

MASSACHUSETTS SAFE ROUTES TO SCHOOL PROGRAM GUIDE



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INTRODUCTION

This Program Guide serves as an essential resource for anyone engaged in the Massachusetts Safe Routes to School (MA SRTS) Program, whether they are exploring the Program as a recent partner or a seasoned collaborator. The Program Guide offers a comprehensive overview of the Program's core initiatives and resources, designed to help school representatives navigate and utilize the extensive range of available support for effectively planning and implementing their annual SRTS initiatives.

MASSACHUSETTS SAFE ROUTES TO SCHOOL OVERVIEW

MA SRTS is a free, federally funded Program administered by the Massachusetts Department of Transportation (MassDOT) that works to increase safe walking, biking, and rolling among public elementary, middle, and high school students. The Program uses a collaborative, community-focused approach that bridges the gap between health and

SCHOOL PARTNERS

A School Partner refers to any public or charter school within the state of Massachusetts (MA) registered with the MA SRTS Program. The benefits of a partnership include personal assistance in designing, implementing, marketing, and evaluating initiatives tailored to each school's needs and priorities. School Partners also receive free educational and promotional materials.

ALLIANCE PARTNERS

An Alliance Partner is a local, state, or national organization committed to supporting the MA SRTS Program. Comprised of diverse members of the community, government, and non-profit sectors, Alliance Partners help boost walking and bicycling among students and support schools with resources, volunteer efforts, promotion of Program achievements, and donations of promotional materials.

SAFE ROUTES TO SCHOOL OUTREACH COORDINATORS

MA SRTS services and programs across MA are regionally delivered through seven specific geographic areas, with each area supported by a dedicated Outreach Coordinator. These coordinators are professionals who engage directly with School Partners in their regions, offering a range of services and resources to foster involvement in SRTS initiatives. Their multifaceted roles ensure personalized support and enhanced participation in promoting safe, active school commutes.

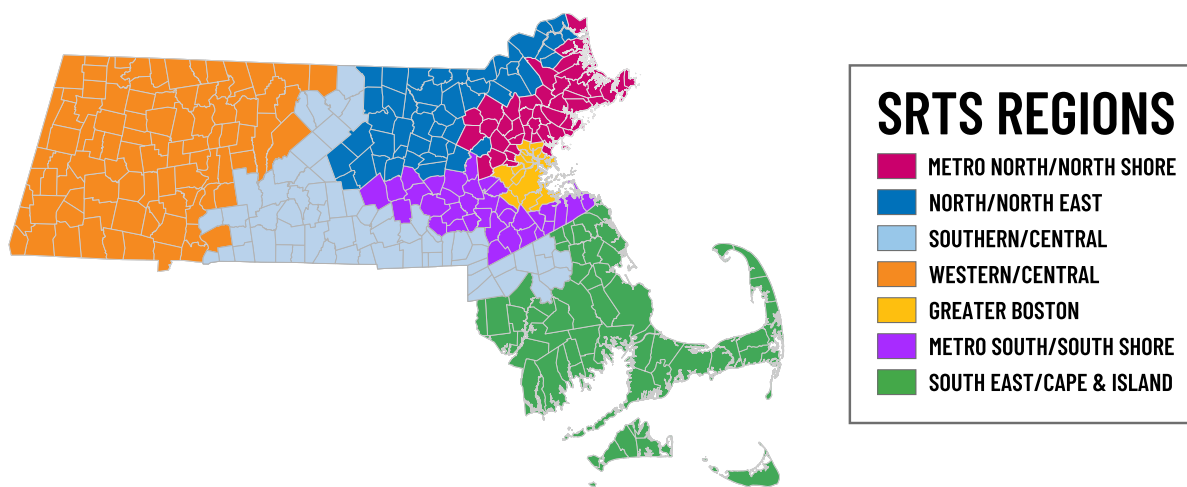
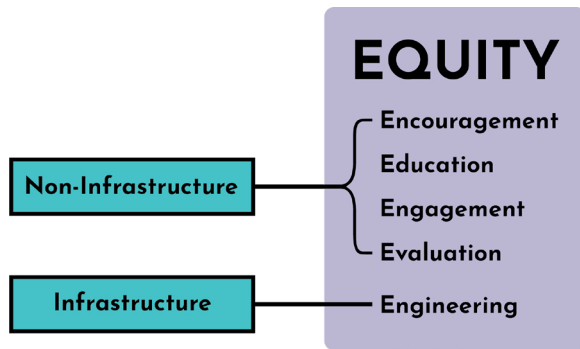


Figure 1 Map of MA SRTS Regions

Region classifications are subject to change.

