



City of Rancho Cucamonga
Safe Routes to School Toolkit



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Chapter 1: Introduction

1.1 Purpose

The Rancho Cucamonga Safe Routes to School (SRTS) Toolkit is designed to expand and sustain Safe Routes to School programs throughout the City. The Healthy RC Safe Routes to School program is a collaboration among parents, community members, students, school officials, City staff, and public safety officers to identify and address potential safety issues and strategize ways to encourage students to become more physically active. Any school can participate in SRTS. This toolkit provides ideas and instructions for developing, implementing, and sustaining/maintaining a SRTS Program. It should be used as a guide to set the stage for schools wishing to promote safety and health for their students. The toolkit offers direction and supporting materials for schools and school districts looking to promote the SRTS program. Use it to determine the steps needed to implement policies and program elements, to review the sample resources for further details, and to recognize that each school or school district is not alone in their quest for healthier and safer schools and neighborhoods.

Healthy RC is a nationally recognized City-community partnership established in 2008 to improve community health and wellness. The program is known for its leadership, innovation, and best practices. Healthy RC has taken a comprehensive approach to creating a healthy community. From policies that make the healthy choice the easy choice, to programs that provide knowledge and skills for a healthy lifestyle, Healthy RC is empowering our community to be the healthiest it can be. The Safe Routes to School program is one component of the Healthy RC program. The Vision of Healthy RC is:

Healthy Rancho Cucamonga – a community where all generations lead vibrant, healthy, happy lives.



SRTS benefits children:

- Increased physical fitness and cardiovascular health
- Increased ability to focus on school
- A sense of independence and confidence about their transportation and their neighborhood

SRTS benefits neighborhoods:

- Improved air quality as fewer children are driven to school
- Decreased crashes and congestion as fewer children are driven to school
- More community involvement as parents, teachers, and neighbors get involved and put “eyes on the street”

SRTS benefits schools:

- Fewer discipline problems because children arrive “ready to learn”
- Fewer private cars arriving to drop off and pick up children
- Opportunities to integrate walking, bicycling and transportation topics into curriculum (e.g. “Walk & Bike Across America”)
- Increased efficiency and safety during drop off and pick up times

More information is available on the Safe Routes to School National Partnership website:

<http://saferoutespartnership.org/>



1.2 What is the Safe Routes to School Program?

Safe Routes to School (SRTS) programs are designed to increase the physical activity of children by encouraging walking and biking and creating safer, connected routes for students to get to and from school. They enhance children's health and well-being, ease traffic congestion near schools, and improve air quality and community members' overall quality of life by making it easier and safer for families to choose active modes of transportation when traveling to and from school. Comprehensive SRTS programs include the 5 E's: Education, Encouragement, Enforcement, Engineering and Evaluation. The City of Rancho Cucamonga has also embraced a sixth E: Empowerment. There are active schools in every school district in Rancho Cucamonga, with efforts underway to expand to additional schools throughout the City.

1.3 Complete Streets Program

As part of a regional effort to enhance streets for all users, the City of Rancho Cucamonga adopted a Complete Streets policy in December 2012. The policy was recognized as one of the top 10 best Complete Streets policies of the year. Adoption of this policy helps to facilitate infrastructure improvements near schools to complement the Safe Routes to School events and activities already being held in the City. Complete Streets creates a safe, comfortable, and interrelated transportation network for all users (regardless of age, ability, income, or ethnicity) and all modes of transportation (pedestrians, bicyclists, transit riders, and vehicles). At the same time, SRTS efforts, such as walk



audits and data collection, provide support for grant funding, prioritization, and implementation of infrastructure improvements. The Complete Streets policy specifically addresses Safe Routes to School, calling for the City to “maintain and update a Safe Routes to School Plan and continue to encourage local community member participation.”



Chapter 2: Levels of SRTS Engagement

Safe Routes to School activities vary by school and are dependent on a variety of factors, including school and volunteer engagement. Successful SRTS programs are flexible, but require a commitment from schools to participate in program activities. By implementing and maintaining SRTS policies and programs, with support from Healthy RC, more students will have healthier options when traveling to and from school. SRTS programs also help to build a sense of community for students and the surrounding neighborhoods.

Starting to implement SRTS programs in schools can seem like a daunting task, but it does not have to be. The next section offers four levels of achievement to allow schools to incrementally achieve SRTS programming at their own pace given each school's capacity and level of commitment. Implementing the SRTS program is an exciting endeavor and schools can take comfort in knowing that they are not alone in their efforts.



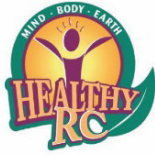
2.1 SRTS Levels of Achievement

Establishing levels of achievement based on SRTS participation can build excitement around Safe Routes to School programming and activities, and motivate schools to become more involved in the program. It also allows for flexibility as schools can implement a selection of activities based on the level of recognition they would like to achieve. Different levels of achievement motivate and encourage schools to progressively take action from the “low hanging fruit” of basic participation, to leading and championing SRTS programs. Each level offers incentives to achieving the next goal. Figure 1 on the following page displays the SRTS Levels of Achievement for schools participating in the Rancho Cucamonga SRTS program. As schools develop a stronger SRTS program, they can benefit from additional education and encouragement activities listed on the SRTS Menu in Figure 1.

2.2 School District Levels of Achievement

Levels of achievement can also be established for school districts, to promote additional school involvement and sustainability through top-down support. There are four elementary/middle school districts and one joint unified high school district within the City of Rancho Cucamonga, serving over 25,000 students. School districts can play an important role in promoting the SRTS program by adopting policies supportive of Safe Routes to School goals and activities, and encouraging all schools within their district to participate in the SRTS program.





