

Parking Education Campaign Sample Communication

These are examples of communications to include in parent communication and newsletters. Please edit to fit your audience.

School Communication: Campaign Kick-off

The Safety of Our Students Depends on You

Too often we, as drivers, make decisions that seem harmless for the sake of ease or comfort. However, some of these behaviors have big hidden consequences particularly when we are around children and youth.

BLANK School, in Partnership with PBOT's Safe Routes to School program, will be launching a campaign to address traffic safety issues triggered by poor parking behaviors during pick-up and drop-off.

In the coming weeks, you will see school volunteers educating drivers on the most common traffic violations that seem harmless, but are in fact, very dangerous to children and youth.

Are you concerned about our students' safety? Do you have a moment to help?

Consider being a Safety Superhero and volunteering for the Parking Education Campaign! For more information contact Assistant Principal Amy Slaughter.

Circulation Plan:

Please use BLANK school's suggested traffic flow map whenever driving to school. This flow around the school will encourage predictability and increase safety during pick-up and drop-off.

If driving your child to school, it is always recommended to park a few blocks away from school and walk the rest of the way to increase physical activity, improve air quality around school, and decrease congestion.

School Communication: Share Tally Results with Families

Weekly Summary of School Parking Campaign

Improve behavior message example: Way to go BLANKS! We increased safety this week by reducing dangerous driving behavior.

Need improvement message example: Numbers show that we have more work to do to increase safety during pick-up and drop-off. It is up to all of us to make our streets safe.

AM infractions

- Parking in No-Parking Zones total:
- Blocking Bus Zones total:
- Parking too Long and Double Parking total:
- Parking the Wrong way total:
- Blocking important spaces total:

PM infractions

- Parking in No-Parking Zones total:
- Blocking Bus Zones total:
- Parking too Long and Double Parking total:
- Parking the Wrong Way total:
- Blocking Important Spaces total:

Thank you to all volunteers and staff who helped this week make our school a safer place. Please remember to choose safety over ease while stopping or parking during pick-up and drop-off.

School Communication: Highlights of Campaign Success

It is our pleasure to announce that BLANK Community has put safety first by reducing the number of parking violations around school during pick-up and drop-off.

A special thanks to all who chose safety over ease by following parking rules around the school. Let's continue being successful!