



**SEPTEMBER 2012**



**Coordinator's Corner**

This issue of our Virginia SRTS Program Newsletter looks forward to the start of the 2012-2013 school year and some very exciting resources for your local SRTS program, including three funding opportunities. You'll also meet the new Local Technical Assistance Coordinators (LTACs) who are here to provide help from everything to getting your SRTS program off the ground to evaluating your community's needs. You'll learn more about our QuickStart Mini-grants, which will help jump-start your SRTS program, whether you are just beginning a new program or supplementing an existing program. Finally, we're issuing a call for both infrastructure and non-infrastructure grant applications.



You'll also notice a new theme for many of our materials that builds on the importance of creating sustainable local SRTS programs: **Learn it. Do it. Live it.** This newsletter also includes a short list of indicators you can use to determine if your program is sustainable.

With the new school year, the next few months will provide many opportunities for you to participate in SRTS activities. For example, Virginia's official Student Travel Tally Week begins September 17. I encourage all of you to participate, as the information you gather can help focus your efforts and provide a format for Evaluation throughout the years. Walk to School Day is October 3 this year, so plan your event for that day or another day in October that works for your school.

-Rob Williams  
VDOT Safe Routes to School Coordinator

**Friends and Faces**

This month we welcome our Local Technical Assistance Coordinators (LTACs) to the program! Each LTAC is available to provide locally-based support geared to the level of development of each SRTS program in their designated geographical region. The LTACs will also manage Virginia's SRTS Hotline to provide additional support to the state. Read more about our new local technical assistance program on the website under Contact Us.

**Central, Southern & Western**

**Danielle McCray** grew up in Central Virginia, completing her graduate studies at the University of Virginia. Her work on transportation planning

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**CALENDAR**

**September 2012**

- 10: Call for Infrastructure and Non-infrastructure grants
- 17: Student Travel Tally Week
- 18: First round QuickStart Mini-grants awards announced
- 27: QuickStart Mini-grant applications due, second round

**October 2012**

- 3: Walk to School Day
- 18: QuickStart Mini-grant applications due, third round

**November 2012**

- 2: Final day for optional submission of Activities and Programs Plan for guaranteed review
- 15: QuickStart Mini-grant applications due, fourth round
- 16: Final day for optional submission of Comprehensive School Travel Plan for guaranteed review.

**December 2012**

- 7: Last day to submit SRTS Activities and Programs Plan for VDOT review and approval
- 14: Last day to submit Comprehensive School Travel Plan for VDOT review and approval

projects at URS Corporation's Richmond office requires both her technical analysis and communication skills. Danielle looks to complete streets principles and context sensitive solutions, often explaining traffic study data and processes at public meetings includes one-on-one discussions, as well as presentations. In her spare time, Danielle's volunteer work targets youth in science, technology, engineering, and mathematics (STEM) fields. She also loves enjoying the beautiful Virginia landscape while biking with friends. Through her work with Virginia SRTS, Danielle hopes to create ways to cultivate active lifestyles for students through walking and bicycling to school.



**Central Virginia & Hampton Roads**  
**Carrie Rainey** grew up in rural Central Virginia, graduating from getting from Virginia Tech University with a degree in Landscape Architecture. In her work with Toole Design Group, Carrie has worked on SRTS plans in several states, including on in Virginia Beach. As both a designer and planner, Carrie has both the skills and approach that can serve as a great resource for local safe routes to school programs. In addition, her minor in sociology provides additional insight into the inner workings of communities which complements her design capabilities. In her free time, Carrie likes to travel with friends and spend time with her family in Central Virginia. Through her work with Virginia SRTS, Carrie hopes to provide program opportunities for a variety of schools in her region, focusing on undeserved rural communities.



