



Safe Routes to School Action Plan

Palmyra Elementary School



GENESEE TRANSPORTATION COUNCIL

July, 2009

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TABLE OF CONTENTS

I. INTRODUCTION

- 1.1 Introduction 1
- 1.2 Safe Routes to School Program Overview 1
- 1.3 Why is a Safe Routes to School Program Important? 2
- 1.4 Benefits of a Safe Routes to School Program 2

II. EXISTING CONDITIONS

- 2.1 Policies and Programs..... 3
- 2.2 Arrivals & Departures 4
- 2.3 Existing Conditions Map..... 5
- 2.4 Base Map 6

III. RECOMMENDATIONS

- 3.1 Physical Improvements 7
- 3.2 School Improvement Plan Map 12
- 3.3 Operational Measures 13
 - 3.3.1 Education and Encouragement Recommendations 13
 - 3.3.2 Enforcement Recommendations..... 15

IV. NEXT STEPS 16

V. APPENDIX

- 5.1 Resources and References..... 20

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I. Safe Routes to School Introduction & Overview

1.1 Introduction

This project was funded by the Genesee Transportation Council (GTC) and is part of a model SRTS program for the Rochester Region. The information in this action plan will be compiled with other plans for schools from around the region and will be included in a Safe Routes to School Guidebook produced by GTC. This Safe Routes to School Site Assessment has two main themes. The first provides a generalized overview of Safe Routes to School programs and projects that would be applicable at any school in the area. The remainder of the document is customized for Palmyra Elementary School and provides analysis of the existing conditions surrounding the school and suggests 'next step' projects and programs to improve the safety, health, and wellness of the schools' students.

The goal of this action plan is to identify recommended physical improvements and operational measures for the site and within two miles of the site, including conceptual design and cost estimates for the recommended physical improvements as well as prioritized follow-up activities to advance the recommendations. This action plan will progress Safe Routes to School for the Palmyra Elementary School, however; the key to success is a dedicated and active Safe Routes to School team, inspired by a school champion. The champion may be a teacher, an administrator, a parent, and/or a community volunteer. In order for that team to succeed, next step projects in this action plan should be implemented with community consent and reflect the team's available time, skills, interests, and priorities.

This action plan will be available for use by the school team as a framework to guide successful next steps, both in the short and long term. Included with each recommended project or program in this document will be recommendations about which school team members should be involved in its implementation and the role each should play to help ensure its success.

1.2 Safe Routes to School Program Overview

Safe Routes to School (SRTS) is a national program that creates safe, convenient and fun opportunities for children to walk and bicycle to and from their schools. With a goal to increase the health and safety of children, and improve environment quality; SRTS can accomplish this by making walking and bicycling safe ways to get to school and encourage more children to do so. To accomplish this goal a comprehensive program must be established to create an environment that enhances, supports, and sustains walking and cycling as viable options for travel. With this in mind, SRTS emphasizes a holistic approach to create change that encompasses the five (5) E approach; Engineering, Enforcement, Encouragement, Education and Evaluation.

- **Engineering:** physical improvements to the environment such as crosswalks, sidewalks and signals.
- **Education:** methods to teach children, parents and neighbors about the benefits of walking and cycling to school as well teaching appropriate walking, driving and cycling behaviors to support safe travel in the school zone.
- **Encouragement:** programs such as Walk to School Day, the Walking School Bus, contests and other initiatives to entice children, parents and others to walk or bicycle to school.

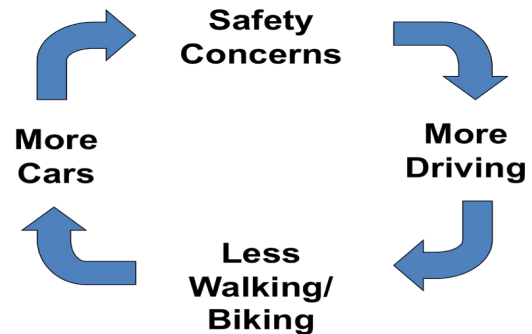
- **Enforcement:** incorporates law enforcement efforts to ensure drivers, bicyclists and pedestrians obey traffic laws and practice appropriate behaviors.
- **Evaluation:** uses measurements or indicators such as the number of children walking or bicycling to school to ascertain the success of any SRTS program.

1.3 Why is Safe Routes to School Important?

Although most students in the United States walked or biked to school prior to the 1980's, the number of students walking or bicycling to school has sharply declined since then. Statistics show that 42 percent of all students between 5 and 18 years of age walked or bicycled to school in 1969 including 87 percent of those who lived within a mile of the school they attended. In 2001 fewer than 16 percent of students walked or bicycled any distance to get to school¹. This decline is due to a number of factors, including urban growth patterns and school siting requirements that encourage school development in outlying areas, increased traffic, and parental concerns about safety. The situation is self-perpetuating: As more parents drive their children to school, there is increased traffic at the school site, resulting in more parents becoming concerned about traffic and driving their children to school.

According to a 2004 survey by the Center for Disease Control, parents whose children did not walk or bike to school cited the following barriers:

- Distance to school 61.5%
- Traffic-related danger 30.4%
- Weather: 18.6%
- Crime danger 11.7 %
- Opposing school policy 6.0%
- Other reasons (not identified) 15.0%



The downward spiral of walking and bicycling to school

A comprehensive Safe Routes to School program addresses many of the reasons for reductions in walking and biking through a multi-faceted approach that uses education, encouragement, engineering and enforcement efforts to develop attitudes, behaviors and physical infrastructure that improve the walking and biking environment.

