



Safe Routes
to School
**National
Partnership**

Step by Step:

How to Start a Walking School Bus Program at Your School

January 11, 2017 1-2 pm EST



About the National Partnership

We are a nonprofit organization that improves the quality of life for kids and communities by promoting **active, healthy lifestyles** and safe infrastructure that **supports bicycling and walking.**

Equity is at the forefront of our work.

GoToWebinar Viewer

Webinar Housekeeping

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

Dial: +1 (3-
Access Code:
Audio PIN:

CITRIX

File View Help

Audio

Telephone

Mic & Speakers [Settings](#)

MUTED 0000000000

Questions

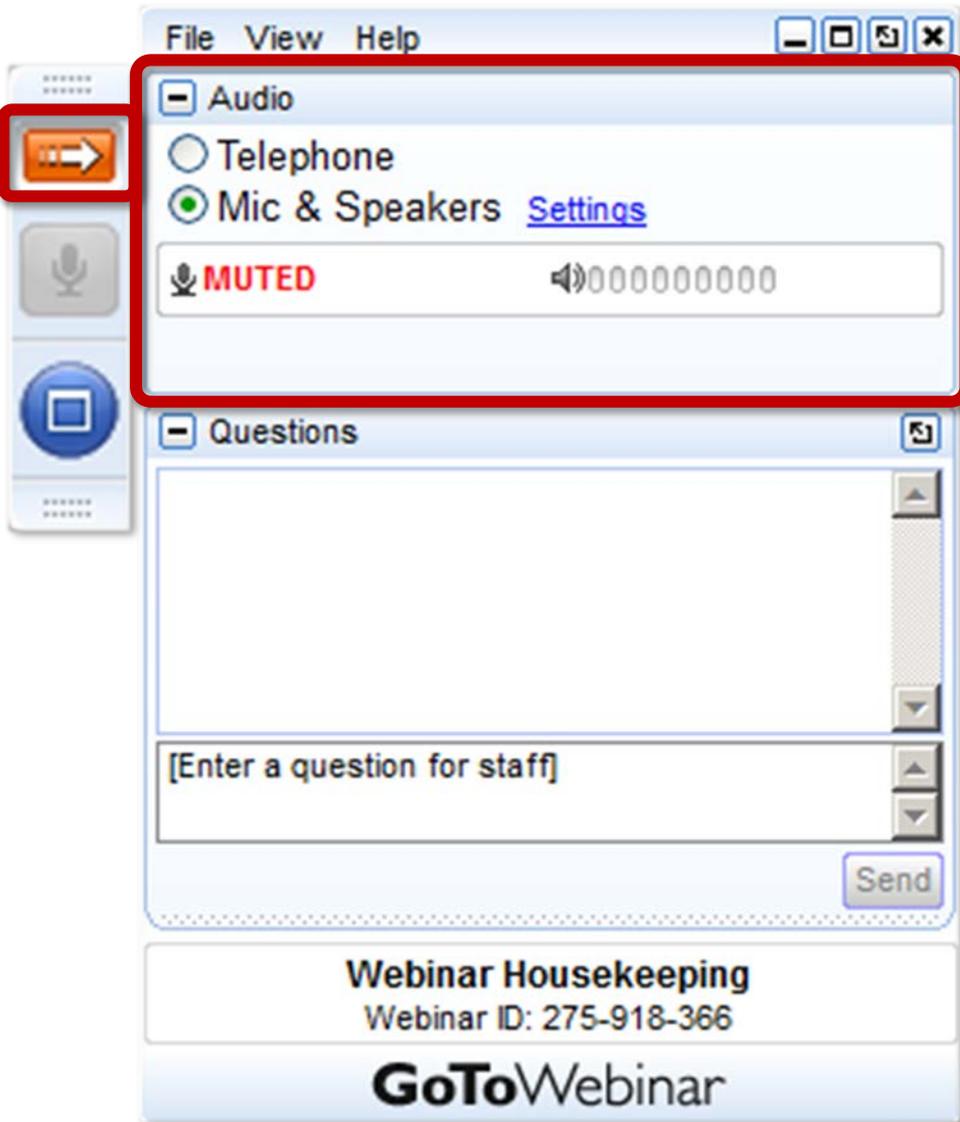
[Enter a question for staff]

