**Plan ahead for Back-to-School**

**August CTR Communication Toolkit**

**Pick and choose from the following to promote active transportation and alternative commute options as kids head back-to-school**

**Draft EmaiL/ARTICLE:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Safe Commute Options for Kids

It seems like summer’s only just begun, but if you have kids at home, you’re probably already thinking about back to school preparations. Shopping for clothes and supplies, making sure that they’re current on their immunizations, putting money in their lunch accounts…the list goes on. But have you thought about how your kids are going to get to and from school this September?

If you routinely drive your child to school, but are trying to cut your commute miles, you have a number of options. Of course, there’s the school bus. But, did you know that Intercity Transit provides safe, reliable and affordable transportation to 44 schools throughout Olympia, Lacey, Tumwater, and Yelm, which allows them to take part in after school activities, unlike the school bus. And, at just $15 a month for a youth bus pass, the price is right! Check [intercitytransit.com/youth/school-routes](https://www.intercitytransit.com/youth/school-routes) for schools that are served by Intercity Transit.

Intercity Transit helps organize Walk N Roll to School Days at Pioneer, Garfield, Hansen, Centennial, McKenny, Peter G. Schmidt, Michael T. Simmons, Tumwater Hill, and Mountain View Elementary Schools. Walk N Roll encourages students and families to bike and walk to school to reduce congestion, improve air quality, and make healthier communities. If you are interested in getting Walk N Roll started at your child’s school, please contact us at [walknroll@intercitytransit.com](mailto:walknroll@intercitytransit.com). Or, if you are interested in active transportation options for your child this year, safe walking route maps to a number of area schools can be found at [thurstonheretothere.org/traveloption/schools/](http://thurstonheretothere.org/traveloption/schools/).

Even if your kids don’t walk or ride to school, you can help ensure that those kids who do arrive safely. Take the [Pace Car Pledge](https://www.intercitytransit.com/youth/pace-car-pledge) to keep school zones safe for everyone.

**DRAFT FACEBOOK POSTS/TWEETS:**

1. Wondering how you are going to get your kids to and from school this year? If they attend one of the 44 schools on an Intercity Transit routes, get them a monthly youth bus pass for just $15 and leave the driving to us. Problem solved.
2. Support active transportation options for kids and help keep them safe by taking the Pace Car Pledge. It’s fast, easy and helps young people feel safe walking and biking to get places. Take the pledge at [intercitytransit.com/youth/pace-car-pledge](https://www.intercitytransit.com/youth/pace-car-pledge).