

# Safe Routes to Schools: 'Step Into Safety' Back to School Family Fun Day

*Materials, Outcomes & Recommendations*

August 28, 2010



By

THE HUMBOLDT PARTNERSHIP FOR ACTIVE LIVING

*in partnership with*

THE CITY OF EUREKA

HUMBOLDT COUNTY DHHS PUBLIC HEALTH BRANCH

EUREKA CITY SCHOOLS

EUREKA SR2S TASK FORCE

# **‘Step into Safety’: Back to School Family Fun Day**

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## **'STEP INTO SAFETY' BACK TO SCHOOL FAMILY FUN DAY**

### **PURPOSE AND BACKGROUND**

The 'Step into Safety' Back to School Family Fun Day workshop was developed as direct outcome of City of Eureka Safe Routes to School Cycle 8 grant requirement called Feet and Wheels First. This education and encouragement component was held for students and their parents/guardians to aid in the development of safe and proficient walkers and bike riders to help students begin developing life-long pedestrian and cyclist skills. The event was held at Washington Elementary on Saturday August 28, 2010 and was open to all K-5 Eureka City School students and parents.

The goal of the workshop was to provide families with the information they needed to understand all available transportation mode choices for their family, and to assist them in developing a family travel plan that is safe, convenient, and affordable. The workshop was designed to be skills based and provided a hands-on, experiential learning opportunity.

The long term-goals of the workshop were to create lifelong walkers and bicyclists by highlighting the convenience, health benefits, and enjoyment of walking and bicycling as a means of transportation to school. It is hoped that the workshop will help garner family, school, neighborhood, and community support for Safe Routes to Schools and that the percentage of students walking and bicycling to school will increase as a result. In addition, the workshop offered an opportunity for parents to further commit to increasing the health and wellbeing of their children through signing an Active Child Pledge that supports the idea of students walking at least a few blocks to school with their friends or with parent supervision.

## PLANNING TEAM

### **'STEP INTO SAFETY' Planning Team**

The planning team for the workshop was made up of **Humboldt Partnership for Active Living** staff Noelle Melchizedek, Senior Planner and Jennifer Weiss, Planning Specialist; Melanie Williams, a contractor from a private firm, **BikesThere**; and **Department of Health and Human Services Public Health Branch (PHB)** employees Dorina Espinoza, of the Nutrition and Physical Activity Program, and Michelle Postman, Health Educator. Workshop planning and implementation was further supported by the Safe Routes to Schools (SR2S) Task Force.

### **SR2S Task Force (as of August 28, 2010)**

Beth Chaton, EdD, Humboldt County Office of Education  
Bill Ruff, NorCAN Steering Committee  
Bonnie Neely, 4<sup>th</sup> District Supervisor, County of Humboldt  
Charles Bean, Eureka Traffic Safety Commission  
Dan Moody, City of Eureka Engineering Department  
Dan Pires, Eureka City Schools Transportation and Risk Management  
Dawn Arledge, Humboldt County DHHS Public Health Branch  
Dorina Espinoza, Humboldt County DHHS Public Health Branch  
Gary Whitmer, Eureka Police Department  
Georgeanne Fulstone-Pucillo, Eureka City Schools, Principal – Alice Birney  
Jan Schmidt, Eureka City Schools, Principal – Lafayette  
Jennifer Weiss, RCAA, NRS, Humboldt Partnership for Active Living  
Jimmy Smith, 1<sup>st</sup> District Supervisor, County of Humboldt  
Judy Anderson, Eureka City Schools, Board President  
Kathy Cloney-Gardiner, Eureka City Schools, Principal – Washington  
Melanie Williams, Bikes There, Active Transportation Specialist  
Michelle Postman, Humboldt County DHHS Public Health Branch  
Noelle Melchizedek, RCAA, NRS, Humboldt Partnership for Active Living  
Tim Jones, Eureka Police Department

## WORKSHOP DESCRIPTION AND OUTCOMES

A Safe Routes to Schools (SR2S) workshop, called 'Step into Safety: Back to School Family Fun Day' was held on Saturday August 28, 2010 at Washington Elementary School in Eureka. This free workshop provided hands-on skill building opportunities for Eureka families to understand different options they have for getting their elementary school children to and from school safely. After enjoying a free breakfast donated by the North Coast Co-op and Los Bagels, families worked as a team cycling through a series of stations that represented different travel modes such as the school bus, walking, biking, and private vehicle. Additionally there were stations on Health, Safe Routes to Schools, and Clean Air, which all have a direct relationship to transportation choices. By completing hands-on activities at each station, children and their parents/caregivers learned important safety skills and were able to develop a travel plan for getting their children to school safely, conveniently, and affordably. Families also earned raffle tickets for each activity station they completed for a chance to win great raffle prizes like bike helmets, bike safety kits, gift certificates for the Co-op and Safeway, and a family membership to the Sequoia Park Zoo.

- A Welcome Station was established at the entrance of the school where families signed in, got oriented and received 'Walk this Way', a brochure with safe walking, bicycling and driving tips as well as a workshop Activity Card. The Activity Card identified each station for families to cycle through and where the stations were located on the school campus. The Welcome Station was staffed by the Eureka City School Board President who explained the process for the workshop and instructed families to help themselves to a free breakfast and then begin visiting stations. Each of the seven stations offered an activity to help students and families identify safe routes to school and understand the connection between walking and bicycling, good health, and a cleaner environment. It was explained that after visiting stations, families and students would receive a raffle ticket and at the end of the workshop a drawing would be held for the raffle prizes. Families were also given an evaluation form and told that they would receive an additional raffle ticket for handing in the evaluation at the end of the workshop.
- The Walk Station was set up just outside at the intersection closest to the school. There, volunteers from the Humboldt County Department of Public Health's Physical Activity program taught pedestrian safety skills such as identifying the 'edge' (i.e. corners, driveways, and other locations where the sidewalk ends and vehicles could approach) and crossing the street safely. At the Walk Station, families could also look at a large scale map of the school neighborhood and identify where they live in relation to the school to determine the safest, most convenient route for their child/ren. Using the map, they could also determine the amount of time it would take to get to school via walking. The Walk Station also provided free handouts and resources on pedestrian safety. By completing the pedestrian safety skills and map activities, families received a sticker on their Activity Card that they could redeem for a raffle ticket.
- The Bike Station was set up near the bike racks so that students and families could identify their location. Bike Station volunteers from the Redwood Community Action Agency and local bike advocacy groups helped students learn the proper fit of a bicycle and how to lock a bicycle. Students received a free bike helmet (donated by a grant secured by the Eureka Police Department) and the volunteers showed parents how to properly size and fit a bike helmet. Additionally, the Bike Station provided a map of the school neighborhood so that families could determine the safest route to school via bicycle and how long a ride might take from home to school. The Bike Station also provided free handouts and brochures on

safe bicycling and other bicycle related resources. By completing the bike and helmet fit, learning how to lock a bike, and identifying a bike route to school, families received an additional Activity Card sticker redeemable for a raffle ticket.

