



# A Guide To Starting A Safe Routes To School Campaign at Your School



Updated August 29 2024 (v4)

# A Guide to Starting a SRTS Campaign at Your School

Safe Routes to School (SRTS) is a local, state, and national movement to make it easier and safer for students to walk and bike to school. The City of Lakewood supports this effort through recommended actions and programs contained in the 2024 Active Transportation Plan.

The City is committed to SRTS programming and actions to support an increase in biking and walking as well as Lakewood's overarching Vision Zero plan to eliminate traffic fatalities and severe injuries. The City of Lakewood has been working closely with Lakewood City Schools administration and Bike Lakewood (a local group of residents who advocate for people walking and biking in Lakewood) to develop SR programming that will best fit the unique needs of our community.

In May 2024, four Lakewood elementary schools piloted a bike and walk to school campaign called "Hike & Bike." Lakewood City Schools would like to see Hike & Bike become a district-wide campaign at all seven Lakewood elementary schools in the 2024-2025 school year. This guide will help you plan a successful Hike & Bike campaign at your school and provide ideas for other encouragement campaigns and safety programs.

# How Do I Use This Manual?

This manual is for parents, caregivers, volunteers, teachers, and other school champions and provides instructions on 1) how to encourage bicycling and walking to school, and 2) how to start a safety campaign at your school. Remember that these tips and ideas can and should be tailored to fit the needs and issues relevant at your school. This manual is organized into five parts:

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# How to Put a SRTS Team Together

The first step to implementing a SRTS campaign is to identify two “champions” at your school. Your SRTS Champions will initiate, organize, and manage the campaign.

Your Champions will most likely be caregivers of students at your school who are already aware of the benefits and issues associated with walking and biking to school every day. Staff who are outside at pick up and drop off may be able to help identify these individuals. Alternatively, the principal or PTA can put a call out to all families at the school to recruit these champions.

The Champions will work closely with the principal, PTA, other parent volunteers, and students on the implementation of Hike & Bike and other encouragement and safety programs that they deem most appropriate for their school. This group of people will be your SRTS Team and should establish ways to keep each other up to date on the developments of the campaigns and programs (an email chain, regular meetings, etc.).

# Encouragement Campaigns

The following encouragement programs are important for building a biking and walking movement in schools. Many were tested during the pilot Hike & Bike program in May 2024. The goal is that these programs will be sustained throughout the entire school year.

## Walking School Bus

A Walking School Bus is like a carpool but without a car. It's a group of children walking to school with one or more adults, picking up students along the way. It is recommended to have one adult for every six students.

### How to create a walking bus:

- Using your school boundary map (p. 13-20), identify walking bus routes so that all students within your school's boundaries have access to a walking bus. The asterisk symbols on the map indicate the homes of students who attend your school.
- Determine the starting location of each walking bus route plus several meet up locations along the route (such as an intersection).
- Walk each route with children and note what time the bus passes through each meet up location. You should plan to have your bus arrive to school at 8:45.
- Create a walking bus map that clearly shows each route, meet up location, and time (see example on p. 24)
- Coordinate with additional parent volunteers who will lead the routes (the Champions will likely need additional support from their PTA/PTO leaders to identify additional volunteers).
- Create a contact list with the phone number and emails of all your bus route leaders.
- Install yard signs to use as way-finding for your meet up locations and to bring awareness to the neighborhood about the program. (See p. 11 for more information on yard signs).
- Encourage the walking bus leaders to collect the phone numbers and emails of families along their individual routes. Ideally, multiple parents will take turns leading the walking bus on their route, so being able to communicate who will do it when is key.
- Each bus route should decide how often they will walk together (every day, once a week, once a month, etc.).

Spread the word about your schools' walking buses by sending out flyers (see p. 22 for example) and emails to parents. Get students involved by making posters to hang around the school.

**Make it fun!** Consider giving participants a small treat such as hot chocolate during cold months or apple slices when it's warm. Younger students might enjoy having a little flag to wave while they're walking along. If using the walking bus to come home after school, consider taking extra time to decorate the sidewalk with chalk along the way.

**Keep everyone safe.** Clearly communicate expectations to parents and children. Students who participate in the walking buses are expected to:

- Walk on the sidewalks
- Walk responsibly the entire way (this means no running, horsing around, or riding bikes or scooters)
- Be extra cautious at all intersections
- Obey all traffic signals
- Follow all instructions from their caregiver and/or the volunteers

Caregivers should be encouraged to walk with their own child(ren) until they are confident their student(s) can walk to school responsibly and follow the guidelines above.



## Bike Train

Like a Walking School Bus, a Bike Train involves a few parents or caregivers “picking up” students along the way to school on bikes. It is recommended to have one parent for every 2-3 students.

Since not all children in Lakewood have access to a bike, biking is not as feasible during the winter months as walking, and bike trains require more adult supervision than walking buses, your school might not have as many bike train routes as walking bus routes.

**To create bike train routes**, follow all the steps listed in how to create a walking bus section but also include the following:

- Front and rear adult riders to make sure children are all “aboard” together.
- Appropriate spacing (one bike-distance between each passenger)
- Ride no more than two abreast (Ohio law).
- Establish additional rules for the train such as all participants must wear helmets, no swerving or riding recklessly, always stay behind the train leader, etc.

**Spread the word** about how to join your Schools' bike trains by sending out flyers and emails. We recommend caregiver bike train leaders and volunteers take a bike skills training class via Bike Cleveland (<https://www.bikecleveland.org/how-we-roll/>). If bike trains become established at a given school (or group of schools), funding for group training may be available from the City of Lakewood and/or other sources.

Lakewood has numerous **bicycle shops** that offer a variety of services to help local cyclists and their families:

- ⇒ Beat Cycles (15608 Detroit)
- ⇒ The Bike Spot (13618 Detroit)
- ⇒ Everybody Cycle (11798 Detroit)
- ⇒ Spin (14515 Madison)



## Bicycle Parking

Share information with your student body about how to properly lock their bikes to bike racks. If you need more bike racks at your school, the City may be able to help. In coordination with Lakewood Public Schools, the City can install bike racks on your school campus in places that are publicly accessible. If there aren't good locations on campus, a bike corral on the street in front of your school can provide needed bike parking. To request additional bike racks, please contact: [planning@lakewoodoh.gov](mailto:planning@lakewoodoh.gov).



## Encouragement Events

The following walking and biking events are meant to be combined with the encouragement campaigns previously mentioned, such as Walking School Buses and Bike Trains. They are meant to spark interest in walking and biking to school and encourage students to continue to do so throughout the school year.

### **Hike & Bike: September 9-13, 2024**

This event, which was developed by Lakewood City Schools, the City of Lakewood, and Bike Lakewood, was piloted in May 2024. It was born from the Safe Streets for Lakewood Active Transportation Plan, which was approved by City Council in April 2024. Lakewood City Schools would like this program to be district-wide at all seven elementary schools in 2024.

The main goals of Hike & Bike are:

1. To get kids in elementary school excited about walking and/or biking to school every day, all year long.
2. To help create and support connections between families who live in the same neighborhood so that they can coordinate getting their children to elementary school using active transportation.

### **National Week Without Driving: September 30-October 6, 2024**

This event was created by America Walks in 2023. The purpose of National Week Without Driving is to create an awareness of the barriers and challenges that non-drivers face when trying to move safely in our community. This program encourages elected officials, public officials, transportation professionals, organizations (including schools), advocates, and individuals to participate.

Organizations who want to learn how to host a Week Without Driving challenge can visit <https://americawalks.org/campaigns/week-without-driving/> to sign up for resources, materials templates, support, and the listserv for the latest news and updates about the program.