1.4 Benefits of a Safe Routes to School Program

Safe Routes to School programs directly benefit schoolchildren, parents, and teachers by creating a safer travel environment near schools and reducing motor vehicle congestion at school drop-off and pick-up zones. Students that choose to walk or bike to school are rewarded with the health benefits of a more active lifestyle, responsibility and independence that comes from being in charge of the way they travel, and learn at an early age that walking and biking can be safe, enjoyable and good for the environment. Safe Routes to School programs offer additional benefits to



The entire family can benefit from Safe Routes to School

¹ U.S. Centers for Disease Control and Prevention. Barriers to Children Walking to or from School United States 2004, Morbidity and Mortality Weekly Report September 30, 2005. Available: www.cdc.gov/mmwr/preview/mmwrhtml/mm5438a2.htm. Accessed: December 28, 2007.

neighborhoods by helping to slow traffic and provide infrastructure improvements that facilitate walking and biking for everyone. Identifying and improving routes for students to safely walk and bicycle to school is one of the most cost-effective means of reducing weekday morning traffic congestion and can help reduce auto-related pollution.

In addition to safety and traffic improvements, a Safe Routes to School program helps integrate physical activity into the everyday routine of school children. Since the mid-1970s the number of children who are overweight has roughly tripled from five percent to almost 17 percent. Health concerns related to sedentary lifestyles have become the focus of statewide and national efforts to reduce health risks associated with being overweight. Children who walk or bike to school have an overall higher activity level than those who are driven to school, even though the journey to school makes only a small contribution to activity levels.²

II. Existing Conditions

2.1 Policies and Programs

The Village of Palmyra has an extensive existing sidewalk infrastructure and there are a significant number of students who are currently walking to school. Based on information collected on Walk to School Day on October 8, 2008, a total of 72 students walked or biked to school. Of the remaining 409 students surveyed, 283 rode the bus and 54 were driven in a personal vehicle. The district's transportation service policy states that bus service will be provided for less than 5 students living at a distance of a half-mile or greater. For students in grades 6-12, the bus service is provided at a distance on 1 mile or greater. All kindergarten students in the district receive door-to-door bus transportation.



Principal Austin distributed stickers as an incentive for more children to walk to school.

Palmyra Elementary School has undertaken several initiatives intended to encourage walking to school including the distribution of “Walk to School” stickers by the school Principal. The school hosted a Walk to School event over the span of ten days during May 2008, and at that time compiled mileage statistics of the students that walked. The school is currently working with the Cornell Cooperative Extension to implement a program that is promoting student health and safety and has also promoted a Healthy Steps campaign that included teacher and principal led walks around town. Combined, these programs have been very successful in educating and encouraging students and families to walk more, demonstrating demand for such programs.

The committee mentioned that there is a strong concern on the part of the parents within the community in regard to “stranger danger” especially with regards to those individuals residing within or near the Village that have been identified as registered sex offenders. There is also a concern about traffic safety crossing Main Street and the heavy truck traffic in front of the school. However, no bicycle or pedestrian injuries/fatalities have occurred in recent memory.

² Cooper A, Page A, Foster L, Qahwaji D. Commuting to school: are children who walk more physically active? American Journal of Preventive Medicine. 2003 November;25(4):273-6. Cooper A, Andersen L, Wederkopp N, Page A, Frosberg K. Physical activity levels of children who walk, cycle, or are driven to school. American Journal of Preventive Medicine, 2005 October; 29(3):179-184.

It is important to note that the school and village partnership and have since been notified by the New York State Department of Transportation that they are recipients of a Safe Routes to School award. The resources from the award coupled with this action plan should help the school develop the Safe Routes to School program, thus increasing the number of children walking and biking in the Village.

2.2 Arrivals and Departures

Parent Drop-offs / Pickups

The area directly in front of the school on Canandaigua Street is reserved for student pick-ups and drop-offs. Although the area is striped as a parking zone, the road width is not sufficient to allow cars to pass in the northbound lane without crossing the yellow line. This problem is exacerbated by the high volume of truck traffic on the Street and creates a potentially unsafe situation for the students and their parents.

