

WALK TO SCHOOL DAY

2017

WALK TO SCHOOL DAY REACHES NEW HEIGHTS

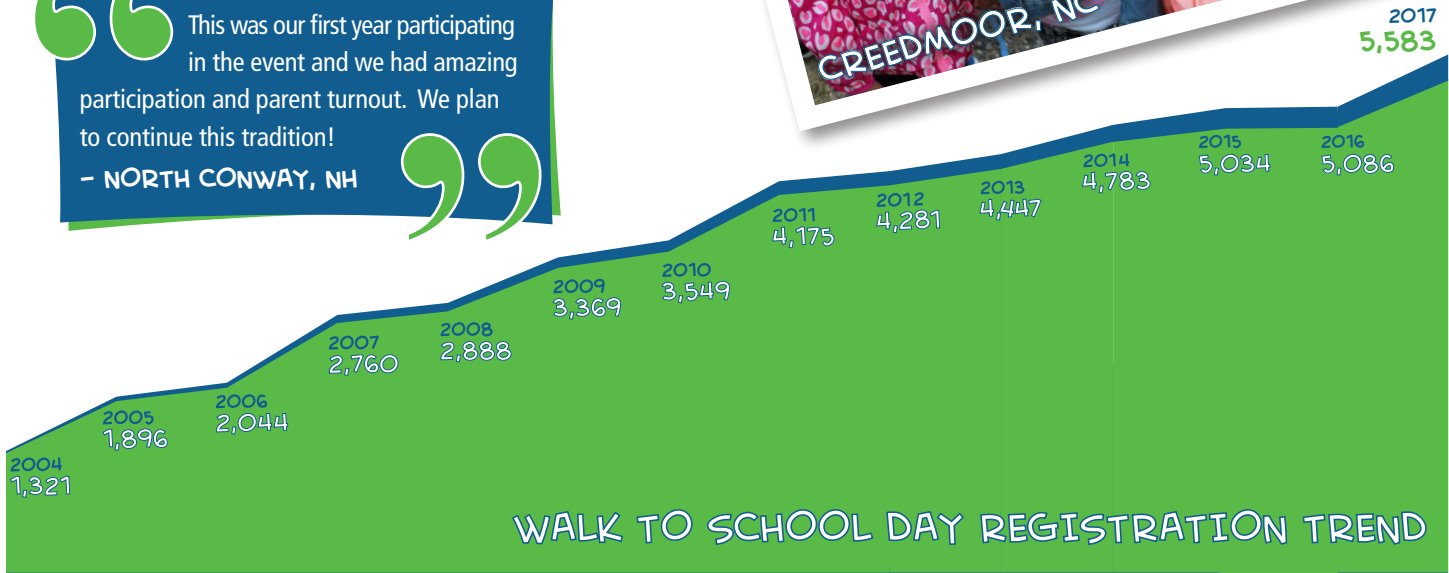
Another amazing year for Walk to School Day participants across the country! In 2017, parents, teachers, mayors, school administrators, law enforcement officers, and public health and transportation professionals joined together as 5,583 schools across the U.S. celebrated Walk to School Day, making the 2017 celebration the largest yet in its 20 year history.

Walk to School Day is more than just a one day event, it's becoming an annual tradition for so many communities coast to coast. In fact, approximately one-half of events are part of ongoing activities to promote walking and biking to school throughout the year. In post-event surveys, Walk to School Day organizers reported their communities participated in the celebration because Walk to School Day helped build a sense of community and bolstered school spirit. And, more than half reported that their community participates in Walk to School Day in support of broader Safe Routes to School programs.

Events are a great way to bring the entire community together to promote safety and safe environments for children to walk and bike. Walk to School Day events help families, schools and communities experience the benefits and joy of walking to school.



“ This was our first year participating in the event and we had amazing participation and parent turnout. We plan to continue this tradition!
 – NORTH CONWAY, NH ”



WALK TO SCHOOL DAY REGISTRATION TREND

“ Participation continues to increase each event we have! On Walk to School Day, our carpool traffic was reduced by 50%!
 - CARY, NC ”

ELECTED OFFICIALS SHOW SUPPORT

Walk to School Day began in 1997 and that year, two mayors, Chicago Mayor Daley and Los Angeles Mayor Riordan, led the first events. Two decades later, over 60,000 events have been held across the country, and mayors continue to be an important part of the celebration.

More than 1,600 mayors and local officials nationwide were invited to participate in this year's event, and many expressed their commitment to physical activity and creating places where children and youth can safely walk and bike. Elected officials, such as mayors in Hutchinson, MN; West Chicago, IL; Washington, DC; Nashville, TN; and Franklin, NC showed their support by walking with students to school. In fact, more than one in four Walk to School events hosted a governor, mayor or other elected official.

Walk to School Day's organizing agency, the National Center for Safe Routes to School, marked the big day by joining Los Angeles Mayor Eric Garcetti, students, families and community members from Magnolia Elementary School for their celebration in Los Angeles, CA. The National Center presented the City of Los Angeles and the L.A. Unified School District with the 2017 Vision Zero for Youth Leadership Award in recognition of their exceptional work in including Safe Routes to School as a core component of their Vision Zero plan. During the walk to Magnolia Elementary School, the Mayor pointed out safety features, like new high visibility crosswalks, that were added through the Safe Routes to School partnership between the City of Los Angeles and Los Angeles Unified School District.



“ This year's event was an AWESOME event, bigger, better, and more impressive than last year's fantastic event with several more community members and groups participating to walk with our young students. We once again had a full escort through the streets coordinated by our local police and fire departments, which was really cool! It was a terrific, very memorable day for our school, for our community, and most importantly for our students!
 - TIFFIN, OH ”



The event serves as a great opportunity to build parent connection to school and parent to parent connections, in addition to giving families confidence to try alternatives to driving their kids to school each day.

- HELENA, MT



INSPIRING CHANGE

Focusing on improving safety in places where children walk and bike can lead to larger, community-wide benefits.

IN 2017, APPROXIMATELY **55 PERCENT** OF EVENT ORGANIZERS REPORT THAT THESE ONE-DAY EVENTS LED TO CHANGES TO POLICIES AND/OR THE BUILT ENVIRONMENT; THE KINDS OF CHANGES THAT CAN IMPROVE SAFETY EVERY DAY AND CAN BENEFIT ANYONE WALKING OR BICYCLING NEAR A SCHOOL.



MOST COMMON POLICY/ENGINEERING CHANGES

- #1 ADDITION OF SAFETY EDUCATION
- #2 ADDITION OF SIGNAGE
- #3 ADDITION OF WALKING/BICYCLING PROMOTION TO EXISTING SCHOOL POLICIES



Over 100 kids met at the gazebo in town to walk to Central Elementary. The School District Superintendent, along with School Board members were in attendance. A large article was in the local newspaper the following day.

- LOGAN, OH



We enjoy participating in this event. We do not have a bus route at our school and many children walk to school already. This event gives us an opportunity to talk about safe routes and the importance of using them during the rest of the year.

- OKLAHOMA CITY, OK



THANK YOU FOR WALKING!

Save the Date: International Walk to School Day 2018 will be held on October 10. Don't want to wait that long? Get pumped up by celebrating National Bike to School Day on May 9, 2018.

