



EQUITY AND ELECTED OFFICIALS IN WALK TO
SCHOOL DAY
WAFFIYYAH MURRAY
SAFE ROUTES PHILLY COORDINATOR

WHAT IS EQUITY?

The quality of being fair or impartial;
fairness; impartiality

An equitable Walk to School Day
ensures easy participation for all
students, parents, and staff.



ENSURING EASY PARTICIPATION IN WALK TO SCHOOL DAY

Prioritize efforts at schools that need more assistance

Make sure that all schools have the needed resources to hold a successful event

Weekly check-ins

Community outreach

Volunteer recruitment



SAFETY ON WALK TO SCHOOL DAY

Listen to community safety concerns

It's not an extra item on their plate

How can Walk to School Day and other SRTS programs help



TIPS FOR REACHING OUT TO ELECTED OFFICIALS

Remember it's their job to be community leaders and support events like Walk to School Day

Eager to participate in events involving youth

Make them aware of your event as soon as possible

Figure out the best official(s) to reach out to for your event

Follow up weeks prior to your event



FOLLOW UP

Thank your elected official for coming out and showing support

Schedule a follow up meeting

Keep them posted on events

Pictures! Post! Tweets!



Your Name

Your Address

Philadelphia, PA 191XX

District Councilperson's Name

City Hall, Room XXX

Philadelphia, PA 19107

Dear Councilwoman _____,

My name is _____ and I attend _____ school in your district. I want to thank you for participating in our Walk to School Day event this year. It was nice to have _____ (name and explain your favorite moment from Walk to School Day) _____. I hope to see you again at Walk to School Day next year!

Sincerely,

Your Name

WALK TO SCHOOL DAY IDEAS

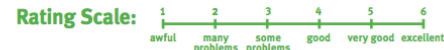
Completed walkability checklist on Walk to School Day to assist safety concerns they encounter on their walk to school

Gave students the opportunity to show their teachers and others what they encounter on their walk to school.

Students assessment was used in a school walkability audit with city engineer.

Take a walk and use this checklist to rate your neighborhood's walkability. How walkable is your community?

Location of walk



1. Did you have room to walk?

- Yes Some problems:
- Sidewalks or paths started and stopped
 - Sidewalks were broken or cracked
 - Sidewalks were blocked with poles, signs, shrubbery, dumpsters, etc.
 - No sidewalks, paths, or shoulders
 - Too much traffic
 - Something else _____

Rating: (circle one) Locations of problems:
1 2 3 4 5 6 _____

2. Was it easy to cross streets?

- Yes Some problems:
- Road was too wide
 - Traffic signals made us wait too long or did not give us enough time to cross
 - Needed striped crosswalks or traffic signals
 - Parked cars blocked our view of traffic
 - Trees or plants blocked our view of traffic
 - Needed curb ramps or ramps needed repair
 - Something else _____

Rating: (circle one) Locations of problems:
1 2 3 4 5 6 _____

3. Did drivers behave well?

- Yes Some problems: Drivers ...
- Backed out of driveways without looking
 - Did not yield to people crossing the street
 - Turned into people crossing the street
 - Drove too fast
 - Sped up to make it through traffic lights or drove through traffic lights?
 - Something else _____

Rating: (circle one) Locations of problems:
1 2 3 4 5 6 _____

4. Was it easy to follow safety rules? Could you and your child...

- Yes No Cross at crosswalks or where you could see and be seen by drivers?
- Yes No Stop and look left, right and then left again before crossing streets?
- Yes No Walk on sidewalks or shoulders facing traffic where there were no sidewalks?
- Yes No Cross with the light?

Rating: (circle one) Locations of problems:
1 2 3 4 5 6 _____

5. Was your walk pleasant?

- Yes Some problems:
- Needed more grass, flowers, or trees
 - Scary dogs
 - Scary people
 - Not well lighted
 - Dirty, lots of litter or trash
 - Dirty air due to automobile exhaust
 - Something else _____

Rating: (circle one) Locations of problems:
1 2 3 4 5 6 _____

How does your neighborhood stack up? Add up your ratings and decide.

1. _____ 26-30 Celebrate! You have a great neighborhood for walking.
2. _____ 21-25 Celebrate a little. Your neighborhood is pretty good.
3. _____
4. _____ 16-20 Okay, but it needs work.
5. _____ 11-15 It needs lots of work. You deserve better than that.
- Total: _____ 5-10 It's a disaster for walking!

Now that you've identified the problems,
go to the next page to find out how to fix them.

WALK TO SCHOOL DAY IDEAS

Blog post highlighting Walk to School Day event


Great way to highlight elected officials involvement

Give examples of how other can be involved in Walk to School Day and other SRTS program

The image shows a screenshot of a blog post from the Bicycle Coalition of Greater Philadelphia. The page has a teal header with navigation links: 'ride your bike', 'our campaigns', 'get involved', 'about us', 'victories', 'calendar', and 'blog'. A search bar is in the top right. The main content area features a large photo of a group of children and adults with bicycles on a blue-painted path. The post title is 'Nine Philadelphia Schools Hold Successful Bike to School Day Events' dated May 12, 2015. A sidebar on the right contains 'FEATURED POSTS' with three articles, a search bar, and 'BROWSE THE ARCHIVES' with dropdown menus for 'by month', 'by topic', and 'by tags'. At the bottom of the sidebar are social media icons and a 'GET OUR BLOG SENT TO YOUR INBOX' subscription form with a 'SUBSCRIBE' button. The main text of the post includes an editor's note and the beginning of the article text.