SRTS Partnership Opportunities

• First Step •

Sign up as a School Partner

- ✓ School believes in the importance of healthy kids and supports the SRTS program

• Bronze •

Collect baseline data and promote SRTS

- ✓ Collect data twice per year on how students get to and from school
- ✓ Promote pedestrian safety by hanging a banner at school or hosting an event
- ✓ One item from the SRTS Menu

• Silver •

Build momentum for SRTS activities

- ✓ Complete Bronze Level activities
- ✓ Establish a parent task force to champion SRTS activities at the school
- ✓ Two items from the SRTS Menu

• Gold •

Integrate SRTS into school culture

- ✓ Complete Silver Level activities
- ✓ Establish institutional SRTS presence, either with a SRTS position on the PTA or the school's Health & Wellness Committee; or establish SRTS as part of a student group/club
- ✓ Three items from the SRTS Menu

• SRTS MENU •

Education and Encouragement Activities

<p>Community Awareness and Recognition</p> <ul style="list-style-type: none"> City publications, such as The Reporter and SRTS/Healthy RC newsletters City's Healthy RC website Digital billboard in the City Recognition at City Council meeting Feature story on Healthy RC Living <p>Technical Assistance and Resources</p> <ul style="list-style-type: none"> Bicycle and pedestrian curriculum SRTS Guides SRTS Webinars <p>Pedestrian Safety Assembly</p> <ul style="list-style-type: none"> Teach children pedestrian safety skills <p>Smoothie Bike</p> <ul style="list-style-type: none"> Pedal-powered smoothies for SRTS events 	<p>Promotional Materials</p> <ul style="list-style-type: none"> SRTS postcards SRTS posters Look, Look, Look - Stay Alert, Stay Alive postcards Look, Look, Look - Stay Alert, Stay Alive posters <p>Incentive Items</p> <ul style="list-style-type: none"> Adult and youth tshirts Silicone wristbands Activity books Helmet reflector stickers Keychain reflector lights Bike lights Bike/pedestrian pins Reflective arm/leg bands Bike bells
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Chapter 3: The 6 E's: Activities

Comprehensive Safe Routes to School programs are designed around 5 E's: Education, Encouragement, Enforcement, Engineering and Evaluation. The City has also embraced a sixth E: Empowerment. This section outlines existing SRTS activities and provides guidance and sample materials for taking the next step in SRTS programming.

Schools in each school district in the City have active SRTS programs, and about half of the active schools have active Parent Task Force Groups. These groups are vital to establishing, implementing, and growing SRTS programs. Several schools in Rancho Cucamonga have participated in Safe Routes to School activities since 2011, including:

- Walk or Wheel Wednesdays
- Walking School Buses
- Walking clubs with punch-card programs
- Walkathons
- Walkability audits to develop and implement strategies to improve walking and biking for students and their families
- Family fitness nights
- Active PTA members in SRTS activities
- Watch DOGS (Dads of Great Students) Programs, many of which are branded as part of the SRTS program, which monitor traffic and create safety through the 'eyes on the street' model
- City-developed Suggested Routes to School maps
- Wellness elements adopted within school plans
- Safe Routes integrated within school safety plans

These activities provide a strong foundation for, and commitment to, SRTS programs in the City. With this foundation established, additional schools can become engaged and additional activities can be added to move SRTS efforts forward throughout the City.



3.1 Education

Education activities are a key component of successful SRTS programs and provide the opportunity for students to learn about safety, in addition to how physical activity impacts both their health and the health of the environment.

3.1.1 Pedestrian Safety Education

A pedestrian safety course teaches children about walking safely, including how to cross a street, being visible, and walking safely alone or in groups. Students can begin taking these courses as early as Grade 2 and advance as they get older. Pedestrian and bicycle safety assemblies can be provided by the Rancho Cucamonga Police Department and outside organizations. Pedestrian safety workshops can be held for parents, teachers, school administrators, and students to assess and prioritize barriers to walking and develop strategies around the 6 E's to encourage walking to and from school.

A pedestrian safety education course will review:

- Safe places to walk and cross
- Being aware of your environment and driver behavior
- Interactions with strangers

Implementing the activity:

- Consider holding the course during PE class, an after-school program, or a citywide event
- Partner with Rancho Cucamonga Police Department to provide pedestrian safety assemblies
- Seek experienced volunteers to help host the event and train parent volunteers
- Reach out to local businesses, such as sporting goods stores, to provide donated incentives.



Activity	Pedestrian Safety Education
Activity Goal	Teach basic pedestrian safety skills to students
Suitable Grades	Grades 2 and higher
Estimated Time Commitment	10-15 hours to coordinate and execute
Community Partners	School District, parent volunteers, local businesses
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none">• Marin County Safe Routes to Schools Curriculum• Alameda County Walk and Roll K-5 Educator Guide• Bike Texas Bike/Walk Rodeo Guide



3.1.2 Bicycle Rodeo

A bicycle rodeo teaches students how to bike safely while encountering basic real-world situations. Children learn how to control their bike, avoid obstacles, use hand signals, and be predictable. Learning bike skills at a young age will instill safe bike riding habits as children get older. Students can begin taking part in a bicycle rodeo in grade 4 and can take more advanced bike safety classes as they get older. The Rancho Cucamonga Police Department hosts an annual Ron Ives Bike Rodeo for students and families citywide. This event is typically held in May/June and features bike and helmet giveaways, bike education, obstacle courses, and lessons on how to maintain and repair bikes.



A bicycle rodeo will review:

- How to properly wear a helmet
- How to use hand signals
- Riding confidently in a straight-line
- Avoiding obstacles
- Scanning and looking over your shoulder

Implementing the activity:

- Consider holding the course during PE class, an after-school program, or a citywide event
- Seek experienced League Certified Instructors (LCIs) from the Inland Empire Biking Alliance to teach the class
- Seek assistance from the Rancho Cucamonga Police Department to teach the course or provide bike registration on site

Activity	Bicycle Rodeo
Activity Goal	Teach students basic bike handling skills and build confidence
Suitable Grades	Grades 4 and higher
Estimated Time Commitment	10-15 hours to coordinate and execute
Community Partners	School District, Inland Empire Biking Alliance, Police Department, parent volunteers
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none">• Marin County Safe Routes to Schools Curriculum• Alameda County Walk and Roll K-5 Educator Guide• Bike Texas Bike/Walk Rodeo Guide



3.1.3 Family Biking Workshops

Family Biking Workshops are designed to teach children how to bike safely on the road or on paths with their parents. Children and parents attend and learn together.

A Family Cycling Workshop will review:

- Basic bike skills
- Rules of the road
- Effective communication

Implementing the activity:

- Partner with the school district or a community event to draw a large audience
- Seek League Certified Instructors (LCIs) to lead the class
- Seek assistance from the Rancho Cucamonga Police Department

Activity	Family Biking Workshop
Activity Goal	Teach students and parents how to ride safely on the road together
Suitable Grades	Grades 2 to 6
Estimated Time Commitment	10-15 hours to coordinate and execute
Community Partners	Inland Empire Biking Alliance, local event coordinator, School District, Police Department
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • San Francisco Bicycle Coalition’s Family Biking Guide • Bike East Bay’s Education Page



3.1.4 Climate Change Education

Climate change education is a valuable tool in SRTS programs, making the connection between transportation choices and the environment. Education can range from a class handout to a class project or multiple lessons meeting California State Standards.

