

Construction Grantee Toolkit

ODOT SRTS

Dear Safe Routes to School Construction Grantees,

We are so excited to have you on board to build safer routes to school in your community! We have put together some resources to help you help you publicize your project and help your students and families walk, bike, and drive more safely in school zones.

This kit contains:

- **Press Release Template** - This will help you advertise and celebrate the new infrastructure in your local newspaper or other media. You can make this announcement anytime during your grant before, during, or after construction.
- **Newsletter Template (English and Spanish)** - This is geared towards school newsletters, social media, etc., to share construction project information with your school community. The affected school(s) can publish this newsletter anytime during your grant before, during, or after construction.
- **Monthly SRTS Safety Message Ideas**- These tips will give you some ideas of what Safe Routes to School (SRTS) events/activities you can hold in your school community each month.
- **Safety Tips Flyers (English and Spanish)** – The Walk/Bike and Driving Safety Tips flyers are designed to be given directly to families to remind folks how to walk, bike, and drive safely in school zones. These are great to send out as your project nears completion to encourage the use of your new infrastructure. The flyers can be sent to key school staff in charge of communications with families, posted online on a community resources webpage, and handed out at promotional and education events.

Please visit our website for many ideas and upcoming events for spring 2021: <https://www.oregonsaferoutes.org/>

Also, check out some additional SRTS publications for more ways to bring SRTS to your community!

- SRTS Comic Books
 - [Volume 1](#) (English)
 - [Volume 2](#) (English)
 - [Volume 1](#) (Spanish)
 - [Volume 2](#) (Spanish)
- Pedestrian and Driver Handbook
 - [English](#)
 - [Spanish](#)

Please reach out if you would like any support in implementing or considering other SRTS Education activities.

Email: Heidi.MANLOVE@odot.state.or.us

Thanks for all you do!

- The ODOT Safe Routes to School Education Team

Press Release Template

(Date)

(Grantee & Contact Information)

For Immediate Release

(Grantee) awarded funding for ODOT's Safe Routes to School Construction Grant Program

Specific project information (ex. This project will construct sidewalk and ramps for students at Madras Elementary School)

ODOT received 99 applications for the Safe Routes to School Competitive Construction Grant Program, and awarded funding to 43 projects for a total of \$28.3 million. These projects support under-resourced communities in constructing safer walking, biking, and rolling routes with investments in infrastructure such as crossings, sidewalks and bike lanes, and flashing beacons.

Making improvements to infrastructure encourages families to walk and roll to school with their kids. Walking, bicycling, skating, scooting, and rolling to and from school are excellent ways to add physical activity into your daily routine. Positive experiences gained through walking and rolling to school will pave the way for children being physically active throughout life. Walking and rolling to school also helps create driver awareness in school zones, reduces traffic pollution and congestion which improves air quality, and well-maintained routes calm traffic and reduce collisions which increases safety for all.

For more information please visit: **(Grantee website)**, <https://www.oregon.gov/odot/Programs/Pages/SRTS-Competitive-Infrastructure-Grant.aspx>

For questions, contact **(Grantee)** at **(contact info)**

Newsletter Template (EN)

(Include picture of project area if available)

We are excited to announce that (Grantee) has been awarded funding for ODOT's Safe Routes to School Construction Grant program! This grant will ...(describe the project – what improvements are being made and where and what is the amount of the grant)

ODOT received 99 applications for the Safe Routes to School Competitive Construction Grant program and awarded funding to 43 projects, for a total of \$28.3 million. All projects enable under-resourced communities to create safe walking, biking, and rolling routes with investments in infrastructure such as crossings, sidewalks and bike lanes, and flashing beacons.

Walking, biking, skating, scooting, and rolling to school have many benefits, including supporting your child's health and well-being (such as opportunities to learn and socialize on the way to school, and arriving to school alert and ready to learn), our community (reduced traffic congestion around the school) and the environment, too. The improvements made with this construction grant will (explain the benefits of the work being done with grant funding and how it will help improve the community!)

For more information visit: ODOT SRTS Competitive Construction Grant (link website - <https://www.oregon.gov/odot/Programs/Pages/SRTS-Competitive-Infrastructure-Grant.aspx>)

Grantee website (link URL) or (provide grantee contact information)

Plantilla de Boletín Informativo (ES)

(Si está disponible, incluye una imagen de área del proyecto)

¡Estamos muy emocionados de anunciar que (Beneficiario) ha recibido fondos para el programa de *ODOT Safe Routes to School Construction Grant*. Esta subsidio va a(Describe el proyecto – qué mejoramientos de infraestructura están realizando y dónde y cual es la cantidad del fondo).