Bus Arrivals / Departures

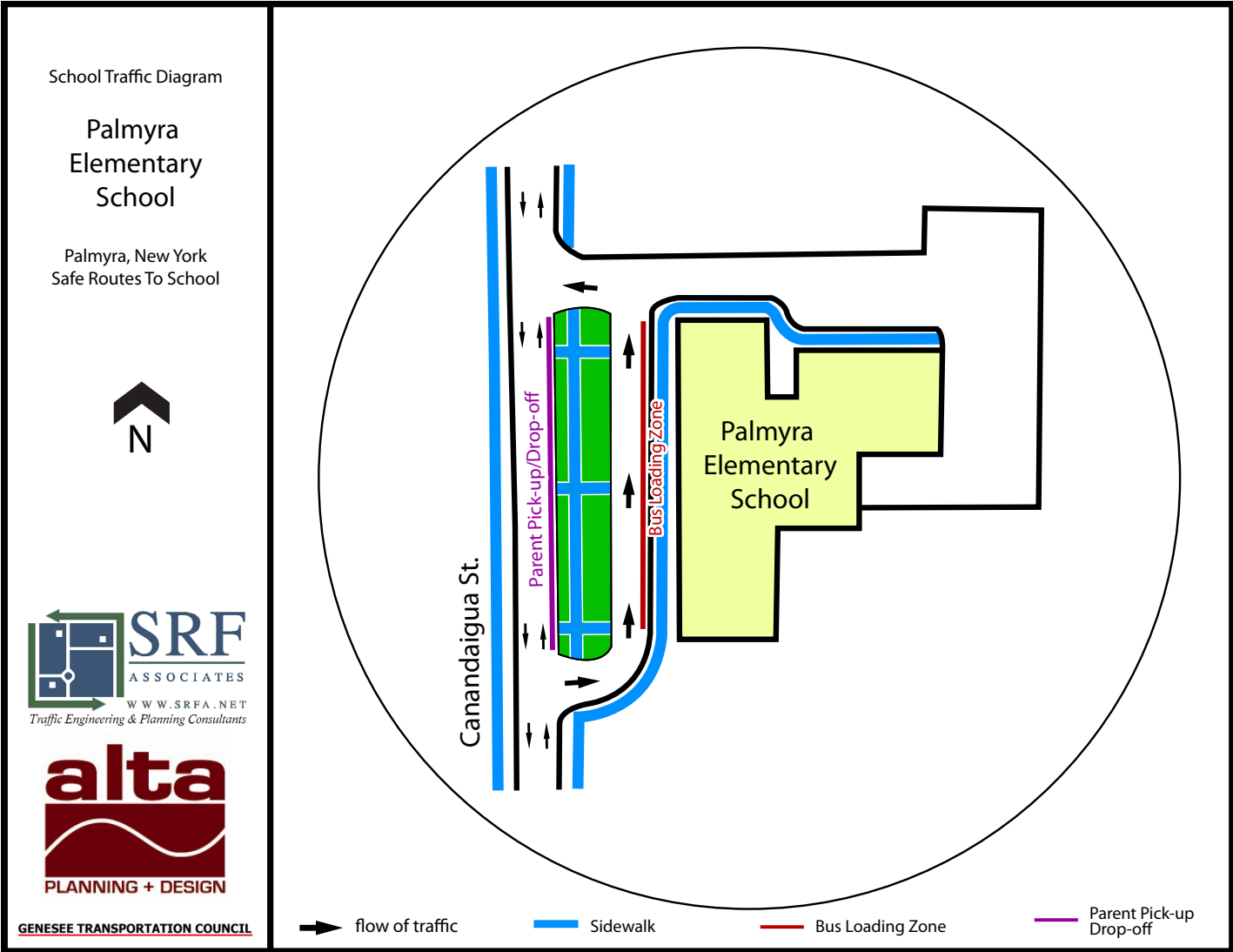
The loop in front of the school is reserved for bus arrivals and departures and was kept relatively free of other vehicles. The buses line up based on arrival time and then release the children when the school doors open. The space in front of the school is sufficient to accommodate all of the buses and the drop-off and pick-up are well orchestrated and safe.

Pedestrian & Bicycle Arrivals / Departures

There is a consistent flow of walking and bicycling traffic to the school throughout the morning drop-off period. The Village's sidewalk infrastructure creates a clear route for most of the walking students and the intersection of Canandaigua and Jackson Streets is monitored by a crossing guard. The high truck traffic does present a safety concern which should be addressed.



The maps on the following page show the area around the school and existing conditions observed during the SRTS audit.





III. Recommendations

3.1 Physical Improvements

Engineering measures for Safe Routes to School include the design, construction and maintenance of physical infrastructure that can improve the safety and comfort of students that are walking and biking to school. This infrastructure includes signage, stenciling, and traffic control devices such as stop signs, bulb-outs, sidewalks, paths, bike lanes, and trails. When considering engineering measures, it is best to identify the problem first, and then use accepted engineering practices to develop an appropriate solution. Traffic engineering analysis reveals that unnecessary control measures tend to lessen the respect for those controls that are needed. Effective traffic control can best be obtained through the uniform application of realistic policies, practices, and guidelines developed through properly conducted engineering studies. A decision to use a specific device at a particular location should be made on the basis of an engineering and/or traffic study with the input of school staff and affected stakeholders.



Simple engineering measures such as pedestrian refuges can improve real and perceived safety.

Of equal importance is the maintenance and monitoring of traffic control devices. Devices should be properly maintained to ensure legibility, visibility, and functionality. If a device is found to be ineffective or improperly functioning, the entity that owns the device should be immediately notified. Finally, devices used on a part-time basis, such as warning flashers, should be in operation only during the time periods when they are required – when children are present; otherwise they risk being ignored by motorists who believe they are improperly functioning.

Specific engineering strategies for within the School Zone, for areas along the school route, at street crossings, and for use in slowing down traffic are below. Many of the strategies, such as on-street warning signs are most effective if they are only used during school commute hours. Although some engineering solutions are higher-cost infrastructure improvements, many engineering tools can be implemented without large expenditures, such as posting signs, modifying signal timings, or striping crosswalks or bike lanes. The engineering strategies listed below may also be utilized by the community to improve pedestrian and bicycle safety in projects other than the Safe Routes to School Action Plan.

The following specific recommendations for the Palmyra Elementary School should be considered by the school administration should it choose to implement a Safe Routes to School Program. Note that some of the recommendations will require participation by partner agencies such as the Department of Transportation, the Department of Public Works and the Police Department for their implementation. The map at the end of this section visually displays the recommendations and their respective locations.

Signage and School Zone Recommendations

School Zone signage and pavement markings are one of the most cost effective infrastructure treatments to traffic calm the area and alert drivers to the presence of school children. East Main Street and Halls Corners Road should be posted with high visibility school signs and pavement markings. The school zone speed limit should be

set at 20 mph during the school hours and that limit should be utilized and set at the lowest appropriate speed as dictated by the New York State Vehicle and Traffic Law and the New York State Supplement to the National Manual on Uniform Traffic Control Devices. Speed limits within the school zone will be enforced by the Police Department. Speed radar signs should also be considered to reinforce driver awareness of the reduced speed limit. Speed radar signs could be solar powered but would require a connection to the electric grid or battery backup for those occasions when the sunlight is not sufficient to power the device.