Climate Change Lessons will review:

- Climate change basics
- Reducing environmental impacts from transportation

Implementing the activity:

- Find a related class, such as Science, and a teacher interested in providing lessons on climate change
- Review the lesson plans provided below and work with school staff to implement the lessons during class time



Activity	Climate Change Education
Activity Goal	Teach students about environmental impacts of their transportation choices
Suitable Grades	Grades 6 to 8
Estimated Time Commitment	Variable
Community Partners	School staff
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • Eco2School (Sonoma County Climate Protection Campaign) • Bay Area Air Quality Management District’s Protect your Climate Curriculum and Teacher’s Guide



3.1.5 Look, Look, Look - Stay Alert, Stay Alive Pedestrian Safety Education

Rancho Cucamonga has developed a community education campaign called “Look, Look, Look – Stay Alert, Stay Alive” to actively address collisions between drivers and pedestrians/bicyclists. The safety campaign reminds pedestrians, bicyclists, and drivers to remain alert and aware of their surroundings and to share the road with one another. The City has created posters, affixed the logo to the sidewalks of key intersections, worked with Safe Routes to School Parent Task Force groups to engage the schools, and developed public service announcements.



Activity	Look, Look, Look – Stay Alert, Stay Alive Pedestrian Safety Education
Activity Goal	Teach students and adults about pedestrians/bicyclist and driver safety
Suitable Grades	Grades 2 and higher
Estimated Time Commitment	Variable
Community Partners	School staff, SRTS Parent Task Forces, Parents, City Staff
Tools & Resources <i>(See Appendix B for samples)</i>	<ul style="list-style-type: none"> • Posters • Postcards • Banners • Pavement Markings



3.2 Encouragement

3.2.1 Back-to-School Encouragement

Families set their transportation habits for the year during the first few weeks back to school, providing an important opportunity to distribute information to families regarding multiple transportation options and routes. Many families do not consider alternatives to driving because it is their most commonly used means of travel.

Back-to-school marketing can promote walking, biking, taking the bus, and organizing carpools. The marketing campaign can include the City’s suggested route maps, safety education materials, volunteer opportunities, event calendars, and traffic safety enforcement notices.



Implementing the activity:

- Develop SRTS promotional materials for back-to-school events and post materials online
- Ask to have a table at back-to-school night. Consider offering a prize for families to walk, bike, or carpool to back-to-school night events

Activity	Back-to-School Encouragement
Activity Goal	Promote the SRTS program and walking, biking, carpooling to school
Suitable Grades	K-8
Estimated Time Commitment	8-10 hours to organize materials, plus time to attend back-to-school events
Community Partners	School staff, parent volunteers, students
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none">• Portland’s Safe Routes to School Campaign Manual• Safe Routes to School Marin County’s Promoting Your Program Resources• Look, Look, Look – Stay Alert, Stay Alive pedestrian safety campaign



3.2.2 Walk to School Days

International Walk to School Day is celebrated around the world on the first Wednesday of October. It brings awareness to active transportation and traffic safety in a celebratory way. This event kicks off SRTS activities for the school year and can be implemented monthly or weekly as the school year continues. The event focuses on morning celebrations as students arrive to school on foot with school staff, volunteers, parents, City staff, and elected officials getting involved.

Implementing the activity:

- Register your school on the national website www.walkbiketoschool.org and download free materials
- Find a meeting location or two (depending on volunteers) and select a route to school
- Invite elected officials and City staff to join students on the walk to school
- Make banners and signs for students to carry on the walk
- Set up a greeting table at school entrances to reward students for walking and count the number of students who walked
- Promote “Park and Walk” locations for families who live too far to walk



Activity	Walk to School Days
Activity Goal	Promote walking to school, celebrate active transportation
Suitable Grades	K-8
Estimated Time Commitment	8-10 hours to coordinate and implement
Community Partners	PTA, school staff, volunteers, student leadership groups, elected officials, City staff, Police Department
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • National Center for Safe Routes to School • WalkArlington’s Bike & Walk to School Day Toolkit • Alameda County Safe Routes to School’s Event Resources



3.2.3 Bike to School Days

Similar to Walk to School Day, Bike to School Day is an event promoting biking. National Bike to School Day typically takes place on the second Wednesday of May and can involve organized group rides to school. The Walk Bike to School website provides official dates and guides to lead a successful Bike to School Day.

Implementing the activity:

- Register online at www.walkbiketoschool.org and download free materials
- Find a meeting location or two, depending on volunteers, for the morning of the event. Prior to Bike to School Day, review the routes to school for safety and adjust as necessary.
- Set up a greeting table at school entrances to reward students for biking, and count the number of students who rode to school



Activity	Bike to School Days
Activity Goal	Promote biking to school, celebrate active transportation
Suitable Grades	3-8
Estimated Time Commitment	5-10 hours to coordinate and implement
Community Partners	PTA, school staff, volunteers, student leadership groups, elected officials, City staff, Police Department
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • National Center for Safe Routes to School • BikeArlington's Bike & Walk to School Day Toolkit • Alameda County Safe Routes to School's Event Resources



3.2.4 Carpool to School Days

Carpools are a great way to reduce traffic congestion and pollution in front of the school and still involve families who live too far to walk or bike. It also builds community by bringing families together. Similar to Walk and Bike to School Days, a Carpool to School Day can be used to promote carpooling and serve as a catalyst to organize a carpool that runs the remainder of the school year. Carpools can be organized through school communications or online tools that have been developed.

Implementing the activity:

- Consider promoting Carpool to School Day on the same day as Walk to School Day so the event is more inclusive
- Develop an informational flyer to be sent home as backpack mail a few days before the event reminding carpoolers to exchange contact information with the other parents or, promote the activity through school and district websites
- Have parent volunteers give stickers or prizes for kids who arrive by carpool, public transit, or school bus

Activity	Carpool to School Days
Activity Goal	Establish carpools for families who live too far to walk or bike
Suitable Grades	K-8
Estimated Time Commitment	5-8 hours to coordinate and implement
Community Partners	PTA, parent volunteers
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • Sonoma Safe Routes to School’s Carpool to School Day • Ride Matching Services



3.2.5 Monthly or Weekly Walk & Roll Days

Walk and Roll to School Days occur more frequently than the larger Walk to School Day and Bike to School Day. They invite students and their families to make walking and biking a more habitual mode of travel to school, with events held weekly or monthly to keep students excited. Some events are branded, such as Feet First Friday or W.O.W (Walk or Wheel) Wednesday. Providing a theme can help keep the event fresh, and maintain student and parent enthusiasm.