OVERVIEW OF THE GUIDE



The MA SRTS Program is comprised of two main components: a programmatic aspect and an infrastructure-based aspect, both equally critical for promoting safe, active transportation (e.g., walking, biking, or rolling) to school. The Program supports School Partners and communities across the state through a holistic approach encapsulated by the “6 Es”: Education, Encouragement, Engagement, Evaluation, Equity, and Engineering. This Program Guide offers a comprehensive overview of each “E,” presenting a suite of resources and services available through the MA SRTS Program to assist schools and communities in implementing SRTS initiatives.

Following this overview, resources are divided into two sections. Section 1 includes resources categorized under one of five Es: Education, Encouragement, Engagement, Evaluation, and Equity. Section 2 focuses exclusively on the final E, Engineering, containing infrastructure resources. Each resource includes a description and specifies the intended audience distinguishing between students and adults. Student resources include suggested grade levels: elementary school, middle school, and high school. Resources for adults are subdivided into those for adult learners and those for educators. Finally, the resources are tagged by the following engagement types:



In-person training: Face-to-face safety and skills training sessions led by MA SRTS Outreach Coordinators or other experts. Many of these resources are also available virtually.



In-person evaluation: Direct interaction, including on-site assistance provided by MA SRTS Outreach Coordinators such as evaluation services (e.g., arrival/dismissal observations and walk/bike assessments).



Personal assistance: Personal assistance from an MA SRTS representative which may include assistance with applying for grant funding, developing policies/procedures, and providing customized maps.



Educational materials: Resources like videos, website content, and electronic and print materials such as guidebooks and toolkits for learning. Also includes lesson plans and other resources for educators.



Programming and promotional materials: Programming to encourage walking, biking, or rolling to school and supporting print and web collateral including flyers, posters, and yard signs to promote events and campaigns.



Grant funding: A funding opportunity offered by the MA SRTS Program for improvements to the built environment to improve safety, access, and mobility for students while encouraging more students to walk and bike to school.

SECTION 1: NON-INFRASTRUCTURE PROGRAMS AND SUPPORT SERVICES

The MA SRTS non-infrastructure program, spearheaded by a dedicated team, plays a pivotal role in fostering safer, more active transportation choices within school communities across Massachusetts. This multifaceted Program emphasizes **Education, Encouragement, Engagement, Evaluation, and Equity** to create an inclusive, safe, and healthy environment for students, parents, teachers, and community members alike.

EDUCATION

Get the tools students need to be smart and aware walkers, bikers, and rollers.

The MA SRTS team delivers comprehensive educational programming to promote safe pedestrian and bicyclist behaviors using engaging techniques, such as in-person bike and pedestrian safety trainings. The team provides turnkey lesson plans for teachers that can be easily integrated into the curriculum for K-12 and recently added professional development modules for adults. Additional resources like driver education materials, videos, and webinars covering various topics are accessible on the MA SRTS website.

BIKE SKILLS AND SAFETY EDUCATION

MA SRTS encourages schools to incorporate bike skills and safety training as enrichment or as part of a curriculum. Schools can deliver the curriculum themselves using the resources below. Contact your Outreach Coordinator to learn more or for assistance in planning and running a training event or assembly.



BIKE RODEOS

K-5
GRADE

6-8
GRADE



A Bike Rodeo is an interactive way to teach students the rules of the road while practicing safe biking skills. The rodeo format incorporates stations along a loop course that simulates a neighborhood environment. Your MA SRTS Outreach Coordinator can assist your school in planning and running a Bike Rodeo event. They will also deliver a Bike Rodeo kit with all the necessary tools to help you run a successful event. Visit the MA SRTS website to download the [Bike Rodeo Guide](#).



