



Starting and Growing a Strong Safe Routes to School Program



Colorado Safe Routes to School Program
Kori Johnson and Michelle Lieberman, Safe Routes Partnership
March 11, 2020

MISSION

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.



Safe Routes
PARTNERSHIP
Active Paths for Equity & Health





**Safe
Routes**
PARTNERSHIP
Active Paths for Equity & Health



VISION

We know that our bodies were designed to move, yet many of our communities were created with intentional inequities that limit mobility. We believe change is necessary to achieve a vision of safe, active, equitable, and healthy communities – urban, suburban, and rural – for everyone.

Love this City

DENVER



MICHELLE



KORI



TODAY'S PRESENTERS

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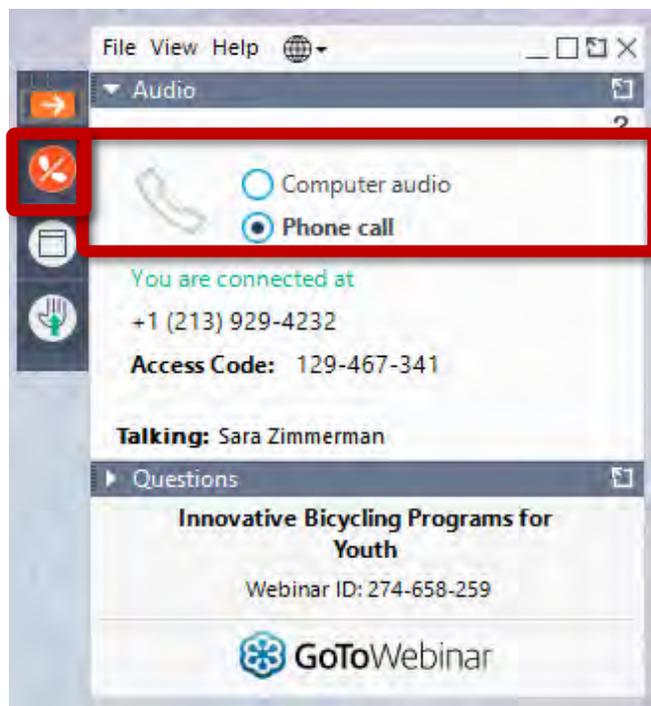
Talking: Sara Zimmerman

Questions

Innovative Bicycling Programs for Youth
Webinar ID: 274-658-259

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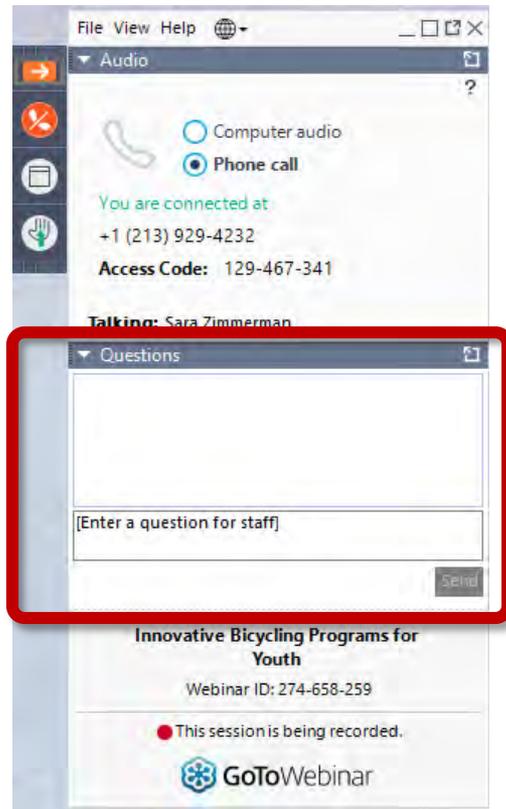
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Choose "Mic & Speakers" to use your computer's sound

HAVE A QUESTION?



QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel



Today's Agenda

1. What Is Safe Routes to School?
2. The Six E's: Strategies for a Comprehensive Approach
3. Helping Your Program Grow & Develop
4. Ideas for Initial Activities
5. Q&A



WHAT IS SAFE ROUTES TO SCHOOL?





Safe Routes to School is a movement and a program to make school travel – including walking, biking, and scooting – safe, convenient, and fun for children of all genders, races, and abilities.

In 1969, nearly **50%**
of all children walked
or bicycled to school.

Today, just **13%** walk
or bicycle.





At the same time...