Implementing the activity:

- Set a schedule for weekly or monthly events
- Create themes to help families remember the event and to keep it fun
- Provide incentives for participation
- Consider implementing a punch card program where students can earn a prize for frequent walking and rolling
- Count participants throughout the year and watch the program grow



Activity	Monthly or Weekly Walk & Roll Days
Activity Goal	Encourage frequent walking, biking, and scooting to school
Suitable Grades	K-8
Estimated Time Commitment	5-8 hours to establish, plus 1-2 hours per event
Community Partners	PTA, school staff, volunteers, student leadership groups
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • Alameda County Safe Routes to School's monthly themes



3.2.6 Walking School Buses & Bike Trains



A Walking School Bus is an organized group of students who walk to school under the supervision of a parent/adult volunteer. Parent champions take turns walking along a set route to and from school, collecting children from designated “bus stops” along the way. Suggested Routes to School maps are a great tool to advertise walking school bus and bike train routes.

Implementing the activity:

- Recruit parent volunteers to be your walk and bike leaders
- Create fun themes for each walk to motivate students to participate. Themes can be ‘Superhero,’ “Crazy Socks,” or “Favorite Color T-shirt” Walk.
- Host a kick-off walk to school in October during International Walk to School Day. Invite community partners to be walk leaders.

Activity	Walking School Buses & Bike Trains
Activity Goal	Establish regular walking and biking routes and promote frequent walking and biking
Suitable Grades	K-6
Estimated Time Commitment	5-10 hours initial start up
Community Partners	PTA, parent volunteers, City staff
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • National Center for Safe Routes to School’s Walking School Bus Guide • Sonoma Safe Routes to School’s Walking School Bus Basics • Michigan Safe Routes 2 School’s Walking School Bus program • Marin County Safe Routes to Schools’ SchoolPool Marin materials



3.2.7 Golden Sneaker Contest

In the Golden Sneaker Contest, classrooms compete to see which class has the highest rate of students walking, biking, or carpooling to and from school over a specified time period, usually two weeks. The class tracks how many students commute by these modes and calculates the percent of total trips by each mode. The winner of the contest receives a “golden sneaker” trophy, along with other prizes.

Implementing the activity:

- Encourage the whole school to participate in the contest
- Group the grades together – with K-1, then 2-3, and 4-5, and so on
- Develop a contest tracking sheet or use one of the samples provided in Appendix A
- Create a fun golden sneaker trophy and showcase it to motivate students

Activity	Golden Sneaker Contest
Activity Goal	Establish habits around active and shared transportation, environmental education
Suitable Grades	K-8
Estimated Time Commitment	6-8 hours to coordinate and implement
Community Partners	PTA, school staff
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • Alameda County Golden Sneaker Contest and How-To Video • Sonoma Safe Routes to School’s Golden Sneaker Awards Downloadable Materials

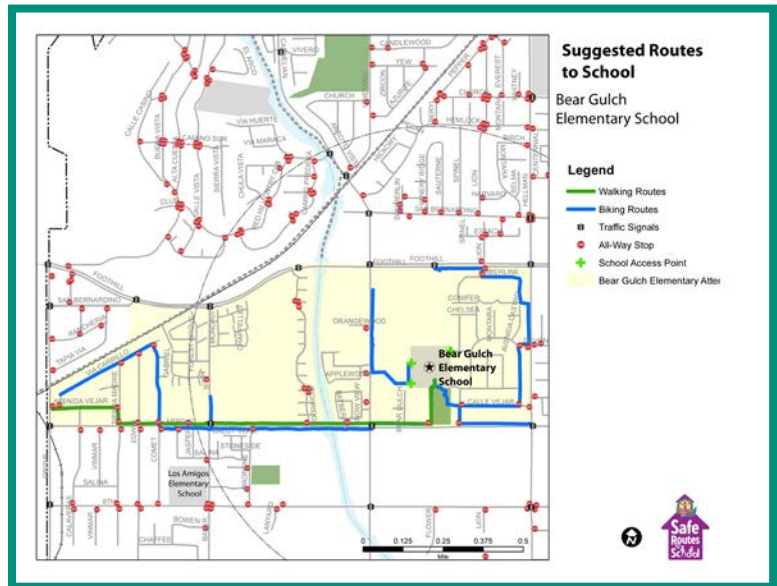


3.2.8 Suggested Routes to School Maps

The City first developed Suggested Routes to School Maps in 2007, and they were adopted in 2008. These maps are a great encouragement tool for families that are considering allowing their child to walk or bike to school. Maps can include walking school bus and bike train pick up locations and times as well. These maps will continue to be updated as conditions around schools and walking school buses and bike trains change.

Implementing the activity:

- Ask the City for a Suggested Route to School map for your school, adding walking school bus or bike train stops, if applicable
- Distribute maps in back to school packets and during other events and ask the school to post it on their website
- Use the maps as an encouragement tool and also to recruit additional leaders



Activity	Suggested Routes to School Maps
Activity Goal	Establish suggested routes to school, promote specific walking and biking routes
Suitable Grades	K-8
Estimated Time Commitment	3-4 hours to coordinate and implement
Community Partners	PTA, school staff, City staff
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • City of Rancho Cucamonga Suggested Route to School Plan



3.2.9 Poster Contest

The Poster Contest provides an opportunity for students to create art promoting active transportation options among their peers. The contest promotes the SRTS program by encouraging participating students to consider why they enjoy or feel good about getting around using active transportation – walking, bicycling, scooting, etc. In the end, all materials submitted for the program can be used to promote the SRTS program and specific events.