Send

Webinar Housekeeping
Webinar ID: 275-918-366

GoToWebinar

AUDIO CONTROLS



AUDIO

Open or hide your control panel

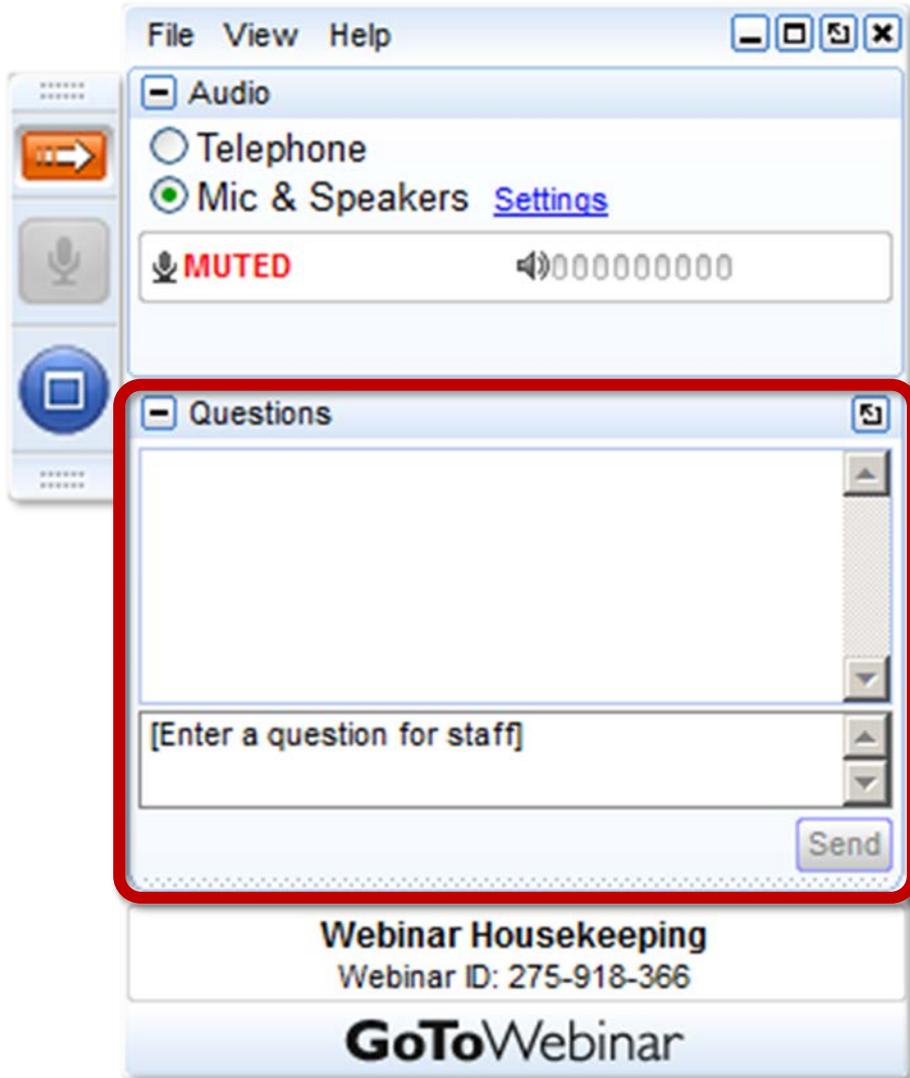
Join audio:

Choose "Telephone" and dial-in using numbers on screen

OR

Choose "Mic & Speakers" to use your computer's sound

HAVE A QUESTION?



The screenshot displays the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below this, the 'Audio' panel is visible, showing options for 'Telephone' and 'Mic & Speakers' (with a 'Settings' link). A 'MUTED' indicator and a volume slider are also present. The 'Questions' panel is highlighted with a red border and contains a text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button. At the bottom of the interface, the text 'Webinar Housekeeping' and 'Webinar ID: 275-918-366' is displayed, along with the 'GoToWebinar' logo.

QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel



search our site



Donate Partner Media Subscribe

Who We Are

Healthy Communities



Expert Help

Resources

Resources

- ▶ BROWSE
- ▶ ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
- ▶ **WEBINARS**
- ▶ E-NEWS
- ▶ RESEARCH
- ▶ RECURSOS EN ESPAÑOL
- ▶ SUBMIT A SUCCESS STORY

Webinars

One of the great ways that we love to share resources and expertise is through our regular webinars. Our webinars feature our staff and incredible advocates, Safe Routes to School program staff, government officials, elected leaders, and others from around the country sharing their knowledge and learning on a diverse range of topics.

Upcoming Webinars



January 14, 2016

The New Federal Transportation Bill: What's the Impact on Safe Routes to School?

In this webinar, the National Partnership's federal policy lead, Margo Pedroso, will review the changes to TAP along with other provisions in the FAST Act that provide opportunities for Safe Routes to School funding and policies that make communities safer for walking and bicycling. This webinar will include a substantial Q&A session.



Photo credit: Jeremy Corbyn

**Are you familiar with
Walking School Bus Programs?**

Today's Speakers



Michelle Lieberman

Moderator

Safe Routes to School National Partnership



Victoria Custodio, MPH

Active Transportation Safety Program,
Safe and Active Communities Branch

California Department of Public Health



Kate Moening

Field Service Manager, Ohio

Safe Routes to School National Partnership



Safe Routes
to School
National
Partnership

Poll Results!