- At the School Bus Station, students were invited onto a school bus to learn about how to safely board, ride, and exit a school bus by ECS school bus drivers. The school bus then took students and families for a ride around the block and a City of Eureka engineer provided a narrated tour highlighting the newly constructed infrastructure improvements designed to slow traffic near the school. The infrastructure improvements included a new four-way stop sign, infill of sidewalk gaps, and raised crosswalks at 3 separate locations. By completing the bus tour and learning how to be a safe bus passenger, families received a sticker for their Activity Card.
- The Safe Routes to Schools (SR2S) Station was staffed by the Redwood Community Action Agency and provided information to families about the SR2S program including engineering, education and encouragement efforts around safe walking and bicycling to local schools. Families could look at a map to identify how far they live from the school their child/ren attend and determine the safest, most convenient route via walking, bicycling, or other means of active transportation. Parents/Caregivers and students were asked to sign an 'Active Child Pledge' which stated both were committed to getting more physical activity by walking or bicycling. This could be accomplished by pledging to participate in 'Walking Wednesdays', a monthly Walk to School event, or by having parents/caregivers park several blocks away from school and walking the rest of the way with their child/ren. By signing the 'Active Child Pledge' and/or identifying the safest, most convenient route to the child's school, families received a sticker for their Activity Card.
- The Car/Carpool Station was staffed by Humboldt County Department of Public Health Child Injury Prevention Program personnel. It gave families information on the benefits of Carpooling as well as resources to start a Carpool to school in order to help minimize traffic congestion in front of school during arrival and dismissal, as well as a way to reduce fossil fuel consumption. A Eureka Police Department Officer at the Car/Carpool station also provided families with information on how to properly use a child car seat. By identifying ways to efficiently use motorized vehicles to get to school and by learning how to properly install and secure a child into a car seat, families received a sticker for their Activity Card.
- The Health Station provided students and families with information on how walking and bicycling as a means of transportation provides opportunities for physical activity and improves health. Students could participate in an exercise activity led by Humboldt County Department of Public Health designed to get their blood pumping. Participantsnd were also given the opportunity to create a healthy smoothie – using a pedal powered bike blender! By participating in the exercise activity and by pedaling the bike blender to make a smoothie families were given a sticker to put on the Activity Card.
- The Clean Air Station was staffed by a volunteer from the City of Arcata's Safe Routes to Schools Program and the Redwood Community Action Agency. It gave families and students an opportunity to learn about fuel efficiency and how walking, bicycling, and riding a bus saves gas and helps our environment by reducing air pollution created by carbon emissions. Students participated in an activity where they compared the amount of gas/fuel needed to propel each mode of transportation. By completing the Clean Air activity, families received another sticker for their Activity Card.

- The Raffle Station was the final stop of the workshop. Coordinated by volunteers from the Redwood Community Action Agency, raffle prizes were displayed on a table and families could put raffle tickets into containers for the prizes they wanted. Prizes included a new car seat, gift certificates to the North Coast Co-op and Safeway, a 3 month membership to HealthSPORT, and a family membership to the Sequoia Park Zoo Foundation among other prizes.

Approximately 37 families attended the event . Of the 37 families and 102 people that attended;

- 28 families were from Washington Elementary
- 1 family was from Alice Birney Elementary
- 1 family was from Lafayette Elementary
- 1 family was from Grant Elementary
- 1 family was from an unspecified Charter School
- 2 families were from Zane Middle School
- 3 Families were from Cutten Elementary

## METHODS

**A. Involvement of District-wide Safe Routes Task Force:** The concept for the district-wide workshop was presented to the Eureka Safe Routes Task Force at the May 24, 2010 meeting. There, suggestions were made on stations that various Task Force members could staff such as City of Eureka engineering staff leading bus tours describing the infrastructure improvements in the neighborhood and Eureka Police Department providing information and materials on the vehicle code for a car and carpooling station. HumPAL would staff a Safe Routes to Schools and bicycling station, Public Health would staff a pedestrian safety and a health benefits station, and a volunteer to staff a Carbon Footprint station highlighting the environmental benefits of active transportation would be identified and selected.

The Task Force consulted on how best to publicize the event including sending a direct mailing to the families of new Kindergarten students, posting flyers near the class list postings, writing a Times-Standard article for the Humboldt Community for Activity and Nutrition (CAN) column, hanging banners, publishing an article in the school newsletters before school lets out for the year, posting the workshop information on the ECS website, and announcing the event on school marquees. Task Force members agreed that there should be food provided and a raffle to further engage families and get them interested in attending.

**B. Involvement of Site Principal:** Washington Elementary Principal, Jan Schmidt was consulted on May 27, 2010 to confirm the goals of the workshop and determine the final logistics including insurance liability, compensation for the janitorial staff, the use of facilities, and a walk through of the site.

**C. Formation of Safe Routes Workshop Planning Team:** Once the 'Step into Safety' Planning Team was formed the group met bi-weekly and then weekly for a total of 12 one hour and fifteen minute meetings between the months of March and August. Work between meetings was accomplished via Google Documents established and maintained by contractor, Melanie Williams. At Planning Team meetings, roles and responsibilities were assigned for different components of the workshop including the development of a budget, a timeline, and a publicity plan.

**E. Production of education materials for workshop:** Educational materials were either gathered from existing sources or developed for use at the workshop. These materials consisted of pedestrian and bicycle safety education flyers and brochures, maps for families to determine their preferred routes to school, health information, the California vehicle code, and resources for carpooling. Other materials generated included the Activity Card to guide families through the stations, an Active Child Pledge and an Event Evaluation form. In addition, participants received 'Walk This Way' a health and safety brochure developed by HumPAL, PHB, and the SR2S Task Force.

**F. Identification of trainers (Station Leads) and volunteers:** The planning team and Task Force identified potential volunteers by contacting coworkers, friends and colleagues personally or by notifying and making presentations at local transportation group meetings. A total of 25 skilled people committed to volunteering and station leads and assistants were identified and assigned. Volunteers included Task Force members, paid agency staff from PHB and HumPAL, a Eureka Police Department motorcycle officer, Eureka Transportation Safety Commission members and community members.

**G. Training of trainers (Station Leads) and volunteers:** Members of the planning team met individually for approximately half an hour with each station lead. Leads were given a detailed description of the goals and objectives of their station as well as an equipment list of what they would be provided. Leads were also given the names and contact information for their station volunteers.

**H. Provision of all equipment:** The planning team secured, staged, and oversaw the delivery and return of all equipment used for the event (e.g. tables, chairs, pop-ups, easels, banners, etc).

