

Safe Routes to Schools (SRTS) Program Plan



SRTS Program Objectives

- Reduce traffic congestion in the area of schools;
- Reduce the speed of traffic in school zones;
- Increase accessibility for walkers and bikers at every school;
- Increase street connectivity to improve accessibility to schools;
- Increase the level of safety for children who walk and bike to school;
- Increase drivers' awareness of pedestrians and bicyclists;
- Increase children's physical activity; and
- Foster partnerships among schools, governments, communities and businesses to create sustainable

"5E Approach"

Encouragement

- Promote Walk and Roll to School Day events
- Promote contests and activities that encourage walking and biking to school
- Provide incentives to students who participate in SRTS-related activities and events



Education

- Provide technical assistance to schools
- Bicycle and pedestrian safety training
- Create bicycle and pedestrian safety training material
- Provide maps of walk/bike routes to schools
- Create a webpage and newsletters
- School-bound and school area driver safety programs.

Engineering

- Conducting Walking/Biking Assessments
- Improvements to the operational aspects of route to school
- improvements to the built environment to benefit walking and bicycling

Enforcement

- Ticketing and traffic violations
- Conducting crosswalk stings
- Providing speed trailers
- Directing traffic during Walk and Roll to School day events
- Managing crossing guard programs

Evaluation

- Distribute Student Arrival and Departure Tally Sheets
- Distribute and Conduct Parent Surveys
- Conduct Walking/Biking Assessments before and after interventions
- Conduct Traffic Counts
- Conduct Crash Data Analysis
- Reduce and Analyze



Prepared For:



Cobb County...Expect the Best!

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