ODOT recibió 99 aplicaciones para el programa de *Safe Routes to School Competitive Construction Grant*. Ellos premiaron fondos a 43 proyectos, por un total de \$28.3 millón. Todos los proyectos permiten las comunidades sin recursos para crear rutas seguras para caminar, andar en bicicleta y rodar. Esto incluye inversiones para infraestructura como cruces peatonales, aceras, carriles de bicicleta, y baliza con parpadeo rápido.

Caminar, andar en bicicleta, patinar, y rodar a la escuela tienen muchos beneficios. Los beneficios incluyen el apoyo de la salud y bienestar de su hijo/a (como oportunidades para aprender y socializar en el camino a la escuela y llegar a la escuela alerta y listo para aprender), el apoyo de nuestra comunidad (reducción del tráfico cerca de la escuela), y el apoyo al ambiente. Las mejoras realizadas con los fondos de construcción van a ... (¡explique los beneficios del proyecto con los fondos y cómo las mejoras van a ayudar la comunidad!).

Para más información visite: ODOT SRTS Construcción Competitivo Grant (sitio web - <https://www.oregon.gov/odot/Programs/Pages/SRTS-Competitive-Infrastructure-Grant.aspx>)

Sitio web de Beneficiario (URL) o (inserte la información de contacto de beneficiario)

Monthly SRTS Safety Message Ideas

Use this information across various communications platforms to inform your community upcoming SRTS activities and ways to learn about bicycle and pedestrian safety! Share ideas in the school newsletter and social media and organize events to get your community involved.**

August	<p>Get Ready to go Back to School</p> <ul style="list-style-type: none"> Remind the community that school is starting soon and roads will be busier with school buses, parents dropping off students, and children walking and biking to school. Some children may be attending new schools and taking new, unfamiliar routes. Drivers can do their part to make the journey to school comfortable and safe by braking for buses, slowing down in school zones, stopping for crossing guards, and staying alert. <p>Resources: Getting to School Safely handout, Welcome Back poster, Crosswalk Cross-Training Postcard</p>
September	<p>Slow Down in School Zones</p> <ul style="list-style-type: none"> Remind community members to slow down in school zones and watch for people walking and biking throughout the community. Obedient school zone speeds will keep kids safe on their way to school. Get ready for Walk+Roll to School October! <p>Be Safe, Be Seen</p> <ul style="list-style-type: none"> “Stay Bright at Night!” Make sure your kids have safety lights and wear light, reflective clothing so they can be safe and be seen in low-light conditions. <p>Resources: Bright at Night Postcard, School’s In. <i>Watch Out for Kids</i> banners Option 1 or Option 2, or in Spanish here, Cross with Caution poster, Crosswalk Cross-Training Postcard</p>
October	<p>Walk+Roll to School October</p> <ul style="list-style-type: none"> International Walk+Roll to School Day is held every October. Encourage your child to participate! Remind drivers that there will be more students walking+rolling to school on Walk+Roll to school day. Drivers can do their part by slowing down in school zones, stopping for crossing guards, and staying alert. Be safe and visible when trick-or-treating. Remind folks of time changes and wearing bright clothes and reflective gear and lights. <p>Be Safe, Be Seen</p> <ul style="list-style-type: none"> “Stay Bright at Night!” Make sure your kids have safety lights and wear light, reflective clothing so they can be safe and be seen in low-light conditions.. <p>Resources: Bright at Night Postcard, Walk+Roll to School Day, Walking Safety coloring page, Crosswalk Cross-Training Postcard</p>
November	<p>Ruby Bridges Walk to School Day</p> <ul style="list-style-type: none"> Celebrate how Ruby Bridges’ walk to school played an important role in the civil rights movement to integrate schools Walk together and learn about Ruby Bridges’ courage Remind folks of weather and time changes to wear bright and reflective clothes while walking and rolling. <p>Be Safe, Be Seen</p> <ul style="list-style-type: none"> “Stay Bright at Night!” Make sure your kids have safety lights and wear light, reflective clothing so they can be safe and be seen in low-light conditions. <p>Resources: Bright at Night Postcard, Ruby Bridges Walk to School Day, Crosswalk Cross-Training Postcard</p>
December	<p>Be Safe, Be Seen</p> <ul style="list-style-type: none"> Do your part to travel with care now that daylight savings time has ended. “Stay Bright at Night!” Make sure your kids have safety lights and wear light, reflective clothing so they can be safe and be seen in low-light conditions. Dark winter nights reduce visibility on the road, so it’s important for people driving to use their headlights, leave a safe distance between vehicles, and continuously scan the environment for people walking and bicycling. <p>Resources: Bright at Night Postcard, Drive with Caution/Kids in Motion banner, Look Out For Kids! banner and lawn sign, Be Visible poster, Crosswalk Cross-Training Postcard</p>