**Northern Virginia**  
**Mauricio Hernandez**, a Transportation Planner, is a recent graduate of the University of Maryland with a Master's Degree in Community and Urban Planning. He has worked on policy issues, bike sharing and transit transportation initiatives, data analysis and program implementation, including implementing the Capital Bikeshare Data Dashboard at the District of Columbia Department of Transportation. At Toole Design Group, Mauricio's work includes various multi-agency projects including a review of U.S. bike-sharing systems. Mauricio enjoys biking everywhere on his black single speed Mercier or a Capital Bikeshare bike. Through his work with Virginia SRTS, Mauricio hopes to provide help schools encourage and educate children to safely walk and bike to school in northern Virginia Schools.



**Student Travel Tally Week begins September 17**

If you plan to apply for an infrastructure or non-infrastructure grant, you'll need to complete the National Center for SRTS's Student Travel Tally. We've made it easier for you to collect student travel-to-school information this year by designating the week of September 17 as Student Travel Tally Week.

Our reason for doing this goes beyond what is needed for grant applications - it's also a way for us to see on a statewide basis how many students are walking and biking to school. Doing this at the same time each year gives us a good way to compare from one year to the next. More information on Student Travel Tally Week is on the website under Travel Plans and Grants ([www.](http://www.)

**Safe Routes to School Students Arrival and Departure Tally Sheet**

**+ CAPITAL LETTERS ONLY - BLUE OR BLACK INK ONLY**

School Name: \_\_\_\_\_ Teacher's Print Name: \_\_\_\_\_  
 Grade: (K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12) Monday's Date: (month/year/2012) Number of Students Enrolled in Class: \_\_\_\_\_

**Step 1:** Fill in the weather conditions and number of students in each class.  
**Step 2:** AM - "How did you arrive at school today?" Record the number of hands for each answer.  
 PM - "How do you plan to leave for home after school?" Record the number of hands for each answer.

Key	Weather		Student Tally	Walk	Bike	School Bus	Family Vehicle	Riding with Childcare/relative/friend/family/other teacher, etc.	Carpool	Transit	Other (Name, phone, number, etc.)
	Is sunny or clear?	Is rainy or overcast?									
Sample AM	+	+	1	2	0	0	0	0	0	0	0
Sample PM	+	+	1	2	0	0	0	0	0	0	0
Tues. AM											
Tues. PM											
Wed. AM											
Wed. PM											
Thurs. AM											
Thurs. PM											

Please list any disruptions to these counts or any unusual travel conditions to/from the school on the days of the tally.

\_\_\_\_\_

viriniadot.org/programs/srsm\_events.asp). The LTAC in your region can help get you started. See the website under Contact Us to get the email address.

### **Another Round of SRTS Grants**

We've issued another call for SRTS grant applications. This round includes non-infrastructure applications, as well as infrastructure applications. Applications for a non-infrastructure grant are due by December 21. Applications for an infrastructure grant are due by January 25.

All grant applications require a school travel plan. We have revised the travel plan used for the last round of infrastructure applications, making it more user-friendly. Called the Comprehensive School Travel Plan (STP), this edition includes several recommendations made by local program stakeholders during our strategic planning process in 2011. Also in response to user input, we've developed a plan to use for non-infrastructure grants. Called the SRTS Activities and Program Plan (SRTS APP), this plan is shorter and does not require a detailed description of infrastructure conditions.

