



we're walking here nyc

Welcome to the pilot year of *We're Walking Here NYC* designed and created by Livable Streets Education. *We're Walking Here NYC* has been developed in conjunction with the New York City Department of Transportation, National Center for Safe Routes to School and the Walk 21 Conference.

WHY ARE WE DOING THE PROJECT HERE IN NEW YORK?

New York City is a city of walkers. A surprisingly large percentage of students walk to school every day - 90 percent of students in the Bronx!¹ We want to take this opportunity, on the occasion of *International Walk to School Day*, to celebrate this achievement - and to help students and their families consider walking more often to improve their health and well-being by getting more exercise and outdoor time.

Join the citywide walking celebration!



SOME BACKGROUND

Safe Routes to School (SRTS) is a national program that was borne out of a need to protect school-aged children as they walked or biked to school. Now all states participate in this program. Established in May 2006, the National Center for Safe Routes to School assists communities in enabling and encouraging children to safely walk and bike to school. On the local front, the New York City DOT's Safety Education Program works directly with schools to education children to be skilled pedestrians and bikers. Additionally the local SRTS project is in the midst of making safer streets around 135 initial top priority schools making street-level changes to slow the traffic around these schools.

OUR BIG CELEBRATION DAY

To kick off the Contest, we will be hosting a city-wide event in Manhattan. This is a special day for kids to come together and celebrate their walking achievements - anyone from any K-12 New York City school can participate. We are encouraging schools to consider walking from as far as a 30-block radius to the location TBA - as well as send delegates via transit if you are participating in our *We're Walking Here NYC* project. If you are interested in joining in this celebration as a school but will not be entering the contest, that is fine!

¹ Statistic by the NYC Department of Transportation

The Three Contest Steps

Before you start, *you must choose which class or classes will take part in the contest.* This is key. We will only accept one submission per class – although we will accept more than one submission per school. The class(es) will be in charge of overseeing all three steps – they are actually quite easy to do and not very time consuming, so it shouldn't be too daunting a task!

IMPORTANT DATES

FRIDAY, OCTOBER 1ST

All data must be submitted before midnight in order to participate in the conference.

FRIDAY, OCTOBER 30TH

All PSA's must be submitted in order to be considered for the contest.

WEEK OF NOVEMBER 16TH

The winners will be announced on this website and via email.

ABOUT LIVABLE STREETS EDUCATION

Livable Streets Education (LSE) inspires student and families to make the change they want to see on their streets and in their neighborhoods. We help schools and cultural institutions weave pertinent ideas about urban livability and advocacy into their curriculum. Please visit our website at www.streetseducation.org

step 1: who's walking here?

This is designed to engage the whole community in “walk to school” ideas. When you publicly record the number of kids who commute by walking (and take a look at all other commutes) it really shows kids that we are a city of walkers - and it will motivate some of your students to walk more when possible!

step 2: understanding the numbers - and celebrating them

Schools upload the numbers for THREE days of data collecting. The participating class(es) entering the Contest will add up these numbers and then look at them in context. You will be amazed at just how many kids walk each day! We have design a few lessons to help your kids understand these numbers and even look at the conditions around your school to see if they match the high demand for pedestrian space – and to assess whether they are safe or not.

Celebrate Walk to School Day on October 7th by holding a small-scale event or information campaign on that day.

step 3: sharing your message

This is where your students' creativity can shine. Your students will make a Public Service Announcement, in any form of media (e.g. poster, song, rap, poem, film, play, article) to educate and inform the public. They can be about anything you learned from collecting and analyzing the data for this project, for example: the many benefits of walking, or why we should improve our streets for walkers. Entries will be judged for clarity, creativity, and effort. We will announce the winners in November!

There will be one cash prize given out for each grade level – and a GRAND PRIZE for best entry overall.