Implementing the activity:

- Create a theme related to walking, biking and/or the environment
- Ask art teachers if they can dedicate class time for students to make posters or assign it as a homework assignment
- Find local businesses to offer donation prizes and consult with the City on incentives and giveaways



Activity	Poster Contest
Activity Goal	Build excitement around walking and biking to school
Suitable Grades	K-8
Estimated Time Commitment	3-4 hours to coordinate and implement
Community Partners	School staff
Tools & Resources <i>(See Appendix A for more information)</i>	<ul style="list-style-type: none"> • Santa Clara Safe Routes to School's Poster Contest • San Ramon Valley Street Smarts "Be Reel" Video Contest



3.3 Enforcement

3.3.1 Crossing Guard Program



Presence of trained crossing guards at key intersections along school routes can help parents feel comfortable allowing their child to walk or bike to school. The City of Rancho Cucamonga has a crossing guard program that provides services for select locations. Requests for new crossing guard locations should be submitted by the school district Superintendent to the City Manager's Office. Upon receiving a request, City staff will review the location and inform the school district as to whether the State 'warrants for consideration of a crossing guard' have been met. However, due to budget constraints at this time, there are no additional crossing guards being funded by the City.

Funding and contracting for new crossing guard locations must be provided by the requesting school district. Realizing the importance of school crossing guards to pedestrian and bicyclist safety, the California Safe Routes to School Technical Assistance Resource Center developed a California School Crossing Guard Training Program. The training guidelines and online course are available at: <http://www.casaferoutestoschool.org/adult-crossing-guard-training/>. Providing online training is an effective, efficient, and cost-effective solution to training new crossing guards.

3.3.2 Enforcement Campaigns

Enforcement campaigns can include targeting driver violations such as speeding or using a cellphone while driving. Parent Task Force groups can work with the City and police department to determine behavioral issues around schools that create safety concerns, and develop the enforcement campaign around those specifically.

Enforcement strategies also promote safe walking, bicycling, and driving by encouraging all users to share the road and obey all traffic laws. All SRTS partners (such as parents, students, teachers, school administrators, City officials, and law enforcement) work together to make walking and bicycling safer and easier for everyone. Enforcement strategies include promoting traffic safety for all users through the City's Look, Look, Look – Stay Alert, Stay Alive safety campaign.



3.4 Engineering

Safe Routes to School programmatic efforts help support engineering improvements by providing community input and data to guide City projects, and support grant applications for infrastructure funding. In turn, engineering improvements create streets that are safer for walking and biking, therefore allowing more children to walk and bike to school.



3.5 Evaluation

Evaluating SRTS efforts plays an important role in determining the success of the program and securing additional funding for both infrastructure and non-infrastructure activities. Additionally, evaluation efforts help determine if goals are being met, direct resources to where they are needed the most, and identifies where adjustments to the program are needed to ensure success. Evaluation efforts typically include:

3.5.1 Parent Surveys

The Safe Routes to School Parent Survey asks information about travel mode and distance, attitudes towards the program, and what factors affect whether parents allow their children to walk or bike to school, and what safety factors influence their decisions. Parent surveys are conducted at participating Rancho Cucamonga schools twice per year, once in the fall and once in the spring, in order to track change over time. A take home survey can be downloaded for free from the National Center for Safe Routes to School or the survey can be conducted online using the National Center for Safe Routes to School's database.

<http://www.saferoutesinfo.org/data-central/data-collection-forms>

<http://www.saferoutesinfo.org/data-system-tutorial-online-parent-survey>

3.5.2 In-classroom Student Hand Tallies

In-classroom student hand tallies are conducted during class and take about 5 minutes. Students are asked how they travel to and from school over a two or three day period. Student hand tallies are conducted at participating Rancho Cucamonga schools twice per year, once in the fall and once in the spring, in order to track change over time. The National Center for Safe Routes to School provides a student tally count form that can be downloaded for free.

<http://www.saferoutesinfo.org/data-central/data-collection-forms>

3.5.3 School Traffic Counts

School Traffic Counts can be conducted by parent and student volunteers to count the number of students walking, biking, or carpooling and can also include counts of student arriving via single family vehicle. Traffic counts provide important information about traffic volume near the school and require only minimal training of volunteers. It is important to provide training to ensure that volunteers understand the details to be collected, how to use the forms, and how to conduct counts without double-counting or missing a count. Conducting school traffic counts can also be a great way to engage middle and high school students in SRTS activities.

http://toolkit.valleyblueprint.org/sites/default/files/traffic_count_form.pdf



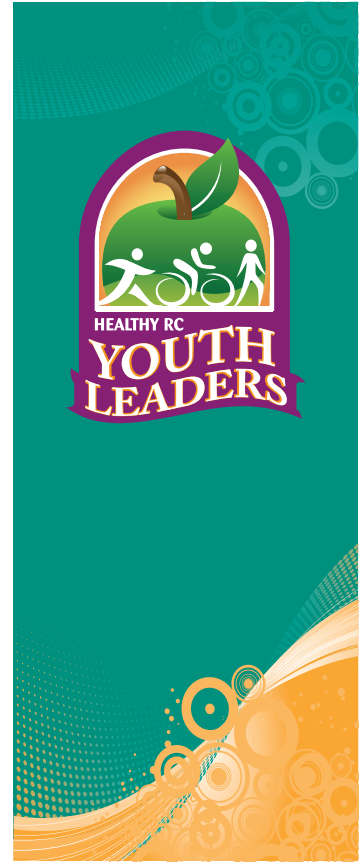
3.6 Empowerment

Safe Routes to School programs are a great opportunity to empower youth and parents alike. Empowerment strategies in SRTS programs can take on many forms, including involving youth directly in leadership roles and providing training for parents.

3.6.1 Engaging Youth

The City actively engages youth in the Healthy RC Youth Leaders Program, inviting junior high and high school students to work on issues that matter to them. Students receive leadership training while representing their peers and making a difference in the community. The goals of the Healthy RC Youth Leader program align with the goals of the SRTS, providing a great opportunity to engage youth leaders in moving SRTS efforts forward.

Students should be empowered to lead SRTS events and activities at their schools, engaging student leadership councils or others interested in SRTS. Spare the Air Youth's Youth Leadership Programs Guidebook provides information and resources to empower students in their SRTS programs: <http://www.sparetheyouth.org/leadership-guidebook>



“Our kids love the Safe Routes to School program! We have more students walking and biking to school. They get to be outside spending time with their friends while also getting some exercise. It’s been great for our schools to see entire families walking together.”

**– Jeff Sipos,
Director of Pupil Services,
Etiwanda School District**



3.6.2 Empowering SRTS Champions

Adult SRTS champions and parent volunteers can also be empowered as change-makers in their community. They can learn how to navigate City government and provide input on projects through workshops or a Resident Leadership Academy, similar to an existing program in San Diego. Resources can be found here:

<http://www.healthyworks.org/resource>

Chapter 4: Sustainability

The key to a sustainable SRTS program is to focus efforts on institutionalizing SRTS activities at schools and promoting a culture of active and shared trips to school. The SRTS program should aim to become an ongoing effort with parent committees continuing activities each year. It is also important that the school shows commitment to continue the program and integrates SRTS activities with other school activities and communications.