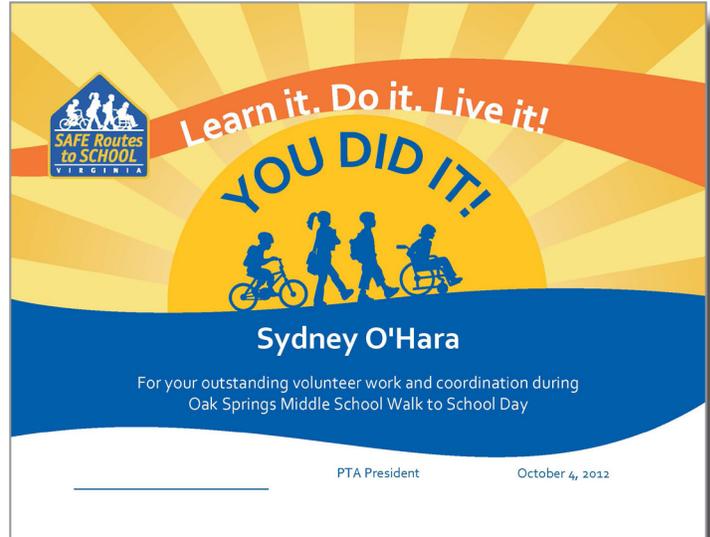
The Local Technical Assistance Coordinator (LTAC) working in your region will provide an initial review of your draft Comprehensive STP or SRTS APP. These reviews are recommended ease the way for the time for VDOT's review and approval. Contact your LTAC to let her/him know that you will be preparing a plan and to pencil in a time for the review.

Information on this round of grant applications and the new travel plans is on our website under Travel Plans and Grants.

### **New Acknowledgment Program**

We're also offering a way for you to say 'Thank you' to those in your community help with your SRTS program: a certificate of appreciation. These colorful **YOU DID IT!** certificates can be tailored for a person or organization and used as often as needed.

In addition to the YOU DID IT! certificates, the Virginia SRTS program will recognize up to 15 individuals and three schools each year that have made a significant difference in promoting safe routes to school. The **Sixth E Award** will recognize outstanding contributions to the five Es (Encouragement, Education, Enforcement, Engineering, and Evaluation) by individuals. In addition, schools demonstrating an on-going commitment to getting more students walking and biking to school will be recognized with a **SRTS Live it!** award. More information is on the website under Acknowledgment Program.



### ***We Now Have a Hotline!***

Get information about Virginia's SRTS program through our new Hotline: 1-855-601-7787 (SRTS). Given the growth of SRTS programs in Virginia, we wanted to increase our outreach to you. So, give us a call if with questions about SRTS and meet your school's Local Technical Assistance Coordinator (see Friends and Faces, above). Call us to get a few ideas for your Walk to School Day event or to answer a basic question.

### ***New Starter Kit Can Help Get Things Going***

If you're brand new to SRTS or you've laid the foundation for a SRTS program in your community and aren't sure what to do next, take a look at the Virginia SRTS program online Starter Kit. It includes many materials that you'll find helpful in growing your SRTS program, organized by topic: General information; Tips, Guides and How-to's; and Walking and Biking to School Day Events. See the Starter Kit page on the website.



### ***Plan Your Walk to School Day Event Now***

The start of school is a great time to plan for Walk to School Day. October 3 is the official Walk to School Day, but you can hold an event any day in October as part of Walk to School Month. Register your event at [www.walkbiketoschool.org/](http://www.walkbiketoschool.org/) and join the over two dozen Virginia schools that are planning participate. Registering gives you access to lots of great resources. The Virginia SRTS program website has Virginia-specific materials, too. Look for the Marketing toolkit, and a new Starter Kit landing pages.

### ***Is Your Local SRTS Program Sustainable?***

Sustainable local SRTS programs develop over time as the school community adopts programs and activities to fully support and encourage walking and bicycling to school. As your program develops, key indicators of sustainability should include:

- A SRTS Team consisting of a variety of community stakeholders
- Partnering organizations (i.e. school, municipality, non-profits, etc.)
- Gradual increase in activities supporting walking and bicycling to school
- Local funding or support (i.e. in-kind donations, volunteerism or monetary donations)
- Supportive school policies (i.e., support and encourage walking and biking to school as part of an overall health and wellness living policy)

Let us know how your local SRTS program is doing and we'll include you in an upcoming newsletter. Send us a brief summary and a photo or two, including "Here's our SRTS Story" in the subject line. Or, give us a call at on the Hotline at 1-855-601-7787 (SRTS).

*Remember -- adding a sustainability focus will help to ensure that there is adequate support and resources available to continue encouraging children to walk and bike to school in the future.*