BIKE SAFETY TRAINING ASSEMBLIES

K-5
GRADE

6-8
GRADE

9-12
GRADE



MA SRTS Outreach Coordinators teach bike safety at partner schools through classroom sessions and school assemblies with learning tailored to 4th-grade, 8th-grade, and high school students.



TRAIN THE TRAINER: BIKE SAFETY

ADULT LEARNER



“Train the Trainer” sessions are conducted by MA SRTS Outreach Coordinators and are designed to equip administrators and adult volunteers with the necessary skills and knowledge to effectively teach bicyclist safety education to students.



ON-BIKE CURRICULUM

K-5
GRADE

6-8
GRADE

EDUCATOR

MA SRTS provides lesson plans tailored for 2nd, 4th, and 8th graders, combining both classroom and on-bike activities. Designed for progressive learning, each grade level builds upon the skills learned in previous lessons. Lessons include videos for reference and cover biking basics, roadway safety, and bike maintenance. Each lesson provides detailed instructions, including target grade level, learning standards, time required, and materials needed.

PEDESTRIAN SAFETY EDUCATION

MA SRTS provides pedestrian safety lessons for students in grades K-12. Schools can deliver the curriculum themselves with the resources below or can schedule sessions with their MA SRTS Outreach Coordinator.



PEDESTRIAN TRAINING - STUDENT MENTOR MODEL

K-5
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6-8
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9-12
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MA SRTS team members train interested students who are in 4th grade or above as student pedestrian safety mentors. The student mentors first receive training via “Train-the-Trainer” pedestrian safety sessions and then apply the learned skills to groups of younger students.



PEDESTRIAN TRAINING - ADULT MENTOR MODEL

ADULT LEARNER

MA SRTS team members train adult volunteers to lead pedestrian safety training sessions for students. This model is particularly effective for engaging parents and promoting safety knowledge among students through adult guidance and support.



PEDESTRIAN SAFETY CURRICULUM FOR 2ND GRADE

K-5
GRADE

EDUCATOR

This curriculum for 2nd graders includes three consecutive lessons designed for use by health and physical education teachers to develop students' pedestrian safety skills.



MIDDLE SCHOOL LESSON PLANS

6-8
GRADE

EDUCATOR

This resource includes a total of six lesson plans—two English, two Math, and two Social Studies—that meet the Massachusetts Curriculum Framework and highlight active transportation as a safe, viable, and fun way for students to travel to school.

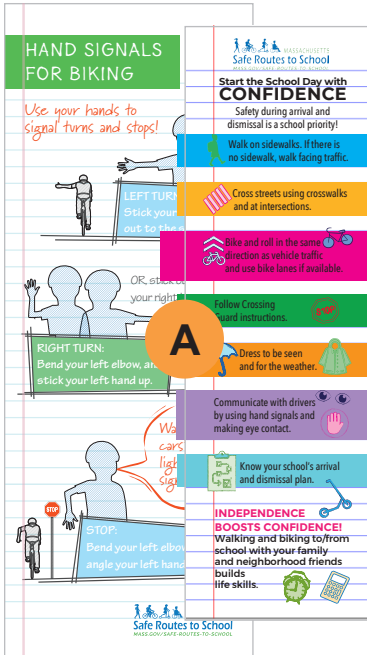


DESE-ACCREDITED HEALTH & WELLNESS PROFESSIONAL DEVELOPMENT PROGRAM

ADULT LEARNER

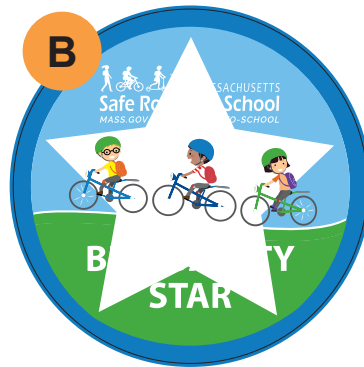
MA SRTS offers four professional development modules approved under Health & Wellness by the Massachusetts Department of Elementary and Secondary Education (DESE) that focus on encouraging students to take safe and active commutes to and from school. The Program includes a combination of online, self-paced classes and in-person instruction provided by an MA SRTS team member. Certificates of Completion are provided for each module with a Professional Development Provider Certificate awarded once ten hours are completed. Visit the MA SRTS website to find out more about the [Health & Wellness Professional Development Program](#) or contact your Outreach Coordinator for more information.

