

**Safe Routes to School (SRTS)
Active Transportation (Pedestrian and Bicycle)
Safety and Skills Education/Encouragement Programs
2026-27 School Year**

Programs Provider: Sonoma County Bicycle Coalition (SCBC)
Programs Administrator: Sonoma County Transportation and Climate Authorities (SCTCA)

SONOMA COUNTY SAFE ROUTES TO SCHOOL PROGRAM SERVICES:

The Sonoma County Bicycle Coalition (SCBC), hosts a number of education, encouragement, engagement, and evaluation initiatives, with the goal of increasing the share of a school's population that walk and bicycle to/from school. Participating schools receive technical support and services to implement these initiatives and corresponding policies.

SCBC also provides support, in partnership with SCTCA and local jurisdictions, with the infrastructure improvement efforts to improve the safety of active transportation within school zones.

Schools must [enroll online](#) in the program to be *eligible* to receive services. Schools may enroll at any time, however priority enrollment during the month of April is required to be *eligible* to receive limited services such as the 4th Grade Bicycle Rodeo:

School and Community Education and Encouragement Activities

Program	Target Participants	Description
Education Activities		
SCBC-led classroom lessons (video modules available)	2 nd or 3 rd grade	Pedestrian Safety
SCBC-led classroom lessons (video modules available)	4 th Grade	"Bicycle Basics"
SCBC-led classroom lessons (video modules available)	5 th Grade	Active Transportation Communication & Mapping
SCBC-led classroom lessons (video modules available for <i>Drive Your Bicycle</i>)	6 th -12 th Grade	"Drive Your Bicycle" and "SRTS Planning & Engineering" lessons
SCBC-led on-yard on-bike Bicycle Rodeo	4 th Grade	Bicycle Rodeo (on-bicycle event)
SCBC-led on-yard on-bike Advanced Skill Sessions	6 th -12 th grade	"Drive Your Bicycle" (on-bicycle sessions)
SCBC-led "Family Bicycling Workshop"	Parents teens/families	Host sites are selected based on location & ability to promote/fill the workshop. Workshops entail both blacktop skill drills and an instructional neighborhood ride. Host sites must provide free access to blacktop and restroom facilities between 8am-1pm for their workshop.
Bike Rides/Clubs	Middle School (6 th -8 th grade)	After-school on-bicycle ride or club, combining education with fun community rides
Whole-School Assemblies	K-8 th grade	Customizable assembly focused on bicycle safety, pedestrian safety, and/or current encouragement initiative (i.e. Bike to School Day)

Low Cost Helmet Distribution & Purchase Opportunities	TK-12 th grade	Low cost helmets are available to students participating in 4 th Grade Bicycle Rodeos. Low-cost helmet purchase/distribution may also be arranged for special events such as a site “Helmet Safety Day” or community events.
Encouragement/Outreach Activities		
Technical support for annual events and supporting materials		Walking School Bus Bicycle Trains Golden Sneaker Award Competition Int'l Walk & Roll to School (Oct) Ruby Bridges Walk to School Day (Nov) Bike to School Day (May) Additional walk/roll challenges and/or contests to encourage active transportation & raise awareness re: its benefits (i.e. art contest, frequent walk/roll challenges, etc)
Active-Transportation “campaign: support		Materials including electronic flyers, infographics, videos, etc
Fun Family Rides		Host sites are selected based on location & ability to promote participation in the ride. Rides entail a short safety talk, and a fun, family-friendly, slow paced ride. Host sites must provide access to restrooms at the start and end of the ride.
Parent/Community Outreach/Education		Presentations and/or outreach/tabling re: SRTS encouragement, education or engineering initiatives at site or district based meetings or events
Free bicycle safety inspections/adjustments	TK-12 th grade	Bicycle safety inspections/adjustments are provided for participants who bring bicycles to 4 th grade bicycle rodeos, middle school bike club(s) and Family Bicycle Workshops, and may also be arranged for special community events, as funding permits.
Engineering/Evaluation Services:		
Student Location Mapping		GIS Map showing where students relative to ¼-, ½-, 1- and 2-mile radius of school
Student Travel Mode Analysis		Forms, links, and technical support for conducting required annual evaluation of student travel modes
Infrastructure Improvement Planning Site Assessments		Liaison with local law enforcement & engineering departments

SCHOOL SITE AGREEMENT

In order to receive the above mentioned services, the school agrees to **identify a school “Champion” or team of Champions (Champion(s) may be a principal, teacher, parent volunteer and/or youth leader) who are responsible for implementation of the school SRTS program (with assistance from other school “team” members and SRTS staff as needed), and is the primary contact for SRTS Staff. Technical support and development will be provided to Champions during the course of the school year.**

School Champion/Team Responsibilities:

- 1) Attend “Start/Mid/End of Service” meetings at school site in August/early September, Jan/Feb and May/June with principal and key SRTS team members.
- 2) Attend, or identify a site representative to attend, SRTS Task Force Meetings (or other Champion gatherings) when scheduled in your jurisdiction.
- 3) Communicate with SRTS staff to receive technical support/training as needed to implement encouragement/education programs (may require additional in-person meetings, as needed)
- 4) Work with SRTS Staff to schedule and promote (as needed) above-mentioned, desired SRTS education activities.
- 5) Coordinate & implement a walk/bicycle to school encouragement program consisting of at minimum five walk/roll encouragement engagements (walk roll event, challenge, or combination) per year.
Note: *Champion is strongly encouraged to share and/or delegate encouragement program responsibilities to other “school team” members such as parents, teachers and/or students.
- 6) Provide information about SRTS at start of school year (via electronic/online channels)
- 7) Share related community information (such as public meetings regarding SRTS-related infrastructure or surveys), if able and as requested, with school community.
- 8) Provide opportunities to educate school community on SRTS program benefits.
- 9) Utilize all appropriate school channels to promote participation in above-mentioned education & encouragement activities, including but not limited to school newsletter(s), calendar(s), emails, robo-calls, backpack mail flyers, website, classroom announcements, posters, school marquee, student council, PTA, etc.
- 10) Work with SRTS staff to identify SRTS components that may be included in future school policy, as well as to identify sustainable components of the school SRTS program.
- 11) Conduct required program evaluation and reporting (student addresses for annual GIS maps, annual student arrival/departure tallies, parent surveys, encouragement program event reports).
- 12) Share success stories, pictures whenever possible!



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