## Steps to participating in walk and bike to school events:

- Plan a meeting with your SRTS Team (mentioned on p. 4) to discuss ideas about how to promote the event at your school.
- Identify additional volunteers to help support the event.
- Get the event on your school calendar.
- Communicate with families about the event via flyers (physical and electronic).
- Get your student body excited about the program (make posters, talk it up on the morning announcements, etc.)
- Create a student walking and biking club that they can join to be part of conversations about these events, help make posters, decorate sidewalks, etc.
- Coordinate with the City of Lakewood to get yard signs (see p. 11).
- Consider offering fun incentives for kids who participate (donut holes, prize tickets, stickers, removable tattoos, a hand stamp, etc.)
- Track participation of the event (see p. 25-26 for example scorecards and logs meant to stay at school and be completed by students each morning).



# Safety Programs and Resources

## Yard Sign Campaign

Yard signs will be made available to support advertising events/campaigns and to help mark routes for walking buses and bike trains. Champions should contact Sophia Jones at [sophia.jones@lakewoodoh.gov](mailto:sophia.jones@lakewoodoh.gov) to request signs for their schools **at least one month before** the event.

## School Arrival and Departure Procedures













Whenever communicating with families about your school's car line procedures during open houses or in written communications (electronic and physical) also encourage and promote your schools' walking buses and bike trains.

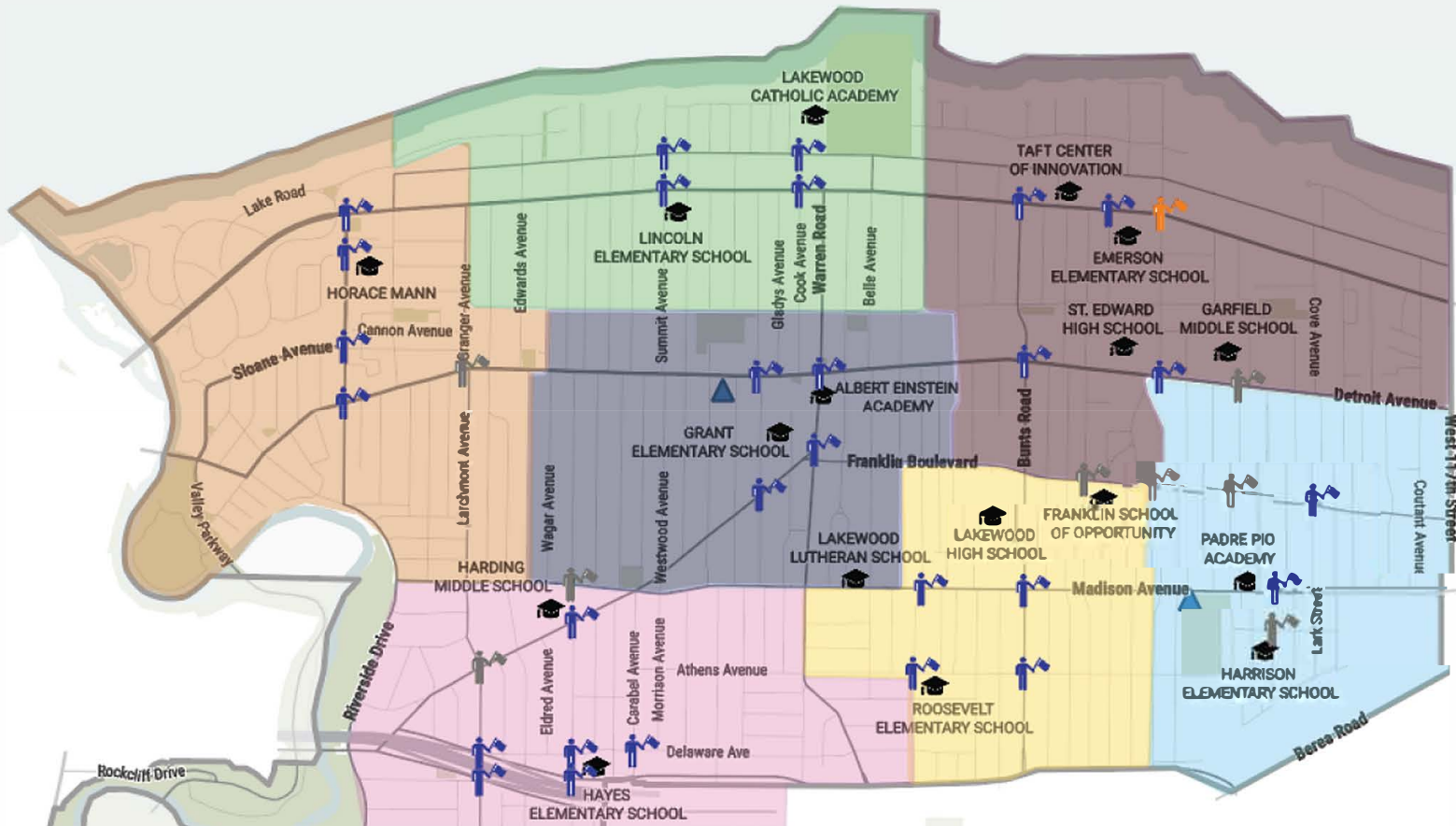
## Resources

- [The Walking School Bus Guide](#)
- [Teaching Children to Walk Safely as they Grow and Develop](#)
- [National Center for SRTS](#)
- [SRTS National Partnership](#)
- [ODOT Every Move You Make: Bicycle and Pedestrian Safety](#)
- [Ohio AAP Put a Lid On It: Bike Helmet Safety Awareness](#)
- [Bike Cleveland](#)

