



NEW JERSEY Safe Routes to School

Issue: 24

February 2016

Cross County Connection

South Jersey SRTS
Program

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SRTS Resources:

Safe Routes to School
(SRTS) Program Services

NJ Safe Routes to School
Resource Center

NJ Safe Routes Scoop Blog

NJDOT Safe Routes to
School

Safe Routes to School
National Partnership

Communities can earn
Sustainable Jersey
certification points by
participating in SRTS!



Welcome to Cross County Connection's South Jersey Safe Routes to School Newsletter! These newsletters contain in-depth articles, news items, and examples of Safe Routes to School work in South Jersey. We hope you enjoy!

Safe Routes to School (SRTS) is a national program that encourages children to be more physically active and creates safe, convenient and fun opportunities for children to bicycle and walk to and from their schools. The program also encourages changes in travel behavior, supports increased traffic law enforcement around schools and educates communities about the benefits of active transportation.

If your school district or community is interested in learning more about SRTS, contact Sean Schweitzer, Safe Routes to School Coordinator, at (856)596-8228 or schweitzer@driveless.com.

Free Pedestrian Safety Program

Cross County Connection would like to invite your school or school district to contact our office to participate in our FREE 3rd and 4th grade Pedestrian Safety Program. Cross County Connection's NJDOT-trained staff will come to your school and provide students with the opportunity to understand how to use pedestrian and bicycle facilities safely, recognize traffic patterns, and learn about the benefits of safe bicycling and walking without leaving the confines of a classroom setting. The program takes approximately 45 minutes to administer and is very interactive.



Communities that participate in the Sustainable Jersey certification program will be pleased to learn that developing a Safe Routes to School program is an eligible 10 point action item!

For more information about obtaining Sustainable Jersey points for creating an SRTS program, contact Cross County Connection at (856) 596-8228 or visit www.sustainablejersey.com.



Since 2012, the Pedestrian Safety Program has been administered to thousands of students in the southern seven counties of New Jersey. All children can benefit from walking and biking, so why not allow Cross County Connection to help educate them on doing so safely? Participating students receive bicycle and pedestrian giveaways and are eligible to participate in a Poster Safety Contest, where winners receive bicycle helmets.

For more information, contact Michele Geiger, Marketing Outreach Specialist, at (856) 596-8228 or Geiger@driveless.com.

National Bike to School Day and NJ Bike/Walk to School Month

With Spring 2016 upon us, now is the time to start planning your Bike to School Day event! Every year, schools across the country take part in events that educate and encourage safe bicycling practices. The national event is part of a movement to encourage year-round safe routes to school programs that promote bicycling as a healthy commute alternative for kids and families. From Bike to School Days to Bicycle Rodeos, these events bring attention to safety needs, promote physical activity, help build a sense of



neighborhood and inspire school spirit.

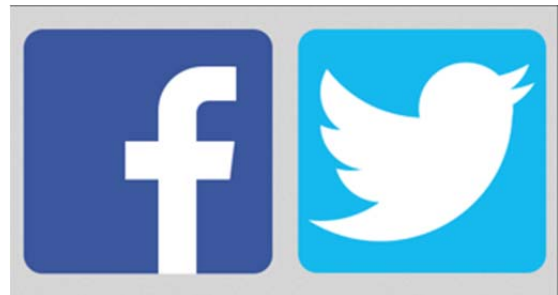
Bike to School event registration is free and open to all individuals and organizations planning a 2016 Bike to School Day event. By registering a Bike to School Day event online at walkbiketoschool.org, you are provided with access to a variety of downloadable materials including certificates, classroom activities and other potential giveaways. Mark your calendars, the official Bike to School Day date for this year is: **May 4th, 2016**.

If your school or school district cannot participate during the date listed above, don't worry, bike to school events can be held during **New Jersey's Walk/Bike to School month in April**. Bike/Walk to school events can be held throughout the year, the more a school celebrates and encourages biking to school, the sooner bicycling can become part of the community's culture.

Registration National Bike to School Day and NJ Bike/Walk to School Month opens in March!

For more information on how Cross County Connection can assist you, contact Sean Schweitzer, Safe Routes to School Coordinator, at (856)596-8228 or Schweitzer@driveless.com.

Safe Routes to School & Social Media



Today, social media is used as a marketing tool to target audiences for message delivery and interaction. The most popular social media platforms are Facebook and Twitter. Each of these social networks can be utilized successfully to promote your Safe Routes to School Program.

Facebook

Facebook has become the most popular for promoting Safe Routes to School Programs and events. Creating a Facebook page for your SRTS program not only allows you to reach out to members of your community, but also allows them to provide feedback about the program online. Other information that could be shared on your SRTS Facebook page includes:

- Upcoming events
- Highlights of successful events
- Upcoming webinars
- SRTS related public interest articles

Twitter

Twitter allows people to connect through 140 character messages or "Tweets." These Tweets are posted to a user's account and are accessible to anyone that has chosen to follow or view that account. Current SRTS related tweets include information about applying for SRTS funds, online surveys, and highlights of the latest news and successes.

Add a hashtag to share your message on Facebook or Twitter and make your post searchable by other users. A hashtag is a word or phrase preceded by a hash mark (#). This tag is used within a post or message to identify a keyword or topic of interest and facilitate a search for it. Once a keyword picks up enough momentum it becomes known as "trending" and becomes popular on the social network. Popular SRTS hashtags include, #SRTS or #walkbiketoschool.

Creating a Facebook or Twitter account is a convenient way to network with people/organizations and to attract interest from community members. These networks serve as a way to draw people to your program and connect to partners such as bicycle, walking, health, and government organizations.

To find examples of successful SRTS pages, check out the Safe Routes to School New Jersey Coalition [Facebook](#) and [Twitter](#) pages.

Upcoming Events

[The New Federal Transportation Bill: What Does It Mean for the Walking Movement Webinar \(Free!\)](#)

America Walks

Wednesday, February 24, 2016 | 2:00PM - 3:00PM

[2016 New Jersey Bike & Walk Summit](#)

New Jersey Bike & Walk Coalition

Saturday, February 27, 2016 | 8:00AM - 5:00PM

[How Energy Efficiency Helps Schools and Districts Save Money and Energy Webinar \(Free!\)](#)

Sustainable Jersey for Schools

Tuesday, March 15, 2016 | 3:30PM - 4:30PM



Sponsored by the New Jersey Department of Transportation with funding from the Federal Highway Administration. The Federal Government and the NJDOT assume no liability for the contents.