January 11, 2017

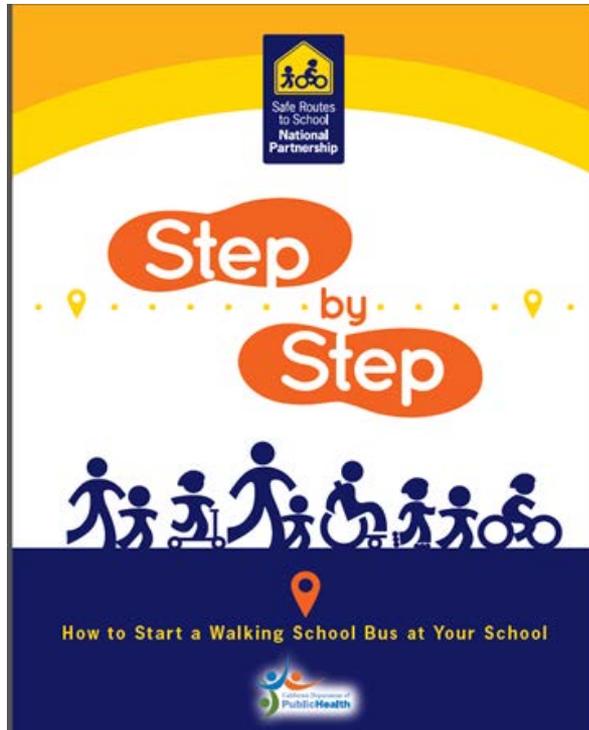
Promoting Public Health through Walking School Bus (WSB) Programs

Victoria Custodio, M.P.H.
Active Transportation Resource Center
California Department of Public Health



Active Transportation Resource Center

Background on the WSB Toolkit



- Developed by the Safe Routes to School National Partnership with support from California Department of Public Health (CDPH) and the California Active Transportation Resource Center



WSB: Multiple Health Benefits



- Increased Daily Physical Activity
- Improved Safety
- Increased Family and Community Engagement
- A Cleaner Environment

WSB Toolkit: Great Potential for Widespread Use in California



Thank you!

A green vertical line and a blue vertical line are positioned on the left side of the slide. The green line has a downward-pointing arrow at its base, and the blue line has a downward-pointing arrow at its base. A horizontal orange arrow points from the left edge of the slide towards the right, starting below the 'Thank you!' text and ending below the 'Contact:' text.

Contact:

Victoria Custodio, M.P.H.

Active Transportation Resource Center

California Department of Public Health

victoria.custodio@cdph.ca.gov

Today's Goals



- **Introduce** the concept and benefits of a walking school bus;
- **Review** how to use the toolkit to plan and implement a program; and
- **Provide time** to ask questions about planning a program, and next steps.



Safe Routes
to School
National
Partnership

Learning Objectives



- List one public health benefit associated with walking school buses
- Name two tools within the *Step by Step: How to Start a Walking School Bus at Your School* toolkit
- Name at least three of the five steps shared during the webinar that helps to start a walking school bus



Definition



What is a Walking School Bus (WSB)?

A walking school bus is a safe and fun way for kids to get physical activity as they travel to and from school with adult supervision.



Safe Routes
to School
**National
Partnership**



Benefits: increase the number of students walking and bicycling



Benefits: give children and adults an opportunity to socialize, get to school on time



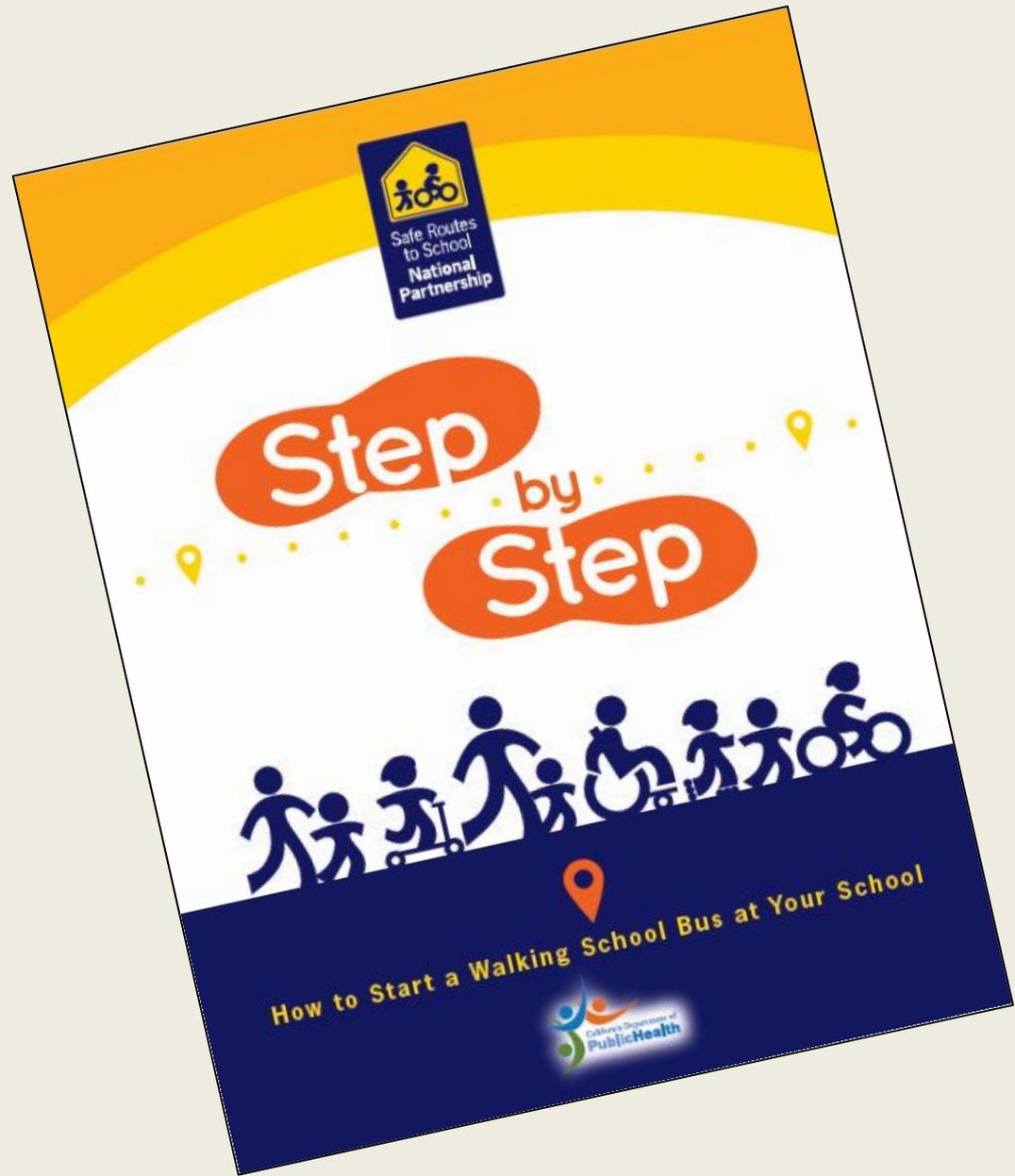
Benefits: Reduce Traffic Congestion & Transportation Costs

