

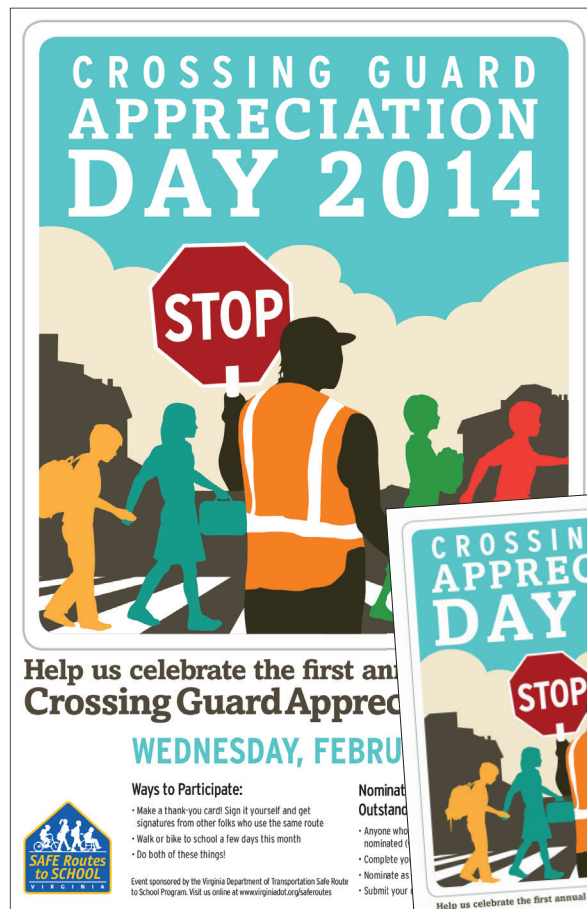
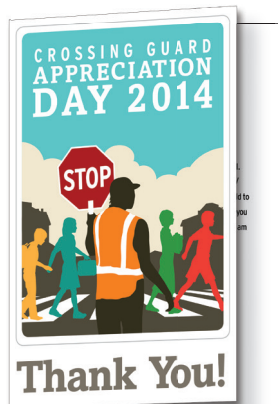
Virginia Safe Routes to School

Synopsis Safe Routes to School (SRTS) is a national program dedicated to fostering and promoting safe, healthful, and convenient pathways for children to bike and walk to school on a regular basis. Its aim is to help address alarming trends toward childhood obesity and inactivity, reduce traffic congestion around schools, and improve air quality.

SRTS collaborates with school districts, neighborhoods, and local government to achieve its objectives. It integrates health, fitness, traffic relief, and environmental awareness initiatives in developing practices that can be easily implemented by communities everywhere.