May 12, 2015

Nine Philadelphia Schools Hold Successful Bike to School Day Events



Students at Lea Elementary in West Philadelphia.

[Ed. Note: This blog post was written by Bicycle Coalition of Greater Philadelphia's Safe Routes Philly Coordinator Waffiyah Murray, who recently helped put together Bike To School Day programs at nine Philadelphia schools.]

There's no other way to say it: This year's Bike to School Day was our most successful ever. Nine schools registered for the May 6 Bike to School Day (the most ever for Philadelphia) and over 500 students came out to bike, walk, and ride their scooters.

Safe Routes Philly has been working very closely with schools this year on Bike to School Day

FEATURED POSTS

- This Week in Cycling: Our Weekly News Roundup
- Eagles Give Cadence Youth All Star Treatment
- York Street Improvements a Welcome Change for Riverwards

SEARCH THE BLOG

Search ...

BROWSE THE ARCHIVES

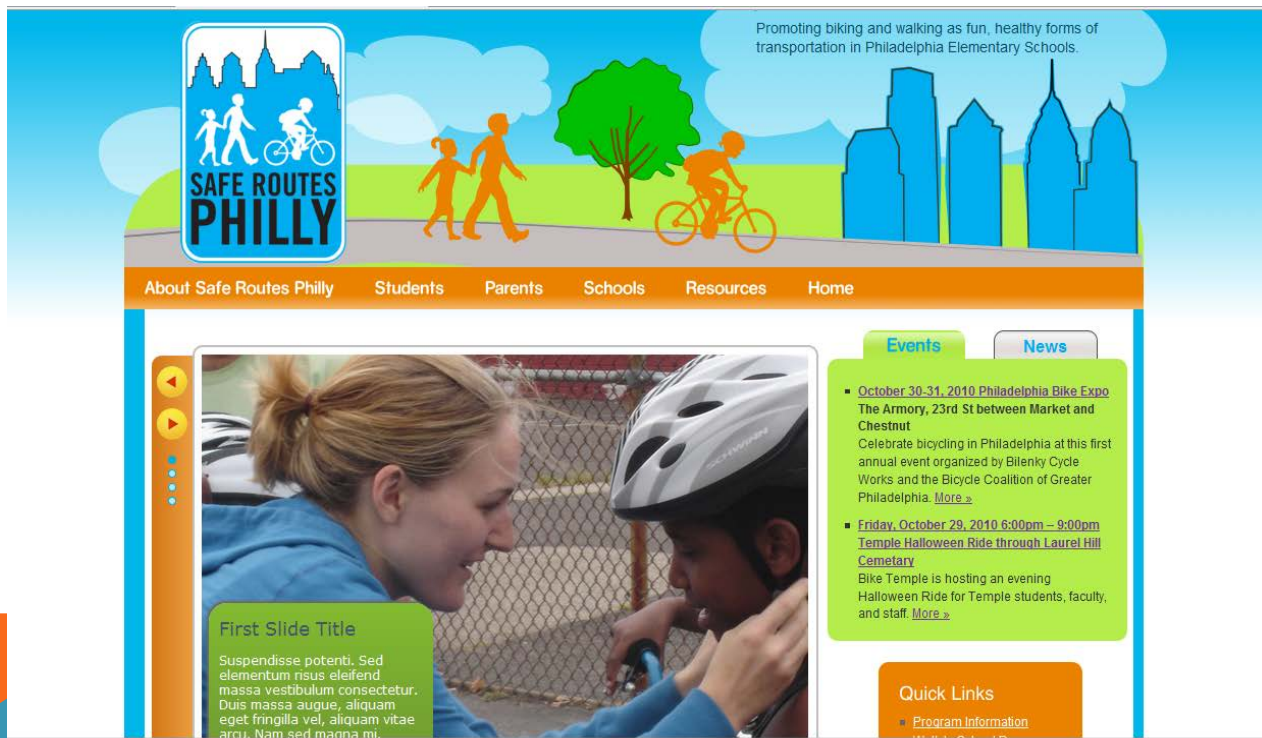
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Promoting biking and walking as fun, healthy forms of transportation in Philadelphia Elementary Schools.

SAFE ROUTES PHILLY

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Events **News**

- October 30-31, 2010 Philadelphia Bike Expo
The Armory, 23rd St between Market and Chestnut
Celebrate bicycling in Philadelphia at this first annual event organized by Bilenky Cycle Works and the Bicycle Coalition of Greater Philadelphia. [More »](#)
- Friday, October 29, 2010 6:00pm – 9:00pm
Temple Halloween Ride through Laurel Hill Cemetery
Bike Temple is hosting an evening Halloween Ride for Temple students, faculty, and staff. [More »](#)

Quick Links

- Program Information

First Slide Title

Suspendisse potenti. Sed elementum risus eleifend massa vestibulum consectetur. Duis massa augue, aliquam eget fringilla vel, aliquam vitae arcu. Nam sed magna mi.