**H. Publicity:** Publicity and outreach materials for the event included a Save the Date flyer distributed to students before the end of the previous school year, a direct mailing to incoming Kindergarten families, a press release and separate news article in the Times-Standard, announcements on the Eureka City Schools (ECS) and HumPAL websites, listings on various community calendars via the internet, a listing in the North Coast Journal calendar, postings on ECS marquees, Public Service Announcement airings on local radio stations, and flyers and posters hung at schools and in prominent locations.

**I. Gather Incentives:** Staff from HumPAL and Humboldt County DHHS Public Health PHB solicited, purchased and gathered food and donated incentives and donations.

## LESSONS LEARNED

Lessons learned are of two types: 1) those which are event specific and would be most helpful if the same event were to be offered again in the future, perhaps on an annual basis and 2) those which are more general in nature and could apply to a wider variety of events held for the public, organized by HumPAL and staffed by volunteers.

### A. Future Safe Transportation Workshop

1. Timing of a school related event is always difficult. There were some who suggested participation could have been higher if the event had taken place several weeks into the school year.
2. Provide the evaluation materials in Spanish as well as English.
3. If providing a school bus tour around the school site post a bus tour schedule in a prominent place and encourage participation rather than having the bus tour as one of many “activity stations.”
4. Provide a sticker/stamp or some other recognition for each child at each station in addition to the stamp on the family card.
5. Have a final incentive for each participant e.g. bike pin, helmet or window sticker or decal.

### B. General Public Workshop Recommendations

1. Stage all of the equipment and material on site on the day prior to the event. This expedites the set up on the day of the event.
2. Meet with all volunteers on site 15 minutes before start of event to go over process e.g. activity card, progression of families through event. This provides all volunteers with the ‘big picture’ of the event as they may never get to see all of the stations in action themselves. It also provides an opportunity to announce any last minute unforeseen changes, to build community and to thank them for their efforts.
3. Provide a separate evaluation form for the trainers/ ‘station leads.’ Unlike the volunteers the trainers have a larger commitment and deeper insight into the process of preparing and carrying out the event.
4. Get event results out to the press, participants and general public as quickly as possible. Provide facts and figures which allow everyone to quantify your success e.g number of participants, helmets distributed, sponsors participating, etc.

**APPENDICES**

**Appendix A – Invitations and Notices**

*1. Kindergarten Letter (English) – On the recommendation of the Task Force, a flyer was sent to all incoming Kindergarteners and their families to inform them about the workshop.*

# WELCOME NEW KINDERGARTENERS AND FAMILIES!



**PLEASE JOIN US!**



All Eureka City Schools elementary students and their families are invited to a Family Fun Day designed to help parents and students learn about safe ways for kids to get to and from school. Participate in a variety of hands-on activities for all ages, learn skills to help your family create a school transportation plan, and compete as a family for great raffle prizes! Free refreshments will be provided.



Sponsored by the City of Eureka, Humboldt County Public Health Branch, Eureka City Schools, and the Humboldt Partnership for Active Living. For more information, contact Melanie Williams at 362-1131 or Jenny Weiss (HumPAL) at 269-2062.

The county does not discriminate on the basis of disability in services, programs, activities or employment. Persons with disabilities requiring special assistance or accommodation should call 707-268-2132.



2. Kindergarten Flyer – Spanish

# ¡ UNA BIENVENIDA A LOS NIÑOS ENTRANDO AL KINDER Y A SUS FAMILIAS!



**¡POR FAVOR ACOMPÁÑENOS!**



Todos los estudiantes de escuelas primarias de la ciudad de Eureka y sus familias están invitados a un día de diversión familiar diseñado para ayudar a los padres y los estudiantes en aprender formas seguras para los niños ir y regresar de la escuela. ¡Participar en una gran variedad de actividades para todas las edades, aprenda habilidades para ayudar a su familia a crear un plan de transporte escolar y competir como una familia para ganar grandes premios!

Se proporcionará refrescos gratis.



Patrocinado por the City of Eureka, Humboldt County Public Health Branch, Eureka City Schools, and the Humboldt Partnership for Active Living. Para mas información, contacto Teo Salas-Meza a 445-6040.

El condado no discrimina en la basis de incapacidades en servicios, programas, actividades ni empleo. Personas con incapacidades que requieren ayuda especial o acomodaciones, pueden llamar al 707-268-2132.



**3. Workshop Poster** – This poster was distributed and hung at the following locations: Grant Elementary, Alice Birney Elementary, Washington Elementary, Lafayette Elementary, Multiple Assistance Center (MAC), Eureka Library, Eureka Co-Op, Eureka City Hall, Winco employee room, Grocery Outlet employee room, John Ryan Youth Center, Discovery Museum

**HOW DO YOU get to school?**

**YOU Are Invited!**

**STEP INTO SAFETY:  
Back to School Family Fun Day**

**Saturday August 28, 2010**  
9 am – 12 noon

at Washington Elementary School 3322 PolBeer Street Eureka  
(2 Blocks from Sequoia Park & Zoo)

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Whether you walk, bike, ride the bus or get driven, don't miss this fun event for all ages and learn how to get kids to and from school safely.

- FUN FAMILY ACTIVITIES
- BUS SAFETY EDUCATION
- HELP CREATE SAFE SCHOOL DROP-OFF ZONES
- FREE HELMET FITTINGS - BRING YOUR HELMETS!

**Free food! Fun! Great Prizes!**

Back to School Family Fun Day is part of the Safe Routes to Schools Program, sponsored by the City of Eureka, the Humboldt Partnership for Active Living, Eureka City Schools, and the Humboldt County Public Health Branch. Thanks also to the Sequoia Park Zoo Foundation, Healthsport, Northcoast Coop, and Los Bagels for their support. For more information, contact Melanie Williams at 707-362-1131 or Jenny Weiss at 707-269-2062.

The county does not discriminate on the basis of disability in services, programs, activities or employment.  
Persons with disabilities requiring special assistance or accommodation should call 707-248-2132.

**4. Announcement Flyers for students** – This save the date flyer was distributed to all ECS elementary students before the end of the school year in June 2010.

**Prizes!** \* **SAVE THE DATE!** \* **Food!**

# **STEP INTO SAFETY: Back to School Family Fun Day**

**Saturday August 28, 2010**  
**9 a.m. - 12 p.m.**

All Eureka City Schools elementary students and their families are invited to a Family Fun Day designed to help parents and students learn about safe transportation options for kids traveling to and from school. Come participate in a variety of hands-on activities for all ages, learn skills to help your family create a school transportation plan, and compete as a family for great raffle prizes.



Sponsored by the City of Eureka and the Humboldt Partnership for Active Living.  
For more information, contact Melanie Williams at 362-1131 or Jenny Weiss (HumPAL) at 269-2062.