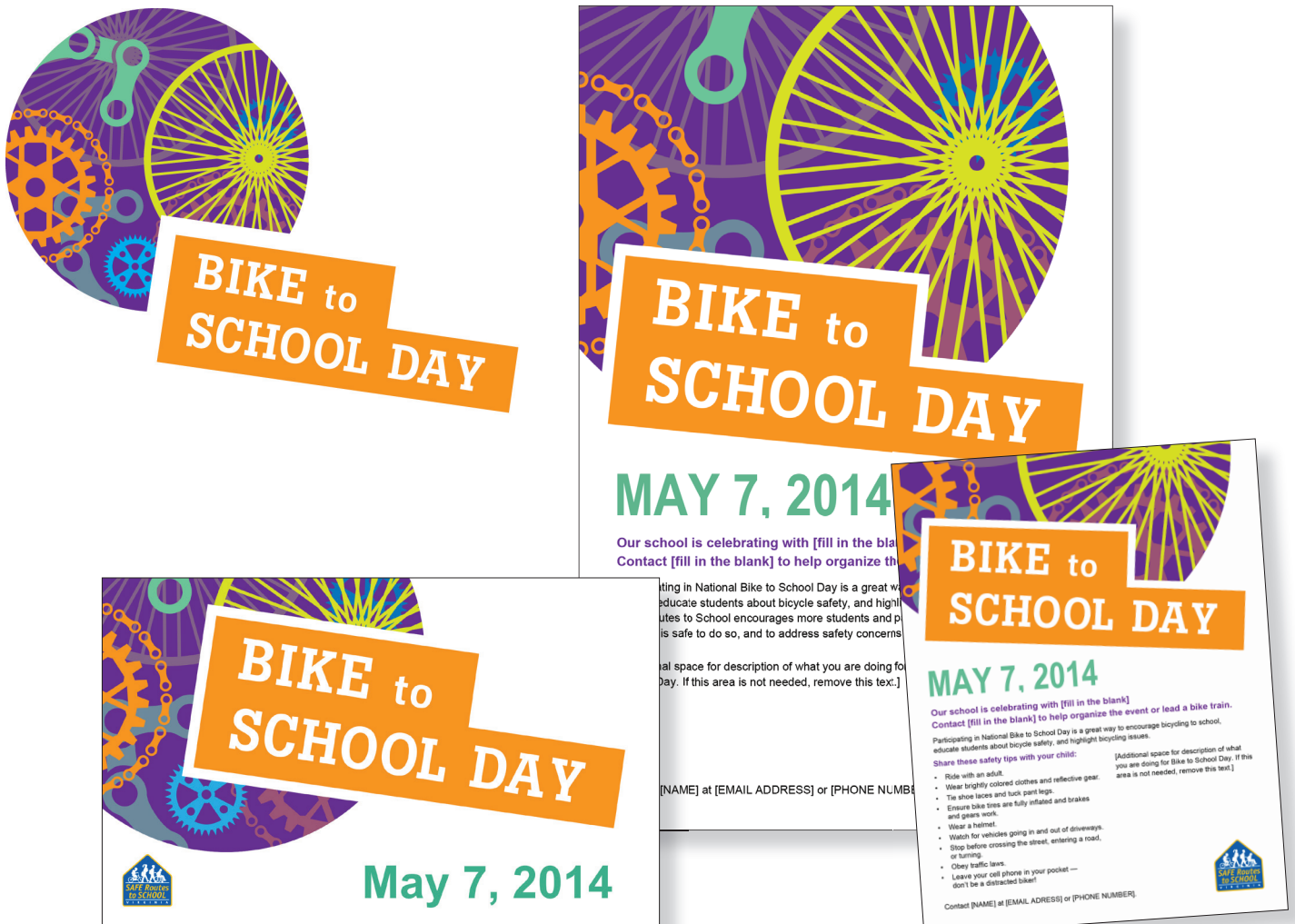
Toole Design Group, a leading engineering and planning subcontractor to SRTS, contacted The Design Channel to partner with them to create promotional materials for SRTS. To date, TDC has developed a variety of material for Virginia public school districts that build awareness of SRTS programs and highlight their benefits and impact.

Crossing Guard Appreciation Campaign



With SRTS programs encouraging students to walk and bike to school, school crossing guards play a critical role in ensuring that children cross streets safely. We created a series of customizable collateral that schools could use to show appreciation for their crossing guards. These included flyers, posters, and thank-you certificates with messages from students, parents, principals, and even mayors.

National Bike to School Day Promotional Material



National Bike to School Day encourages children to ride their bicycles to school and includes safety education, parent-led bike trains, and other associated encouragement activities. To help school districts in Virginia promote participation in the event among students and parents, we created an array of customizable materials that included flyers, posters, banners, and stickers.

Success Booklet



Highlighting the impact and ongoing success of SRTS initiatives in school communities throughout Virginia was the focus of this booklet we designed. Readers were able to see data that exposed the need for safer sidewalks, crosswalks, and other infrastructure that protected pedestrians and bikers, and learn about federally and locally funded SRTS projects near individual elementary schools.