The School Zone

In New York, school zones can be designated on all roadways contiguous to a school serving K through 12th grade. A New York School Speed Limit assembly (see figure below) shall be used to indicate the speed limit where a reduced speed zone for a school area has been established (in accordance with law based upon an engineering study) or where a speed limit is specified for such areas by statute. The New York School Speed Limit assembly shall be placed at or as near as practical to the point where the reduced speed zone begins. In order for a school speed limit to be established, the school and the jurisdiction responsible for the highway must provide written documentation of their support for a school speed limit.

As dictated by NYS Vehicle and Traffic Law, the numerical value of a school speed limit should be approximately 10 MPH below the normally prevailing 85th percentile speed on the highway, or at approximately the actual 85th percentile speed within the zone during school crossing periods. School speed limits shall not be set below 15 MPH and the maximum length of a school speed zone shall not be greater than 1320 feet (0.25 mile) on a highway passing a school building, entrance or exit of a school abutting on the highway. With School Zones signed and delineated, focused traffic enforcement can occur to target speeding and other moving violations.

School Area Signage

The Manual on Uniform Traffic Control Devices (MUTCD) provides guidance on the use of school area signs and markings. The key signs should include the School Advance Warning Assembly, the School Crosswalk Warning Assembly, and the School Speed Limit Assembly. One way of increasing the visibility of school area signage is through the use of Florescent Yellow-Green signs.

Pavement Markings

Pavement markings have definite and important functions in a proper scheme of school area traffic control. In some cases, they are used to supplement the regulations or warnings provided by devices such as traffic signs or signals. In other instances, they are used alone and produce results that cannot be obtained by the use of any other device, and can serve as an effective means of conveying certain regulations, guidance, and warnings that could not otherwise be made clearly understandable. Pavement markings have limitations – they might not be clearly visible when wet or covered in snow, and might not be durable when subjected to heavy traffic. The “SLOW SCHOOL XING” marking, used in advance of uncontrolled crosswalks, is the most important school-specific pavement marking. The MUTCD also provides guidance on the use of stop lines, yield lines, curb markings, and other symbol markings.

Sidewalk, Path and Crossing Recommendations

The village of Palmyra’s sidewalk network is well constructed and largely complete, following the Village’s traditional grid pattern. There is an opportunity to extend the



A speed radar sign is an effective way to ensure that motorists comply with speed limits.



This image shows a New York State MUTCD approved school speed limit sign, figure number 7B 100.



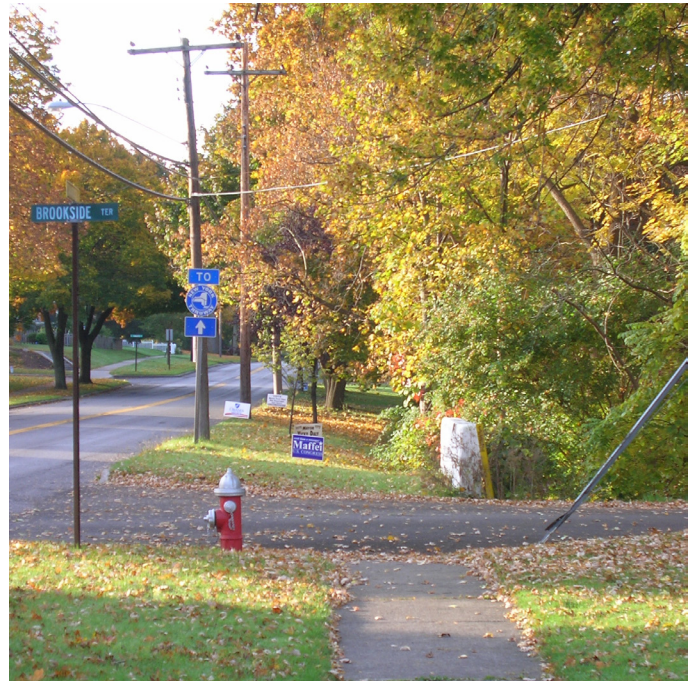
School advance warning assembly from the MUTCD figure S1-1.

sidewalk on the west side of Canandaigua Street where it currently ends at the intersection of Brookside Terrace. In order to enhance the existing pedestrian network, high visibility zebra crossings should be added to any of the crossings within a one block radius of the school.

Crossings

School crosswalks denote the preferred location for children to cross the street. Crosswalks should be marked at all intersections on established routes to school where there is substantial conflict between motorists, bicyclists, and pedestrian movements, where students are encouraged to cross between intersections, or where students would not otherwise recognize the proper place to cross. The SLOW SCHOOL XING marking is used in advance of uncontrolled school crosswalks.

Various striping patterns can be used – the most common types of crosswalk striping are shown in the diagram below. The standard crosswalk striping pattern consists of two parallel lines, called the “transverse” pattern. A number of higher-visibility patterns are also in use, such as longitudinal and combination markings, which add bars for increased visibility. High visibility markings should be considered for all high-volume crossings near schools, and where conditions demonstrate a need for an increased visibility marking (e.g., a mid-block location).



The sidewalk on Canandaigua Street currently ends at the intersection of Brookside Terrace and could be extended to the match the sidewalk on the east side of the street.