## Appendix B – Press & PR

### 1. Times-Standard Press Release

**FOR IMMEDIATE RELEASE**  
Contact: Jenny Weiss, HumPAL  
(707) 269-2062

**August 19, 2010**

## **Back to School Event Helps Students Travel Safely**

**Eureka, CA** - Just in time for school to start, a free workshop is being offered to make sure elementary students from Eureka City Elementary Schools can get to and from school safely. The event, called "Step Into Safety: Back to School Family Fun Day," will be held on August 28, 2010, from 9 am to 12 noon at Washington Elementary School 3322 Dolbeer Street in Eureka. The event will offer safety information and help with planning for different ways students travel to school. Families will have the opportunity to cycle through various 'stations' that represent different forms of travel such as walking, biking, carpooling and riding the school bus. Working as a team, fun exercises are planned for each station that will allow families to calculate the time it would take to get to school by each option. By completing each station task, families will be able to create a school travel plan that is safe and convenient and will earn raffle tickets for great prizes such as a family membership to the Sequoia Park Zoo.

The event is being hosted by the City of Eureka, the Department of Health and Human Services Public Health Branch (PHB), and the Humboldt Partnership for Active Living (HumPAL), a project of the Redwood Community Action Agency (RCAA) through the Natural Resources Services Division and is a part of the Safe Routes to Schools (SR2S) program. SR2S encourages children, including those with disabilities, to get to school safely by walking, biking, and rolling. This school year, HumPAL and PHB will be leading activities such as International Walk to School Day and other walk-to-school events at several Eureka City Elementary Schools to help increase the number of children walking and biking to school.

All children travel to and from school each day and whether they ride the school bus, walk, bike or travel by carpool it is important for them to learn the skills they need to be safe and knowledgeable. Children are encouraged to bring their bike helmets to the workshop so they can be inspected for a proper fit. Workshop staff will also teach participants how to check a child's bicycle to ensure it is the right size for the rider. Basic safety tips like these will be emphasized through fun, hands-on activities that will be interesting and entertaining for the whole family. Parents will also be able to express specific safety concerns to city staff about the elementary schools that their child/ren attend.

For more information visit [www.humpal.org/eureka\\_saferoutes](http://www.humpal.org/eureka_saferoutes) or call 707-269-2062.

# # #

## ***2. Times-Standard Article – August 25, 2010***

### **Humboldt CAN: Eat Well, Get Moving, Feel Good Family-oriented event to encourage walking and biking to school**

The days are growing shorter, summer activities are slowing down, and kids are getting ready to go back to school. A new program is gearing up to make sure kids in the City of Eureka can get to and from school safely.

A free event called “Step Into Safety: Back to School Family Fun Day”, just in time for school to start, is being hosted by the City of Eureka, the Department of Health and Human Services Public Health Branch (PHB), and Humboldt Partnership for Active Living (HumPAL), a project of the Redwood Community Action Agency through the Natural Resources Services Division. The event will have walking, biking, carpooling and bus ‘stations’. At each station, families will work together as a team to calculate the time it would take to get to school by each option and will have fun activities to help children learn lifelong walking and biking safety skills. Families can also get help to create a school travel plan that is convenient, affordable, and safe. Los Bagels and the Northcoast Coop will provide free breakfast snacks. For every station a family completes, they will be able to enter a drawing for great prizes such as a family membership to Sequoia Park Zoo!

This free event will take place on Saturday August 28 from 9am until noon at Washington Elementary School (3322 Dolbeer Street in Eureka). It is open to the students and families of Washington, Alice Birney, Lafayette and Grant elementary schools.

“ Washington School is pleased to host this very valuable free event”, said Washington Elementary Principal Jan Schmidt. “I hope that all elementary families in Eureka City Schools take advantage of this great opportunity.”

Safe Routes to Schools helps children, including those with disabilities, get to school safely. At Washington Elementary School sidewalks and crosswalks are being improved and constructed to help children to walk and bike to school safely. This work is being done by the City of Eureka through a grant from Caltrans. This school year, the HumPAL, and PHB are leading fun in-school activities such as International Walk to School Day and classroom competitions to increase the number of children walking and biking.

Saturday’s workshop will teach students and parents/caregivers the important skills they need to be safe and knowledgeable walkers and bicyclists. “Arrival and dismissal times are extremely busy at any elementary school. People are in a hurry, children are everywhere, and, while rare, the accidents that do happen are preventable” says Noelle Melchizedek of HumPAL. “Learning key safety concepts, such why to always cross at an intersection instead of mid-block, will enable parents and children to be safer pedestrians. And, since parents and caregivers lead their children in all three roles of walker, biker, and driver, we will provide safety concepts they can use to be proactive.”

Children are encouraged to bring their bike helmets to the workshop so they can be inspected for a proper fit. Basic safety tips like these will be emphasized through fun, hands-on activities that will be interesting and entertaining for the whole family. Parents will also be able to let city staff know their specific concerns around the elementary school their child/ren attend.

Try this healthy breakfast idea to help give your active kids the energy they need to safely walk and bike to school. This is great for breakfast on the go. Make it your way by using your favorite mix of vegetables.

### Veggie Scramble Wraps (adapted from *Soulful Recipes*)

1 cup chopped fresh or frozen vegetables such as bell peppers, onions, broccoli and mushrooms

1 cup egg substitute (or you can use 4 eggs)

2 (6 inch) whole wheat flour tortillas

¼ cup grated lowfat Cheddar cheese

Spray a medium skillet with nonstick cooking spray and heat over medium heat.

Cook vegetables until tender, about 5 minutes.

Add egg substitute (or eggs) and stir until thoroughly cooked, about 5 minutes.

Warm the tortillas in the microwave for 5 to 10 seconds.

Place half of the egg mixture in each tortilla and sprinkle with cheese.

Wrap the tortilla around the egg mixture and enjoy!

Nutrition information per serving (using egg substitute): 191 calories, 4 g total fat, 1 g saturated fat, 3 mg cholesterol, 537 mg sodium, 19 g carbohydrate, 4 g dietary fiber, 21 g protein.

Jenny Weiss is a Planning Specialist for the Natural Resources Division of the Redwood Community Action Agency and coordinates the Safe Routes to Schools activities for HumPAL. For more information call 707-269-2062.

### **3. PSA text for Radio**

#### **PSA's aired on 105, 96.3, KRED Country and KGOE 1480 AM**

##### **30 second radio spot**

Eureka City elementary school students and families are invited to Step into Safety, a Back to School Family Fun Day on Saturday August 28<sup>th</sup>. Compete as a family for great prizes and learn about Safe Routes to Schools. Whether your kids walk, bike, ride the bus or travel by car, don't miss this fun event that will give them the valuable skills they need to get to school safely. Step into Safety Back to School Family Fun Day on Saturday, August 28, from 9am to noon at Washington Elementary in Eureka. For more information, call 2 6 9 - 2 0 6 2 or visit [humpal.org](http://humpal.org). Thanks to Cool 105.5 (Big Red Country) (Power 96.3) for supporting Safe Routes to Schools!