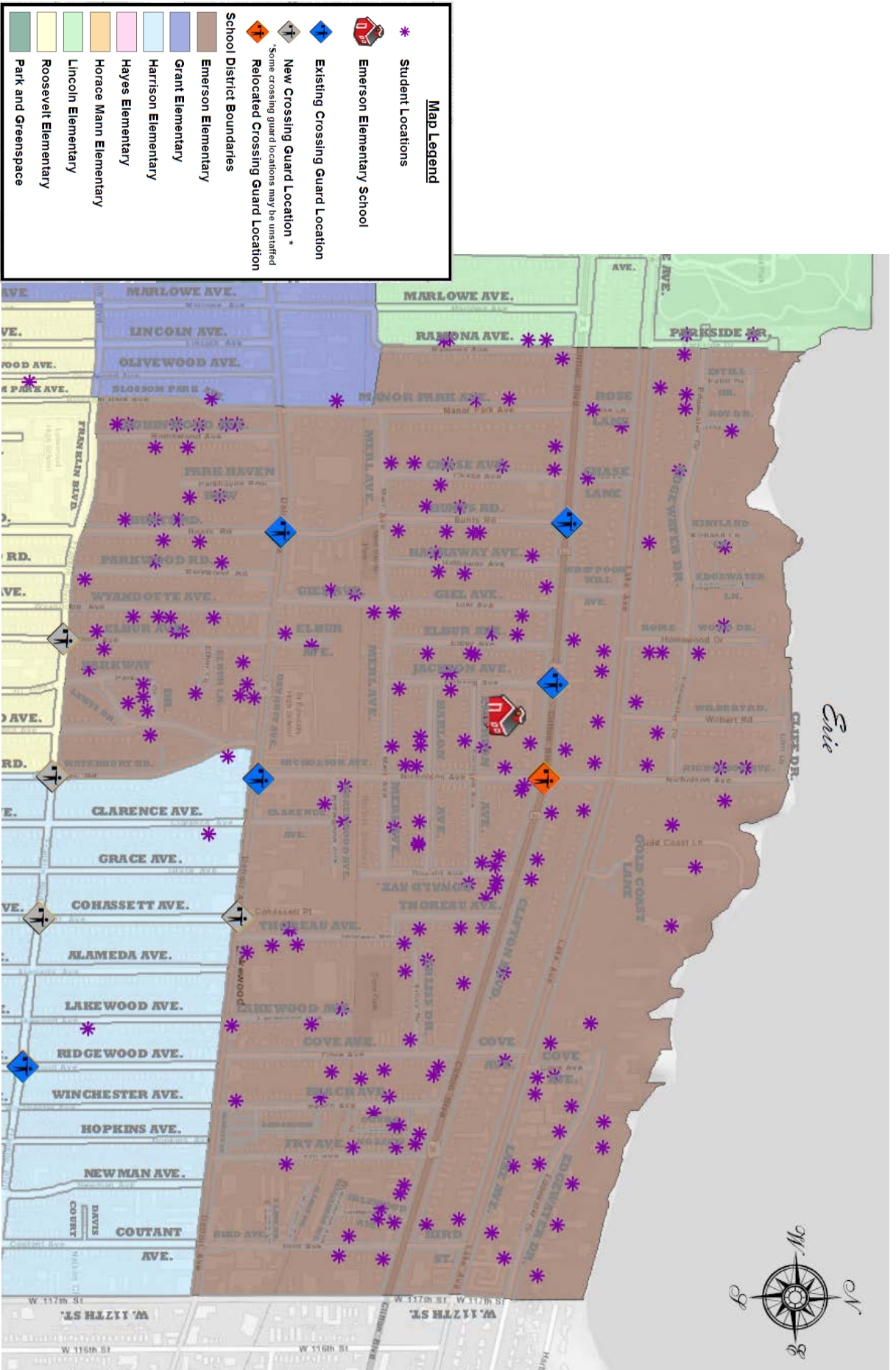
# Reference Maps

## Elementary School District Crossing Guard Locations

- |  |  |  |  |
|--|--|--|--|
|  Existing Crossing Guard Location   |  School               |  Lincoln District |  Hayes District     |
|  New Crossing Guard Location*       |  Park and Greenspace  |  Emerson District |  Roosevelt District |
|  Relocated Crossing Guard Location* |  Horace Mann District |  Grant District   |  Harrison District  |
- \*some crossing guard locations may be unstaffed







# Hike & Bike to School Map: Emerson Elementary











Household data for 2024-2025 school year

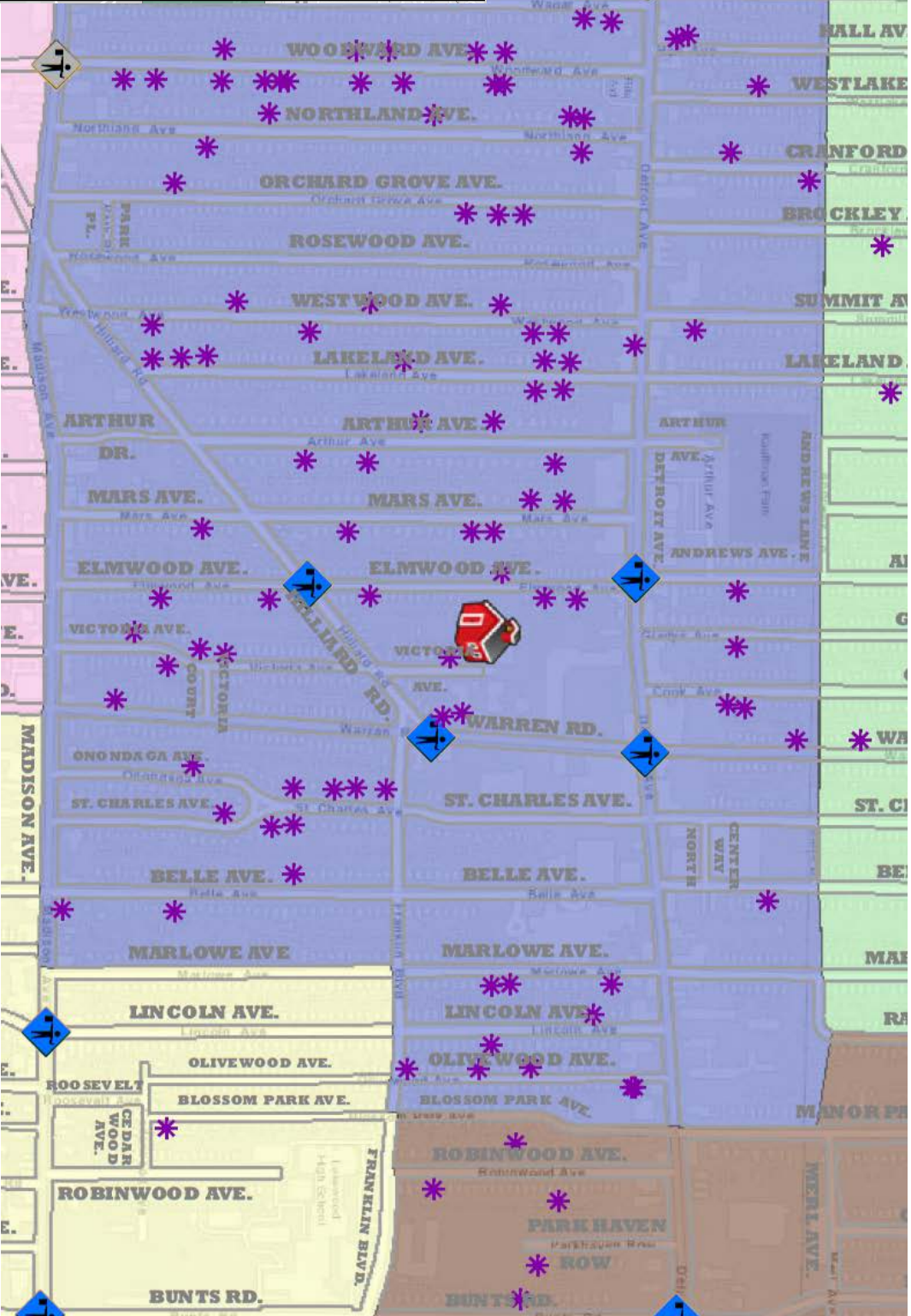
# Hike & Bike to School Map: Grant Elementary

**Map Legend**

- \* Student Locations
-  Grant Elementary School
-  Existing Crossing Guard Location
-  New Crossing Guard Location \*  
\*Some crossing guard locations may be unstaffed
-  Relocated Crossing Guard Location

**School District Boundaries**

-  Emerson Elementary
-  Grant Elementary
-  Harrison Elementary
-  Hayes Elementary
-  Horace Mann Elementary
-  Lincoln Elementary
-  Roosevelt Elementary
-  Park and Greenspace