In-Street Yield-to-Pedestrian Signs

In-Street Yield-to-Pedestrian Signs are flexible signs installed in the median to enhance a crosswalk at uncontrolled crossing locations. These signs communicate variations of the basic message ‘State Law: Yield to Pedestrians.’ At school crosswalks, these signs are sometimes installed on a portable base and brought out in the morning and back in at the end of each day by school staff, which may reduce the chance that the sign will become “invisible” to motorists by being left out all the time. For permanently-installed signs, maintenance can be an issue as the signs may be run over by vehicles and need to be replaced occasionally. Installing the signs in a raised median can help extend their lifetime.



Advance Stop and Yield Lines

Stop lines consist of solid white lines extending across approach lanes to indicate the point at which the stop is intended or required to be made, in compliance with a STOP sign or traffic signal. The MUTCD requires stop lines be placed a minimum of four feet in advance of the crosswalk line at controlled intersections. However, studies have shown that moving the stop line farther back from the pedestrian crosswalk can provide an improved factor of safety and for improved visibility of pedestrians. In some places, the stop line has been moved back by 15 to 30 feet relative to the marked crosswalk with considerable safety benefits for pedestrians.

At uncontrolled crosswalk locations in New York, “yield” lines may be used instead of stop lines (New York State law requires motorists to yield to pedestrians in a crosswalk). The yield lines consist of a row of solid white isosceles triangles pointing toward approaching vehicles, and are often referred to as “shark’s teeth.” As with stop lines, moving the yield lines farther back from the crosswalk can help to improve sight distance. This is especially important at mid-block crossings, where motorists yielding too close to crosswalks on multi-lane approaches place pedestrians at risk by blocking other drivers’ views of pedestrians, and pedestrians’ views of other vehicles. These markings could be utilized in advance of the pedestrian crosswalks in front of the school giving drivers an additional cue that they need to yield to pedestrians in that space.

Lighting

Safe sidewalks are a primary component of good pedestrian environments, and well-lit environments convey a feeling of comfort and safety, particularly at night. Lighting should be located in the furnishings and/or frontage zones of the sidewalk, and at all roadway crossings to increase pedestrian visibility. Lighting is also an important element for shared use paths, at underpasses and other isolated locations. Lighting should be scaled for pedestrians and provided on the major routes leading to the school, especially on Main Street coming from the Village.

Crossing Guards

Adult crossing guards are used to help create gaps in traffic at uncontrolled intersections, and to “platoon” children across the street at controlled intersections. The presence of a crossing guard in the roadway serves as an easily recognized indication to drivers that pedestrians are about to use the crosswalk and that all traffic must stop. When all traffic has stopped, the adult guard can allow the children to cross. The school currently has a guard posted at the primary entrance to the school and should continue to employ that person and ensure that they are trained consistently with the guidance provided in Section 7E of the Manual of Uniform Traffic Control Devices (MUTCD).



Bicycle Facilities

There is a bicycle rack provided at the school on the playground on the south side of the campus. The rack could be better positioned for security issues and could be covered to protect the bicycles in inclement weather.

Bicycle Parking

Providing a secure and convenient location for bicycle parking is one way to help encourage more children to bicycle to school. Attributes of good bike parking include:

- Protection from vandalism/theft
- Protection from damage to the bicycle
- Protection from weather
- Convenient to destination



A sufficient amount of parking must be made available so that bicycles are not crowded. The location must be convenient to the end destination. An appropriate location for the parking site needs to be identified. Many schools use “wheel holder” type racks which

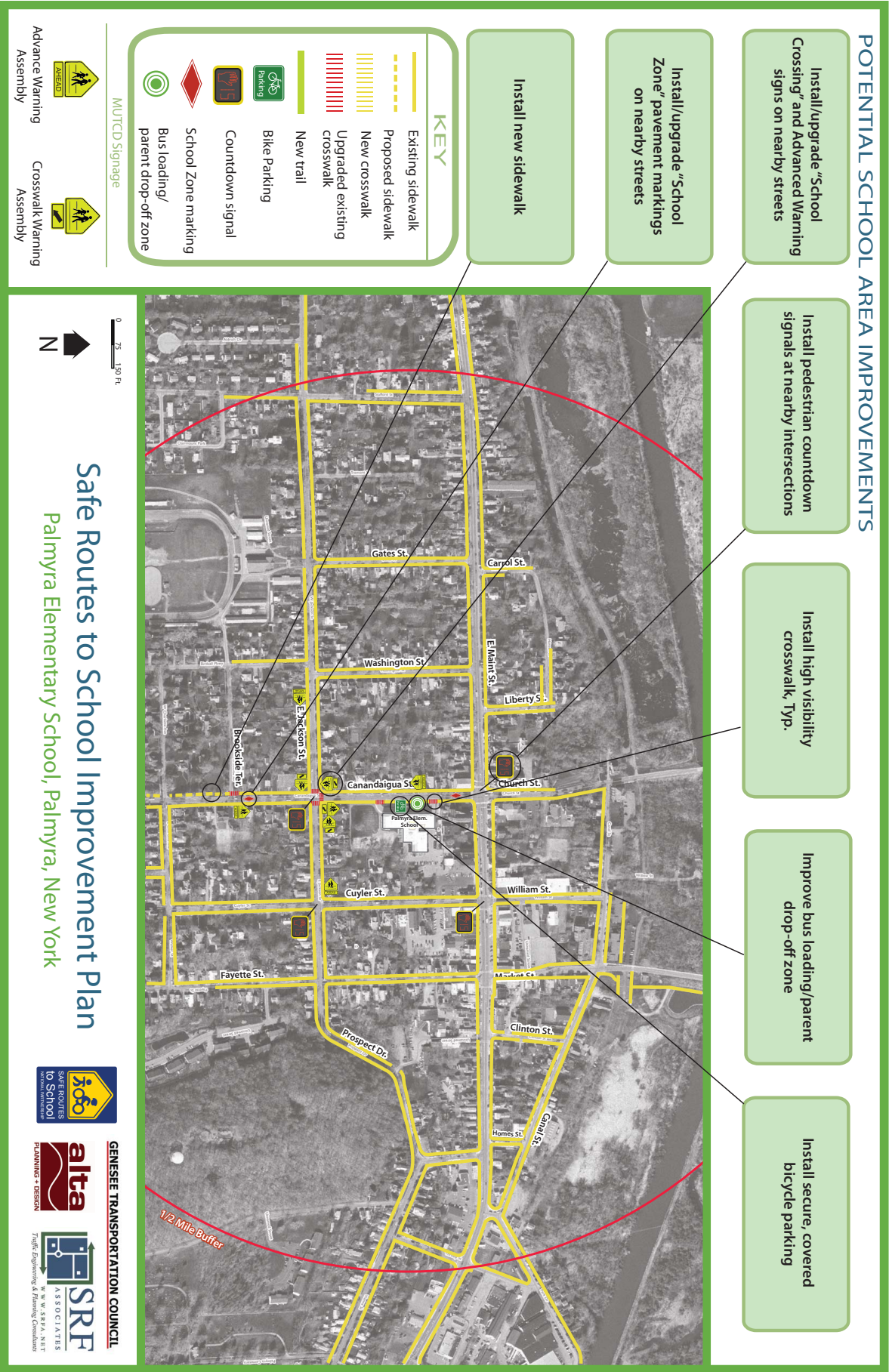
only support the bicycle by the wheel and can damage the bicycle, and also do not allow the bike to be locked up by the frame with a U-lock. The preferred bike rack design should keep the bike upright by supporting the frame, allow the bike to be locked by the frame, and allow one or both wheels to be secured.

