrolled at the school. This newsletter will help to educate students and parents on ways for children to stay healthy.

Lawn Signs

Watch the Road lawn signs will be given to participating parents. These signs are very popular and alert drivers in residential neighborhoods to watch for children and be cautious drivers.

Progress Assessment

In addition, parents will be involved in a Pedestrian/Bicycling survey to determine the ways their children commute to and from school. Surveys will be conducted before and after the implementation of the SRTS program to determine if the number of students walking or riding to school increases and to determine if pedestrian safety has improved around the school.

For additional information, please visit us at www.watchtheroad.org



Be safe, be healthy and help the environment.
Walk or bike to school.
Watch the Road

watchtheroad.org