4.1 SRTS-Supportive Policies

Rancho Cucamonga has several school districts and each of these have added SRTS elements into their Health & Safety Plans. Adopting SRTS-supportive School District policies is another way to promote sustainability of SRTS programs. ChangeLab Solutions, in conjunction with the Safe Routes to School National Partnership, has developed a Safe Routes to School District Policy Workbook that provides sample language for SRTS policies and allows users to build their policy online. Example policy language featured in the District Policy Workbook covering a variety of topics are as follows:

- District shall ensure that each school provides sufficient storage facilities for bicycles, scooters, skateboards, or similar human-powered devices to encourage active transportation to and from school. District shall seek the input of active transportation advocates to ensure that the quality of such facilities is satisfactory. Further, District shall ensure that the quantity of storage facilities increases in proportion to demand. Individual schools may not unreasonably restrict storage of active transportation devices in designated areas during school hours. To ensure convenience and protection from theft or vandalism, storage facilities shall be located in visible areas, near school entrances, and when deemed appropriate by school officials, in locked facilities. All storage facilities shall provide protection from the elements. District shall also encourage individual schools to provide repair tools such as air pumps and other common tools to help students repair minor equipment failures.
- District encourages individual schools to provide traffic safety education and trainings on active transportation skills for all students and teachers. District recommends that pedestrian skills and safety workshops occur in kindergarten and bicycle skills and safety workshops occur in fourth grade.
- All schools shall incorporate this Safe Routes to School Policy into their Student and Parent Handbooks.
- District requires that each school adopt a School Travel Plan that addresses all modes of active transportation and related safety, access, and parking issues. The plans shall also include goals, strategies, and objectives for increasing active transportation among students and staff, including those with disabilities. At a minimum, the School Travel Plan shall contain a map identifying the school, streets surrounding the school, existing traffic controls, established pedestrian and bicycle routes, pedestrian crossings, school and municipal bus routes and bus stops, and any other infrastructure or plans that will help create separate routes for active commuters from motor vehicles, with the goal of minimizing risk of injury and maximizing safety and convenience for active transportation. School Travel Plans shall be updated every two years with input from various stakeholders, including when appropriate: school personnel, parents, students, concerned community members, and representatives from relevant government agencies such as public safety, transportation, public health, public works, engineering, and planning.

Build a SRTS policy for your school district using ChangeLab Solutions Safe Routes to School District Policy Workbook available at: <http://changelabsolutions.org/safe-routes/welcome>.



4.2 Engaging Volunteers

Volunteers are vital to sustaining SRTS programs and it is important to note that parent volunteers have other responsibilities as well. Realizing this, it is beneficial to have a large pool of parent volunteers to share roles and responsibilities and manage the workload. Volunteer recruitment is an ongoing process that should continue throughout the school year.

An important strategy to promote program sustainability and a continued pool of champions and volunteers is to establish a SRTS seat on the PTA, which can fall under the Health and Wellness Chair, the Parent ELAC Committee, or other parent group. Establishing a dedicated position responsible for SRTS activities at the school helps to integrate SRTS efforts into the school culture. It becomes another set of activities that the school participates in each year, and as participation continues, increases in walking and biking to school will be seen.

4.2.1 SRTS Parent Task Forces

Many schools in Rancho Cucamonga have Parent Task Forces, consisting of residents, law enforcement, school administrators, teachers, bicycling advocates, planners, and engineers, that meet on a monthly basis, identifying challenges for students to walk or bicycle to school, and developing strategies to overcome these barriers and improve safety for all students, including educational efforts coupled with the provision of safer facilities for bicyclists.

SRTS Parent Task Forces play a vital role in successful SRTS programs and increasing safety in the school neighborhood. Parent Task Forces can be established at any school ready to take that next step. Starting a SRTS Parent Task Force begins by identifying the right people – SRTS Champions, partnering with existing school groups, engaging teachers and school administrators, and working with City staff – to bring everyone together. Once the right people have been identified, a kick off meeting should be held to discuss barriers to walking and bicycling to school and to establish goals for the SRTS program. A regular monthly meeting schedule should be established by the end of the first meeting and a Parent Task Force volunteer should circulate agendas and meeting minutes to keep the discussion moving forward throughout the school year. When first setting up the Parent Task Force, it may be helpful to sit in on a Parent Task Force meeting at a neighboring school and reach out to those involved with any questions. The City’s SRTS program manager can also be an important person to contact to help schools and Parent Task Forces coordinate SRTS activities.



Parent Task Forces are a critical strategy to sustaining SRTS programs, empowering parents and students to assess their neighborhoods and communities and develop comprehensive strategies to promote and encourage walking and bicycling to school.

Resources for recruiting and engaging volunteers can be found at:

Marin County’s Safe Routes to Schools Guidebook for School Volunteers: <http://www.saferoutestoschools.org/SR2Simages/Walk-and-Roll-Wednesdays-Guide.pdf>



Keys to a Successful SRTS Program: Recruiting and Retaining Volunteers Webinar:
<http://www.saferoutesinfo.org/training/srts-webinars/keys-successful-srts-program-recruiting-and-retaining-volunteers>

It is also important to show appreciation of volunteers. This can be done in a variety of ways and at the City, school district, or school level.

The City of La Mesa's Safe Routes Guide provides some ideas to show appreciation to SRTS volunteers: <http://www.casaferoutestoschool.org/wp-content/uploads/2012/04/La-Mesa-SRTS-Guide.pdf>

Energize, Inc. provides a variety of ideas for appreciating volunteers of all types: https://www.energizeinc.com/how_to_volunteer_management/recognition

4.3 Maintaining the Program

Once the SRTS program has been established, it is important to maintain program activities and the volunteer base, while also implementing new activities and best practices. Listed below are various ways to continue learning and expanding the Safe Routes to School Program:

4.3.1 Attend Workshops

The California Safe Routes to School blog is a great resource to find workshops nearby: <http://saferoutescalifornia.org/>

4.3.2 Watch Webinars

Keep up to date on new ideas with free webinars through the National Safe Routes to School Partnership or California SRTS website: <http://saferoutespartnership.org/resourcecenter/National-Partnership-Webinars>

View California-related webinars on the California Safe Routes to School website: <http://www.casaferoutestoschool.org/get-assistance/webinars/>



4.3.3 Maintain School Support

School support is just as vital to the program as the Parent Task Force. School support makes it feasible to hold events, conduct evaluation, and promote a culture of active and shared transportation to school. Important ways the school can help with SRTS outreach and promotion include:

- Using the school calendar to promote SRTS event dates to the school community and engage volunteers
- Posting events and calls for volunteers on the school's website
- Using email blasts to promote events and recruit volunteers
- Offering a table at school events to promote the SRTS program



4.3.4 Seek Program Funding

Funding the SRTS program helps to motivate students, parents and the school to participate. Active SRTS programs and parent task forces can partner with the City to collect data, prioritize infrastructure projects, and write letters of support to leverage federal and state grants that encourage walking and biking to school. Funds can be used to improve the built environment to make walking and bicycling safer, buy incentive items and school supplies, or host special events.