ENCOURAGEMENT



Build excitement about active transportation through events, activities, and contests.

The MA SRTS team assists school communities in organizing programs and events that encourage students, parents, teachers, and community members to choose safe, active, and healthy modes of transportation. These activities include supporting MA SRTS Flagship Days and other events, and providing free incentives such as stickers, bookmarks, and reflective bands. A sample of the Encouragement programs that MA SRTS promotes, including new initiatives for high school students, are described below.



Examples of free incentive items available from MA SRTS:

- A. Bookmarks
- B. Stickers
- C. Reflective arm band



FLAGSHIP EVENTS

Flagship Events are a great way to celebrate active transportation by jumpstarting walking, biking, and rolling to school in the community. These events can also bring families, champions, community members, elected officials, and law enforcement together to commit to addressing urgent safety needs or simply to reinforce the value of choosing to walk or ride. The MA SRTS Program sponsors three annual Flagship Events designed to promote physical activity, draw awareness to the importance of safe travel behavior, and foster a sense of community among students and families. Guidance on how to register your school and participate in Flagship Events is provided on the MA SRTS website. In addition, promotional flyers in multiple languages can be downloaded on the MA SRTS website.



iWALK - INTERNATIONAL WALK, BIKE, & ROLL TO SCHOOL DAY

K-5 GRADE **6-8 GRADE** **9-12 GRADE**



iWalk, or International Walk, Bike, & Roll to School Day, is a global event held annually in October to promote walking, biking, or other forms of active transportation to school.



WINTER WALK, BIKE, & ROLL TO SCHOOL DAY

K-5
GRADE

6-8
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9-12
GRADE



Winter Walk, Bike, & Roll to School Day is an annual event held in February in Massachusetts, encouraging students to walk to school during the colder months.



MASSACHUSETTS WALK, BIKE, & ROLL TO SCHOOL DAY

K-5
GRADE

6-8
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9-12
GRADE



Massachusetts Walk, Bike, & Roll to School Day is an annual event held in May, encouraging students to embrace active transportation methods like walking, biking, or rolling (using skateboards, scooters, etc.) to get to school.

PROGRAMS, CONTESTS, AND CAMPAIGNS

MA SRTS offers assistance in helping organize programs, activities, and contests for walking, biking, and rolling. A sample of some of the existing programs with available supporting materials is listed below. Please visit the MA [SRTS website](#) to find additional resources.



WALKING SCHOOL BUS & BIKE TRAIN GUIDE

K-5
GRADE

6-8
GRADE



A Walking School Bus (WSB) involves a group of children walking together, while a Bike Train entails a group of students biking together, both accompanied by adults along a predetermined route to or from school. These initiatives promote fun, social interaction, physical activity, and eco-friendly transportation. Your MA SRTS Outreach Coordinator offers personalized support for planning WSBs or Bike Trains, including assistance with route planning, student and adult training, marketing materials to promote the initiative, and incentives such as backpack lights, reflective arm bands, and bookmarks for students. Safety vests are also available. Contact your Outreach Coordinator for more information or download the [Walking School Bus and Bike Train Guide](#).



YARD SIGN DESIGN CONTEST

K-5
GRADE

6-8
GRADE



The **Yard Sign Design Contest** is a way for students to use their creativity to help promote safe roads for bicyclists and pedestrians in their communities. The contest is open to students in grades 2 through 8 who are enrolled in a MA SRTS partner school. Winning designs are made into a limited number of yard signs for outdoor display around schools and the community.

HIGH SCHOOL PROGRAMS, CONTESTS, AND CAMPAIGNS

The MA SRTS Program now provides tailored educational content, contests, and campaigns specifically for high school students that recognize their unique interests and motivations to participate in SRTS efforts.