Household data for 2024-2025 school year

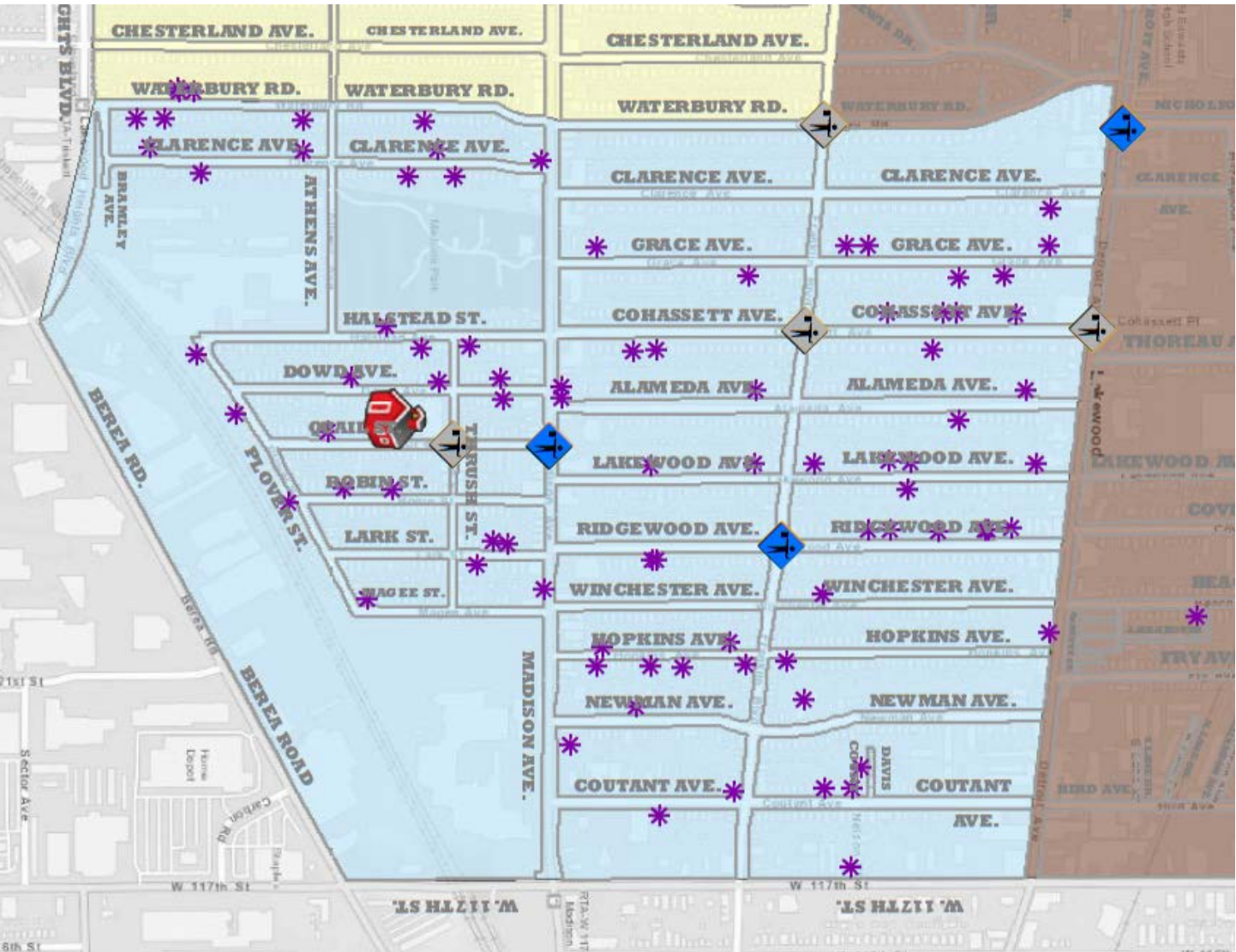
# Hike & Bike to School Map: Harrison Elementary

**Map Legend**

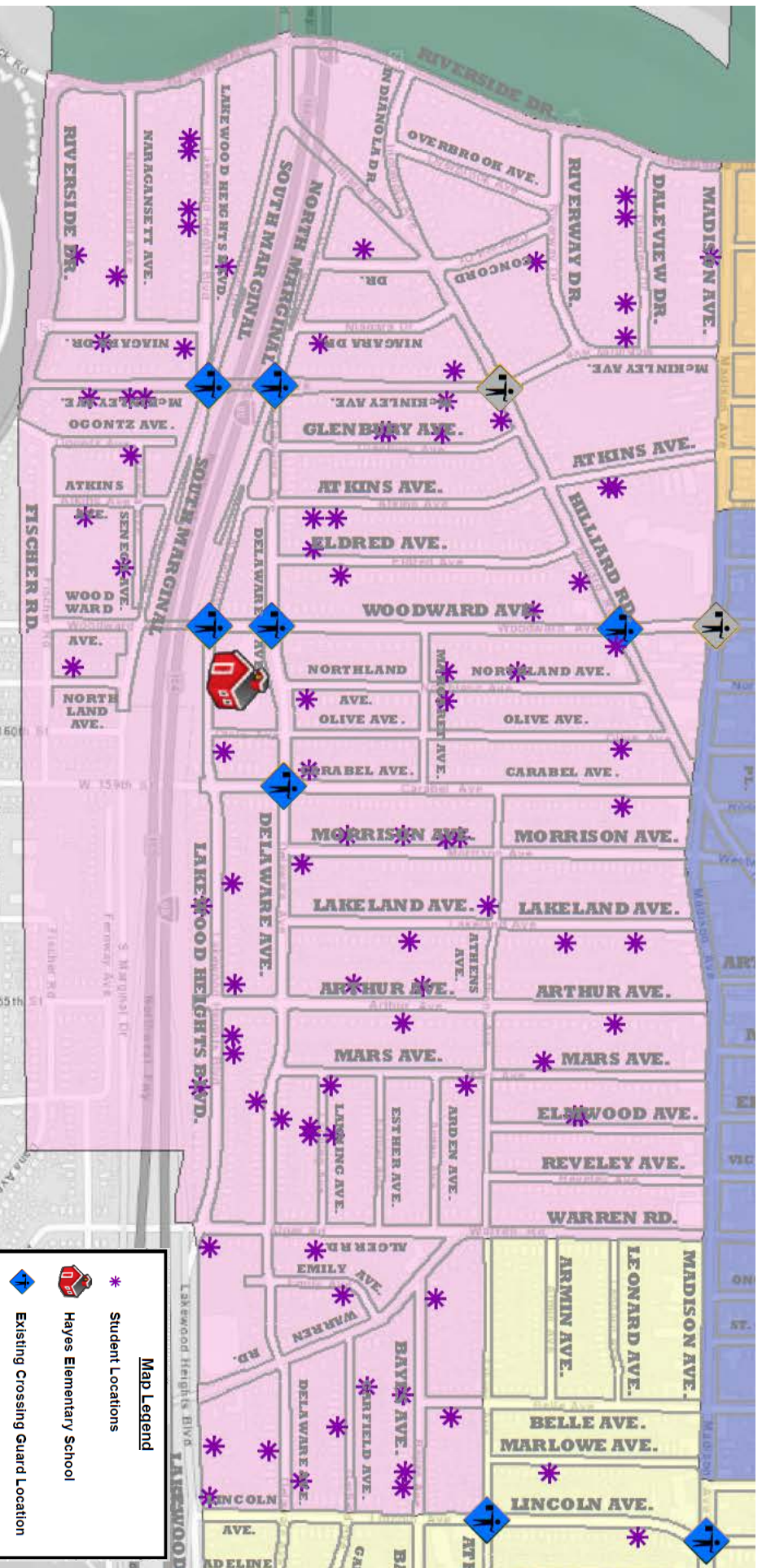
- \* Student Locations
- Harrison Elementary School
- Existing Crossing Guard Location
- New Crossing Guard Location \*  
\*Some crossing guard locations may be unstaffed
- Relocated Crossing Guard Location

**School District Boundaries**

- Emerson Elementary
- Grant Elementary
- Harrison Elementary
- Hayes Elementary
- Horace Mann Elementary
- Lincoln Elementary
- Roosevelt Elementary
- Park and Greenspace



# Hike & Bike to School Map: Hayes Elementary



Household data for 2024-2025 school year

**Map Legend**

- \* Student Locations
- Hayes Elementary School
- Existing Crossing Guard Location
- New Crossing Guard Location \*  
\*Some crossing guard locations may be unstaffed
- Relocated Crossing Guard Location