##### **60 second radio spot**

How do your kids get to school? Whether they walk, bike, ride the bus, or travel by car to school, don't miss Back to School Family Fun Day on Saturday August 28 from 9am til noon. Kids will learn lifelong walking and bicycling safety skills, and you'll be able to create a school travel plan that works for your family. Refreshments will be provided and your family will have the opportunity to win *great* prizes. The City of Eureka, the Humboldt County Public Health Branch, and the Humboldt Partnership for Active Living are offering this *free*, hands-on workshop at Washington Elementary School in Eureka. It is open to the students and families of Washington, Alice Birney, Lafayette and Grant Elementary schools. That's Saturday, August 28, from 9am til noon for Back to School Family Fun Day, part of the Safe Routes to Schools program, encouraging all children to safely walk, bike, and roll to school. For more information call 2 6 9 – 2 0 6 2 or visit [humpal.org](http://humpal.org). Many thanks to Healthsport, the Sequoia Park Zoo Foundation, Los Bagels and the Northcoast Coop for your support. Thanks to Cool 105.5 (Big Red Country) (Power 96.3) for supporting Safe Routes to Schools!

4. TV News Coverage – A local reporter covered the event

The image is a screenshot of the News Channel 3 website. At the top, the logo for News Channel 3 is displayed with the NBC peacock and the slogan "The spirit of the North Coast®". A navigation menu includes links for HOME, CONTACTS, NEWS, NEWS TEAM, WEATHER, SPORTS, ADVERTISING, and WHAT'S ON CHANNEL 3. Below the navigation, there are several advertisements: a poll titled "Do you agree or disagree with Eureka City Council's decision to stop, at least temporarily, the purchase of Jefferson School?:" with "Agree" and "Disagree" options and a "Vote" button; a "FURNITURE DESIGN CENTER" ad with the phone number 707 442-6300; an "ASHLEY" ad; and a "TEMPUR PEDIC LABOY" ad. The main content area features a large blue banner with the text "STEP INTO SAFETY BICYCLE AND PEDESTRIAN SAFETY WORKSHOP". Below the banner is a video player showing a reporter with a microphone interviewing a group of children. The reporter is wearing a black jacket and holding a microphone with the News Channel 3 logo. One of the children is wearing a red shirt with "CROPOSTA ATHLETIC" written on it. The video player has a play button in the center.

## 5. Announcement on School Website

Home About Governance Schools Resources Contacts ECS Webmail

WASHINGTON ELEMENTARY SEA OTTERS

search... Search



Where to find us:  
**3322 Dolbeer Street  
 Eureka CA 95503  
 (707) 441-2547**  
[Map & Driving Directions](#)

### Guide

- [WASHINGTON HOME](#)
- [PARENT INFORMATION](#)
- [AFTER SCHOOL PROGRAMS](#)
- [SCHOOL PTA](#)
- [OUR PRINCIPAL](#)
- [OUR STAFF](#)
- [PUBLICATIONS](#)
- [SCHOOL CALENDAR](#)
- [CONTACT US](#)

### Home

Washington School has a proud tradition of academic excellence, coupled with many opportunities for creativity, exploration, and discovery. Our EAST grant has assisted our students in gaining experience with technology. We are fortunate to be part of an interactive science project where our fourth and fifth grade students can talk live with science experts through video conferencing.

In 2005–2006 Washington students continued to show excellent progress as measured by the Academic Performance Index (API), with an increase from 856 in 2004–2005 to 875 in 2005–2006. In addition, we were selected as an Honor School by the California Business for Education Excellence (CBEE) Foundation and Just for Kids-California (JFTK-CA) as one of 304 public schools in California to receive the title of 2005 Honor Roll school.

Parents assist at learning centers, serve as crossing guards, re-shelve library books, participate in enrichment activities, and provide transportation for student field trips. The Washington School staff looks forward to an ongoing partnership with parents in the coming school year. In addition, we have partnerships with numerous community agencies who give their support for our children in a variety of ways enriching our students' school experience.

The Washington School staff looks forward to an ongoing partnership with parents in the coming school year. We welcome your involvement!



Get [school bus routes and times](#) here or call (707) 441-2503 for current route information and times.



### Test Scores & Awards



### In The News All News

#### Step Into Safety: Back to School Family Fun Day

08/03/2010  
 August 3, 2010  
 A Pedestrian and Bike Safety Workshop for Eureka City Elementary School students and families will be held on Saturday, August 28, from 9:00 a.m. through 12:00 p.m. at Washington Elementary School. Families will have the opportunity to participate in hands-on activities at various stations that focus on specific transportation modes such as walking, bicycling, riding the school bus, and traveling by private car or carpool.

#### Grant, Washington and Winship schools earn state recognition for boosting student achievement

03/29/2007  
 EUREKA— An ongoing and coordinated effort to boost student achievement at three Eureka schools has been recognized as a distinguished accomplishment by the California Department of Education (CDE).

#### Grant and Washington Elementary Schools recognized by California Business Community for high academic achievement

10/30/2006  
 EUREKA— Eureka City Schools announced today that Washington elementary school has been selected by the California Business for Education Excellence to receive the title of 2006 Honor Roll school.

## ***6. Text for School Marquees***

### **Step into Safety: Back to School Family Fun Day**

A Pedestrian and Bike Safety Workshop will be held on Saturday August 28 from 9 am - 12 noon at Washington Elementary. Families will have the opportunity to participate in hands-on activities at various stations that focus on specific transportation modes, such as walking, bicycling, riding the school bus, and traveling by private car or carpool. By exploring the details about traveling by each travel mode, families will be able to develop a school transportation plan for their children. Breakfast will be provided and participants will be entered into a drawing for great prizes. All elementary school students and families within the Eureka City Schools District are invited to attend. For more information, contact Jenny Weiss at 707-269-2062.

**Appendix C - Handouts**

**1. The Activity Card – page 1** – All families received an Activity Card to help guide them through the workshop. At each ‘station’, families received a sticker for completing the activity. For each sticker received (and/or activity completed), families received raffle tickets for the opportunity to win prizes.

The distance from our home to school is \_\_\_\_\_

The distance from school to where we go after school is \_\_\_\_\_

Car Station  
Carpool Tip \_\_\_\_\_

Biking Station  
It would take \_\_\_\_\_ minutes to bike to school.



Walking Station  
It would take \_\_\_\_\_ minutes to walk to school.