- **1/3** of children are overweight or obese – triple the rate of a generation ago (Fryar, et al, 2014 and Ogden, et al, 2016)
- Family car trips to school make up **10-14%** of morning congestion (National Center for Safe Routes to School, 2011)
- Motor vehicle injuries are the **biggest** source of fatalities for children, whether as passengers, on foot or bicycle (CDC, 2016)
- Injuries and fatalities are **especially high** in low income neighborhoods (Governing, August 2014)



The Evidence is In: Safe Routes to School Works

- Safe Routes to School programs lead to a **35-45% increase in walking and bicycling** to school
- Safe Routes to School programs result in a **45-75% decrease in pedestrian injuries** near school
- Kids who walk and bike are **more physically active, fitter and have lower BMIs** than kids who don't

Benefits of Safe Routes to School

COMMUNITY CONNECTEDNESS

- Stronger student friendships & relationships through walking & biking together
- Positive social connections for families & neighbors



CLIMATE BENEFITS AND CLEANER AIR

- Fewer student asthma attacks due to less driving & reduced air pollution results
- Cleaner air & reduced greenhouse gas emissions



BETTER ACADEMIC PERFORMANCE

- Better focus, improved concentration & less distraction for students who are active before school
- Fewer absences and less tardiness when students walk or bike in groups



TRAFFIC SAFETY

- Reduced traffic injuries & dangers for students and community members at arrival & dismissal through street improvements near schools
- More chances to learn & practice road safety for students



SAFETY FROM CRIME

- Increased safety from crime & violence due to more people on the streets, good lighting & better street design
- Less harassment, bullying, or violence when students walk or bike together or with adults



SCHOOL TRANSPORTATION FIXES

- Solutions to reduced or non-existent bus service through Safe Routes to School
- Reduced traffic congestion at pick-up/drop-off times



COST SAVINGS

- Household savings from reduced gas & car use
- Education budget savings through reduced student busing costs



HEALTHIER STUDENTS

- Better health & stronger bones, muscles & joints through more walking & biking
- Reduced risk of chronic disease, diabetes, & obesity