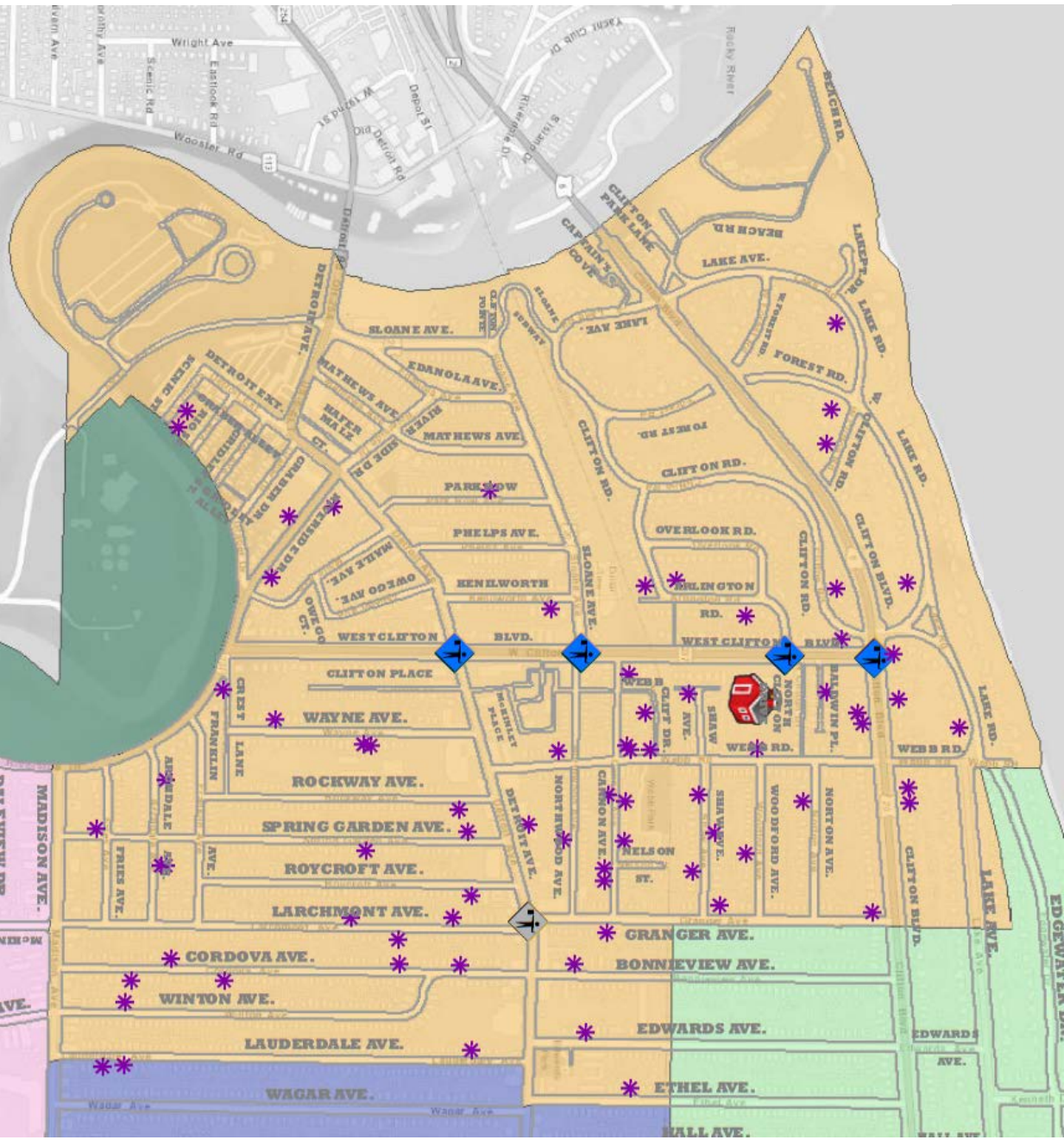
**School District Boundaries**

- Emerson Elementary
- Grant Elementary
- Harrison Elementary
- Hayes Elementary
- Horace Mann Elementary
- Lincoln Elementary
- Roosevelt Elementary
- Park and Greenspace

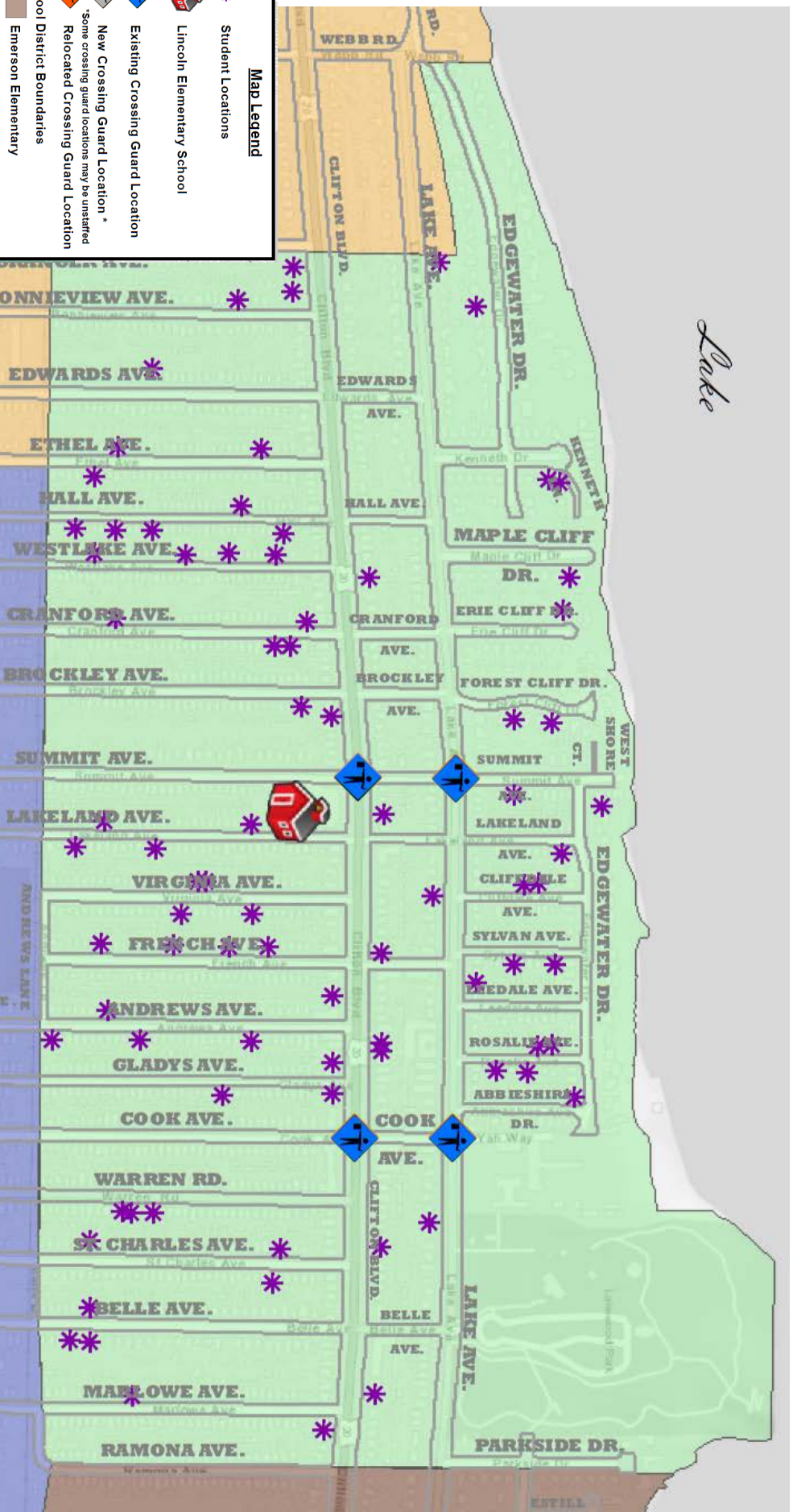
# Hike & Bike to School Map: Horace Mann Elementary