Other Recommendations

Given the limited space for pick-ups and drop-offs on Canandaigua Street, the school could consider reopening a section of the fence on the back side of the property to create a new pick-up and drop-off zone. The area would need to be monitored by a school staff person and the traffic flow would require examination especially in relation to the private property ownership of the surrounding areas but it would alleviate some of the congestion and potential conflict areas in the front of the school. If the Safe Routes to School Task Force and the School Administration are interested in pursuing this option it would require further study. The map on the following page visually displays the recommendations and their respective locations.



3.2 School Improvement Plan Map



3.3 Operational Measures

3.3.1 Education and Encouragement Recommendations

Education and Encouragement recommendations are operational measures that the school should consider to enhance the effectiveness of the physical improvements recommended in section 3.1. These tools focus on teaching traffic, pedestrian and bicycle safety to parents and students, increasing public awareness of Safe Routes to School goals and benefits, and promoting changes in behavior to increase walking and bicycling. Encouragement activities include a variety of special events and contests, outreach campaigns, presentations to school and community groups, and surveys of current practices and attitudes related to the school commute. A major objective of educational and encouragement tools is to increase the understanding by parents, school personnel, students, and the community of the health and safety concerns that can be addressed by successful Safe Routes to School programs.

Palmyra Elementary School has been very active and successful with their existing safe routes to school promotion and health driven initiatives. Their work with the Cornell Cooperative Extension Service of Wayne County has provided a solid base of awareness for the development of wellness issues over the prior 18 months. The School, in partnership with the Village of Palmyra, is also the recent recipient of a NYSDOT Safe Routes to School grant to promote walking and bicycling. The combination of these factors coupled with the opportunity to tie into other initiatives specific to New York State provide the school with a tremendous potential to increase the numbers of children walking and biking to school. The school should coordinate with the New York State Network of the Safe Routes to School National Partnership to not only expand their own programs but also possibly to provide guidance to other schools.

Walk and Bicycle to School Day

This annual international event occurs on the first Wednesday of October and Palmyra Elementary School should register their event at www.walktoschool.org. The site itself is full of resources and ideas on how to implement a successful Walk and Bike to School Day. For all registered schools, the New York Network of the Safe Routes to School National Partnership will send retro-reflective zipper pulls for all of the student participants.

Additional walk and bike to school days can be held yearly, monthly, or even weekly, depending on the level of support and participation from children, parents, and school and local officials. Some schools organize more frequent days – such as weekly Walking/Wheeling Wednesdays or Walk and Roll Fridays – to give people an opportunity to enjoy the event on a regular basis. Parents and other volunteers accompany the children, and often there are designated staging areas along the route to school where different groups can gather and walk or bike together. The events should be promoted through press releases, articles in school newsletters, and posters and flyers for children to take home.

Writing and Poster Contests

As part of the International Walk and Bicycle to School Day, Palmyra Elementary School is encouraged to participate in the annual writing contest, “Why the principal should walk to school with me” and poster contest, “Walking to School Safely”. These contests are both fun, project-based learning encouragement/ educational programs for schools to participate in. All winners receive a certificate of achievement and receive a prize package for their entire class, which includes pedometers and t-shirts. Details on these contests can be downloaded: <http://www.saferoutespartnership.org/state/4373/newyork>

Walking School Bus

The walking school bus is a group of children walking to school accompanied by one or more adults. It is another encouragement program the Safe Routes to School Partnership is spearheading in New York State as a way to sustain long term initiatives that will make walking to school safe. A statewide training webinar will be held in early 2009. Tools will be posted to the site: <http://www.saferoutespartnership.org/state/4373/newyork> and a previous presentation is available to review. Other resources on the Walking School Bus is available from:

- RideWise TMA - www.ridewise.org/walksafely.shtml
- Pedestrian Bicycle Information Center/Partnership for a Walkable America - www.walkingschoolbus.org
- Active and Safe Routes to School – California - www.saferoutestoschool.ca
- Go for Green – California - www.goforgreen.ca
- Travel Smart – Australia - www.travelsmart.gov.au/schools/schools2.html

Suggested Route to School Maps

Suggested Route to School maps are one of the most cost-effective and tangible means available for encouraging school children to walk or bike to school. The purpose of the maps is to provide school officials, parents, and students with a tool to help plan the best walking and bicycling routes to and from school. The maps help to illustrate the safest walking, bicycling, and crossing locations by identifying traffic controls, crossing guard locations, and the presence of sidewalks, pathways, or bicycle facilities along routes leading to a given school. In addition to being used as a resource for parents and school staff in planning and encouraging walking and bicycling to school, suggested Routes to School maps can serve as a tool for city staff to identify the location of needed transportation infrastructure improvements in school areas.