Additional opportunities for funding include:

- Fire Up Your Feet, a partnership between the Safe Routes to School National Partnership, the National PTA, and Kaiser Permanente, provides monetary awards for tracking students physical activity during Fall and Spring Challenges. Information can be found on their website: <http://fireupyourfeet.org/>
- Helmets on Heads, a partnership between the National Center for Safe Routes to School and Schwinn Bicycles, awards bikes and helmets during a National Bike to School Day contest. Information about the Helmets on Heads program can be found here: <http://www.schwinnbikes.com/usa/hoh/>. Information about the contest can be found here: <http://walkbiketoschool.org/helmets-on-heads-bike-share-giveaway>.



Appendix A

Recommended Resources

3.1.1 Pedestrian Safety Education

- Marin County Safe Routes to Schools Curriculum:
<http://www.saferoutestoschools.org/curriculum.html>
- Alameda County Walk and Roll K-5 Educator Guide:
<http://www.alamedacountysr2s.org/programs/education-safety/>
- Bike Texas Bike/Walk Rodeo Guide:
<http://goo.gl/TwFUWt>

3.1.2 Bicycle Rodeo

- Marin County Safe Routes to Schools Curriculum:
<http://www.saferoutestoschools.org/curriculum.html>
- Alameda County Walk and Roll K-5 Educator Guide:
<http://www.alamedacountysr2s.org/programs/education-safety/>
- Bike Texas Bike/Walk Rodeo Guide:
<http://goo.gl/TwFUWt>

3.1.3 Family Biking Workshops

- San Francisco Bicycle Coalition's Family Biking Guide:
<https://goo.gl/jQCKZN>
- Bike East Bay's Education Page:
<https://bikeeastbay.org/education>

3.1.4 Climate Change Education

- Eco2School (Sonoma County Climate Protection Campaign):
<http://eco2school.org/>
- Bay Area Air Quality Management District's Protect your Climate Curriculum and Teacher's Guide:
<http://goo.gl/F3PUQb>

3.1.5 Look, Look, Look - Stay Alert, Stay Alive Pedestrian Safety Education

- Posters
- Postcards
- Banners
- Pavement Markings



3.2.1 Back-to-School Encouragement

- Portland's Safe Routes to School Campaign Manual:
<http://goo.gl/PQyJtV>
- Safe Routes to School Marin County's Promoting Your Program Resources:
http://www.saferoutestoschools.org/promotion_tools.html
- Look, Look, Look – Stay Alert, Stay Alive pedestrian safety campaign

3.2.2 Walk to School Days

- National Center for Safe Routes to School:
<http://www.walkbiketoschool.org/>
- WalkArlington's Bike & Walk to School Day Toolkit:
<http://goo.gl/Eg1MhH>
- Alameda County Safe Routes to School's Event Resources:
<http://alamedacountysr2s.org/resources/event-resources/>

3.2.3 Bike to School Days

- National Center for Safe Routes to School:
<http://www.walkbiketoschool.org/>
- BikeArlington's Bike & Walk to School Day Toolkit:
<http://goo.gl/T5heo9>
- Alameda County Safe Routes to School's Event Resources:
<http://alamedacountysr2s.org/resources/event-resources/>

3.2.4 Carpool to School Days

- Sonoma Safe Routes to School's Carpool to School Day:
<http://www.sonomasaferroutes.org/content/carpool-school>
- Ride Matching Services:
<http://www.sparetheairyouth.org/carpooling>

3.2.5 Monthly or Weekly Walk & Roll Days

- Alameda County Safe Routes to School's monthly themes:
<http://www.alamedacountysr2s.org/principals-and-teachers/monthly-theme-teaching-toolkits/>

3.2.6 Walking School Buses & Bike Trains

- National Center for Safe Routes to School's Walking School Bus Guide:
<http://www.walkingschoolbus.org/>
- Sonoma Safe Routes to School's Walking School Bus Basics:



<http://sonomasaferroutes.org/resources/walking-school-bus-basics.pdf/view>

- Michigan Safe Routes 2 School's Walking School Bus program:
<http://saferroutesmichigan.org/wsb>
- Marin County Safe Routes to Schools' SchoolPool Marin materials:
<http://www.schoolpoolmarin.org/>

3.2.7 Golden Sneaker Contest

- Alameda County Golden Sneaker Contest and How-To Video:
<http://alamedacountysr2s.org/events/golden-sneaker-contest-two/>
- Sonoma Safe Routes to School's Golden Sneaker Awards Downloadable Materials:
<http://www.sonomasaferroutes.org/node/17>

3.2.8 Suggested Route to School Maps

- City of Rancho Cucamonga
<http://www.etiwanda.k12.ca.us/district/forms/safeschoolroutes.pdf>

3.2.9 Poster Contest

- Santa Clara Safe Routes to School's Poster Contest:
<http://santaclarasr2s.org/get-involved/santa-clara-safe-routes-to-school-poster-contest/>
- San Ramon Valley Street Smarts "Be Reel" Video Contest:
http://www.street-smarts.com/programs/video_contest.htm

3.3.1 School Crossing Guard Training

- <http://www.casaferroutestoschool.org/adult-crossing-guard-training>

3.5.1 Parent Take-Home Surveys

- <http://www.saferroutesinfo.org/data-central/data-collection-forms>

3.5.2 Student Tally Count Form

- <http://www.saferroutesinfo.org/data-central/data-collection-forms>

3.5.3 School Traffic Count Form

- http://toolkit.valleyblueprint.org/sites/default/files/traffic_count_form.pdf

3.6.1 Spare the Air Youth's Youth Leadership Program Guidebook

- <http://www.sparetheairyouth.org/leadership-guidebook>



3.6.2 Empowering SRTS Champions

- <http://www.healthyworks.org/resource>

4.1 SRTS District Policy Workbook

- <http://changelabsolutions.org/safe-routes/welcome>

4.2 Engaging Volunteers

- Marin County's Safe Routes to Schools Guidebook for School Volunteers:
<http://www.saferoutestoschools.org/SR2Simages/Walk-and-Roll-Wednesdays-Guide.pdf>
- Keys to a Successful SRTS Program: Recruiting and Retaining Volunteers Webinar:
<http://www.saferoutesinfo.org/training/srts-webinars/keys-successful-srts-program-recruiting-and-retaining-volunteers>

It is also important to show appreciation of volunteers. This can be done in a variety of ways and at the City, school district, or school level.