**Map Legend**

- \* Student Locations
- Horace Mann Elementary School
- Existing Crossing Guard Location
- New Crossing Guard Location \*  
\*Some crossing guard locations may be unstaffed
- Relocated Crossing Guard Location
- School District Boundaries**
- Emerson Elementary
- Grant Elementary
- Harrison Elementary
- Hayes Elementary
- Horace Mann Elementary
- Lincoln Elementary
- Roosevelt Elementary
- Park and Greenspace



# Hike & Bike to School Map: Lincoln Elementary



**Map Legend**

- \* Student Locations
- Lincoln Elementary School
- Existing Crossing Guard Location
- New Crossing Guard Location \*  
\*Some crossing guard locations may be unstaffed
- Relocated Crossing Guard Location

**School District Boundaries**

- Emerson Elementary
- Grant Elementary
- Harrison Elementary
- Hayes Elementary
- Horace Mann Elementary
- Lincoln Elementary
- Roosevelt Elementary
- Park and Greenspace

Household data for 2024-2025 school year

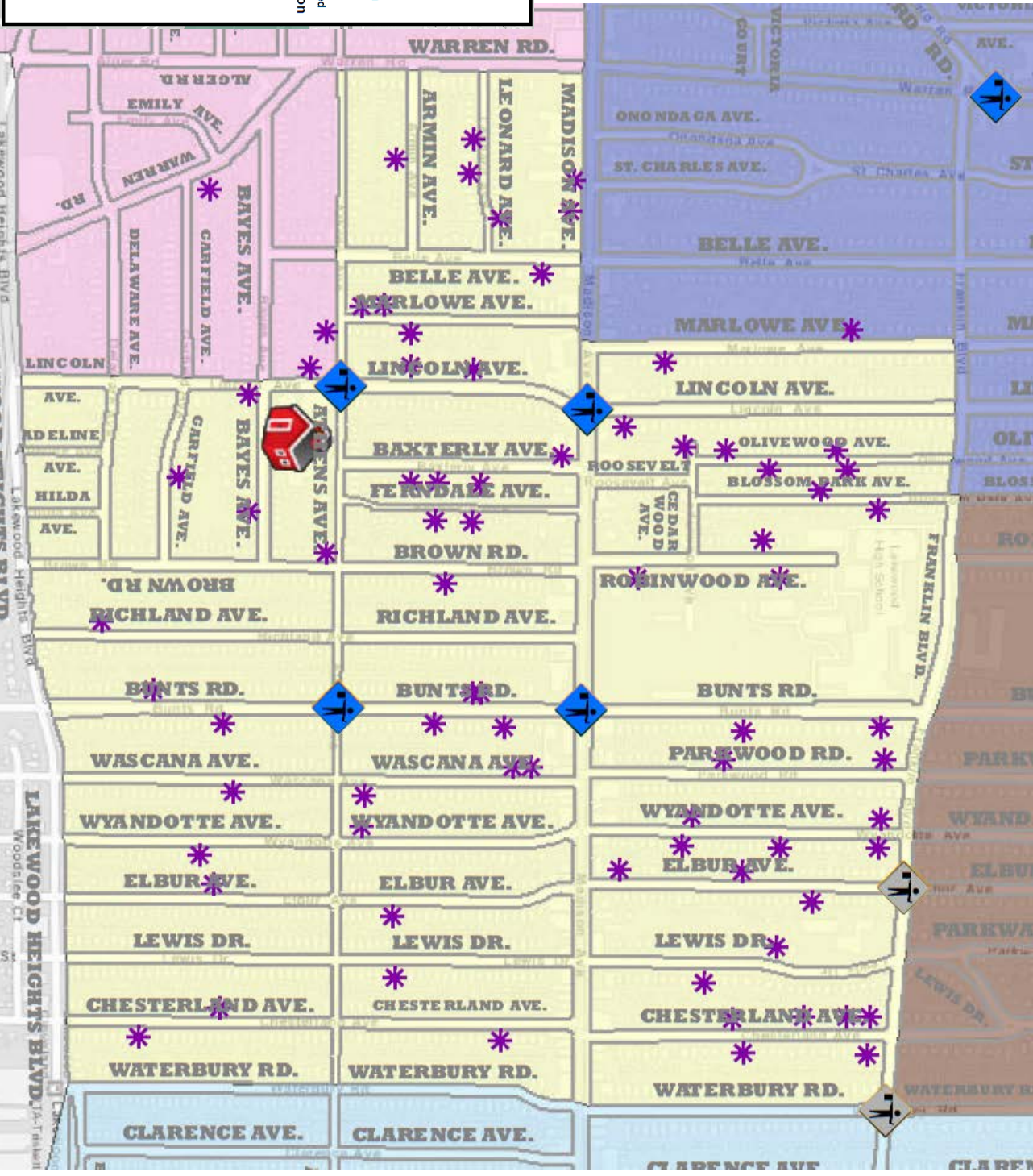
# Hike & Bike to School: Roosevelt Elementary

**Map Legend**

- \* Student Locations
- Roosevelt Elementary School
- Existing Crossing Guard Location
- New Crossing Guard Location \*
- Relocated Crossing Guard Location
- \*Some crossing guard locations may be unstaffed

**School District Boundaries**

- Emerson Elementary
- Grant Elementary
- Harrison Elementary
- Hayes Elementary
- Horace Mann Elementary
- Lincoln Elementary
- Roosevelt Elementary
- Park and Greenspace



# **Information & Incentive**

## **Examples/Templates**

# Lakewood School's HIKE & BIKE

## Welcome to Lakewood School's Hike & Bike!

Keep track of each day you walk or bike to school between May 13 -28 with the calendar on the back of this flyer. Return your calendar to your teacher on May 29 (make sure your name is on it) to be eligible to win a raffle prize during Field Day on May 31.

Walking & biking to school supports exercise, reduces pollution, and helps connect neighbors. Studies show that students arrive at school more attentive and ready to learn. The American Heart Association recommends children ages 6-17 get 60 minutes of physical activity each day. Walking and biking to school is an excellent way to fit physical activity into busy schedules!



# Lakewood School's



at Horace Mann Elementary May 13 - 31

HME is piloting a Hike & Bike incentive program! Each student will earn 1 Prize Patrol Cart ticket for each day they walk or bike from their home to school between May 13 - 31! We encourage you to utilize the designated Walking School Buses\* between May 14 - 17, especially if walking to school is new for your family.



