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How to Use This Guide

This guide is intended to serve as a resource while brainstorming ways to improve safety and multi-modal transportation in a community. We encourage individuals and officials to consider these and other ideas while applying for mini-grants through Capital Coexist, but to also utilize these ideas for other events and campaigns in general. Great projects should include plans for branding and community participation at every possible opportunity!
A walking school bus is a group of children walking to school with one or more adults. An eligible walking school bus project should be structured as a route with meeting points, a timetable, and a regularly rotates schedule of trained volunteers. The project should include education and instruction on safe walking and crossing roadways. A variation on the walking school bus could include a bicycle train which includes trained volunteers that supervise children riding their bikes to school.
Safe Routes to School (SRTS) is a national safety effort supported by New York State. SRTS projects can teach pedestrians, bicyclists, and drivers about traffic safety while creating awareness about walking to school. SRTS projects can be related to engineering safer routes for student pedestrians, enforcement of traffic laws, encouragement, and/or education. The appropriate audiences for SRTS education can include children, parents, drivers, and neighbors. All proposed SRTS projects must have agreement from a school or district to participate in the project.
“Slow Down” or “Stop for Pedestrians” Campaign

CDTC recognizes that much of the threat to pedestrians comes from drivers’ speed. The faster the vehicle speed, the more likely it will be involved in a crash and the more likely injuries to a pedestrian will be serious, if not fatal. A proposed Slow Down Campaign would focus on driver behavior and encouraging drivers to be more aware of pedestrians and drive more cautiously. This could include enforcement activities, development of educational materials, a social media campaign, signage, etc.
Group bike rides, sometimes referred to as “critical mass rides,” can be used to educate participants about safe cycling, promote bicycle infrastructure, and/or encourage target populations to bike more. All proposed rides funded through the Traffic Safety Ambassador Program must:

- Be insured to conduct group rides and name CDTC,
- Require participants to wear helmets,
- Be coordinated with local police departments, and
- Secure any necessary permits from the Town/City
A helmet reward program would provide a reward to children who are seen wearing their helmet and obeying applicable traffic laws while bicycling. An example of this is the ongoing Stewart’s partnership with local police departments. Police officers who see children wearing helmets while bicycling can reward the child with a free ice cream cone coupon for Stewart’s Shops!
Bicycle Skills Training

The League of American Bicyclists offers the only nationwide cycle instructor certification program. When more cyclists in the Capital Region are trained, more “smart cyclists” can be on the road setting an example for others. Project sponsors interested in providing a Traffic Skills 101 Course taught by a League Certified Instructor, at no cost to the public, can apply for up $40/per person + the cost of lunch. Additionally, project sponsors can apply for up to $1,000 to train interested persons to be League Certified Instructors that teaches Traffic Skills 101 courses to the public for free, or at a reduced cost.
Safety Towns are a popular tool used for educating preschool or elementary-aged students about how to safely use roads, bike lanes, sidewalks, and crosswalks, among other safety topics. Safety Towns are usually produced in conjunction with schools, libraries, or municipalities, utilizing available space in a parking lot or gymnasium. Safety Towns are often organic endeavors, using available street signs, stencils, paint, tricycles, bicycles, helmets, and community involvement.
A “Pop-Up,” pilot project, or demonstration project is an event that transforms an underutilized space such as an empty shop, a public space, a street, or a park. Project sponsors can apply for funding to host a bicycle and/or pedestrian safety/encouragement themed Pop-Up event. See pages 11-13 for regional examples. Other examples include:

- Bike maintenance/repair stations
- Helmet fittings or bike equipment giveaways
- Advocate, instructional, or safety speaker at events
- “Open Streets” or Bike Rodeos
Example “Pop-Up” Projects

Watervliet Road Diet Pilot

Niskayuna “Pop-Up” Bike Skills Course
Schenectady “Pop-Up” Bump Outs

Albany “Pop-Up” Protected Bike Lanes
Development of Materials

The development of educational materials can be a great way to reach out to target populations about biking, walking, and/or safety. All materials must incorporate the logo, graphics, and messages used in the Capital Coexist and “See! Be Seen!” safety campaigns. Example projects include:

- Activity, coloring, or comic books related to bicycle and/or pedestrian safety
- Photos and/or videos to be used in a social media campaign about bicycle and/or pedestrian safety
- Podcasts or smartphone app(s)
Pictures:

p. 3 Schenectady, NY - Bike Fest with CDTC
p. 4 West Union, Iowa - Walking School Bus, NW Iowa Food & Fitness Initiative
p. 5 Capital Region, NY - Walking to School
p. 6 Ann Arbor, Michigan - Stop for Pedestrians Campaign
p. 6 St. Paul, Minnesota - Drivers Stopping at Crosswalks Compliance Signage
p. 7 Montreal, Canada - Tour La Nuit: Group Ride
p. 8 Capital Region, NY - Helmet Fitting and Giveaway
p. 9 Capital Region, NY - Bicycle Skills Training
p. 10 Galion, Ohio - Safety Town
p. 11 Alexandria, Virginia - Velocity Bicycle Cooperative, Pop-Up Bike Repair Station
p. 14 Schenectady, NY - Bike Fest with CDTC