Bicycle Rodeos

A bicycle rodeo provides children with a basic understanding of the rules of the road; educates those children and their parents about elementary bike safety; gives trained personnel a chance to look over the equipment the kids are riding; and involves parents, teachers, and/or local civic organizations in a worthwhile activity. A bicycle rodeo involves “stations” that teach skills, such as:

- Looking over a shoulder without weaving
- Fast-braking without skidding
- Dealing with traffic at intersections

More information on bicycle rodeos is available through:

- Bicycling Life at www.bicyclinglife.com/SafetySkills/BicycleRodeo.htm
- Guide to Bicycle Rodeos (Adventure Cycling Association) at 1-800-721-8719

Other Education and Encouragement Programs

Once Palmyra Elementary School has established a Safe Routes to School Task Force and has successfully hosted a Walk to School Day event, other education and encouragement programs should be initiated to provide students with incentives to walk and bike to school. A Golden Sneaker Award can be given to the student or classroom that accumulates the most miles or most trips to school. This program is similar to one already being implemented locally which encourages children and their parents to walk and explore the county parks and trails which could easily be expanded to include walk to school events.

Each participating class can also track the distance the students have traveled and plot it on a map. Then they “travel” to a destination chosen by the class within those miles. Students become aware that they can travel great distances on foot or bike. Each new destination can be reached by the class to find out more about other parts of the country. At the end of a designated time, the class that traveled the farthest gets a special reward. For more information, see www.saferoutestoschools.org/events.html

Other educational lessons can be brought in to health, science, physical education and other class lesson plans. Resources for these programs include:

- The New York State Department of Transportation at <https://www.nysdot.gov/divisions/operating/opdm/local-programs-bureau/srts/srts-curriculum>
- The National Safe Kids Campaign at www.safekids.org/members/unitedStates.html
- The League of American Bicyclists at www.bikeleague.org/educenter/labsrts.htm

3.3.2 Enforcement Recommendations

Enforcement recommendations are operational measures that can be implemented by the local law enforcement community. These recommendations support both the physical and programmatic recommendations included in the prior sections and play a key role in creating a safe walking and bicycling experience in the school zone.

More information is available from the following websites:

- School Zone Safety: www.activelivingresources.org/safe_school_zones.html
- Pedestrian Sting Operations: www.walkinginfo.org/ee/sting.htm
- Speed Trailers: www.nhtsa.dot.gov/people/injury/research/pub/HS809012.html
- “Keep Kids Alive – Drive 25” Campaign: www.keepkidsalivedrive25.org

IV. Next Steps

This section of the Palmyra Elementary School Safe Routes to School Action Plan outlines a series of next steps in the form of recommended programs, policies and capital projects. These recommendations represent a balanced approach which covers both physical improvements as well as operational measures. To assist in planning for the implementation of these projects, additional information is provided on each item including the groups that should be involved and an approximate cost range for the project. Generally, costs for each next step will be categorized as follows:

\$	= Minimal to \$500	Volunteer effort and low funding required
\$\$	= \$500 to \$10,000	Moderate amounts of funding required
\$\$\$	= \$10,000 +	High amounts of funding required

The next steps presented here are meant to be flexible in implementation and the decision to undertake a project or program should be made based on the available resources of the school team, the Village of Palmyra, the Genesee Transportation Council and other participating agencies.

Priority Recommendation #1 Identification of SRTS Facilitator & Initiation of Basic Bicycling and Walking Safety Education	
Cost	\$
Groups	Safe Routes to School Advisory Committee, School Administration and PTA Organization
Description	While Palmyra Elementary School has an impressive resume of existing programs to promote wellness and walking and biking to school, the School should formally organize a Safe Routes to School Task Force. The task force should include members of the local advisory committee, parents, teachers, school administration and local residents. The task force should review the existing wellness activities and programs available from partners such as the Cornell Cooperative Extension and identify areas that would be supported by a SRTS program.
Priority Recommendation #2 Initiate a Bicycle and Pedestrian Safety Training Curriculum	
Cost	\$\$-\$\$\$
Groups	Village of Palmyra, Safe Routes to School Task force, School Administration
Description	The Palmyra Elementary School should lead an effort to initiate a bicycle and pedestrian safety curriculum, including lesson plans, materials, and evaluation tools. The curriculum should utilize information already developed by GTC, Wayne County, NYSDOT, the GTSC, and other programs around the state and country. Trained volunteers and instructors should give children feedback and reinforce key lessons. Sample curriculum available at: http://bta4bikes.org/at_work/bikesafetyed.php