## \*Walking School Bus guide

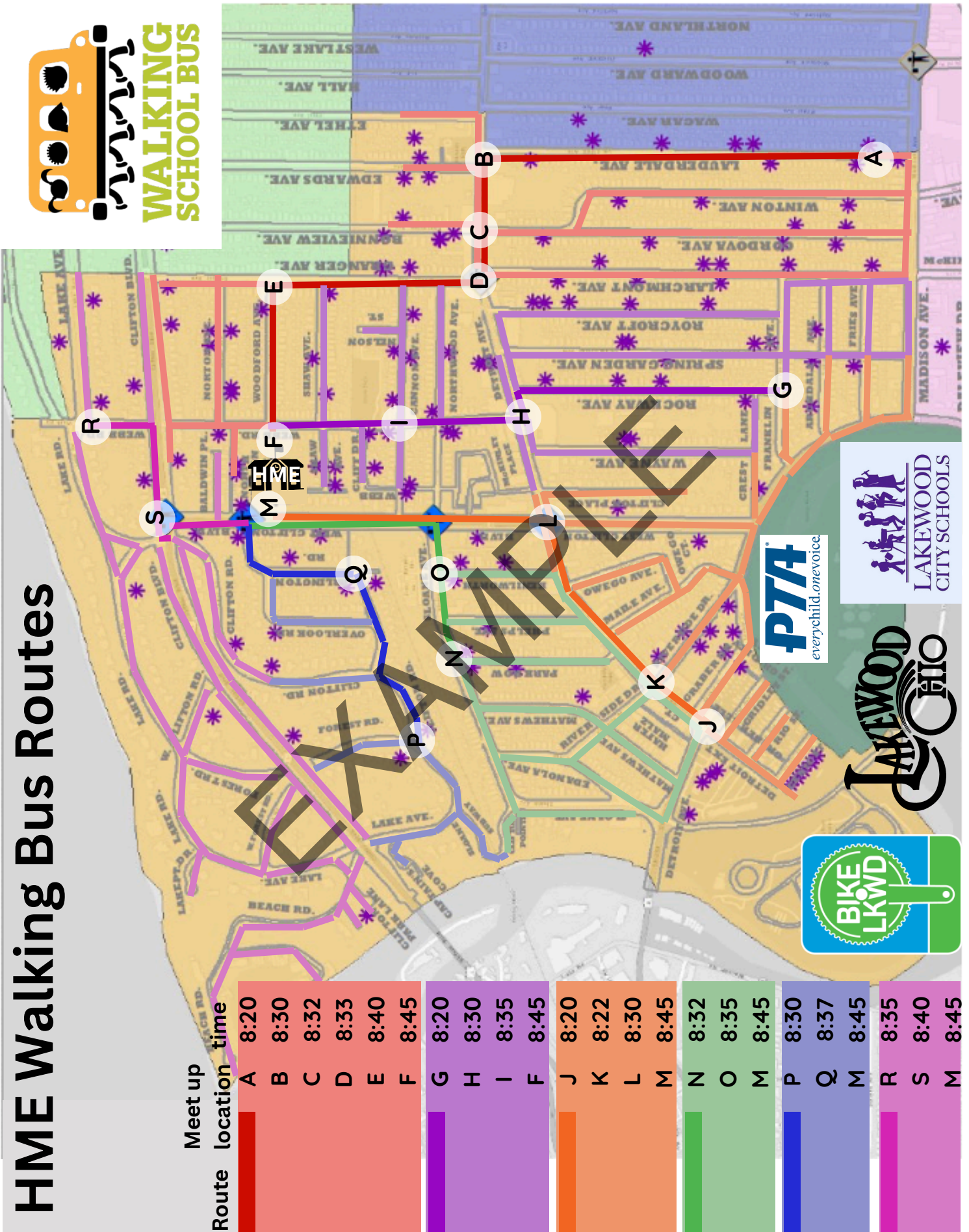


A Walking School Bus is like a carpool without the car. It's a group of students walking to school together with one or more parent volunteers. To utilize one of the designated Walking Buses between May 14 - 17 follow the steps below:

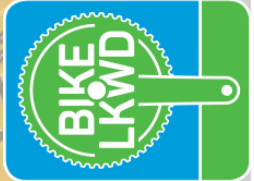
- **Locate your home on the map on the back of this flyer to see which Walking Bus route is closest to you.**
- **Begin walking towards your nearest meet up location (indicated by letter) so that you arrive by the time listed on the map. These are the *estimated* times the Walking Bus will be passing through these locations (please note that these are not “stops”).**
- **Students are expected to walk responsibly the entire way (please no running, horsing around, bikes, or scooters), stay on the sidewalk, be extra cautious at all intersections, and obey all traffic signals.**
- **Parents are encouraged to walk with their own child(ren) until they are confident their student(s) can walk to school responsibly.**

Walking & biking to school supports exercise, reduces pollution, and helps connect neighbors. Studies show that students arrive at school more attentive and ready to learn. The American Heart Association recommends children ages 6-17 get 60 minutes of physical activity each day. Walking and biking to school is an excellent way to fit physical activity into busy schedules!

# HME Walking Bus Routes



Route	Meet up location	Meet up time
A	[Red bar]	8:20
B	[Red bar]	8:30
C	[Red bar]	8:32
D	[Red bar]	8:33
E	[Red bar]	8:40
F	[Red bar]	8:45
G	[Purple bar]	8:20
H	[Purple bar]	8:30
I	[Purple bar]	8:35
F	[Purple bar]	8:45
J	[Orange bar]	8:20
K	[Orange bar]	8:22
L	[Orange bar]	8:30
M	[Orange bar]	8:45
N	[Green bar]	8:32
O	[Green bar]	8:35
M	[Green bar]	8:45
P	[Blue bar]	8:30
Q	[Blue bar]	8:37
M	[Blue bar]	8:45
R	[Pink bar]	8:35
S	[Pink bar]	8:40
M	[Pink bar]	8:45



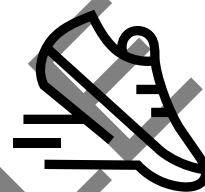
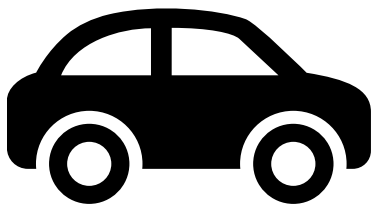
Questions? contact: [ptahoracemannelementary@gmail.com](mailto:ptahoracemannelementary@gmail.com)

# Going to School Log

Name: \_\_\_\_\_

Grade: \_\_\_\_\_ Teacher: \_\_\_\_\_

How do you get to school each day? Use the calendar below to tell us how you came to school each day between April 22 and May 10. If you used a scooter to get to school, please mark the “walk” box.



## April / May 2024

### M

### T

### W

### T

### F

22

Car    
Bike    
Walk    
Absent

23

Car    
Bike    
Walk    
Absent

24

Car    
Bike    
Walk    
Absent

25

Car    
Bike    
Walk    
Absent

26

Car    
Bike    
Walk    
Absent

29

Car    
Bike    
Walk    
Absent

30

Car    
Bike    
Walk    
Absent

1

Car    
Bike    
Walk    
Absent

2

Car    
Bike    
Walk    
Absent

3

Car    
Bike    
Walk    
Absent

6

Car    
Bike    
Walk    
Absent

7

Car    
Bike    
Walk    
Absent

8

Car    
Bike    
Walk    
Absent

9

Car    
Bike    
Walk    
Absent

10

Car    
Bike    
Walk    
Absent



# HIKE & BIKE



Name: \_\_\_\_\_

Grade: \_\_\_\_\_

Teacher: \_\_\_\_\_



**Directions:** Color in the circle of each day you walk,\* or bike from your home to school in the calendar below. For each circle filled in, you will receive one ticket for the Prize Patrol Cart! \*Using a scooter also counts.

## May 2024

M

T

W

T

F

13

I walked or biked to school today



14

I walked or biked to school today



15

I walked or biked to school today



16

I walked or biked to school today



17

I walked or biked to school today



20

I walked or biked to school today



21

I walked or biked to school today



22

I walked or biked to school today



23

I walked or biked to school today



24

I walked or biked to school today



27

NO SCHOOL Memorial Day!

