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Spreading The Word About Pedestrian & Bicycle Safety

Your Turn

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Guest columnist

Now that most children are back in their classrooms in New Jersey, many children take the bus or have their parents drive them to and from school.

October is International Walk & Bike to School Month and the perfect time to educate New Jerseyans about walking and bicycling to school safely. Walking and bicycling are easy and simple ways to make physical activity a part of your children's daily routine. EZ Ride offers bike and pedestrian safety programs in Bergen, Essex, Passaic, Union, and Monmouth counties. We can help you plan, develop and implement activities in your school or community to improve safety and promote walking and biking. All our programs are free to schools, municipalities, and non-profits and fully funded by our partners.

Our program partners: the New Jersey Department of Transportation, the North Jersey Transportation Planning Authority, and the Division of Highway Traffic & Safety, support our efforts to educate New Jerseyans about bike and pedestrian safety.

EZ Ride offers a range of biking and walking programs and services for all ages that prioritize underserved communities and those with high rates of pedestrian crashes and fatalities to make them safer.

So, in October, we encourage parents and children to join others across New Jersey, the United States, and the globe and leave their car keys at home.

Walking and biking to school will also help reduce emissions and promote climate change.

There is also a new Smartphone app available, which will help parents coordinate daily walk-to-school routines for themselves and their children for exercise and help reduce traffic and pollution. Parents can organize their child's walks on the "New Jersey Walking School Bus App" and create a private walking group right on the app. The app lets parents see their child's location, track miles walked, reduce pollution, and form adult walking groups.

As part of EZ Ride's efforts to build a culture that encourages bike and pedestrian safety and reduces crashes, our team members regularly collaborate with schools, residents, elected officials, and law enforcement to promote bicycle and pedestrian safety in New Jersey.

EZ Ride can come to your site and conduct 30-minute visual, age-appropriate, and interactive presentations, including bike rodeos, as well as set up fun and educational programs such as bike skills courses for children.

In addition, EZ Ride has many [online resources](#) available to educate people about bike and pedestrian safety. We also offer a limited number of free bike helmets for children who do not own them.

So, in October, we encourage parents and their children to join others across New Jersey, the United States, and the globe and leave their car keys at home and enjoy a walk or bike ride to school. (October 6 is International Walk & Bike to School Day but EZ Ride is celebrating all month!) We encourage schools, PTA's, and police departments interested in learning more about bicycle and pedestrian safety to contact EZ Ride. We can share resources to help you plan a special event to educate children, parents, and senior citizens about bike and pedestrian safety. We can help you with your planning and offer free supplies. In addition, EZ Ride is offering the Golden Sneaker Challenge to recognize schools and students for walking and biking to school safely. Students can also submit posters and videos to win prizes and pledge to walk, bike, and stay active. Let us work together to reduce climate change and educate our children about bicycle and pedestrian safety and exercise. These essential habits will benefit New Jerseyans and our environment for years to come.

Krishna Murthy, President & CEO, EZ Ride