2026 LIST OF ELIGIBLE AND INELIGIBLE INCENTIVE ITEMS

Eligible Incentive items have a bicycle/pedestrian message or utility. Items that do not improve the safety or comfort of walking, biking, or rolling must either have program tracking utility or bicycle/pedestrian messaging. The latter should be low-cost items that motivate students to track and change their behavior.

Incentive items should be used as rewards for participation in programming, not given to the entire student body whether or not they participate in SRTS activities. Consideration should be given to how the items connect with the educational goals of your SRTS program.

We encourage you to use Michigan's Safe Routes to School logo on your incentive items. Logos are available on the SRTS website: https://saferoutesmichigan.org/media-kit/

Ineligible purchases will not be reimbursed.

Eligible Incentive Items

- Award certificates (certificates of achievement or participation, not gift certificates), trophies, plaques
- Bike Accessories:
    - Baskets, bells, bike license plates, bike locks, bike pumps, cargo racks, helmets, horns, lights, patch kit, reflectors
- Books with pedestrian, bicycle, or personal safety messages
- Drawstring bags with high-visibility utility or bicycle/pedestrian messaging
- Modest incentive items to be used in tracking programs that recognize accumulated mileage walking or bicycling to and from school (e.g. toe tokens, stickers)
- Pedometers and step counters, including Fitbits
- Pens and pencils with bicycle/pedestrian messaging
- Reflective/flashing items:
    - Backpack tags, flashlights, safety vests, stickers, zipper pulls
- Stickers with participation tracking utility or bicycle/pedestrian message
- T-shirts (when used for ongoing programs like a walking school bus or bike train, not as a one-time giveaway)
- Weather gear:
    - Gloves, mittens, rain ponchos, umbrellas, winter hats, wool socks

Ineligible Incentive Items

- Headphones/earbuds
- Gift cards
- iPads/tablets, laptops, or other electronic equipment
- Raffle items not earned through participation or skill demonstration
- Refreshments of any kind
- Motorized scooters or hoverboards
- Winter coats, jackets, or boots

Have questions about whether an incentive item is eligible for funding? Contact the Michigan Fitness Foundation SRTS team at SRTS@michiganfitness.org for written approval prior to purchasing the item in question.