HIGH SCHOOL AMBASSADOR PROGRAM

9-12
GRADE



The **High School Ambassador Program** invites high school students to lead safety education and support younger students in safe travel practices. Successful participants earn a MassDOT certificate and gain access to a suite of training materials and resources to help them in their roles. The MA SRTS Program also provides multiple resources to promote the program including a promotional toolkit, program logos, web graphics, flyers, posters, and more.



SAFE STREETS SMART TRIPS HIGH SCHOOL VIDEO CONTEST

9-12
GRADE

The **Safe Streets Smart Trips High School Video Contest** is designed to promote safe walking, biking, and driving behaviors on a peer-to-peer level. Students are encouraged to create and submit short videos that educate their peers and community members about the importance of safe walking, biking, and driving behaviors. The contest aims to raise awareness about transportation safety and encourages students to advocate for safe, healthy, and sustainable transportation options in their communities.



CAR-FREE CAMPUS DAY

9-12
GRADE

For this campaign, high schools choose a day to go car-free, inspiring students and staff to pledge to leave their cars at home and walk, bike, roll, or use public transit for their school commute on this day. The MA SRTS Program supports this effort with promotional materials and creative ideas for a successful [Car-Free Campus Day](#).



MOVE A LITTLE, LIVE A LOT

9-12
GRADE

This campaign promotes physical activity among high school students by encouraging small, manageable changes to include more walking, biking, or rolling in their daily routines. The MA SRTS Program provides marketing resources to promote the program including social graphics, website and email graphics, and posters.

ENGAGEMENT

Cultivate relationships between schools, communities, and municipalities.

The MA SRTS team partners with stakeholders including bike/ped committees, school/district task forces, and local law enforcement officials to promote engagement with the local community to foster safe walking, biking, and rolling behaviors around schools. The Program also supports community traffic and safety enforcement initiatives.



SRTS TASK FORCE DEVELOPMENT

K-5 **6-8** **9-12**
GRADE GRADE GRADE

Task Forces are a great way to share the responsibilities of SRTS initiatives and ensure sustainability and longevity for SRTS in a community. Task Forces can be at the school, district, or municipal level. They can also be a sub-committee of an existing organization or group. MA SRTS helps with the formation of community SRTS Task Forces, specifically in terms of bringing together representatives from schools, parent-teacher organizations, law enforcement, public works, health departments, local planning, and others to strategize and implement sustainable, community-based SRTS programs. [Task Force formation guidance](#) is available on the MA SRTS website.



RESOURCES FOR CROSSING GUARDS

K-5 **6-8**
GRADE GRADE

MA SRTS offers Crossing Guard Training materials to help keep everyone safe during arrival and dismissal including the [SRTS Crossing Guard Resource Guide](#) and [Training Video](#) which detail the roles and responsibilities of Crossing Guards. Materials can be adopted in full as a stand-alone training model or as a supplement to existing training. Both the guide and video along with [additional Crossing Guard resources](#) are available on the MA SRTS website.

EVALUATION

Explore data about surrounding environments and travel behaviors to improve walking, biking, and rolling.

The MA SRTS team conducts evaluations of the physical transportation environment and community interactions to provide tailored recommendations to improve safety. This involves collecting data—through surveys, site observations, mapping, and travel assessments—to enable informed decisions and tailored solutions to improve safety and accessibility for school communities.

MAPPING & SURVEYS



CUSTOM MAPPING

K-5 GRADE **6-8** GRADE **9-12** GRADE



MA SRTS can help with the creation of maps either before or after Arrival/Dismissal Observations, Walk/Bike Assessments, or for other purposes. The maps are customized based on data collected from schools. Types of maps include:

- Student radius maps
- Walkshed/bikeshed maps
- Walking School Bus/Bike Train maps
- Park, Walk, and Roll maps
- Circulation Plan maps



FAMILY TRAVEL SURVEY

K-5 GRADE **6-8** GRADE **9-12** GRADE

A Family Travel Survey helps gauge how and where students travel to/from school through a three-minute online or paper questionnaire. Results are presented via a formal MA SRTS survey report and show the average distance students travel to/from school, as well as the number of students living within walking/biking/rolling distance of the school. This information is helpful to consider as the school decides which SRTS initiatives to incorporate. The survey is offered in nine languages. Contact your Outreach Coordinator to schedule a survey at your school.

