

# The Spin



Colorado Safe Routes to School State Network

Volume 1, Issue 5

## Cruisin' in the Cold

Welcome to the fifth issue of The Spin, a monthly e-newsletter brought to you by the Colorado Safe Routes to School (SRTS) State Network. The Spin is designed to facilitate information sharing and connections among communities and organizations interested in increasing the number of Colorado students walking and biking safely to and from school every day.

This issue of The Spin is themed *Cruisin' in the Cold*... promoting successful winter walking and biking programs provided by schools, municipalities, community groups and the polar bears of our communities.

### **2013 Winter Safe Routes Rally**

(February 11, 2013 - 8:30-11:30am)

The SRTS State Network will hold its second state convening in conjunction with Bicycle Colorado's *2013 Colorado Bicycle Summit*. This meeting is intended to promote best practices, facilitate information sharing and collaboration. Click [here](#) for additional information and to register for the event - space is limited. Questions can be directed to [karenryan@livewellcolorado.org](mailto:karenryan@livewellcolorado.org).

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## Stories from Schools

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### Santa Arrives in Carbondale... On a Bike!

The holidays were a great time for bringing the community of Carbondale together. An illuminating Parade of Bike Lights was featured on December 7th during the popular First Friday event, Carbondale's celebration of the arts, shopping, dining and music. The night included caroling from the elementary schools choir, along with complimentary horse-drawn sleigh rides and many local store specials. The Parade of Bike Lights escorted Santa and the carolers to Main Street, where all of the trees lining Main Street came to life with a little holiday magic when Santa reached the Plaza – led by bikes rather than reindeer. What a wonderful, wheeling way to celebrate the holidays season!



The town of Carbondale is a model for bicycling year-round and using community events, like the Parade of Bike Lights, to promote bicycling while supporting local culture and merchants. This year was the second annual parade and “all tricycles, bikes, and other wheeled-revelers” were invited by The Carbondale Chamber, the Town of Carbondale Recreation Department and the Carbondale Council on Arts and Humanities. Kids had the chance to not only tell Santa what they wanted, but also ride their bikes with him through the streets of Carbondale.

## The National Crosswalk

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### In Honor of the End of the World: Biking Zombies

Well, 12/21/12 has come and gone and despite the Mayan prediction, we are all still here. But, proving that winter is not the end of the world for bicycling, Anchorage residents got a preview of the apocalypse thanks to a parade of cycling zombies.

The inaugural *Zombie Apocalypse Winter Bike Ride* drew more than 60 costumed cyclists for a five-mile ride on road, trails, and even across a frozen lagoon.



“In recent years, an increasing number of people have been riding their bikes in winter, whether in bike races on single-track trails or to commute to work, creating a new snow-

sport sub-culture in Anchorage,” Christina Grande, Green Star’s Community Outreach and Communications Coordinator, explained. “Seeing this trend, staff at Green Star thought it would be fun to organize a winter bike ride to celebrate and generate additional enthusiasm for winter bike commuting with an emphasis on safety.”

“The zombies met at a local Anchorage cafe for coffee and treats in the morning,” Grande continued. “Then the group took to the streets and trails decked out in true zombie fashion...fake blood, detached limbs, ripped clothes (with a puff jacket underneath most costumes). Halfway through the bike ride, the group rode across a frozen lagoon popular with ice skaters, racing around the rink with one very surprised ice skater! The ride wrapped up at a local restaurant and pub where bike valet parking for zombie bike riders was available thanks to Bicycle Commuters of Anchorage (BCA).”

## Cruisin' with CDOT

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### Make the Cold Cool!

The Colorado Department of Transportation is challenging schools to "Make the Cold Cool!" and keep your SRTS programs going during the winter. It is important to run SRTS programs during the winter because many students have to get to school on foot and need someone to look out for their safety.

Some simple tips to follow are; dress appropriately and make sure that articles of clothing remain with and on children during the commute. Supervision of a walking school bus is a good opportunity to monitor for appropriate clothing. It is often dark when students are on the way to school, so be sure to encourage the use of bright and reflective clothing. Also, identifying winter routes is important, including thinking about where maintenance of ice and snow may be better.



Promoting SRTS programs during the winter is a great opportunity to think outside the box. Portland has a [Worst Day of the Year Ride](#) in February. So, why not have a Walk to School on the "Worst Day" here in Colorado schools? Find the average coldest day in your community and hold a fun event. Coloradans should be of the mindset that if it is not too cold to ski, then it is not too cold to walk!

## Training Wheels and Webinars

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### Economic Benefits of Walkable and Bike Friendly Communities

**Webinar Date:** Wednesday, April 17 | 1:00 - 2:00 pm MST

\$50 per site for APBP members; \$75 per site for nonmembers.