Priority Recommendation #3 International Walk and Bike to School Day Event	
Cost	\$-\$\$
Groups	Safe Routes to School Task force, School Administration, and PTA
Description	<p>International Walk to School Day is held annually on the first Wednesday in October. This event can serve as a kick-off event to generate awareness and enthusiasm for a Safe Routes to School program. Events may include a special Walking School Bus lead by local politicians or school administrators, school assembly, and contest. Schools may find additional information and register for the event at www.walktoschool.org. Events such as these tend to attract increased attention and excitement that can be tapped to attract volunteers to maintain efforts year-round. The task force should work with the local police department and other traffic safety resources to include safe walking and biking education as part of the Walk to School Day activities.</p>
Priority Recommendation #4 Conduct Comprehensive School Zone Signage Inventory & Upgrade	
Cost	\$\$
Groups	Safe Routes to School Task force and School Administration
Description	<p>The school, through the SRTS Task force, should perform a preliminary review of existing signs for conformity with the National and State Manuals of Uniform Traffic Control Devices (MUTCD) and identify additional signs, if any, that should be provided to most effectively improve and protect the safety of the students that currently walk or could walk and/or bicycle to school.</p>
Priority Recommendation #5 Pedestrian Crossing Improvements	
Cost	\$\$ Depending on location
Groups	Village of Palmyra, Safe Routes to School Task force, School Administration, NYSDOT, Wayne County Traffic Safety Board
Description	<p>The Safe Routes to School Task force should identify resources that might be used to upgrade key pedestrian crossings within the immediate vicinity of the school. The first location that should be targeted is the school driveway and the two crossings where cars enter and exit the property.</p>

Priority Recommendation #6 Radar Equipped Speed Signs	
Cost	\$\$
Groups	Safe Routes to School Task force, School Administration, Wayne County Traffic Safety Board, NYSDOT, the GTSC
Description	<p>Radar Equipped Speed Signs with bright LED displays placed on Canandaigua Street could have a dramatic effect on informing motorists they are entering an area where children may be present. Speed Signs are available from a number of manufacturers and can be battery or solar powered in addition to standard hard wiring. Typically, these units cost approximately \$3,000-\$5,000 each. The task force should work with the Wayne County Traffic Safety Board, the GTSC, NYSDOT, and other potential funding partners to identify resources that might be used to install temporary or permanent radar equipped speed signs at the mentioned locations.</p>
Priority Recommendation #7 Enforcement	
Cost	\$-\$\$\$
Groups	Palmyra Police Department, School Administration, Safe Routes to School Taskforce
Description	<p>An instant improvement in driver behavior is typically shown if a police vehicle is nearby. The school should reach out to PPD and seek their assistance in increasing police presence during the school commute period. The school should also ensure that the crossing guard(s) are following the best and safest practices as described in the MUTCD and the NYS Supplement to the MUTCD in Section 7.E.</p>
Priority Recommendation #8 On-going Safe Routes to School Encouragement	
Cost	\$
Groups	Safe Routes to School Task force and School Administration
Description	<p>The school should encourage safe bicycling and walking, by implementing contests such as the Golden Sneaker Award and weekly biking and walking days. The Task force should include Safe Routes to School information in the school or village newsletter. Possible features include:</p> <ul style="list-style-type: none"> • Explanation of the Safe Routes to School Program and goals of the program • Facts about walking, biking, physical activity, traffic safety, etc. • Upcoming Safe Routes to School events • Announcement of contest winners

Palmyra Elementary School SR2S Action Plan

Planning Level Costs and Potential Funding Sources

	Unit	Quantity	Cost	Total	Potential Funding Sources
Recommendations					
Improve School Zone Signage	Each	4	\$200.00	\$800.00	Village
Improved Crosswalk Striping & Striped Crossings at Driveways	LF	1000	\$1.70	\$1,700.00	Village
Bicycle Parking Racks	Each	2	\$100.00	\$200.00	Village
Speed Trailers & Signs	Each	2	\$5,000.00	\$10,000.00	402 Safety Grant
Village Traffic Calming Program	Area wide	12	\$2,500.00	\$30,000.00	402 Safety Grant
Canadaigua Street Sidewalk Extension	LF	300	\$50.00	\$15,000.00	Village, SR2S or Enhancement Funds

V. Appendix

Resources & References:

- Active Living Resource Center www.activelivingresources.org
- American Automobile Association, “Adult School Crossing Guards.”
www.aaafoundation.org/products/index.cfm?button=item-detail&ID=404&storeid=1
- CDC, Kids Walk to School (community presentation)
www.cdc.gov/nccdphp/dnpa/kidswalk/index.htm
- “Civilian Guards for School Crossings.” Center for Public Safety of Northwestern University, 405 Church Street, Evanston, IL 60204.
- FHWA’s Office of Safety – SRTS
<http://safety.fhwa.dot.gov/saferoutes>
- Marin County (CA) Safe Routes to School
www.saferoutestoschool.org
- Manual of Uniform Traffic Control Devices
www.mutcd.fhwa.dot.gov/pdfs/2003/pdf-index.htm
- National Center for Bicycling & Walking
www.bikewalk.org/safe_routes_to_school/SRTS_introduction.htm
- New York State Governor’s Traffic Safety Committee (GTSC)
www.nysgtsc.state.ny.us/
- New York State Supplement to the National Manual on Uniform Traffic Control Devices
www.nysdot.gov/divisions/operating/oom/transportation-systems/repository/4A4B9D271F500EE0430A3DFC03500E
- New York State Vehicle and Traffic Law
<http://www.nysgtsc.state.ny.us/vt-ndx.htm>
- NHTSA Safe Routes to School Tool Kit
www.nhtsa.dot.gov/people/injury/pedbimot/bike/Safe-Routes-2002/toc.html
- Pedestrian & Bicycle Information Center
www.saferoutesinfo.org
- Safe Routes to School National Partnership
www.saferoutespartnership.org