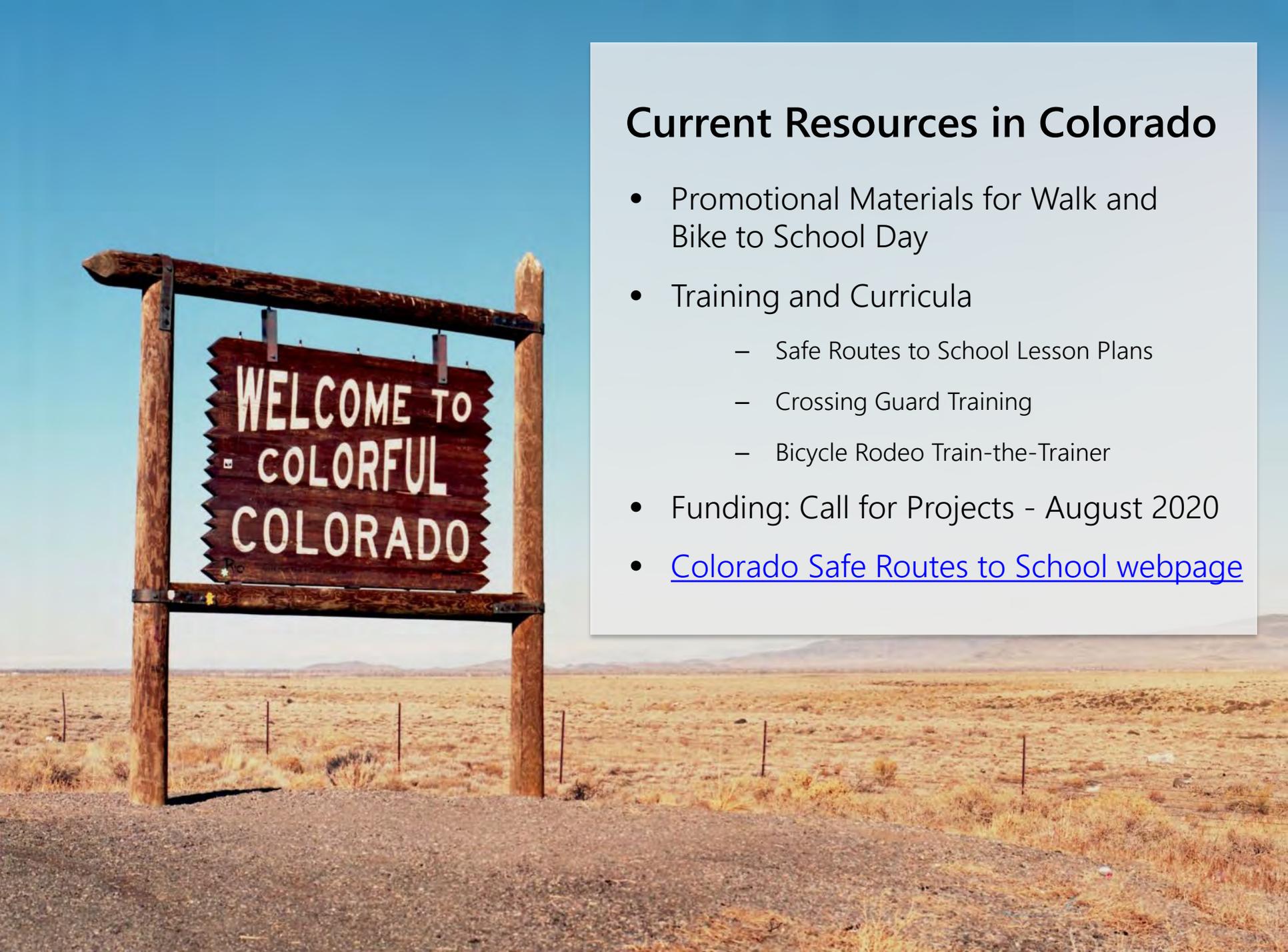




How are Safe Routes to School Programs Organized?

At the local level, Safe Routes to School programs are organized by cities, counties, schools, school districts, or community organizations. These programs can serve one school or many schools throughout a community.

At the state level, the Colorado Safe Routes to School program is administered by CDOT (the Department of Transportation). The program provides resources to help support local programs. The program is guided by a 5-year strategic plan.



Current Resources in Colorado

- Promotional Materials for Walk and Bike to School Day
- Training and Curricula
 - Safe Routes to School Lesson Plans
 - Crossing Guard Training
 - Bicycle Rodeo Train-the-Trainer
- Funding: Call for Projects - August 2020
- [Colorado Safe Routes to School webpage](#)



THE 6 E'S: STRATEGIES FOR A COMPREHENSIVE APPROACH

What are the 6 E's?



Education



Engineering



Evaluation



Encouragement



Enforcement



Equity

Studies show comprehensive approaches are more effective.



EDUCATION

ENGINEERING



ENCOURAGEMENT





ENFORCEMENT

EVALUATION



EMMANUEL BAPTIST CHURCH
2809 Irving Park St
Washington, DC 20008

National Black Church Strategy
For further information, contact:
www.nationalblackchurchstrategy.org

EMMANUEL BAPTIST CHURCH
2809 Irving Park St
Washington, DC 20008

For more information, visit:
www.nationalblackchurchstrategy.org
(Call) or email: info@nbcstrat.org