SITE OBSERVATIONS, ASSESSMENTS, AND PLANNING



WALK AND BIKE ASSESSMENTS

K-5 GRADE **6-8** GRADE **9-12** GRADE



Outreach Coordinators lead school stakeholders on an interactive experience to assess the environment surrounding a school and identify/study the routes that students use to walk to/from school. During an assessment, participants observe and document safety and accessibility issues while experiencing walking and biking conditions firsthand.

All results are presented via a formal MA SRTS assessment report. The MA SRTS website also contains a [Walk Audit Checklist](#).



ARRIVAL/DISMISSAL OBSERVATION

K-5 GRADE **6-8** GRADE **9-12** GRADE

During an Arrival/Dismissal Observation, Outreach Coordinators assess a school's immediate environment and surroundings during school arrival and dismissal. This is a critical data collection step toward gaining a clear overview of student, parent/guardian, and staff behavior during an often-hazardous time. During an Observation, the Outreach Coordinators look at Crossing Guard utilization; the interaction between walkers/bikers/rollers, buses, and vehicles; and adherence to existing arrival and dismissal procedures. All results are presented via a formal MA SRTS observation report.

Learn more about the process by downloading the [Arrival/Dismissal Toolkit](#) from the MA SRTS website or reach out to your Outreach Coordinator to schedule an Arrival/Dismissal Observation.



SCHOOL SITE PLAN ASSESSMENT

K-5 GRADE **6-8** GRADE **9-12** GRADE

A School Site Plan Assessment involves examining the proposed design and layout of a school site, whether it's for a new building on an existing site or a relocation of the school. As part of this process, the Outreach Coordinator will assess the School Site Plan to ensure that it promotes safe, accessible, and convenient walking/biking/rolling routes for students. This Assessment includes evaluating various factors such as sidewalk infrastructure, crosswalk placement, bike lanes, traffic flow patterns, and other elements that impact the safety and convenience of walking/biking/rolling to school. Based on this review, the Outreach Coordinator provides feedback and recommendations to optimize the School Site Plan.

EQUITY

Access resources on implementing sustainable and equitable programs.

Equity is the umbrella under which all other SRTS Es function by providing the essential resources to ensure that the benefits of the Program are accessible to all students. The MA SRTS team works to support safe, active, and healthy opportunities for children and adults in all communities regardless of ability, socio-economic status, or race.



INCLUSION & ACCESSIBILITY RESOURCES

K-5 GRADE **6-8** GRADE **9-12** GRADE

The [Equity](#) section of the MA SRTS website offers comprehensive guidance on fostering inclusion and accessibility, ensuring that students with disabilities are actively included and supported in Program activities. It provides schools with practical tips and strategies to ensure every student, irrespective of their ability, socioeconomic status, race, or cultural background, has access to safe, active, and healthy travel options. Furthermore, the MA SRTS Program undertakes unique outreach efforts with rural communities to promote geographic equity, ensuring that students in less accessible areas also benefit from the Program's resources and initiatives.



LANGUAGE ACCESSIBILITY

K-5 GRADE **6-8** GRADE **9-12** GRADE

The MA SRTS Program enhances accessibility by offering resources in nine languages—Spanish, French, Portuguese, Khmer (Cambodian), Arabic, Haitian Creole, Chinese (Simplified), Vietnamese, and Russian—in addition to English. This effort ensures that students of all cultural backgrounds and their parents or guardians can fully participate in and support safe, active, and healthy travel opportunities.



SCHOOL TRANSPORTATION POLICY & PROCEDURE ASSISTANCE

K-5 GRADE	6-8 GRADE	9-12 GRADE
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MA SRTS Equity uses policy as its foundation for implementing and sustaining behavior change between schools, the community, and public safety. Implementing a policy at the district level ensures that the same opportunities are available at all schools within that district. Your Outreach Coordinator can assist your school or school district in developing a transportation policy that prioritizes the safety of students walking, biking & rolling. [Sample active transportation policy language and policy guidance](#) is provided on the MA SRTS website.