Bus Station (If you will be taking the bus to school)  
My bus number is \_\_\_\_\_  
My bus stop location is \_\_\_\_\_

My bus leaves at this time in the morning \_\_\_\_\_  
It would take \_\_\_\_\_ minutes to walk to the school bus stop.


Clean Air Station calculation

Power Station  
Write one benefit of walking and biking to school : \_\_\_\_\_

**WORKING TOWARDS CREATING LIFETIME WALKERS AND RIDERS**


**STEP INTO SAFETY:**  
**BACK TO SCHOOL Family FUN Day**



**ACTIVITY CARD**

Child's Name	School start time	School end time	Travel to school by Car, Bus, Walk, or Bike


I go to \_\_\_\_\_ Elementary School



1. The Activity Card – page 2



**Car Skills & Carpooling**

- 🚗 Laws and Rules
- 🚗 Buckle-Up
- 🚗 Hot Tips





**Health - Power Station**

- 🏃 Find your Groove
- 🏃 Eat and Move


**Safe Routes to School**

- 👣 Fix your route
- 👣 Pledge your muscles
- 👣 Get involved



**Bikes, Boards & More**

- 🚲 Get a Fit
- 🚲 Lock it
- 🚲 Ride it





**Bus Skills & Bus Tour**

- 🚌 Get your Number
- 🚌 Take a Seat
- 🚌 Take a Tour
- See the Changes


**Clean Air Station**

- 🌱 Measure it
- 🌱 Save it

**Walking**


- 👣 Find the edge
- 👣 Look Out
- 👣 Get Across



**FINISH LINE**

- As a family visit as many stations as you can
- Find your most active route to school
- Get your card stamped at each station
- Visit the Finish Line
- Turn In Evaluation
- Count your stamps & get raffle tickets
- Win PRIZES

NOTES



2. Brochure – All families received a brochure with pedestrian and bike safety tips.


**Pedestrian Safety Tips to share with kids...**

- Walk with adults or other kids when you can
- Cross streets only at corners
- Stop at any "edge" before crossing (an edge could be a curb, the start or end of a sidewalk, a place where the sidewalk crosses a driveway, or any place where a car may be driving)
- Look left, right, and left again before crossing an edge
- Make eye contact with drivers before you cross
- Continue to look for cars while crossing the street
- Always give buses plenty of room (stay out of the bus danger zone - 10 feet or closer)

**Bicycle Safety Tips\* to share with kids...**


- ALWAYS wear a helmet and make sure it fits
- Wear bright colors - be visible!
- Look left, right, and left again before you go
- Ride the same direction as the cars
- Ride in a straight line (don't swerve - be predictable)
- Be careful approaching alleys & driveways
- Stop at ALL stop signs
- Look out for parked cars (they might start moving or doors may open)

\*Adapted from the N. California Kids on Bikes safety guide



**Safe Driving Tips**


- Drive slowly in the school zone (15 - 25mph)
- Use extra caution during arrival and dismissal
- Turn off your engine while waiting
- Keep clear of driveways and fire hydrants
- Stop and/or park AWAY from crosswalks
- No double parking in school zones
- Texting and handheld cell phone use while driving are against the law in California\*




\*The California Vehicle Code can be found at: [www.dmv.ca.gov/pubs/vc/top/vc/vc.htm](http://www.dmv.ca.gov/pubs/vc/top/vc/vc.htm)

**Walk This Way!**  
**Alice Birney School**


A Walking and Biking Guide for  
 Eureka City Schools  
 Elementary Students and Parents




**3. Active Child Pledge** (Alice Birney & Lafayette) – Students and parents/caregivers from all four schools could sign the Active Child Pledge at the SR2S Station.



## Alice Birney Elementary




### Active Child Pledge




Creating a safe school environment means knowing and following all school loading zone rules, turning off your engine while waiting, and being a good role model as a driver, pedestrian, and bicyclist.

I will encourage my child to get regular physical activity by participating in Walking Wednesdays. I also agree once a month to drop him/her off several blocks from school to walk the rest of the way with me or with friends.


To be healthy and strong, I will use my own power to get to school on Walking Wednesdays. I will also ask my parent/caregiver once a month to drop me off several blocks from school and walk the rest of the way with them or with friends.




Parent/Guardian: \_\_\_\_\_




Student: \_\_\_\_\_



## Lafayette Elementary




### Active Child Pledge




Creating a safe school environment means knowing and following all school loading zone rules, turning off your engine while waiting, and being a good role model as a driver, pedestrian, and bicyclist.

I will encourage my child to get regular physical activity. I will agree once a month to drop him/her off several blocks from school to walk the rest of the way with me or with friends.

To be healthy and strong, I will use my own power to get to school. I will also ask my parent/caregiver once a month to drop me off several blocks from school and walk the rest of the way with them or with friends.




Parent/Guardian: \_\_\_\_\_





Student: \_\_\_\_\_

3. Active Child Pledge – cont'd – (Washington and Grant)




## Washington Elementary



### Active Child Pledge


Creating a safe school environment means knowing and following all school loading zone rules, turning off your engine while waiting, and being a good role model as a driver, pedestrian, and bicyclist.

I will encourage my child to get regular physical activity by participating in Walking Wednesdays. I also agree once a month to drop him/her off several blocks from school to walk the rest of the way with me or with friends.




Parent/Guardian: \_\_\_\_\_



To be healthy and strong, I will use my own power to get to school on Walking Wednesdays. I will also ask my parent/caregiver once a month to drop me off several blocks from school and walk the rest of the way with them or with friends.



Student: \_\_\_\_\_




## Grant Elementary



### Active Child Pledge


Creating a safe school environment means knowing and following all school loading zone rules, turning off your engine while waiting, and being a good role model as a driver, pedestrian, and bicyclist.

I will encourage my child to get regular physical activity. I will agree once a month to drop him/her off several blocks from school to walk the rest of the way with me or with friends.



Parent/Guardian: \_\_\_\_\_

To be healthy and strong, I will use my own power to get to school. Once a month I will ask my parent/caregiver to drop me off several blocks from school and walk the rest of the way with them or with friends.



Student: \_\_\_\_\_

**4. Workshop Evaluation Form** – All families were asked to complete an evaluation form and received an additional raffle ticket for turning in an evaluation.