Image: Dan Burton, and AAA



Benefits: Reduce Air Pollution, Improve Air Quality

Toolkit



<http://saferoutespartnership.org/resources/toolkit/bicycle-and-pedestrian-curricula-guide>

Table of Contents



Background

Implementation

References

Table of Contents

Introduction

Step-By-Step: How to Start a Walking School Bus at Your School [page 2](#)

Section 1

Step In: Getting Started [page 4](#)

Section 2

Step Up: Planning Your Route [page 6](#)

Section 3

Step Out: Recruiting Students and Leaders
and Promoting Your Program [page 8](#)

Attracting Students [page 9](#)

Recruiting Route Leaders [page 10](#)

Walking School Bus Route Leader Training [page 12](#)

Promoting Your Program [page 13](#)

Section 4

Step Off: Starting and Running Your Program [page 14](#)

Section 5

Step Back: Evaluating and Adjusting Your Program [page 16](#)

Additional Resources [page 17](#)

Citations and Website Links [page 18](#)

Appendix A

Walking School Bus Planning Worksheet [page 19](#)

Appendix B

Walking School Bus Planning Timeline [page 20](#)



Safe Routes
to School
National
Partnership

Appendix A Walking School Bus (WSB) Planning Worksheet

Step In: Getting Started

Who will help plan and implement WSB?

My team:

- School staff representative: _____
- PTO,PTA/Parent representative: _____
- Student representative: _____
- Other: _____

When will your WSB start? _____ (date)

How often will it operate?

- Once a week: Day _____
- Twice a week: Days _____
- Every school Day Other: _____

WSBs will be available:

- Before school only After

How many routes will there be? _____

When will the WSB program end? _____

Step Up: Planning Your Route

Action	Resource needed	By Whom?	Start
Map your route(s)	<ul style="list-style-type: none"> • Student Proximity Map (if available) • Walkability Checklist from the National Center for Safe Routes To School: http://www.safeschoolsinfo.org/sites/default/files/walkabilitychecklist.pdf 		
Identify stops (if needed) and time route	Walking School Bus Stop Schedule		
Make a map	<ul style="list-style-type: none"> • Sample Walking School Bus Route Map • Walking School Bus Student Expectation and Code of Conduct 		

Appendix B Walking School Bus (WSB) Planning Timeline

Working back from your start date put all your dates in order from the worksheet, either on a calendar or on the spreadsheet below

Action	Month:				Month:				Month:			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4

Example:

Action	Month August				Month September				Month October			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Start WSB												
Recruit team												
Map your route												
Plan a WSB												
Recruit leaders												
Recruit students												
Start leaders												



Web-based WSB Leader Training Resources:

- National Center for Safe Routes to School [Module 2: What It Takes to Establish a Sustainable Walking School Bus Program](#)
- Toledo [Walking School Bus Toolkit](#)
- Sonoma County Bicycle Coalition [Walking School Bus Volunteer Leader Training](#)
- Los Angeles County Department of Public Health [Let's Walk to School Together!](#)

WSB Training Resources:

- [Walking School Bus Training Checklist](#)
- [Walking School Bus Training Agenda](#)
- [Walking School Bus Route Maps](#)
- [Walking School Bus Stop Schedule](#)
- [Walking School Bus Student Expectations and Code of Conduct](#)
- [Walking School Bus Route Leader Sign-In/Sign-Out Sheet](#)
- [Walking School Bus Route Leader Checklist](#)
- [Walking School Bus Emergency Contact List](#)
- [Walking School Bus Student List \(if needed\)](#)
- [Walking School Bus Route Leader Comment Form](#)
- [Walking School Bus Equipment/Supplies List](#)
- [Walking School Bus Route Leader Instruction Card](#)
- [From a Child's Perspective: Principles of Child Pedestrian Injury](#)
- [Basic Walking Safety: Tips to Teach Road Safety to Kids](#)
- [Game Time idea sheet](#)

Promoting Your Program

Promoting your WSB starts before it begins and should continue throughout the year. As word of the program spreads, you may find more students and families are interested.