SECTION 2: INFRASTRUCTURE PROGRAMS AND RESOURCES

The Infrastructure Resources segment of the MA SRTS Program focuses exclusively on the Engineering aspect of the SRTS's six Es, dedicated to enhancing the physical environment for travel to, from, and within school campuses. This vital component aims to implement bicycle and pedestrian infrastructure improvements, directly benefiting students who walk, bike, or roll to travel to and from school.

ENGINEERING

Learn about engineering tools to improve safety and seek opportunities for SRTS-related infrastructure funding.

The Engineering "E" of the MA SRTS Program enhances safety, access, and mobility through infrastructure improvements, or changes to the built environment, encouraging more K-12 students to walk, bike, or roll to school. The MA SRTS Program facilitates such improvements by providing funding for infrastructure projects of various sizes through its grant programs. The MA SRTS Program also provides educational resources related to engineering concepts.

ENGINEERING EDUCATIONAL MATERIALS

Changes to the built environment through engineering improvements are a critical component of SRTS. The MA SRTS Program aims to provide educational resources for Partners to learn about different design interventions that can improve roadway safety for all users.



POP-UP PROJECTS FOR SAFE ROUTES TO SCHOOL

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This [guide](#) explores how schools can use pop-up demonstration projects to improve safety on and around campus. These temporary activations, often referred to as "tactical urbanism," can be used to promote walking and biking to, from, and around campus. You will find examples of local, national, and international projects; tips to support implementation efforts; and links to additional resources.

ENGINEERING GRANTS



SIGNS & LINES PROGRAM

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The [SRTS Signs and Lines Program](#) is an annual grant program that provides design services and up to \$10,000 in construction funding for low-cost infrastructure projects near public schools. These projects aim to remove small obstacles students face when walking, biking, or rolling. Examples of qualifying projects include new signage or pavement markings. The MA SRTS Program created step-by-step instructions on how to apply to the program along with detailed requirements available on the MA SRTS website. The Program also offers training webinars and personal application assistance. Recorded webinars from previous years can be found on the MA SRTS website.



SRTS INFRASTRUCTURE GRANT PROGRAM

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9-12
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The [Infrastructure Project Funding Program](#) by MA SRTS offers competitive grants for projects of up to \$2 million to fund bicycle- and pedestrian-friendly infrastructure around schools to improve safety and mobility for students, while encouraging walking and biking. Examples of projects funded by this program include sidewalk widening, installation of pedestrian-activated signals, and crosswalk enhancements.

To support schools interested in applying for an infrastructure grant, MA SRTS offers a streamlined application process through the Massachusetts Project Intake Tool (MaPIT). Interested schools can find more information about this opportunity on the MA SRTS website.



BIKE RACK GRANT PROGRAM

K-5
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9-12
GRADE

The Bike Rack Grant Program, piloted in the 2023-2024 school year, provides bike racks for three to five School Partners each year. Starting in the 2024-2025 school year, a bike rack grant application will be available on the MA SRTS website. School Partners that can demonstrate a high need for bike racks, as well as a high number of students who bike to school, will be considered.

SRTS TECHNICAL ASSISTANCE

MA SRTS provides support to School Partners to identify applicable grants.



GRANT TECHNICAL ASSISTANCE

K-5
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6-8
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9-12
GRADE

The MA SRTS Program provides year-round Technical Assistance to help communities apply for MA SRTS-specific grants. Schools interested in this support can apply at any time using the [form](#) on the MA SRTS website, with applications processed on a rolling basis.

CONCLUSION

As this Program Guide concludes, we hope it serves as a valuable compass, guiding you through the MA SRTS Program's extensive landscape. Whether you're initiating your journey with MA SRTS, enhancing your existing partnership, or seeking innovative ways to support sustainable travel within your school community, the resources outlined here are designed to illuminate the path forward. We encourage you to visit <https://www.mass.gov/safe-routes-to-school> to stay up to date on the MA SRTS Program offerings.