EQUITY

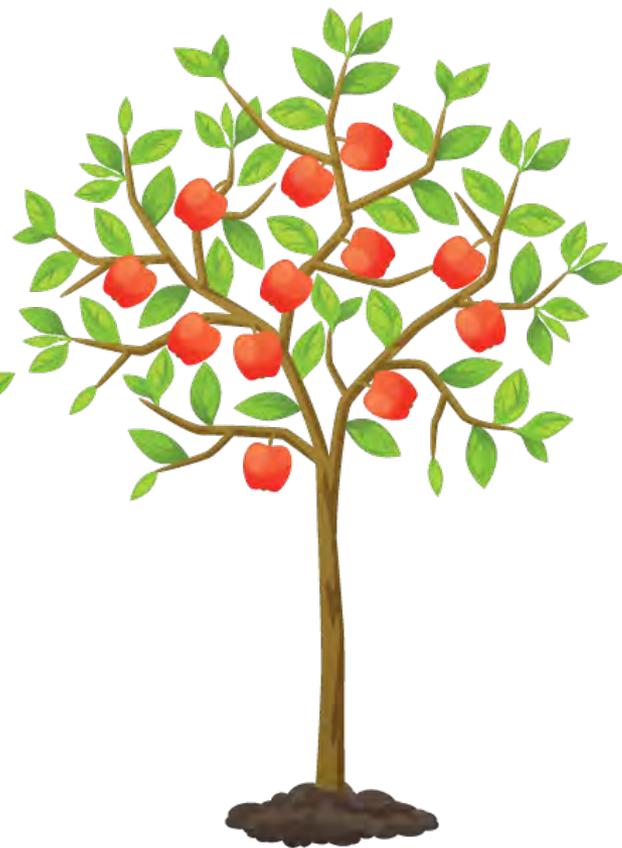


HELPING YOUR PROGRAM GROW & DEVELOP





Creating a Strong Structure: Stages to Success



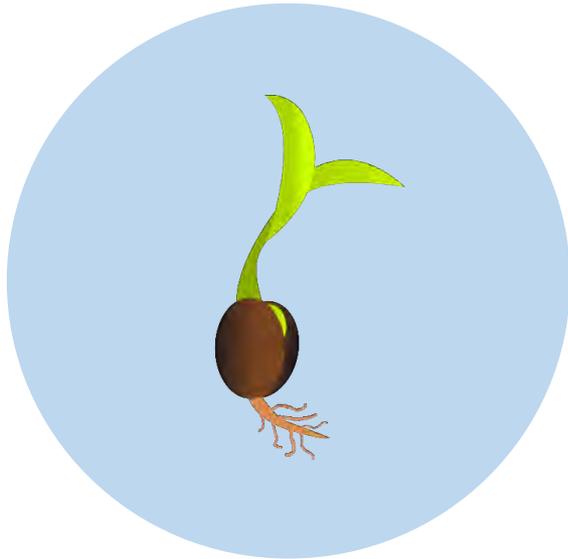
Starting
Your
Seedling

Growing
Strong
Branches

Becoming a
Healthy
Tree

Reaching
Maturity

Starting Your Seedling: Giving Your Program a Good Start



- Set goals
- Make initial plans
- Kick off education and encouragement activities
- Begin developing relationships with key partners
- Make opportunistic infrastructure improvements
- Keep moving!

Growing Strong Branches: Developing Supportive Structures



- Engage more community members
- Create a task force
- Develop an action plan
- *Some communities start at this stage, often with a grant program*



Becoming a Healthy Tree: Institutionalizing Your Program



- Sustain and expand activities
- Identify permanent staffing
- Secure long and short term funding
- Plan for infrastructure changes
- Address district and municipal policies

Reaching Maturity: Becoming a Comprehensive Program



- Create comprehensive programming
- Implement a comprehensive equity approach
- Larger infrastructure changes
- Evaluate and improve



Essential Components of a Safe Routes to School Program

- Safe Routes to School Coordinator
- Safe Routes to School Task Force
- Program Structure
- Funding
- Safe Routes to School Policies



**SAFE ROUTES TO SCHOOL
COORDINATOR**



What does a SRTS Coordinator do?

- Manages overall program
- Leads Safe Routes to School task force
- Coordinates between district, municipality, other stakeholders
- Recruits & trains volunteers
- Coordinates city/district/multi-school events & activities
- Strategically expands program
- Seeks funding opportunities
- Evaluates what is working & not with program



Paid vs. Volunteer Coordinators

Benefits of Volunteers:

- **Cost:** More affordable
- **Logistics/Bureaucracy:** Can be easier to get going
- **Commitment:** Personal passion & investment can create enormous change

Benefits of Paid Coordinators:

- **Stay in job longer:** Most volunteers are parents/family members of students
- **Time to do the job:** Volunteers average 4-10 hours/month
- **Professionalism:** More likely to have necessary skills



SAFE ROUTES TO SCHOOL TASK FORCE





Why and Who?

- Core goal: coordinate essential stakeholders to get work done
- Meets monthly, quarterly, etc.
- Usually: district or city level





Core Responsibilities

- Communicating & informing stakeholders
- Getting input from different perspectives
- Making informed joint decisions
- Determining community goals and needs
- Dividing up work
- Ensuring that equity is built in
- Determining needs for new policies or policy changes



STRUCTURE

Where should your program live?

- Local/regional transportation agency
- Planning department
- Police department
- Non-profit
- School district
- PTA
- Health department
- Other



How do you decide where to locate your program?

- Often practical – who is willing?
- May depend on funding a staff
- Funding your program
- Likely to influence emphasis of work



