



2026

**WE'RE WALKING HERE
MUSIC VIDEO
TRAFFIC SAFETY
COMPETITION**

Competition Start:

Wednesday, October 7, 2026

Final Submissions Due:

**No Later Than Midnight
Friday, December 11, 2026**

**Thank you for joining
the 2026 We're Walking
Here Music Video Traffic
Safety Competition!**

We're Walking Here provides students citywide with an opportunity to win cash prizes for their school as they create music video public service announcements to highlight the importance of safer streets. This program requires two or three class periods and must include the grade-appropriate lesson that is featured in the workbook provided.

Competition Theme

As part of the Vision Zero Initiative, we invite students to discuss ways we can change dangerous driver behavior and better protect ourselves in the traffic environment in order to prevent traffic fatalities and injuries. PSAs directed at either adult or teen drivers are strongly encouraged, but those directed at best walking and biking practices will be accepted as well.

Public Service Announcement (PSA) Format

An original music video that includes written lyrics and/or dances of students emphasizing Vision Zero concepts to be professionally produced as a music PSA video. Winning videos will be promoted by the NYC Department of Transportation (NYC DOT).





Get Walking

We've supplied "Get Walking Workbooks" with student trackers and pedometers to strongly encourage you and your students to increase their walking activity during the nine-week contest period. The "Classroom Activities" build on student observations of the traffic environment around their home and school communities.

Included in the Grades 3-5 and 6-12 student "Get Walking Workbook" is a "Blocks You Walked Student Tracker," as well as a suggested "Blocks You Walked Classroom Graph" to tally up class totals at the end of a two-week period. While we no longer require submission of a completed classroom graph, we recommend the structured walking activity to leverage best traffic safety practice in WWH classroom lessons.



SUPPLY KIT

Registered members of the We're Walking Here competition will receive a kit with the following:

- Workbooks for each student in the class
- A pedometer for each student
- Two copies of this document (with lesson plan and competition rules to be hung in the classroom)
- Pencils

For questions about the competition please email walkingschools@dot.nyc.gov.



Get Talking

Review the "Keep Safe, Keep Healthy" fact sheets in the workbook. After this review, use the activity appropriate for your grade. Each activity will take one class period. Have the students talk about paying special attention to dangerous driver behavior. Choose a time to do this that will reinforce the "Get Walking" step if your students are doing each day and also keep in mind that it will inform the "Get the Message Out" step that follows.

Classroom Activities

Grades K-2

How Do We Get Around the City?

Before using the workbook, ask students to list the modes of transportation we use to get around the city. Use the "How Do We Get Around the City?" worksheet, page 4, to establish how many students in your class walk. Use pages 5-7 to review the traffic signals and signs we use as pedestrians.

Grades 3-5

How Many Steps?

Before students first week of walking, use the "How Many Steps?" worksheet on pages 3-4. First, have each student calculate the length of their step. Next, take the students outside and count the actual steps around the school. Estimate how many steps the students take in a day or in a week. In the "Be Healthy" section, the answers are: 10,000 steps and 60 minutes.

Dangerous Driving

During the second week of walking, introduce the "Dangerous Driving" activity on page 5 of the workbook. Remind them that their *We're Walking Here* video submission should highlight the importance of safer streets and encourage drivers, pedestrians and bicyclists to change their unsafe behaviors in the traffic environment. Next, take the students outside, around the school. Direct them to work in pairs to track the four listed driver behaviors: texting, talking on a cell phone, turning too quickly, and speeding through a yellow light. Point out that they may observe additional dangerous driver behaviors, which can be written separately, e.g., running a stop sign, not yielding to pedestrians at an intersection, traveling very fast in a school zone, double-parking in front of the school, etc. When students return to class, survey their responses and highlight the critical traffic safety observations.



Grades 6-12

Street Survey/School Zone Dangers/ Dangerous Driving

During the first week of walking, ask the students to fill out the “Street Survey” worksheet individually. Have a discussion about their answers. If there’s time, calculate some percentages in table groups and have them make pie charts.