- The City of La Mesa's Safe Routes Guide provides some ideas to show appreciation to SRTS volunteers:
<http://goo.gl/eSGGv9>
- Energize, Inc. provides a variety of ideas for appreciating volunteers of all types:
https://www.energizeinc.com/how_tos_volunteer_management/recognition

4.3.1 California SRTS Blog

- <http://saferoutescalifornia.org/>

4.3.2 SRTS Webinars

- National Safe Routes to School Partnership:
<http://saferoutespartnership.org/resourcecenter/National-Partnership-Webinars>
- California Safe Routes to School:
<http://www.casaferoutestoschool.org/get-assistance/webinars/>

4.3.4 SRTS Funding

- Fire up Your Feet:
www.fireupyourfeet.org
- Helmets on Heads:
<http://www.schwinnbikes.com/usa/hoh/>
- Helmets on Heads contest:
<http://walkbiketoschool.org/helmets-on-heads-bike-share-giveaway>



Appendix B

Pedestrian Safety Campaign Materials

Rancho Cucamonga has developed a community education campaign called “Look, Look, Look – Stay Alert, Stay Alive” to actively address collisions between drivers and pedestrians/bicyclists. Sample materials, including posters and school safety flyers, are included in this Appendix. The City’s SRTS program manager can assist schools interested in using these materials on or near campus.



See and Be Seen Stop, Look, Listen



LOOK LOOK LOOK

Stay Alert · Stay Alive



See and Be Seen Make Eye Contact



LOOK LOOK LOOK

Stay Alert • Stay Alive



See and Be Seen Stop for Pedestrians



LOOK LOOK LOOK

Stay Alert • Stay Alive



See and Be Seen Make Eye Contact



LOOK LOOK LOOK

Stay Alert • Stay Alive



See and Be Seen Don't Assume They See You



LOOK LOOK LOOK

Stay Alert • Stay Alive





SCHOOL SAFETY

A Guide to Driving and Parking in a School Zone



Safety Considerations

For the safety of your children, please obey all speed limits and traffic laws. Use the guidelines listed in this brochure to be in compliance with parking regulations. When driving, yield the right-of-way to pedestrians and other vehicles at cross walks and intersections. If your school has one, use the drop off zone to unload your children. Do not leave your vehicle other than to assist your children in opening the door or exiting from the vehicle. Please do not unload your children from the traffic lane or allow them to walk between parked vehicles. If you wish to escort small children to the school gate; find a legal parking space (see guidelines) close to the school and walk your child. Do not cross in the middle of the street, but walk to the nearest safe intersection or crosswalk and follow the directions of crossing guards.



Park or Parking:

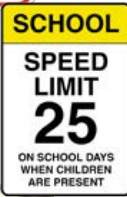
"Park or parking" means the standing of a vehicle, whether occupied or not, other than temporarily for the purpose of and while actually engaged in loading or unloading merchandise or passengers.

CVC 463

Double Parking/ Unlawful Curb Parking:

You may not park on the street adjacent to another parked vehicle. Vehicles parked must be within 18" from the curb.

CVC 22500(b), CVC 22502(A)



Speed Limits:

The speed limit in school zones is 25 mph when children are present, unless the posted signs show lower speed.

CVC 22352(a)(2)(B)

Red Curbs:

No stopping, standing, or parking, whether the vehicle is attended or unattended.

CVC 21458(a)(1), RCMC 10.44.020(D)



Crossing Guards:

It is unlawful to disobey the traffic directions of a crossing guard.

CVC 2815

Fire Hydrants:

You may not park within 15 feet of a fire hydrant.

CVC 22514(a)



Crosswalks:

You may not stop or park blocking a marked crosswalk. Vehicles must yield right-of-way to pedestrians in a marked crosswalk or unmarked crosswalk at an intersection.

CVC 21970, 22500(a)&(b), 21950

Parked Blocking a Driveway or Sidewalk:

You may not park blocking a driveway, or in a driveway blocking any portion of a sidewalk.

CVC 22500(c)(f)



No Stopping Signs:

You may not stop or park your vehicle, whether occupied or not.

CVC 22505, 22506, 22507





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For the safety of your children, please obey all speed limits and traffic laws. Use the guidelines listed in this brochure to be in compliance with parking regulations. When driving, yield the right-of-way to pedestrians and other vehicles at cross walks and intersections. If your school has one, use the drop off zone to unload your children. Do not leave your vehicle other than to assist your children in opening the door or exiting from the vehicle. Please do not unload your children from the traffic lane or allow them to walk between parked vehicles. If you wish to escort small children to the school gate; find a legal parking space (see guidelines) close to the school and walk your child. Do not cross in the middle of the street, but walk to the nearest safe intersection or crosswalk and follow the directions of crossing guards.

Traffic Issues

In response to concerns about traffic issues around school zones and the safety of the children in those areas, the Rancho Cucamonga Police Department wants to educate the citizens and enhance public safety on the roadways in compliance with the California Vehicle Code (CVC) and the City of Rancho Cucamonga Municipal Code (RCMC).



For additional information on School Zone safety and parking laws contact:

Rancho Cucamonga Police Department
10510 Civic Center Drive
Rancho Cucamonga, CA 91730
(909) 477-2800



SCHOOL SAFETY

A Guide to Driving and Parking in a School Zone







Let's Walk 'N' Roll to School

Safe Routes to School



www.HealthyRC.info



**RANCHO
CUCAMONGA**

City of Rancho Cucamonga

10500 Civic Center Drive
Rancho Cucamonga, CA 91730
(909) 477-2700

www.CityofRC.us • www.HealthyRC.com
HealthyRC@CityofRC.us