January	<p>Resolve to Walk and Roll</p> <ul style="list-style-type: none"> • Start the year off on the right foot by walking and rolling to school. • Be safe and be seen <p>Resources: Let's Walk and Roll Safely brochure and in Spanish</p>
February	<p>Winter Walk to School Month</p> <ul style="list-style-type: none"> • Encourage your child to walk to school with a friend on Winter Walk to School Day. • Dress for the winter weather – wear layers, scarves, and reflective clothing. • Give yourself extra time to stop when approaching intersections and crosswalks. • Go Slow and Enjoy the Snow (or Rain!) <p>Resources: Winter Walk to School Day (Minnesota), Walk & Roll Activity Book (Seattle region)</p>
March	<p>Get Ready for Spring!</p> <ul style="list-style-type: none"> • More kids will be walking and biking to school, so take extra care as the weather warms up. • Watch for kids on bikes coming from driveways and behind parked cars, and go slowly so you can stop quickly if children turn without looking or signaling.
April	<p>Celebrate Earth Day by Walking or Biking</p> <ul style="list-style-type: none"> • Your feet are zero pollution transportation machines! • Green your trip to school • Get ready for the Walk+Roll Spring Challenge <p>Resources: Walk+Roll May Challenge</p>
May	<p>Walk+Roll Spring Challenge</p> <ul style="list-style-type: none"> • Celebrate all month, during one day per week (such as a Walking Wednesdays), or for one whole week during the month. National Bike to School Day is also in May and is a great day to host an event! • Drivers should anticipate more students walking+rolling to school and they can do their part by slowing down in school zones, stopping for crossing guards, and staying alert. <p>Resources: Walk+Roll May Challenge, bicycling safety tips and a biking activity book</p>
June	<p>Travel Safely in the Summer</p> <ul style="list-style-type: none"> • Help your kids identify safe routes to walk and bike to friends' houses, pools, day camp, parks, and other summer destinations. • Remind community members to do their part to keep kids safe during the summer. Summer means more children walking and biking in our community at all times of day. • Even though school is out for the summer, many schools host camps and summer school, so ask parents to continue to drive carefully in school zones and around school buses.
July	<p>Travel Safely in the Summer Reminders</p> <ul style="list-style-type: none"> • Help kids have a safe summer! Roads may be more congested due to summer travelers and road construction, and more teenagers will be on the roads. • Drivers can do their part to help kids feel comfortable and safe by putting down their phones, staying alert, practicing patience, and obeying the speed limit. <p>Learn how to ride in the Summer!</p> <ul style="list-style-type: none"> • Summer is a great time to learn to ride!, Crosswalk Cross-Training Postcard

***Find additional publications on the "resource page" at the end of this toolkit!*

Walking + Rolling and Driving Safety Tips Flyers (EN, ES)

Download pdfs here: <https://www.oregonsaferoutes.org/wp-content/uploads/2021/04/Safety-Tips-for-Walking-and-Biking-EN-ES.pdf> ; <https://www.oregonsaferoutes.org/wp-content/uploads/2021/04/Safety-Tips-for-Driving-EN-ES.pdf>

Safety Tips for Walking and Biking

Use the Crosswalk

Always cross at corners or at a marked crosswalk. This is where drivers expect to see you.

Look and Listen before You Cross

Look left, right, and left again before crossing a street or driveway. Look over your shoulder for turning cars. Listen for oncoming cars that may be behind a parked car, tree, or other obstacle.

Make Eye Contact

Don't assume that people driving see you. Make eye contact with people driving before leaving the curb or edge of the street.

Be Visible

Wear bright colored clothing or reflective gear. Bright colors are more visible during the day and light colors are more visible in the evening and night. Carry a flashlight to be sure you're seen. Be aware of seasonal time changes.