- **New families moving in to your school's service area** should be made aware of the program. Find out if you can provide WSB information in new student registration information. It is best to have information about WSBs shared by school administration in the same way that information about school busing and other transportation information is shared, so work with your school to encourage that approach.
- **Promote your events and success to the community!** Contact your local media about kick-off and special events, present your success at city council and school board meetings, ask your principal to highlight success in the newsletter, report regularly to your PTO/PTA and civic groups interested in the program, and promote your program on social media channels.
- **Utilize the promotion ideas from the resources below to attract students and leaders to the program.** Keep your program in front of students, families and staff, so they are aware of your success, and know how to participate.

Resources:

- [Walking School Bus Information Sheet](#)
- [Request for Walking School Bus Route Leaders](#)
- [Walking School Bus Press Release](#)
- [Walking School Bus Social Media/Facebook language](#)
- [Walking School Bus Student Recruitment Checklist](#)
- [Walking School Bus Route Leader Recruitment Checklist](#)



Walking School Bus Press Release

Walking School Bus to Make Its Debut at [SCHOOL] on [DATE].

[SCHOOL] will kick off its walking school bus (WSB) on [DATE], to help students and families walk to and from school safely, and get there on time.

[COORDINATOR NAME], [SCHOOL]'s WSB coordinator, is organizing and managing the program, which includes student sign ups, WSB leader training and open communications with school administration, students and families. "Walking school buses assist with safety, but they are also healthy for students and the environment, reduce vehicles in and around the school, and are fun and social for all involved."

A WSB is a safe and fun way for children to get physical activity as they travel to and from school with adult supervision. Each bus walks along a set route with one or more adults, picking children up at designated stops along a predetermined route and walking them to school. The process is reversed in the afternoons.

If you are interested in getting involved in the program, or for more information, contact [COORDINATOR NAME] at [CONTACT INFORMATION].

Other content to consider:

- **Testimonials:** get quotes from the principal, students, and family members participating in the WSB about the value of the program.
- **Pictures:** Provide a picture of the WSB in action. Highlight Walk to School Day events or take pictures of dignitaries or special guests walking with the WSB. Make sure you have photo releases for everyone in the picture.
- **Data:** If you have data on the number of routes, students participating, or leaders trained or increases in registration, provide that. Interesting data could also include the number of steps students have taken, the number of car trips reduced to the school, or games and learning experiences students have participated in.

Step By Step: How to Start a Walking School Bus At Your School



Start Today!

Who Will Help?

Team Questions:

- What kind of program do you envision?
- How formal will your program be?
- When will it start and end?
- How often will it operate?
- When will it be available?
- How many routes?



1: Step In – Getting Started



**Start at least 3 months
before your start date**

Where do students live?

**Proximity mapping, if
available**



2: Step Up – Planning Your Route

Walkability Checklist

How walkable is your community?

Take a walk with a child and decide for yourselves.

Everyone benefits from walking. These benefits include improved fitness, cleaner air, reduced risks of certain health problems, and a greater sense of community. But walking needs to be safe and easy. Take a walk with your child and use this checklist to decide if your neighborhood is a friendly place to walk. Take heart if you find problems, there are ways you can make things better.

Getting started:

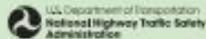
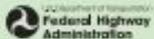
First, you'll need to pick a place to walk, like the route to school, a friend's house or just somewhere fun to go. The second step involves the checklist. Read over the checklist before you go, and as you walk, note the locations of things you would like to change. At the end of your walk, give each question a rating. Then add up the numbers to see how you rated your walk overall. After you've rated your walk and identified any problem areas, the next step is to figure out what you can do to improve your community's score. You'll find both immediate answers and long-term solutions under "Improving Your Community's Score..." on the third page.