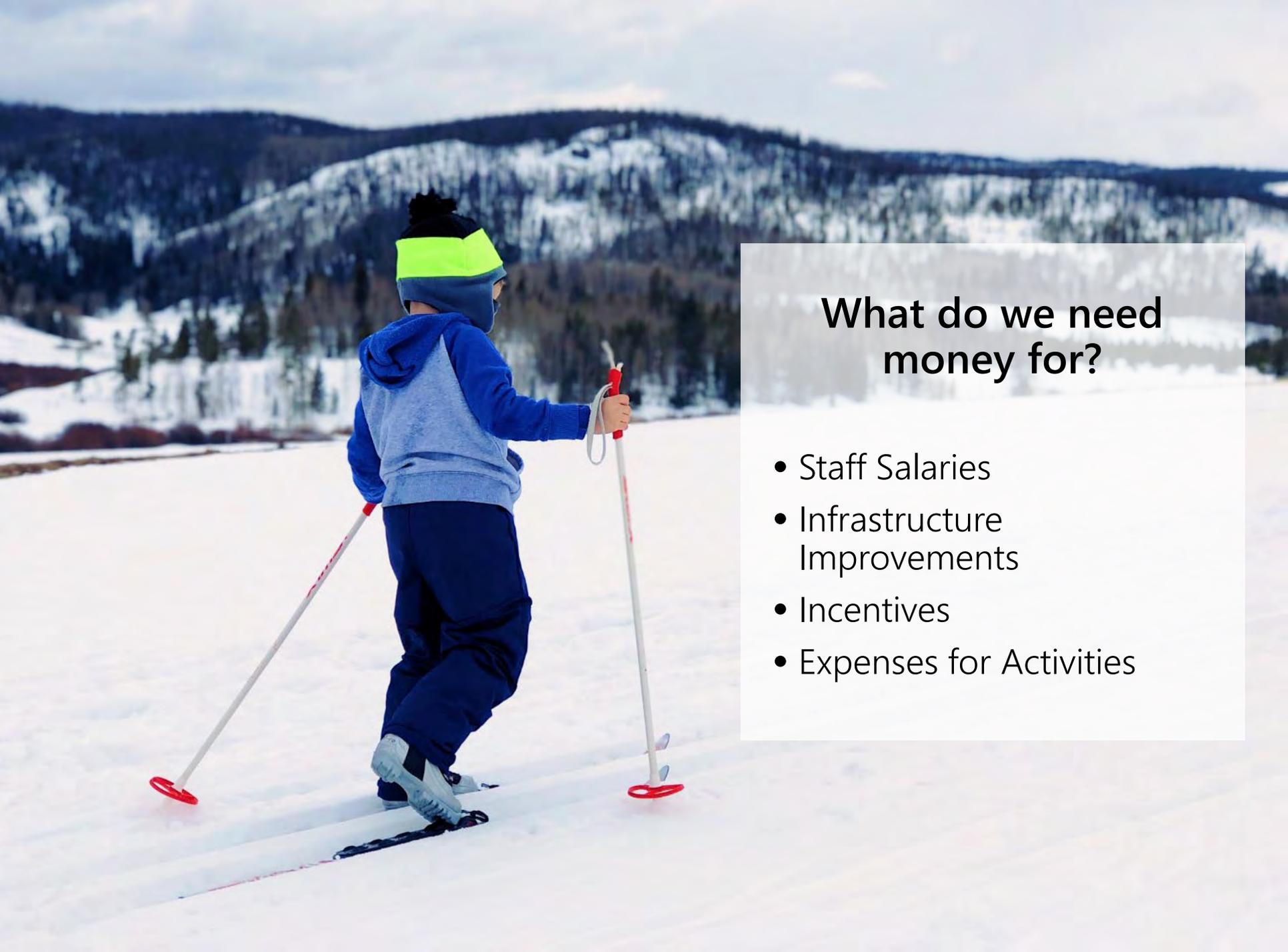
Structure may not be simple and will likely change.

- Will likely change over time: affected by funding, formality, and growth
- Different parts of the work may live different places – planning department manages overall effort, but nonprofit has contract for programming





FUNDING YOUR PROGRAM



What do we need money for?

- Staff Salaries
- Infrastructure Improvements
- Incentives
- Expenses for Activities



Common Funding Sources

- Volunteer time!
- Health funds
 - State or federal (CDC) grants
 - Local healthcare foundation grants/community benefits funding
- Foundation grants
- Business sponsorships
- General fund
- Transportation funds
 - CO SRTS grants
 - Local transportation measures



SAFE ROUTES TO SCHOOL
POLICIES

A woman and a young girl are walking on a paved sidewalk in front of a large brick school building. The woman is wearing a white t-shirt and dark pants, and the girl is wearing a pink and white striped shirt and blue pants. They are walking towards the right. The background shows a green lawn, trees, and a playground area.

Policy change is essential to long-term change.

A policy is a written law, rule, or practice that is binding and applies broadly.

Safe Routes to School policies include:

- School Board Policies
- Safe Routes to School Resolution
- Complete Streets Policy
- Comprehensive Plan



