

The 5 E's



Education

Teaching children, adults, pedestrians, cyclists and motorists about traffic laws and safe and courteous behavior on the road, as well as the health, environmental and safety benefits of walking and bicycling.

Encouragement

Planning special events to celebrate active travel, beautifying walking/cycling routes, and sponsoring classroom activities and contests to make walking and bicycling more appealing to students and their families.



Enforcement

Partnering with local law enforcement to ensure safety in the vicinity of schools and initiating community enforcement such as crossing guard programs or student safety patrols.

Evaluation

Monitoring and documenting outcomes and trends through the collection of data before and after program initiatives.



Engineering

Constructing sidewalks and bike lanes, installing traffic signals, and other aspects of building a better environment for walking and bicycling.