Walkability Assessment

Identify Routes

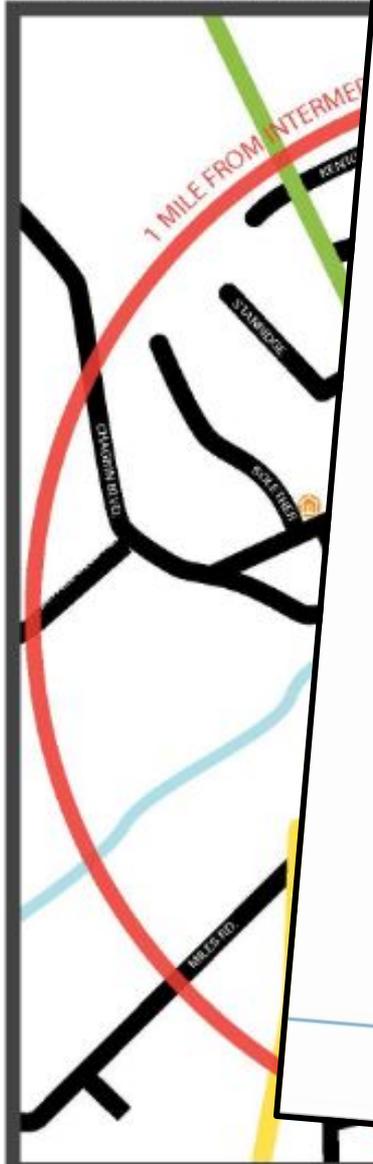
Identify Stops



2: Step Up – Planning Your Route

Create A Map

VILLAGE OF CHAGRIN FALLS R



Walking School Bus Student Expectations and Code of Conduct

Prior to your family's participation in the Walking School Bus (WSB) program, please review the following rules and expectations together. This is a crucial step to make this a fun and safe experience for everyone!

1. There will be one WSB leader walking in front of the children and one behind.
2. When getting ready to cross a street, children are to stop and wait for instructions before crossing.
3. Children should follow directions and "look left, look right, look left" when crossing the street.
4. No running is permitted at any time.
5. Children should stay within the crosswalk when crossing the street.
6. WSB leaders will remind children to be aware of car traffic at driveways, intersections, and other thoroughfares.
7. Participants will be respectful of all other students, the WSB leaders, the neighborhood, and neighbors.
8. Children will not play with toys or use electronic devices during the walk.
9. WSB leaders will give a verbal warning if these rules are not followed, and if the behavior persists, the WSB leader will alert the school.

I have read and understand the expectations of a WSB participant with my parent(s)/guardian(s) and agree to follow these rules. Most of all, I agree to have fun!

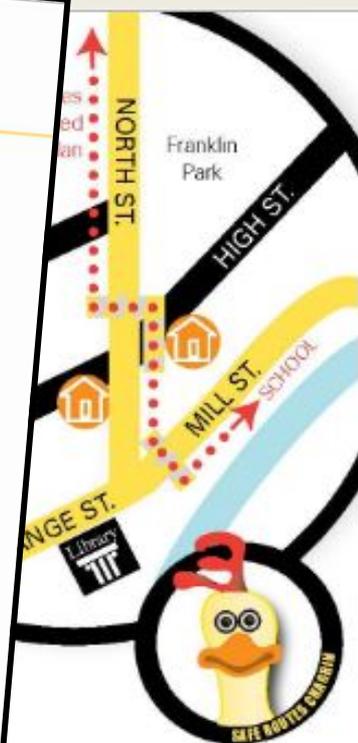
Student Signature _____ Date _____

Print Student's Name _____ School _____

Print Parent/Caregiver Name _____

Parent/Caregiver Signature _____

Step By Step: How to Start a Walking School Bus At Your School



and roll to school.
and healthy, and green.

Map Key

- Recommended Routes with SIDEWALKS
- Roads with walkable shoulders
- Intersections with CROSSING GUARDS
- Intersections with SIGNALS
- Safe House for a copy of the list see www.saferrouteschagrin.com
- CROSS WALKS