Building

Blocks



**A Guide to Starting and Growing a
Strong Safe Routes to School Program**

**Available on Our Website
saferoutespartnership.org**

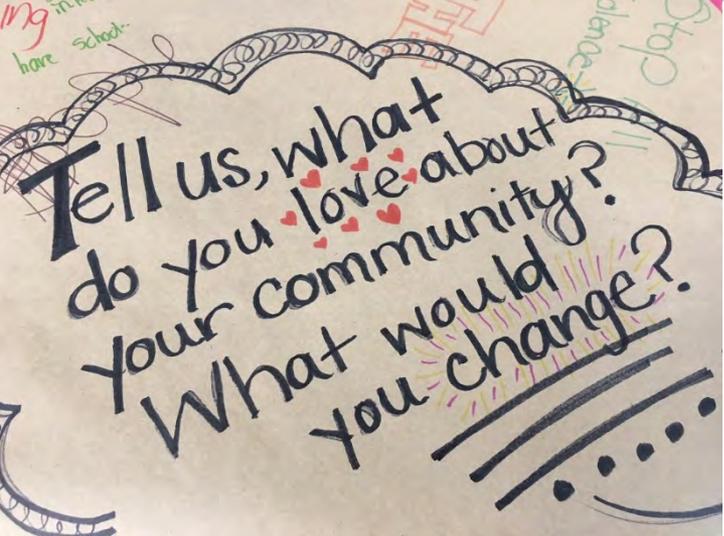


IDEAS FOR INITIAL ACTIVITIES





**Initial activities can
inform and evolve into
programs.**



BUTCHER PAPER GRAFFITI WALL

- Build awareness, brainstorm ideas, identify barriers to walking , biking, scooting
- Next steps: Get ideas from students and families, recruit volunteers and plan initial activities



WALK TO
SCHOOL DAY
Wed. TO SCHOOL DAY

WALK
TO SCHOOL DAY

WALK
TO SCHOOL DAY

Caution:
Children
Walking

Safe Routes
DC Routes to School Program

Caution:
Children
Walking

SCHOOL
ZONE
SAFE KIDS FedEx

Ketcham
ROCKS
the Walk!
Walk to School Day October 2, 2018

Walk to School Day
Observed in October
www.walkbiketoschool.org



Bike to School Day
Observed in May

[Colorado Promotional Materials](#)

Walking School Bus

- Group walk along designated “bus” route
- Led by adults – volunteers or staff
- Helps take the burden off of individual parents
- Reduces tardiness
- Can incorporate safety education



Walking Wednesdays

High School students lead a walking school bus in Pryor Creek, Oklahoma. Students received training from local police, city staff, the school district, and Cherokee nation.





