



# DEAR PARENTS + CAREGIVERS,

Every day over one million children travel to and from New York City public schools – as well as libraries, afterschool programs, sports and arts activities – you name it! Walking is an important part of the journey. Your child’s class is participating in this year’s “We’re Walking Here” competition. They will have an opportunity to get out and walk and record their walking over the course of two weeks. Then they will create important Public Service Announcements (PSAs) to share with the public.

This year the theme of the PSA competition includes Vision Zero, the City’s effort to drive down traffic fatalities and injuries. Students will get an opportunity to talk about the importance of safer streets to walk on and ask people no matter how they get around to do so safely.

Please support this effort over the course of the fall and help us make the streets safer than they have ever been before.

The Vision Zero Education Team  
New York City Department of Transportation



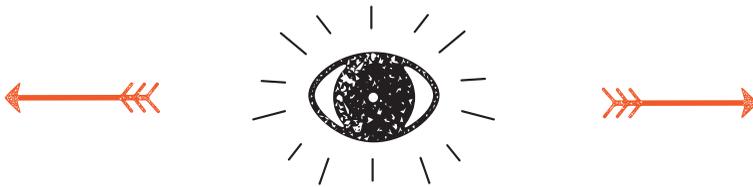
Crashes are preventable and together we can save lives.

# KEEP SAFE



## Be careful at intersections.

In New York City, 3 in 4 serious pedestrian crashes happen at an intersection. This means you should:



## LOOK BOTH WAYS AS YOU CROSS.

## WATCH FOR TURNING VEHICLES.



Drivers not paying attention cause at least 1 in 3 crashes where people walking are seriously hurt.

### YOU SHOULD:

 Pay very careful attention while walking.

 Make sure that you can be seen.



# THE SPEED LIMIT IN NYC IS NOW

# 25 MPH



This is to make sure that drivers can slow down easily if they have to.

## KEEP HEALTHY



### Walking makes your heart healthy and strong.

People who walk or bike to school get more than an hour of exercise each day.



**Only 1 out of 4 people drives to work in New York City. The rest take public transit, walk or bike.**

1 in every 4 transit trips in the United States is made in New York City!

# HOW MANY STEPS?

First, measure how many inches your personal step takes.

**1 STEP = \_\_\_\_\_ INCHES**

Next, calculate, count and estimate how many steps it takes for each activity. Use the formulas if needed.

## CALCULATE

How many steps  
in one block?

How many steps does it  
take to walk one mile?

## COUNT

How many steps to walk  
around your school?

How many steps do  
you walk during the  
school day?

## FORMULAS

12 inches = 1 foot

1 block = 264 feet

1 mile = 5,280 feet

## ESTIMATE

How many steps do you walk in one 24-hour period?

How many steps do you walk in a lifetime?

# BE HEALTHY!

Guess how many steps you need to take each day to stay healthy:

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**STEPS**

The recommended number of steps is:



Guess how many minutes you should play each day to stay healthy?

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**MINUTES**

The recommended number of minutes is:



# DANGEROUS DRIVING

In a five- to ten-minute period (your teacher will decide), record with a partner the number of cars you see exhibiting noticeable dangerous driving behaviors and record them in the appropriate box.

Texting 	Talking on Cell Phone 	Turning Too Quickly 	Speeding Through Yellow Light 
<b>TOTAL:</b>	<b>TOTAL:</b>	<b>TOTAL:</b>	<b>TOTAL:</b>

# BLOCKS YOU WALKED

# CLASSROOM GRAPH

Two-week Grand Total:

Number of Blocks

0

Day 1

Day 2

Day 3

Day 4

Day 5

Day 1

Day 2

Day 3

Day 4

Day 5

WEEK 1

WEEK 2

# PLAN YOUR MESSAGE

## BRAINSTORM

What did you learn about driver behavior while counting the blocks you had walked?



## FOCUS

What one key thing would you tell drivers to make clear that we need to be safer on the streets?

## WHY?

Why should drivers prioritize pedestrian safety on our streets?



## YOUR MESSAGE



Can you create a “catch phrase” to build your PSA announcement around? Whether you are drawing a poster or making a video, this will be important.



**CREATE**

Now sketch out your plan.