

## Walk + Bike Challenge Month Underway

We've reached the half-way mark for the [Walk + Bike Challenge Month](#) and this week is the kick off for the [Business Commute Challenge](#), when the adults get into the 'game' and things really get rolling! May is [National Bike Month](#) as well as 'Youth Traffic Safety Month' and as the weather starts to turn nicer it's a great time to get out and practice safe, fun, and active transportation choices. In Oregon there are over 100 schools registered for the event and locally we have 12 schools competing in the Challenge!

If your school is one of those registered for the Challenge students can circle their 'active transportation' trips on posters that are in their classrooms. At the end of the month the posters will be collected from the participating schools and we'll tally all those trips to find the school with the highest percentage of walking and rolling trips. That school will win \$500 from point2point Solutions to use in their physical education or active transportation programs. There are also several raffle prizes being given away at the school level as well as through city and state organizations.

There are 155 local business teams competing in the Business Commute Challenge, including several school staff teams. It's a great way for parents, teachers, and administrators to model good transportation choices! See if your business is registered and sign-up or become the coordinator for your school or business.

--**This just in** from the Walk + Bike Challenge coordinators at the BTA....A pair of Keen shoes goes to **Edgewood Elementary in Eugene** where the principal of Edgewood Elementary joined students on their walk to school last week. **Congratulations Edgewood!** Send the BTA photos and stories throughout the month, they are giving away more prizes from KEEN and Nutcase Helmets every week. Email [margaux@bta4bikes.org](mailto:margaux@bta4bikes.org)

# **BOLTAGE**



## **ATA/Family School Prepares to Launch "Boltage"!**

Last year Roosevelt Middle School was the first school outside of Colorado to try the Freiker (Frequent Biker) system and this year ATA/Family School gets the chance to use the new and improved Boltage system.

The Boltage program uses RFID (radio frequency i.d.) technology, incentives, and plain old fun to get kids and families excited about walking and biking to school. We are strong believers that repetition is the key to changing habits. That's where the technology fits in. By keeping track of which kids walk and bike to school, day in and day out, we have the basis for incentive programs that can reward repetition, and build long lasting habits - habits that extend beyond just commuting to school.

The technology also lets us help families see the connection between personal activity and their impact on health and the environment. Simply measuring things like miles traveled and CO2 saved can produce powerful motivation.

We're excited to bring the new bike program to ATA/Family School, a perfect fit with the combination of technology and project learning! If you'd like to learn more about Boltage check out: <http://www.boltage.org>

## **Awesome Summer Kidical Mass Rides & the Blackberry Bike Jamboree**

Be sure and save these dates on the family calendar: June 19, July 17, & July 31

### *Bike & Boat the Willamette*

In celebration of [Walk + Bike Challenge Month](#), the end of the school year and the start of Summer we're holding a special ride: "**Bike and Boat the Willamette**" on June 19th. Registration for the "boat" portion of the celebration is required as space in the boats is limited. Thanks to the generous sponsorship of NW Community Credit Union cost for the float is only \$5/person! Registration is filling up fast! Register and find more information here: <http://eugenesrts.org/events/bikeboatwillamette>

### *Eugene Emerald's Ride*

Bikes & Baseball- How truly "summer in Eugene!" Ride with us to an Em's game where we'll have a special entry, prizes, treats and lot's of other goodies! The ride is in partnership with Eugene's [Smart Trips](#) program and will leave from Oakmont Park and end at the new PK Stadium (in the Harlow neighborhood) on Saturday, July 17.

### [Blackberry Bike Jamboree](#)

This year we're tying the Blackberry Jamboree ride and the sixth annual Bike Day into one extravaganza- The [Blackberry Bike Jamboree](#). The ride starts at 11 a.m. and is a 10-15 mile family-friendly loop through the neighborhoods of Eugene with stops planned at parks along the route. Cost is \$5 for an individual or \$10 for the whole family. Everyone who rides get blackberry pie and ice cream! The Jamboree celebration will take place from Noon to 6 p.m. and will include music, entertainment, demos, vendor booths, local bike builders, food, community group booths, bike rodeo, competitions, bike safety checks from local shops, and all types of celebration of Eugene's Bikulturalism! Stay tuned for more information!