**Start at least 2 months
before your start date**

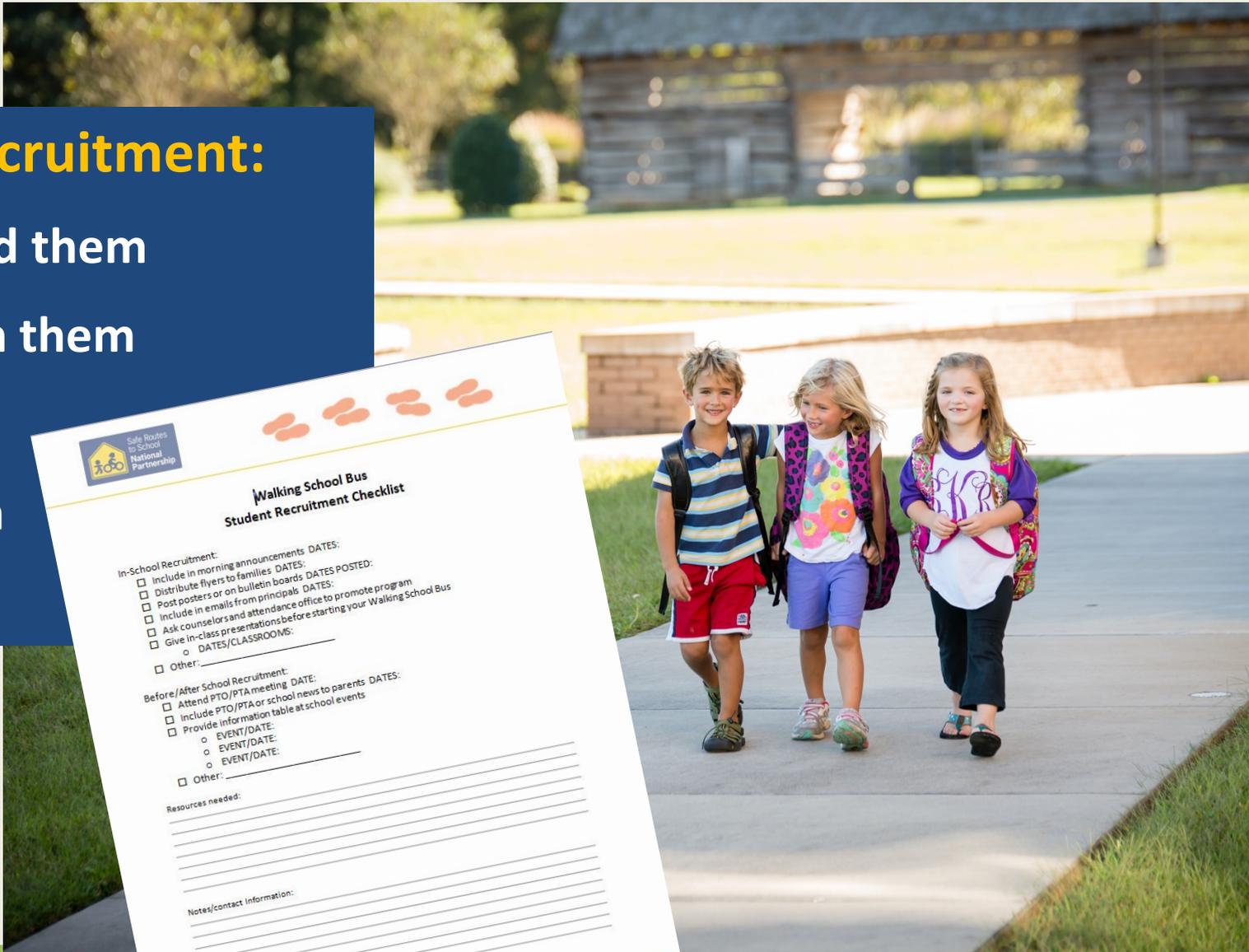
Recruit Students

Recruit Leaders

Promotion



3: Step Out – Recruiting and Promoting



Student Recruitment:
Where to find them
How to reach them
Registration
Confirmation
Inclusivity

Walking School Bus Student Recruitment Checklist

In-School Recruitment:

- Include in morning announcements DATES:
- Distribute flyers to families DATES:
- Post posters or on bulletin boards DATES POSTED:
- Include in emails from principals DATES:
- Ask counselor and attendance office to promote program
- Give in-class presentations before starting your Walking School Bus
 - o DATES/CLASSROOMS:
- Other: _____

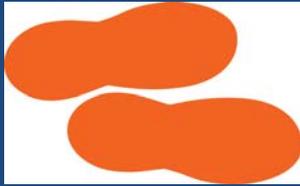
Before/After School Recruitment:

- Attend PTO/PTA or school news to parents DATE:
- Include PTO/PTA or school news to parents DATES:
- Provide information table at school events
 - o EVENT/DATE:
 - o EVENT/DATE:
 - o EVENT/DATE:
- Other: _____

Resources needed:

Notes/contact information:

Step By Step: How to Start a Walking School Bus At Your School



3: Step Recruiting and Promoting

Leader Recruitment:

How many are needed

Where to find them

Conduct a WSB Leader training

Reach out, retain and recognize regularly



3: Step Out – Recruiting and Promoting



Leader Training

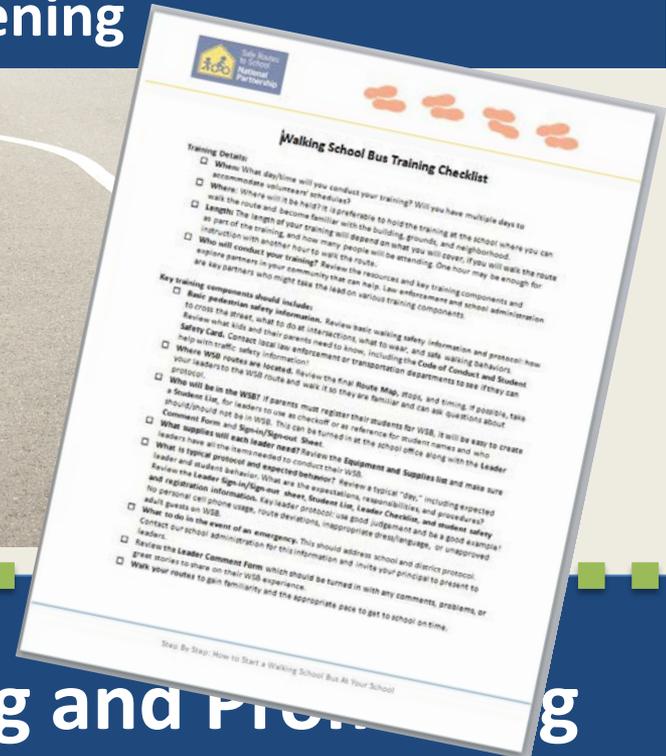
Safety Information

Protocol and Expectations

Logistics

Liability & Volunteer

Screening



3: Step Out – Recruiting and Planning



Social Media/Facebook Walking School Bus Language

[SCHOOL] will kick off its walking school bus (WSB) on [DATE] to help students and families walk safely from school safely, and get to school on time.

