



Walk Bike Pittsford

Striving for a more walkable, bikable and mass transit-friendly Pittsford

National Bike to School Day

May 9, 2018

OVERVIEW

Our ability to safely walk and bicycle is a vital part of what makes our community thrive. By creating opportunities for our young people to safely walk and bicycle, we can benefit community members of all ages, abilities and resources.

The first National Bike to School Day took place in 2012, with nearly 1,000 local events in 49 states and the District of Columbia. In 2014, more than 2,200 schools participated.

There are many reasons to celebrate National Bike to School Day here in Pittsford:

- to encourage **healthy habits** in our children,
- **reduce air pollution,**
- **promote safer and more accessible streets** throughout our community, and
- give children an opportunity to **practice safe biking skills.**

GOALS

1. Participate in National Bike to School Day 2018 by hosting an event at Jefferson Road Elementary, building momentum for expansion to other schools in future years
2. Raise awareness about the need for safe biking infrastructure across Pittsford
3. Give families and schools tools to make biking to school more than just a once-a-year occurrence

PARTNERS

Jefferson Road Elementary (Principal, PTSA, crossing guards, parents)

Village of Pittsford (Mayor Corby)

Town of Pittsford (Supervisor Smith)

Monroe County Sheriff (Sheriff O'Flynn)

Pittsford Volunteer Fire Department (Chief Furber)
Pittsford Volunteer Ambulance

TIMELINE

January: Meet with Partners

Meet with representatives from Jefferson Road Elementary, Village of Pittsford, Town of Pittsford, and others to discuss hosting Bike to School Day 2017.

February: Finalize Event Structure

There are several options for structuring Bike to School Day. Our recommendation is to have a few designated starting points for neighborhoods that feed into Jefferson Road Elementary with adult leaders who will chaperone students to school via “bike trains.” Groups depart respective locations and meet at the school where Principal Clark can say a few words to his students.

- **Bike train:** a group of students led by adults--one leading and one at the rear. The “trains” can also stop at multiple “stations” along the way to pick up additional riders.
- **Designated starting point:** allows students to gather with friends, school officials, village/town reps and volunteers prior to the ride (i.e. at a parking lot, playground, or other central location in a neighborhood)

Other decision points include bicycle storage at school and how students will travel home at the end of the day, as Bike to School events are typically one-way.

March: Approach Sponsors and Recruit Volunteers

Potential Sponsors:

- Walk Bike Pittsford
- Kidical Mass Pittsford
- Rochester Cycling Alliance
- Towpath

Volunteers: this event will require parents, school officials, municipal representatives, and neighbors to participate to chaperone students via bike trains, assist as students arrive at school, and help park and store students’ bicycles once at school.

March/April: Promote the Event

JRE school website, newsletter, social media

Town of Pittsford newsletter, Village and Town social media

Fliers throughout the community (library, rec center, dairy, Starbucks, Towpath)
Fire Station sign

May: Host the Event!

Take photos, count participants and publicize our success

Thank volunteers and sponsors

Reconvene to discuss improving and expanding in 2018

Outstanding Questions

Will students need to sign a waiver to participate?

Who else should be at the table?

