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Safe Routes to School Tampa Bay
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Center for Urban Transportation Research | University of South Florida

Today's Presentation

- Safe Routes to School
- Walking School Buses/Bicycle Trains
- Community Partners
- Program Marketing
- Statewide Program



What We Do:

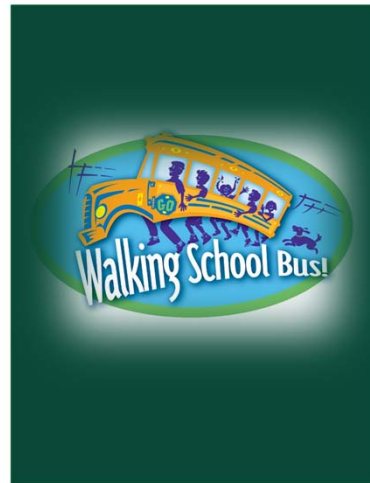
- Provide pedestrian and bicycle education for elementary/middle school students and their parents
- Recruit walking school bus leaders
- Increase participation for Walking School Buses
- Promote International Walk to School Day during October
- Address three issues:
 - safety
 - health
 - transportation concerns



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What is a Walking School Bus?

- Parent/adult volunteer led walking group
- Typically 6-8 children per group
- Promotes Walking as a fun transportation option
- Volunteers are trained on pedestrian and biking safety



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Safe Routes to School Tampa Bay

- Started with five schools during 2008
- Grown to 26 active schools
- 2014-2015 stats
 - 27 Walking School Buses
 - 1 Bicycle Train
 - 20 leader trainings
- Distribute and collect travel data/parent surveys each year
- Form walking and Biking Groups
- Promote Walk and Bike to School Days
- Provide pedestrian/Bicycle safety presentations



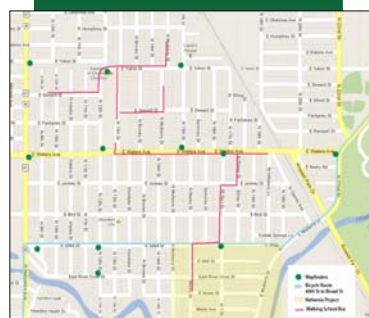
Community Partners

- Blue Foundation of Florida
- School District of Hillsborough County
- YMCA
- University Area Community Development Corporation
- Tampa Police and Hillsborough County Sheriff
- Florida Department of Health Partners in Obesity Prevention (Hillsborough) Initiative
- MORE Health
- Safe Kids Tampa
- Devereux Kids
- Sulphur Springs community
- PTA Associations
- Crossing Guards
- Hillsborough County Community Traffic Safety Team (CTST)



Challenges

- Parent participation
- Change in school administration
- Infrastructure
- Teacher involvement
- Language – Parents and Students
- Perception of walkability and bikability



New Online Registration

A screenshot of the Safe Routes to School Tampa Bay website registration page. The page features a header with the title 'Safe Routes to School Tampa Bay' and the subtitle 'Walking School Bus and Bicycle Train Program'. Below the header is a navigation menu with links for 'About Safe Routes Tampa', 'Walking School Bus', 'Bicycle Train', 'SRTS Events', and 'What parents are saying...'. The main content area is titled 'Register Your Child(ren) to Walk' and includes a form for registration. A Facebook widget on the right side of the page shows a post from 'Safe Routes Tampa' with the text 'Safe Routes Tampa via Safe Routes to School National Partnership' and a photo of a walking school bus.

www.srtstb.com



Marketing

Website
 Facebook/ & Twitter
 Quarterly Newsletter
 You Tube: <https://www.youtube.com/user/FloridaSRTS>



SRTS Statewide Program (Florida)

- Funding allocated for seven Florida FDOT districts
- 17 programs across the state of Florida
- Contracting through University of Florida
- Funding via FDOT Central Office/Federal Funds end 2016
- Florida Safe Routes to School website:
<http://www.dot.state.fl.us/safety/2A-Programs/Safe-Routes.shtm>



Florida 2017 County Map. Source: Florida Department of Transportation.

2015/2016 Program Emphasis

- Continue support for increased parent participation
- Increase community involvement
- Create “champions” at each school
- Continue pedestrian safety education for parents and students
- Promote “Best Traveled School” Awards



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Questions?

Visit our websites:
www.cutr.usf.edu
www.srtstb.com



Tampa Palms Elementary School Walk to School Day 2014

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