Use Sidewalks when Available

Walk facing oncoming traffic if there is no sidewalk so you can see what is coming toward you.

Follow the Rules

Follow directions from crossing guards and pay attention to traffic signs and signals.



Be Predictable

Obey all stop signs, traffic signals, and guidance from crossing guards. Never ride against traffic. Use hand signals to tell other road users where you're going. Decide as a family or group whether to ride on the street or sidewalk.

Be Alert

Watch out for people driving turning left or right, or coming out of driveways. Avoid car doors opening in front of you and yield to pedestrians. Don't wear headphones or use a cell phone while biking.

Wear Your Helmet

Make sure that it fits properly: snug and level on your head, just above your eyebrows.

Be Visible

Wear bright colored clothing or reflective gear. Bright colors are more visible during the day and light colors are more visible in the evening and night. Use a front bike light and rear reflector to be sure you're seen.

Make Eye Contact

Make sure drivers see you, especially at intersections and driveways.

Lock Your Bicycle

When you get to school, lock your bike to a bike rack on school grounds. Lock both your front wheel and the bike frame to the rack.

Consejos de seguridad para caminar y andar en bicicleta

Usen el Cruce Peatonal

Siempre cruce en las esquinas o en un cruce peatonal marcado. Ahí es donde los conductores esperan verlo.

Miren y Escuchen antes de Cruzar

Miren a la izquierda, a la derecha y una vez más a la izquierda antes de cruzar una calle o una entrada de acceso vehicular. Miren por encima de su hombro para ver si hay carros que estén dando la vuelta. Escuchen para los carros que podrían estar detrás de un carro estacionado, un árbol, o un otro obstáculo.

Usen el Contacto Visual

No asuman que los conductores pueden verlos. Usen contacto visual con los conductores antes de dejar la acera o el borde de la calle.

Sean Visible

Pónganse ropa brillante o equipo reflectante si está oscuro. Los colores brillantes son más visibles en la tarde y noche. Lleven una linterna para asegurarse de que los vean. Tenga en cuenta los cambios de hora.

Use las Aceras cuando Estén Disponibles

Caminen en contrario del tráfico si no hay aceras para que veas lo que viene hacia usted.

Sigan las Reglas

Siga las instrucciones de los guardias de cruce. Obedezcan todas las señales y señalamientos.



Sean Predecibles

Obedezcan todas las señales, señalamientos, y las instrucciones de los guardias de cruce. Nunca anda en bicicleta contra el tráfico. Usen señales de manos para comunicar con otras personas y carros que lo rodean. Decidan como familia o grupo si van a viajar por la calle o la acera.

Sean Alerta

Cuidado para los conductores que están dando la vuelta a la izquierda o a la derecha. Cuidado con los carros que salen de una entrada de acceso vehicular. Evite las puertas de carros, se pueden abrir frente a usted y ceda a los peatones. No use audifonos ni use un teléfono celular mientras anda en bicicleta.

Usen su Casco

Asegúrense de que su casco les quede bien. El casco debe de ir nivelado sobre su cabeza y encima sus cejas.

Sean Visible

Usen ropa brillante o use equipo reflectante si está oscuro. Los colores brillantes son más visibles durante el día y los colores claros son más visibles en la tarde y noche. Usen una luz bicicleta en frente y un reflector en el parte trasero para asegurarse de que los vean.

Usen el Contacto Visual

Hacen contacto visual con los conductores, especialmente en una intersección o una entrada de acceso vehicular.

Pónganle un Candado a su Bicicleta

Cuando lleguen a la escuela, aseguren con un candado su bicicleta al biciestacionamiento en las escuelas. Aseguren su llanta delantera y pon su bicicleta en el estacionamiento para bicicletas

Safety Tips for Driving

Respect the Zone

Slow down in school zones and give people bicycling plenty of space when passing. The safe speed may be less than 20 MPH. Set a good example by following instructions from crossing guards. Use alternate routes if possible and give yourself extra time driving near schools.

Brake for People Walking

Stop for people in crosswalks and at unmarked intersections. Look and stop for children who may be crossing mid-block, too. Use caution when turning and make sure bike lanes and crosswalks are clear. Do not pass a car stopped at a crosswalk without slowing down and checking if children are trying to cross.