Looking for a walking school bus? Contact [COORDINATOR NAME] at [CONTACT INFO].

Does your student walk to school? You'll love the new Walking School Bus!

What is a WSB? It's a fun way to get to school as a group! Children walk under adult supervision along a recommended route to school.

Content to consider:

- Add a photo to your release
- Link to the WSB page
- As the school leader



Walking School Bus Press Release

Walking School Bus to Make Its Debut at [SCHOOL] on [DATE].

[SCHOOL] will kick off its walking school bus (WSB) on [DATE] to help students and families walk safely from school safely, and get to school on time.

[COORDINATOR NAME], [SCHOOL] includes student sign ups, WSB routes, and the environment, reduce traffic, and improve air quality.

A WSB is a safe and fun way to get to school as a group! Children walk under adult supervision along a recommended route to school.

If you are interested in getting your child on the WSB, contact [COORDINATOR NAME] at [CONTACT INFO].

Other content to consider:

- Testimonials: get quotes from parents about the value of the WSB.
- Pictures: Provide a photo of a child walking to school.
- Data: If you have data on how many students have taken the WSB, include it.

Step By



Walking School Bus Information Flyer

[SCHOOL LOGO/LETTERHEAD]

What is a Walking School Bus (WSB)?

A WSB is a fun way to get to school as a group! Children walk under adult supervision along a recommended route to school.

Why Should I Join?

A WSB is an opportunity for children to learn important pedestrian safety skills. WSBs can help reduce the number of parents dropping off children to school, which means reducing traffic, congestion and improving air quality around the school. In addition, if your child participates, they will get more physical activity, which will help keep them healthy and prepare them to learn for the day. Finally, it will save you time. Imagine volunteering for WSB just once a week, and having four free days where you do not have to worry about getting your child to school!

What does it cost?

The program is free! It relies on adult volunteers, and the more volunteers, the more days a walking school bus can run.

How do I sign up my child?

It is easy! Just fill out the attached Walking School Bus Consent Form and return it to your school.

Who can be a volunteer with the WSB?

All parents, family members, and school staff who have been cleared by [SCHOOL/ SCHOOL DISTRICT] volunteer screening process. [TALK TO YOUR WSB SITUATION].

We hope that you will join and help volunteer with WSB! It is a great way to spend time with your child before school.

If you are interested in volunteering, please complete the attached Request for Walking School Bus Route Leaders Form.

To learn more, please contact: [WEBSITE OR CONTACT INFO]

Step By Step: How to Start a Walking School Bus At Your School

Promotion

Current and new audiences

Promote success

Use promotion to attract new members/leaders



3: Step Out – Recruiting and Promoting



Today's the Day!

Host a WSB or Walk to School Day event

Running Your Program Tips



4: Step Off – Starting and Running Your Program

Do Often!

Take These Steps to move in the right direction:

- Review comment forms
- Review surveys



5: Step Back – Evaluating and Adjusting



Photo credit: Jeremy Corbyn

When will you begin planning a Walking School Bus Program?

Questions



Victoria Custodio, MPH

Active Transportation Resource Center,
California Department of Public Health
victoria.custodio@cdph.ca.gov



Kate Moening

Field Service Manager, Ohio
Safe Routes to School National Partnership
kate@saferoutespartnership.org
(614) 269-7085

Safe Routes to School National Partnership

www.saferoutespartnership.org

 Facebook.com/saferoutespartnership

 @saferoutesnow



Safe Routes
to School
National
Partnership



search our site



Donate Partner Media Subscribe

Who We Are

Healthy Communities



Expert Help

Resources

Resources

- ▶ BROWSE
- ▶ ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
- ▶ **WEBINARS**
- ▶ E-NEWS
- ▶ RESEARCH
- ▶ RECURSOS EN ESPAÑOL
- ▶ SUBMIT A SUCCESS STORY

Webinars

One of the great ways that we love to share resources and expertise is through our regular webinars. Our webinars feature our staff and incredible advocates, Safe Routes to School program staff, government officials, elected leaders, and others from around the country sharing their knowledge and learning on a diverse range of topics.

Upcoming Webinars



January 14, 2016

The New Federal Transportation Bill: What's the Impact on Safe Routes to School?

In this webinar, the National Partnership's federal policy lead, Margo Pedroso, will review the changes to TAP along with other provisions in the FAST Act that provide opportunities for Safe Routes to School funding and policies that make communities safer for walking and bicycling. This webinar will include a substantial Q&A session.

Please take our survey!



Safe Routes
to School
**National
Partnership**

Thank you!