### STEP INTO SAFETY EVALUATION

*Please help us improve workshops like this by writing an X in the column that best represents your opinion of each station you visited. Your feedback is greatly appreciated!*

	Excellent	Fair	Poor	Did Not Participate
1. Starting Line - Welcome Station	✓			
2. Walk Station	✓			
3. Bike Station	✓			
4. Bus/Bus Tour	✓			
5. Car/Carpool	✓			
6. Safe Routes to Schools	✓			
7. Carbon Footprint		✓		
8. Health	✓			
9. Finish Line	✓			

10. The workshop gave my family the information we need to create a safe school travel plan for our child/children. (Please circle YES or NO)

YES       NO

11. How did you learn about this workshop? (Please circle one or more responses)

School       Friends       Radio       Letter sent home       Word of mouth       Other

12. The best part of this event for adults was safety concerns for routes to school

13. The best part of this event for students was Busride, bicycle smoothy

14. Circle the items that motivated your family to attend today's event

To get biking information       To get walking information       To get safe driving information       Raffle  
 School Bus route information       To sign up for carpooling       To get involved as a parent  
 Breakfast       I have serious safety concerns       To meet new students/families       Other \_\_\_\_\_

15. I have specific safety concerns about my child/children walking or biking to school. My concerns are: (Please continue on the reverse side if more space is needed)

Intersection on F and Oak VERY DANGEROUS  
+ crossing to get to actual school.

**Appendix D – Participant Lists**

**1. Workshop Participants Sign-in Sheet – page 1**



**Step Into Safety: Back to School Family Fun Day  
PLEASE SIGN IN**

Family Name	# in party today	Email	Phone	School your child attends	Ok to use photos taken today?
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					

**1. Workshop Participants Sign-in Sheet- page 2**



**Step Into Safety: Back to School Family Fun Day  
PLEASE SIGN IN**

Family Name	# in party today	Email	Phone	School your child attends	Ok to use photos taken today?
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					

**2. Workshop Volunteers Sign-in Sheet**



**STEP INTO SAFETY WORKSHOP  
Volunteer Sign-in**

<u>NAME</u>	<u>EMAIL/PHONE NUMBER</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

## **Appendix E- Evaluation**

### **1. Post-Workshop Meeting Notes**

#### *Suggestions for next time:*

#### **GENERAL**

- Interactive stations (Health & Clean Air) were best for kids.
- Kids really enjoyed the activity card. Kids were motivated to get all the stickers and therefore visit all the stations. Some children wanted extra stickers (if one child was given the sticker for the activity card, other kids also wanted a sticker so they were given out to younger children.
- The pencils given out to complete activity card were free incentives/giveaways but maybe they (or some other prize) should have been given out at the end for a feeling of completion.
- Some events give you a bag to put your 'stuff' in. We didn't want to create a situation where people walked away with stuff they would never use/look at again. More thought could be put into what would be appropriate and functional (useful) giveaways.
- One giveaway idea was to give each child a piece of cord and at each station they would receive a bead to put on the cord. This would allow event coordinators to count how many stations were visited and would also give kids/participants something to take home.
- The workshop was held early, from 9am-12pm. Perhaps a later start time would have encouraged more families to participate, something like 10am – 1pm?
- Several people suggested holding the workshop a couple weeks after school starts next time. Initially this weekend was selected with the idea of preparing student in time for school to start.
- School families are always a tough audience to attract. We also had to compete with soccer jamborees that day.
- If the event were intentionally combined with another activity (Back to School night or ??) perhaps we could have reached additional 'accidental' participants.
- Chalk footprints on the ground would be a great wayfinding technique next time.
- It was nice that each station had all the materials they needed. It was well thought out.
- Kudos to Melanie Williams for sending out Thank You cards! That was a nice touch – definitely noticed by those who received them.
- It might have been nice to announce how many people were in attendance during the event over the loudspeaker to give families a sense that they are a part of something important.
- Spanish translator was good to have! She was helpful for at least one family.
- Next time have at least one sentence in Spanish in the PSA's/posters that go out.
- The Eureka Traffic Safety Commission was happy to be a part of the workshop.
- This was a great partnership and coming together of Task Force and community members.
- It would be wonderful to hold another workshop like this at Alice Birney. Perhaps tailor it to be during the winter/rainy season and hold it indoors?

#### **SET UP**

- Place a sign out front that says what the event is. Several cars stopped during set up on Chester & Dolbeer and asked what the special event was. Perhaps we would have gotten day-of traffic if people knew what was going on.

### **WELCOME**

- Many families came just to see what class their children were in and Judy explained what else was going on and many additional families participated that weren't planning to. Many stopped on their way out to express how much they enjoyed it and/or got out of the workshop.
- Many families expressed that the workshop exceeded their expectation.

### **BREAKFAST**

- Everyone thought the breakfast was outstanding. The quality and selection of food was very healthy and appropriate.

### **WALK STATION**

- Dorina was sometimes alone at the walk station and couldn't conduct the 'Where do I live & How long will it take to walk' activity. Instead she focused on pedestrian safety. She also encouraged families to consider using Russell Street for arrival and dismissal. Many families hadn't even considered doing that before but were receptive to the idea.

### **BUS STATION**

- Three bus tours were conducted. The kids got to get off the bus and press the button for the blinking raised crosswalk. They seemed to really enjoy that. The bus drivers were asked about whether or not drivers in front of and behind the bus have to stop when the bus puts on the red lights for students to enter/exit. (There's a \$1000 fine for failure to do so). Maybe next time the bus tour could have scheduled tours at specific times.
- There was a press release put out by the Eureka Police Department recently reminding residents that school is in session and for drivers to be aware of children and pedestrians.
- Someone recently complained to ECS that they had to stop for 4 minutes behind a bus! It's the law...
- Yellow lights go on first to warn drivers to slow. Red lights following requiring all drivers to stop.
- The diesel bus was loud and it was a little difficult to be heard over the engine. Next time use a natural gas bus which is quieter.
- The ESC bus drivers enjoyed participating and told other drivers who want to help out if we do this again!

### **SR2S STATION**

- Families had a good amount of feedback and shared safety concerns, particularly around Grant and Washington Elementaries.
- Approximately 10 students and parents signed the Active Child Pledge. Some children simply did not want to sign.

### **CAR/CARPOOL STATION**

- There were a lot of questions about the proper way to fit and position car seats. Staff gave out information on how to get inspections done and it was great having technicians there to answer questions.
- Officer Hill was very helpful.
- Kids loved the motorcycle.

### ***CLEAN AIR***

- This was a well thought out activity. Kids like the balloons. One person thought perhaps the material was 'over the younger kids heads' while another thought it was at too low a level and when simpler language was used (ie. dirty air), parents used bigger words (ie. pollution) with their children to describe what the station leads were talking about. Perhaps there could be 2 similar scripts to use for two different age levels.
- Clean air and land use was a good connection. It really seemed to resonate with people.
- A good theme that was used was 'When I walk away, what is left behind?'

### ***BIKE STATION***

- Folks liked looking at the maps. Parents had good conversations about the routes
- Kids wanted to be *on a bike*. Perhaps next time incorporating bike rodeo activities?
- The families that received free bike helmets were extremely happy and grateful. Five helmets were donated through EPD's Angel Fund.
- One parent commented on concerns about kids listening to headphones while bicycling. It is illegal to have both ears plugged with headphones while riding a bike.
- Someone mentioned that distracted driving starts w/ kids. They should be taught at an early age to focus. Focus on where you are and enjoying the moment!