## **Bailey Hill Safety Plaza Near Completion + Ride of Silence**

A lot of great progress has been made on the Bailey Hill Safety Plaza, located on the west side of Bailey Hill between the new crosswalk and the skate park. The change in the Bailey Hill road infrastructure has improved the feel of the area, reducing speeds, increasing safety, and enhancing comfort for pedestrians. Now all the hard work done by the Bailey Hill Safety Committee is being capped off with a new educational plaza that will honor children who have been killed on our community's roadways. The plaza will include a memorial to Vaclav Hajek, an educational safety sign, and benches surrounded by a frame of concrete stamped with pumpkin leaves from Vaclav's community garden spot. A recent story aired on KEZI about the plaza. One of the first community events to stop at the plaza will be this Wednesday's "Ride of Silence" being held in memory of cyclists killed or seriously injured on our roadways. Official dedication of the plaza will be on June 8th at 3:30 p.m.

Donations for the plaza can be sent to: P.O. Box 25409, Eugene, OR 97402, or made at any SELCO Community Credit Union branch.



## Green Wheel Now in Operation at Roosevelt!

What a great way to kick off the [Walk + Bike Challenge Month](#) at Roosevelt Middle School. The designBridge team received final approval on Monday for the new bike parking structure they designed, permitted and constructed over this past year and Roosevelt students now have a great new, safe, and dry space to park their bikes at school.

The designBridge project originally worked with Edison Elementary during 2008/2009 to [rebuild their bike parking area](#) to include new racks, a beautiful mural, new lighting and benches. That area is now a magnet for parents and kids to gather at arrival and departure times and shows that biking is a valued form of transportation at the school.

"Old School"



For 2009/2010 a new designBridge team started working with Roosevelt Middle School to reconstruct their bike parking area which included a cover that didn't actually keep the bikes dry because it was so high, an unattractive chain link fence, and out of date wheel-bender racks all tucked away at the very back of the school.

Working with students, staff, and parent volunteers the designBridge students worked through the Fall of 2009 to come up with a design and during the Winter and Spring they worked on permitting, fundraising, refining the design, more permitting, more fundraising, more revisions of design until finally it became clear that it wasn't going to happen during the school year. But the persistence of the team and it's leadership had them working through the summer to continue the process. Many issues were dealt with and it turned out to be a great learning experience for the University of Oregon School of Architecture students. The project coordinator, Sylvan Cambier, along with other team members, worked hard to refine the design and find donations and funding that would complete the project. They received final approval to start building in the Fall and between their other school work, Roosevelt's class schedule, all the rain, surprise pipes, and final design tweaks they completed the structure in April and received final approval from the City and 4J to start using the structure at the beginning of May. As [National Bike Month](#) and Oregon's Walk + Bike Challenge Month it's perfect timing! Since the rain is still coming down students will enjoy dry bikes for the first time at Roosevelt! Having this new spot to park bikes, along with the [Freiker](#) system and other encouragement events shows students that biking to school is a valued and celebrated mode of transportation. We've already seen our numbers of cyclists grow at the school and I'm sure that trend will continue.



There are still some finishing touches to be made to the bike parking area, including new racks and the great news is that there's funding for that! As part of the [SRTS infrastructure grant](#) received this spring the City of Eugene will be working with 4J to purchase racks for three area schools, including Roosevelt, and we

hope to get them installed this summer. In the mean time students now have a more inviting dry place to lock up their bikes. We'll be celebrating the Walk + Bike Challenge Month and the ribbon cutting for the new structure on **Tuesday, May 18th at 3:15 p.m.** and you're welcome to come help us celebrate!

designBridge continues their amazing work and another team has already made great strides on another bike parking structure, [this one](#) at Camas Ridge Elementary and they are looking ahead to the next school year as well. This collaboration of University students and faculty, local school districts and their students, parent volunteers, local contractors, engineers, architects, and the City is a great example of the type of work Safe Routes to School is working towards. By engaging the community in ways to make it safer, easier, more comfortable and fun for kids to walk and bike to school these groups and individuals are showing kids how adults can 'play together' to make great things happen!

### Safety Tip of the Month



Making eye contact helps increase communication on the road. Whether your walking, biking or driving it helps to communicate intentions and develops a human connection on our streets. Make eye contact but also don't expect that means they see you, sometimes you could swear someone looks right at you but continues to pull out. Studies have shown that people traveling in familiar environments (like their neighborhood streets) often miss items that are 'unexpected' because they are 'out of context' for that environment. Also, we lose the ability to keep eye contact above 20 mph so don't expect those driving above that to be able to make that connection.

Make the connection and proceed cautiously. Seeing other's "eye to eye" is about safety, education, and respect on our roadways. You can take the Eye-to-Eye Pledge at [SeeingEyeToEye.org](http://SeeingEyeToEye.org)

# SafeRoutes

Eugene Safe Routes to School