Be Aware and Alert

Set aside distractions like texting, phone calls, or eating while driving, and keep an eye out for the unexpected. Also, in school zones, avoid listening to loud music and distracting conversations.

Go with the Flow

Follow your school's drop-off and pick-up procedures. Pull to the curb rather than letting children out in the street. Avoid unsafe maneuvers, such as mid-block U-turns or stopping in a crosswalk. Check your side mirrors before opening doors. Take care when backing up.

Respect the Neighborhood

Park in legal spaces and don't double park or block driveways.

Brake for School Buses

When a school bus is stopped and is flashing red warning lights, drivers in all lanes must stop 20 feet away. If the bus is flashing yellow lights, drivers may pass cautiously. Watch for kids crossing the street to get to or from the bus.



Consejos de seguridad para manejar

Respecten la Zona

Manejen despacio en las zonas escolares. De a las personas que andan en bicicleta espacio suficiente cuando al pasar. La velocidad segura puede ser menos de 20 MPH. Pon un buen ejemplo y sigue las instrucciones de los guardias de cruce. Sí es posible, utilice rutas alternativas y toma más tiempo para conducir cerca de las escuelas.

Frenan para Personas que Caminan

Detenerse para las personas en los cruces peatonales y en las intersecciones sin marcado. Miren y detengan para niños que puedan estar cruzando a mitad de la cuadra. Tengan cuidado cuando estén dando la vuelta y asegúrese de que los carriles de bicicletas y los cruces peatonales. No rebase a un automóvil detenido en un cruce de peatones sin reducir la velocidad y verificar si los niños están tratando de cruzar.

Tengan Cuidado y Sean Alerta

Eviten distracciones. No envíe mensajes de texto, llamadas telefónicas ni coma mientras conduce. Estén atento a lo inesperado. Además, en las zonas escolares, evite escuchar música alta y conversaciones que distraigan.

Sigan la Corriente

Sigan las reglas escolares para dejar y recoger niños. Acérquense a la acera en lugar de dejar a los niños a media calle. Eviten movimientos que no están seguro, incluyendo vueltas en U a mitad de cuadra o detenerse en un cruce peatonal. Miren por los espejos laterales antes de abrir las puertas. Tenga cuidado cuando sale de atrás.

Respecten el Vecindario

Estacionense en lugares legales y no se estacionen en doble fila ni bloqueen las entradas de los vecinos.

Frenan para Autobuses Escolares

Los conductores deben detenerse por completo cuando se aproximan a un autobús escolar que está detenido y tiene las luces rojas parpadeando. Los conductores en todos los carriles deben detenerse 20 pies del autobús. Los conductores pueden pasar con cuidado si el autobús tiene las luces amarillas parpadeando. Esté atento a los niños que cruzan la calle para llegar o salir del autobús.



Resource Page

SRTS Comic Book Stars: Strider and Viv Safety PSAs in English and Spanish

<https://youtu.be/xvwLkietVnA>

<https://youtu.be/K0E1PeYpDlk>

SRTS Videos: Time Together

English- <https://youtu.be/bBVRE0ofyYg>

Spanish- <https://www.youtube.com/watch?v=925LvwrQcjc>

Back to School Safety

<https://www.youtube.com/watch?v=XK1O-atkcYo>

SRTS Comic Books

[English Volume 1](#)

[Spanish Volume 1](#)

[English Volume 2](#)

[Spanish Volume 2](#)

Pedestrian and Driver Handbook

https://www.oregon.gov/odot/Safety/Documents/PedGuide_ForReference_ENG.pdf

https://www.oregon.gov/odot/Safety/Documents/PedGuide_ForReference_SP.pdf

Bicycle

<https://www.oregon.gov/odot/Safety/Documents/FieldGuidetoBicyclinginOregon.pdf>

<https://www.oregon.gov/odot/Safety/Documents/DriversGuideToBikes.pdf>

Crosswalk Laws

<https://www.oregon.gov/odot/Safety/Documents/OregonCrosswalkLawsENG.pdf>

<https://www.oregon.gov/odot/Safety/Documents/OregonCrosswalkLawsSP.pdf>

Digital SRTS Toolkit

<https://www.oregon.gov/odot/Safety/Pages/Bicyclist-Pedestrian-and-Safe-Routes-to-School-Digital.aspx>

Order Free ODOT SRTS Print Materials

<https://www.oregon.gov/odot/Safety/Pages/Print-Materials.aspx>