Click [here](#) to register for the event.

As communities work to maintain or restore their vibrancy and sense of place, providing great places to walk and bicycle has been a successful strategy. This webinar will present case studies on how economic vitality can be restored in historic downtowns, big cities and rural communities through improved walk and bike ability.

### Reducing Crashes: Proven Countermeasures that Work

**Webinar Date:** Wednesday, February 20 | 1:00 - 2:00 pm MST.

\$50 per site for APBP members; \$75 per site for nonmembers.

Click [here](#) to register for the event.

Are there certain countermeasures that have proven to be more effective than others in reducing crashes along a corridor or in an area of a community? This webinar will provide examples of successful treatments in improving the safety of cyclists and pedestrians.

### Call for Session Proposals - SRTS National Conference

You are strongly encouraged to consider submitting an innovative session proposals for this exciting event! There is a call for session proposals for the 4th Safe Routes to School National Conference, to be held August 13-15, 2013 in Sacramento, CA. Proposals will be accepted until February 15. Click [here](#) to submit a proposal.

## Pedaling Programs and Funding Feet

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### Winter Safety Tips

When walking in conditions that can make it difficult to see, particularly low light conditions made worse by weather, it is important to carry a flashlight and/or wear something reflective.

There are a variety of inexpensive reflective back pack zipper pulls and tags on the market. If you do an internet search on reflective zipper pulls you will see a number of examples.

Additionally, your local running shoe store and

bicycle store should carry small battery-powered

lights that can blink or offer a steady light. These lights typically have a clip so they can be attached to clothes or backpacks.



Another tip is to make sure to walk on the appropriate side of the road. For a road that has sidewalks on both sides of the road, it is acceptable to walk on either side of the road (facing oncoming traffic or your back to oncoming traffic) because you are separated from the automobiles. For a road with a sidewalk only on one side, it is recommended to use the sidewalk for traveling in either direction (with traffic or against traffic). Again, the sidewalk helps separate you from automobiles. If no sidewalks exist on the road, it is recommended that you walk facing oncoming traffic. Also, you should get as far to the side of the road as possible to provide additional space between you and oncoming cars. When bicycling, you will want to ride on the right (going in the same direction as automobile traffic).

For additional safe walking information, the National Center for Safe Routes to School has additional [tip sheets](#) available on their [website](#).

## Funding Opportunities

Similar to ensuring that your bicycle is in good working order and ready for the weather conditions, a new year presents the opportunity to “*tune up*” your fundraising skills in order to help sustain your SRTS efforts. There are a number of helpful resources available to Colorado nonprofits. Take a few minutes to consider your approach and how you can ensure you are expending your time and effort in the most effective way. We know you are busy, so here are a few previously recorded webinars and online resources you may want to check out:



- Colorado Legacy Foundation - [Show Me the Money: Writing a Successful Grant Application](#)
- Colorado Nonprofit Association - [Building Multiple Revenue Sources](#)
- National Council of Nonprofits - [Why is Fundraising Important for Nonprofits?](#)

## Now Hiring: Operations Manager

The Safe Routes to School National Partnership is seeking an energetic and detail-oriented professional with strong technical skills to serve as our new *Operations Manager*.

This is a new full-time position, necessitated by our growth to an organization with 25 staff and a \$3 million budget. The Operations Manager is responsible for carrying out a variety of human resources, financial and event planning tasks and spearheads the organization’s technical support on Salesforce, Google Apps, Dropbox and Microsoft Office. Responsibilities also include assisting the organization’s leadership with tracking of deliverables and relations with the Steering Committee.

Required qualifications for the Operations Manager position include: a bachelor’s degree; strong technical ability; proven experience managing membership databases; must be a

problem-solver and detail-oriented; and three years of experience working on similar projects. Applications are due by February 1, 2013.

## The Spin Subscriptions

To learn more about the Network, subscribe or unsubscribe to this e-newsletter, please visit the Safe Routes to School State Network [webpage](#).

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*The purpose of the **Colorado Safe Routes to School State Network** is to facilitate two-way information sharing and connecting among communities and organizations in order to lift up what is working, identify new opportunities and galvanize support for policy and culture change that will increase the number of students walking and biking safely to and from school in every Colorado community.*

*[LiveWell Colorado](#) serves as the lead facilitator for the Network. Other members of the Network's steering committee include: [Bicycle Colorado](#), [Children's Hospital Colorado](#), [Colorado Department of Public Health and Environment](#), [Kaiser Permanente](#), [Littleton Public School District](#), and the [Safe Routes to School National Partnership](#). If you are interested in learning more about the network, please contact [Karen Ryan](#).*

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