During the second week of walking, distribute the “School Zone Danger” worksheet to half the class, and the “Dangerous Driving “ worksheet to the other half. Review each sheet and the various categories listed, explaining that each student needs to find 5 to 10 minutes before the end of the week, before or after school, to observe cars, bicyclists and pedestrians around the school’s perimeter, and write down what they see on the worksheet they receive. Let the students know to return their worksheets to class at the end of the week, explaining that their collective observations will generate ideas for the class’ WWH video or submission. Only original music is permitted.

Get the Message Out

Make sure you take the time to create a final product and submit it to us so that you get the full experience of the competition.

Please follow the guidelines outlined in the official rules. Your students must submit a music video from any genre of music that includes written lyrics and/or dances of students emphasizing Vision Zero concepts with a written one- paragraph summary of the PSA core message.

WHAT IS VISION ZERO?

Vision Zero is the City’s initiative to drive down traffic fatalities and injuries through citywide interagency collaboration – and you can help!

Crashes that take lives and create serious injury can be reduced by a combination of education, enforcement, legislative changes and street redesign.

But all New Yorkers must play their part by sharing the street safely and asking people in their communities to slow down and be more cautious on the streets.

Crashes are preventable and together we can save lives.

What causes crashes? Dangerous driver choices.

Dangerous driver choices are a factor in 63 percent of all crashes. The leading causes of crashes are:



Speeding



Failure to yield
when turning



Distractions
behind the wheel

nyc.gov/walkingschools

Using a Pedometer

You have received pedometers as an extra incentive for your students. Use them to count steps in addition to counting the blocks they walk. Pedometer measurements are most accurate with smooth, steady steps. Jumping, hopping, and running will throw off the counting mechanism.

You can assign pedometers to measure in- and around-school activity over the course of one school day, or for a 24-hour period to include to- and from-school activity.



Please see
nyc.gov/walkingschools
for examples of past videos.

Tips for Making a Short Video

Come up with a great idea!

You can't make a great video without one, so spend time crafting a strong original idea. Remember, you are being judged on your idea and script, not on the quality of your video production.

Use a tripod to stabilize your camera.

A shaky video will distract the viewer from your important message. If you don't have a tripod, there are other ways to stabilize your camera or phone, like propping it up on a stack of books or even placing it in a shoe. To record someone on the move or to pan, keep the camera stable to avoid a shaky image.

Think about sound.

Audio recorders hear everything, so think about the background noises that might be picked up and distract from your message. Avoid rooms with fans, AC units or other noises that might distract from your message. Also, if students are performing a song, make sure they announce the lyrics clearly.

Watch past winners.

Watch past winners for inspiration, but remember, we are looking for new and original ideas. Get creative, get out in your neighborhoods and have fun!

OFFICIAL RULES

ALL MUSIC GENRE INSPIRED PSA ENTRIES MUST INCLUDE:

- A music video that includes written lyrics and/or dances of students emphasizing Vision Zero concepts. This can be a rough draft and doesn't have to be well edited in order to be considered.
- A written one-paragraph summary of the PSA's core message and a description of an imagined final project.
- Please include the school's name, class number, and teacher's name on all materials submitted.

CRITERIA

Your submissions will be judged on the following:

Topic

Vision Zero's focus is to urge safe driver behavior, and educate pedestrians and bicyclists about how to best protect themselves in the traffic environment.

Originality

PSA shows imagination and creativity in promoting the importance of safety in the traffic environment.

Concept

PSA thoughtfully highlights the importance of safety for all street users to reach the Vision Zero goal to lower fatalities and injuries.

Persuasiveness

PSA is convincing and will encourage students of all ages to better protect themselves in the traffic environment.

PRIZES

A \$1000 grand prize will be awarded to the top winning school. The second place winner will receive \$750 and the third place winner will receive \$500.

SUBMISSION RULES

The Competition officially begins Wednesday, October 7, 2026. All submissions are due no later than midnight, Friday, December 11, 2026. The winning PSAs will be professionally produced and made available to the general public and used by the NYC DOT.

PLEASE UPLOAD YOUR PSA VIDEO OR PHOTOGRAPHS VIA WETRANSFER, IN FIVE EASY STEPS:

1. Visit www.WeTransfer.com, and click "Take Me To Free."
2. Click "+ Add your files" and upload a folder or individual documents.
3. Email to walkingschools@dot.nyc.gov
4. Fill in your email address.
5. Click "Transfer" and wait for 100% of your files to load before closing the webpage.