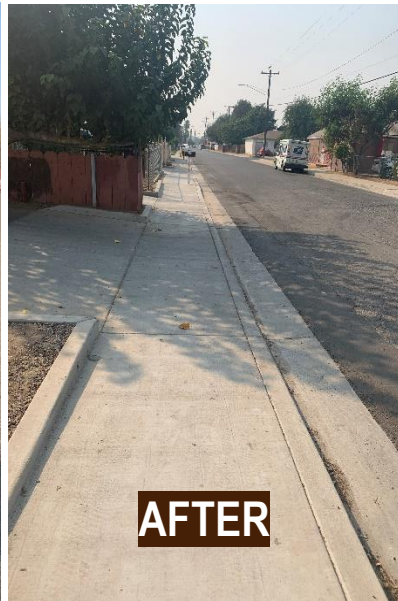


THE CITY OF MADERA KEEPS KIDS SAFE AND HEALTHY WITH SIDEWALKS AND A WALKING SCHOOL BUS



RESULTS

At George Washington Elementary, most students must walk to school. However, there are few or no sidewalks in the area. Working with local officials, parents came together to make it safe for everyone to walk to school by way of:

- **A Walking School Bus Program**, so students can walk safely together
- **Installing sidewalks** on streets surrounding the school

PUBLIC HEALTH CHALLENGE

- Most pedestrian collisions in the city of Madera take place in low-income neighborhoods.
- Victims of most pedestrian safety collisions are between the ages of five and 24 years.
- California's pedestrian fatality rate is almost 25% higher than the national average.
- One in every five children under the age of 15 killed in traffic crashes were pedestrians in 2017.

*Data comes from Statewide Integrated Traffic Records Systems and CDC Injury Center

1 in 5 Kids are killed in traffic crashes



DISPARITIES

Walking in low-income neighborhoods is challenging for students as there are:

- Fewer sidewalks
- Fewer safe street features like crosswalks
- Fewer streets with proper lighting
- Increase in danger due to crime



Walking School Bus Programs offer a healthier way for students to get to school while reducing traffic congestion

When communities come together, everybody wins!



“I feel safer walking with the Walking School Bus Program because they stop the cars.”

– Student at George Washington Elementary



This project would not have been possible without the dedicated efforts and time given by many groups, including:

- **George Washington Elementary School** - Walking School Bus volunteers and parents
- **Madera Unified School District** - Administration and Parent Resource Center
- **City of Madera** - Planning & Engineering Department, Police Department, City Council & City Manager

HOW THEY DID IT

- **Conducted a walk audit** by community members and stakeholders.
- **Recruited volunteers** to be crossing guards and lead Walking School Bus every day
- **Parents invited city officials** to the school and voiced concerns while proposing solutions
- **Installed 2500 linear feet of new sidewalks** around the school.

What is the best part about the Walking School Bus Program?

“Knowing that the kids arrived safe.”

– Parent of George Washington student



Safe Routes to School and Active Transportation efforts coordinated by Madera County Department of Public Health are supported by California Department of Public Health's REACH and CalFresh Healthy Living Programs funding.