Bike Rodeos



Safety Awareness Demonstration





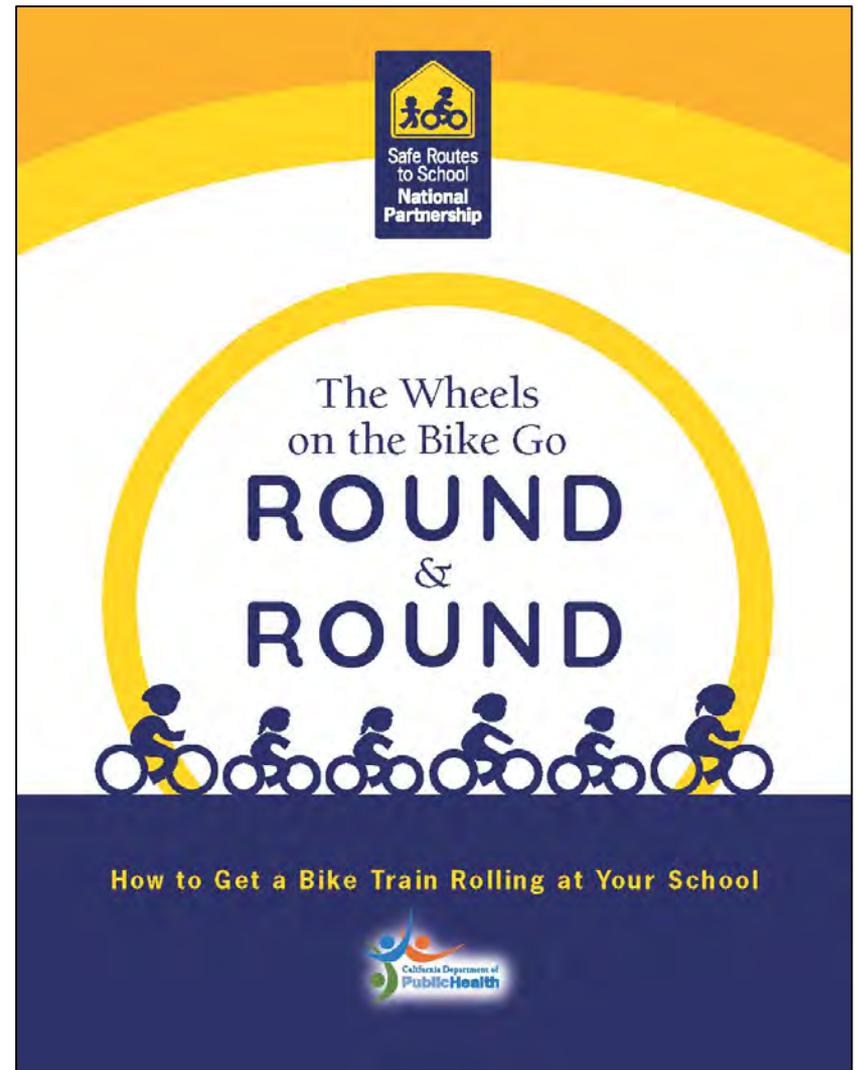
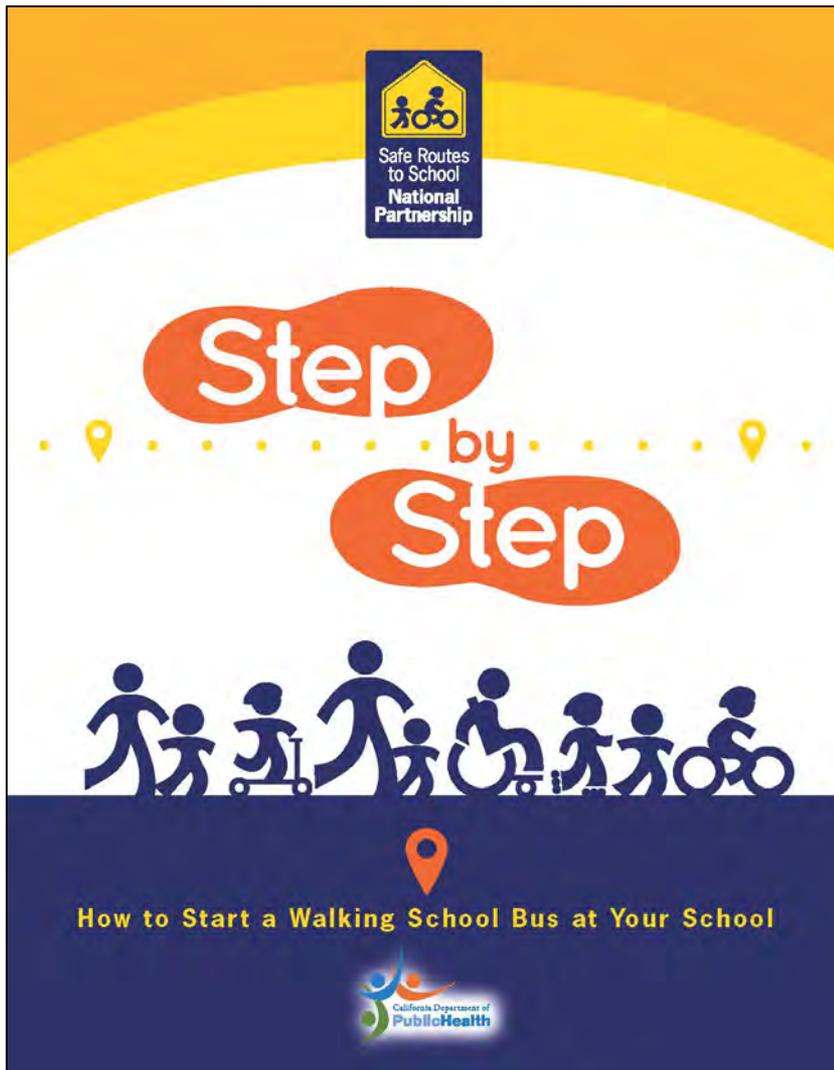


STOP

HAPPY

CURE

HAPPY



Additional Resources Available on Our Website

SAFE ROUTES TO SCHOOL MESSAGING FOR PROS



A Communications Toolkit for Schools and School Districts



Safe Routes to School and Student Leaders: Facilitator's Guide to Engaging Middle School Youth

The Safe Routes to School Technical Assistance Resource Center (TARC) is a program of California Active Communities, a joint Unit of the University of California San Francisco and the California Department of Public Health, and is funded through a statewide non-infrastructure Safe Routes to School (SRTS) award from the California Department of Transportation (Caltrans).



Additional Resources Available on Our Website

Let's Go For A Walk: A Toolkit for Planning and Conducting a Walk Audit



Photo Credit: Orange County Health Care Agency



Where the Duct Tape Meets the Road How To Create Pop-Up Safe Routes to School Projects

This fact sheet provides a simple overview of how you can go about conducting a pop-up Safe Routes to School project in your community. This fact sheet lays out the basic steps for successful pop-up projects, and specifies when and how the process differs because schools are involved.

Note that there are several guides on how to successfully plan and implement tactical urbanism and pop-up traffic calming projects. This fact sheet is intended to complement, rather than replicate, those guides. At the end of the fact sheet there is a list of several in-depth guides on how to execute tactical urbanism and pop-up projects, including information on permitting, site plan development, materials, cost estimates, and community and media outreach. We recommend that you use this fact sheet as a starting point for adapting the pop-up and tactical urbanism process to a school environment.