28

I walked or biked to school today



29

I walked or biked to school today



30

I walked or biked to school today

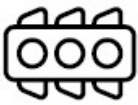


31

I walked or biked to school today



# TRAFFIC LAWS (FOR BIKES & CARS)



Stop at ALL stop signs and RED lights.

Teach children to stop at YELLOW lights unless currently

in the intersection. Parents should model this when driving!

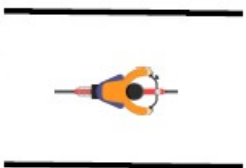
Ride on the right.

Never ride against traffic. It puts you in a position where drivers don't expect you.



Ride a safe distance

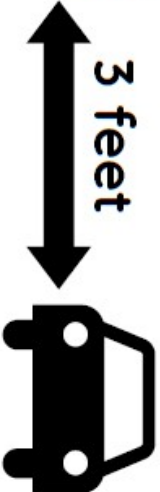
from the curb or parked cars. Never ride in the gutter. If a lane is too narrow



to share safely, ride in the middle of the lane.



3 feet



Cars must be AT LEAST 3 feet from cyclists when passing. It's Ohio law!

# SCANNING & SIGNALING



When preparing to turn or change lane positions:

1. "Scan" by looking behind and to each side.
2. Signal right or left.
3. Scan again.
4. Move into the correct lane position.

# RIDING ON SIDEWALKS

Riding on the sidewalk is dangerous. Teach children to:

- Ride at a walking pace.
- Watch for pedestrians and yield to them at all times.
- Use extra caution at every driveway and intersection.

Assume drivers aren't looking for people on bikes.



# BIKES SAFETY TIPS



- ABC Quick Check
- Fitting your helmet
- Traffic laws
- Scanning and signaling
- Sidewalk riding tips



# A B C QUICK CHECK

## AIR

Properly inflate tires.

## BRAKES

When squeezing the breaks, there should be space to fit your thumb between the break levers and handlebar.

## CHAIN, CRANKS & CASSETTE

Look for debris in this area. The chain should be lightly oiled and free of grit.

## QUICK RELEASES

Make sure quick releases are securely closed.

## CHECK OVER

Inspect bike for loose or broken parts. Tighten, replace, or fix them.

# FITTING A HELMET



Wearing a bike helmet improperly is the equivalent to not wearing a helmet at all.

- 1 There should be a two-fingers width between your eyebrows and helmet.
- 2 The side straps should come to a point just below your ears, forming a “Y” shape.
- 3 When your mouth is closed, there should be about half an inch between the chin strap and your chin.

There should be minimal helmet movement when you shake your head from side to side.



# Starting a walking school bus: the basics

## Why develop a walking school bus?

Studies show that fewer children are walking and biking to school, and more children are at risk of becoming overweight. Changing behaviors of children and parents require creative solutions that are safe and fun.

Implementing a walking school bus can be both.

## What is a walking school bus?

A walking school bus is a group of children walking to school with one or more adults. If that sounds simple, it is, and that's part of the beauty of the walking school bus. It can be as informal as two families taking turns walking their children to school to as structured as a route with meeting points, a timetable and a regularly rotated schedule of trained volunteers.

A variation on the walking school bus is the bicycle train, in which adults supervise children riding their bikes to school. The flexibility of the walking school bus makes it appealing to communities of all sizes with varying needs.

Parents often cite safety issues as one of the primary reasons they are reluctant to allow their children to walk to school. Providing adult supervision may help reduce those worries for families who live within walking or bicycling distance to school.

## Starting simple

When beginning a walking school bus, remember that the program can always grow. It often makes sense to start with a small bus and see how it works. Pick a single neighborhood that has a group of parents and children who are interested. It's like a carpool—without the car—with the added benefits of exercise and visits with friends and neighbors. For an informal bus:

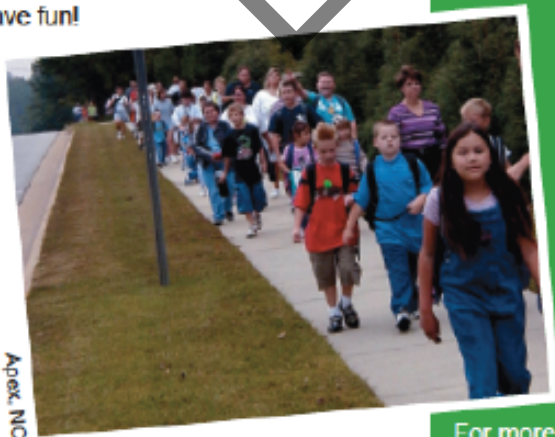
1. Invite families who live nearby to walk.
2. Pick a route and take a test walk.
3. Decide how often the group will walk together.
4. Have fun!



Chester, VT

## When picking a route, answer these four questions:

1. Do you have room to walk?  
Are there sidewalks or paths?  
Is there too much traffic?
2. Is it easy to cross the street?
3. Do drivers behave well?  
Do they yield to walkers?  
Do they speed?
4. Does the environment feel safe?  
Are there loose dogs?  
Is there criminal activity?



Apex, NC

For more help identifying walkable routes, use the Walkability Checklist that can be found at [www.walktoschool.org/buildevent/checklists.cfm](http://www.walktoschool.org/buildevent/checklists.cfm).



[www.walktoschool.org](http://www.walktoschool.org) [www.saferoutesinfo.org](http://www.saferoutesinfo.org)

## Reaching more children

Success with a simple walking school bus or a desire to be more inclusive may inspire a community to build a more structured program. This may include more routes, more days of walking and more children. Such programs require coordination, volunteers and potential attention to other issues, such as safety training and liability. The school principal and administration, law enforcement and other community leaders will likely be involved.

▶ **First, determine the amount of interest in a walking school bus program. Contact potential participants and partners:**

Parents and children                      Principal and school officials  
Law enforcement officers                Other community leaders

▶▶ **Second, identify the route(s).**

The amount of interest will determine the number of walking routes.

Walk the route(s) without children first.



Mill Valley, CA



Sacramento, CA

▶▶▶ **Third, identify a sufficient number of adults to supervise walkers.**

The Centers for Disease Control and Prevention recommend one adult for every six children. If children are age 10 or older, fewer adults may be needed. If children are ages 4 to 6, one adult per three children is recommended.

▶▶▶▶ **Next, finalize the logistical details.**

Who will participate?

How often will the walking school bus operate? Will the bus operate once a week or every day?

When do children meet the bus? It's important to allow enough time for the slower pace of children, but also to ensure that everyone arrives at school on time.

Where will the bus meet children—at each child's home or at a few meeting spots?

Will the bus operate after school?

What training do volunteers need?

What safety training do children need? See "Walking School Bus: Guidelines for talking to children about pedestrian safety" at <http://www.walkingschoolbus.org/safety.pdf>.

▶▶▶▶▶ **Finally, kick-off the program.**

A good time to begin is during International Walk to School Month each October. Walk and look for ways to encourage more children and families to be involved. Have fun!

### For more detailed instructions on how to organize a walking school bus, go to:

- ▶ How to Organize a Walking/Cycling School Bus, Go for Green Canada, <http://www.goforgreen.ca/asrts>. Pick "English," then "Tools and Resources."
- ▶ The walking bus: A safe way for children to walk to school, Friends of the Earth UK, <http://www.foe.co.uk/campaigns/transport/resource/parents.html>
- ▶ Walking School Bus - A Guide for Parents and Teachers, VicHealth Australia, <http://www.vichealth.vic.gov.au>. Select "Local Government," then "Walking School Bus." Scroll to bottom to find link to download the guide.
- ▶ KidsWalk-to-School Guide, Centers for Disease Control and Prevention, <http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm>

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