### ***EVALUATION***

- It would be nice to have the evaluation in Spanish as well as English.
- It would also be helpful having a Spanish version of the brochure.
- The evaluation had a section for 'Carbon Footprint' but should have been 'Clean Air'. The evaluation never got changed after that station name changed.
- The evaluation was a great way to get important feedback and earning a raffle ticket for completing it was a great idea!

## Appendix F – Budget

### 1. Total Workshop Costs -

HumPAL labor (approximate)	\$2,000
<i>(This cost could be eliminated using more volunteers on the day of the event.)</i>	
Consultant's time, materials, travel and per diem (Would not necessarily need a consultant in Humboldt County now, given local expertise)	\$2,600.00 (one time cost)
Printing (approximate)	\$400.00
Facility rental (janitorial)	\$150.00
Food (approximate)	\$880.00 (\$280 donated)
Incentives (approximate)	\$700 (donated)
<b>Total without consultants and more volunteer labor:</b>	<b>\$3,900</b>
<b>GRAND TOTAL</b>	<b>\$7,500</b>

### 2. Donations:

#### 1. Food Donations

- Los Bagels donated 7 dozen bagels (\$100 value)
- The Co-op donated \$180 worth of gift certificates for food.

***Total Value of Food Donations: \$280***

#### 2. Raffle Prize Donations

- Three-month HealthSPORT Gold Membership (\$399 value)
- One year family membership to Sequoia Park Zoo (\$46 value)
- Car booster seat (\$65 value)
- 10 Pedometers (approx. \$10 each x 10 = \$100)
- 12 Spinning Tops (approx \$12)
- 4 Bike Safety Kits (approx. \$5 each x 4 = \$20)
- 5 Helmets (approx. \$15 each x 5 = \$75)
- 4 calculators (approx. \$4 each x 4 = \$16)
- Coop \$20 gift certificate
- Safeway \$25 gift certificate

***Value of Raffle Prize Donations (approximate): \$ 778***

**3. Food Purchases: Total of food purchased: \$605.28.**

<b>CO-OP DELI SPECIAL ORDER <i>TAKEN BY: Nate</i></b>			
<b>Customer name:</b> County of Humboldt- Public Health Branch - Health Ed- Nutrition & Physical Activity Program- Pedestrian & Bike Safety Workshop			
<b>Address:</b> 908 7th St. Eureka, CA 95501		<b>Telephone:</b> 441-5567	<b>Date ordered:</b> 7/30
<b>DATE:</b> 8/28/10	<b>WHERE:</b>	Washington Elementary School	
<b>DELIVERY?</b> Y			
<b>MENU ITEM</b>	<b>QUANTITY / SIZE</b>	<b>INDIVIDUAL PRICE</b>	<b>TOTAL PRICE</b>
<b>ORGANIC FRESH FRUIT PLATTER</b>	4	\$60.00	\$240.00
<b>YOGURT AND SOY YOGURT IN SIDE BOWLS</b>			
<b>ASSORTED MUFFINS (INCLUDE VEGAN OPTIONS, PACK SEPARATE GF BOX)</b>	96	\$1.25	\$120.00
<b>JUICE GALLON (The price is based on an average for a variety of types)</b>	6	\$7.99	\$47.94
<b>Breakfast Spreads</b>			
<b>Cream Cheese/oz</b>	65	\$0.20	\$13.00
<b>Jam/oz</b>	32	\$0.30	\$9.60
<b>Organic peanut butter/oz</b>	32	\$0.25	\$8.00
<b>Ground Coffee/lb</b>	4	\$7.99	\$31.96
<b>1/2 &amp; 1/2/qt sugar/lb</b>	4	\$2.29	\$9.16
	2	\$1.99	\$3.98
<b>Accoutrements &amp; Accessories</b>	100	\$0.25	\$25.00

<b>(amount per person)</b>			
<b>Utensils (Forks, Knives, Spoons)</b>	100/each		
<b>Napkins</b>	2 Sleeves		
<b>Plates</b>	100+		
<b>Cups</b>	100+		
	SUB-TOTAL		\$508.64
	DELIVERY 10%		\$50.86
	TAX 9%		\$45.78
	<b>TOTAL:</b>		<b>\$605.28</b>

#### 4. Printing Budget = \$400 (approximate)

<b>Item Description</b>	<b># of copies</b>	<b>ESTIMATED COSTS</b>
BW Half sheet "Save the date" flier This should not include 6th graders at each school for Spring 2010 students	approx 800	\$34
B/W Brochure Copies for Workshop w/out maps (double sided Engl/Spnsh B/W on color paper	100	\$54
COLOR 11x17 Poster announcing event	30 6 per school, 1 for district office, remainder for prominent public locations	Donated by Public Health Actual cost is \$20.70 for 25 posters (\$0.69/ea for color, 11 x 17 on poster paper)
Activity/ Scorecard	100 B/W -double sided on heavier stock colored paper	100 total = \$24.00 + tax (\$0.24/ea.)
BW Letter to Incoming Kindergarten Parents double sided Engl/Spnsh BW Envelopes for K Letter Postage for K Letter Wayfinder Signage for Event Public Health to provide the staff time, easels, butcher paper, etc. for this project	255	\$26.40 (printing)  Estimated: \$20 \$112 postage Donated by Public Health Branch
BW Sign-In sheets for day of event	6	\$0.50
Rolls of raffle tickets	1,500 tickets	Donated by RCAA

Banner for each station, one for breakfast, one for orientation Public health suggested these could be made from same materials in comment 5	12-15	Created hand-made banners; no cost
B/W ½ sheet Handouts for Washington Elem. Back to school night on Aug. 26 <sup>th</sup> . Dbl sided Eng/Spanish	150	\$9.00
BW Handouts for Alice Birney Get Schedule event on Aug. 26 <sup>th</sup>	150	\$9.00
BW Quarter sheet flier for use at summer youth events e.g. Eureka Soccer games	300	
BW Taskforce Meeting Handouts re: Workshop	200	\$11.00
	This is to duplicate materials for the June , July and Aug. TF mtgs. Station Materials	
SR2S Station		No materials needed.
Clean Air Station Handouts for station	15	\$1.20
Biking Station Yellow Biking for Kids Booklets from RCAA	100	
How to Lock a Bike	3	Donated
How to Fit a Helmet	3	
Biking Tips from "Brochure"	100	
Pedestrian Education Station Pedestrian Tips from Brochure	100	Donated
Lookout Kids About flier Additional materials	6	
Car Station Driving Tips from Brochure	100	Donated
Additional Brochures and materials		
Parent Pledge COLOR half sheets	100	100 x \$0.75 = \$75.00