Distilled, the basic process for conducting a pop-up (or tactical urbanism) is:

1. Identify Partners
2. Present Concept to Decision-makers
3. Select Your Location
4. Identify Your Approach
5. Implement The Pop-Up
6. Evaluate
7. Advocate for Permanent Change

Using Tactical Urbanism to Jump Start Safe Routes to School Programs

This fact sheet is the second part in a series on using temporary installations, or pop-up projects, to advance Safe Routes to School. To learn more about pop-up projects and how they can be used to promote Safe Routes to School, check out our companion fact sheet, [Pop-Ups for Safe Routes to School: Using Tactical Urbanism to Promote Safe Routes to School Projects](#).



This "parklet" narrows the street in order to slow traffic and extends the sidewalk to provide more usable space for people to walk and spend time. Photo: Trailnet

1. Identify Partners

There are several essential partners that should be involved in a Safe Routes to School pop-up project:

- a. **School district administrators.** Involve school district administrators early on in the process, before site selection. The transportation director may be a particularly important partner, though in some districts transportation directors are very narrowly focused upon busing, and may not be interested if bus stops and routes are not affected.
- b. **School leadership.** Including the principal of the school where the project will be located is essential for a successful Safe Routes to School tactical urbanism project. Having support of school leadership will assist with encouraging students to walk and bike on the dates of the demonstration, disseminating information about the project to families and neighbors through school communication channels, and could even help connect student participation in the project with classroom subject matter.
- c. **Elected officials.** The mayor and city council should be notified, especially if the project takes place in their district. This is an opportunity to help build political will for investing in traffic safety, especially for children. Elected officials may want to participate in a photo opportunity when the pop-up occurs, which will help further build their support.
- d. **City agencies.** City staff are critical partners to secure permission for the project and safe development of plans. Potential city agencies to involve include public works, traffic safety, and public safety (fire/police).

Additional Resources Available on Our Website

Safe Routes to School Expert Help  Healthy Communities Resources

Resources

- ▶ BROWSE
- ▶ ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
- ▶ **WEBINARS**
- ▶ E-NEWS
- ▶ RESEARCH
- ▶ RECURSOS EN ESPAÑOL
- ▶ SUBMIT A SUCCESS STORY

Webinars

One of the great ways that we love to share resources and expertise is through our regular webinars. Our webinars feature our staff and incredible advocates, Safe Routes to School program staff, government officials, elected leaders, and others from around the country sharing their knowledge and learning on a diverse range of topics.

UPCOMING WEBINARS

There are currently no upcoming webinars scheduled. Scroll down to see archived webinars.

ARCHIVED WEBINARS



October 17, 2019

Transportation Planning Innovations and Health: How MPOs Are Combining Core Skills and Creativity to Advance Health

Interested in learning about the innovative and promising ways that metropolitan planning organizations (MPOs) are advancing public health in the United States?

Archived Webinars

- ▶ BROWSE
 - ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
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Join Our Email Discussion Network

Exchange knowledge with advocates and practitioners working on Safe Routes to School, active transportation and healthy community design. If you have a Google account, [click here](#) to join. Otherwise, email margaux@saferoutespartnership.org to be added.

E-NEWS ARCHIVES

[Read the current issue and browse the archives.](#)

Safe Routes to School E-News

[Safe Routes to School E-News](#) is a monthly e-mail newsletter published by the Safe Routes Partnership, a network of hundreds of local, state and national organizations, non-profits and businesses that are working to advance the Safe Routes to School national movement in the United States.

The Safe Routes to School E-News includes national Safe Routes to School news, state updates, events and Safe Routes Partnership information. We welcome your Safe Routes to School news and story ideas and encourage you to send them to info@saferoutespartnership.org for possible publication.

SIGN UP FOR E-NEWS

All Safe Routes Partnership partner affiliates automatically receive [Safe Routes to School E-News](#). There is no charge to become a partner and we invite your organization to officially [join the National Partnership](#). If your organization or agency is prohibited from joining, or if you are an individual, you are still welcome to sign up to receive our E-News below.

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First Name *

Last Name *

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City

State

Email Discussion Network



Q & A



Please take our survey!





Reminders

- National Bike to School Day - Wednesday, May 6th
- Sign up for the Colorado Safe Routes to School Newsletter – email Wendy McMillan at wendy.mcmillan@state.co.us
- Upcoming SRTS Grant Cycle
- Upcoming Webinar – SRTS Policy, April 21st, 11am MT
- **Colorado SRTS Contact:**
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melissa.houghton@state.co.us



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