



Winning Strategies to Engage Diverse Communities in Safe Routes to School

October 24, 2018



Diversity of Staff



Approach

Community Engagement

Branding and Outreach

Urban Setting

Rural Setting

**Community
Engagement
Plan**

**School
District/
Principals**

**Neighborhood
Groups,
Parents,
Community
Organizations**

**KEY
STAKEHOLDERS**

**SRTS
Advisory
Committee**

**Adjacent
Cities**



Public Outreach

Community Engagement

Branding and Outreach

Urban Setting

Rural Setting



Imperial County

ACTIVE TRANSPORTATION PLAN



La ciudad de Garden Grove lo invita a:
Thành phố Garden Grove kính mời quý vị:

Rutas Seguras a la Escuela
Taller Comunitario:
Cook Elementary y Jordan Intermediate

Đường Đến Trường An Toàn
Hội Thảo Cộng Đồng:
Cook Elementary & Jordan Intermediate

¿Esta interesado en hacer las calles alrededor de la escuela más seguras?
¡Únete al equipo Safe Routes to School para dar tus ideas sobre cómo la ciudad puede ayudarte! Garden Grove está trabajando en un plan de Rutas Seguras a la Escuela (SRTS) que hará caminar y andar en bicicleta a la escuela más fácil y seguro para los estudiantes. ¡Tus ideas y opiniones harán la diferencia!

Quan tâm làm đường phố xung quanh trường an toàn hơn không? Giúp cách em đến trường an toàn để cho ý kiến của qui vị về thành phố Garden Grove có thể giúp qui vị! Thành phố Garden Grove đang làm một kế hoạch cho học sinh đi bộ và xe đạp đến trường dễ dàng và an toàn hơn. Ý kiến của qui vị sẽ tạo ra sự tốt đẹp hơn.

Jueves, 9 de noviembre de 2017
Thứ năm, ngày 9 tháng 11 năm 2017

2:30PM- 4:00PM

A. J. Cook Elementary School
Multipurpose Room (MPR)
9802 Woodbury Ave, Garden Grove, CA 92844



Para más información, llame a (657) 206-6820 o envíenos un correo electrónico a GardenGroveSRTS@gmail.com.

Để biết thêm thông tin, xin gọi: (657) 206-6820 hoặc GardenGroveSRTS@gmail.com.

Si no puede participar, escanee el código QR o visite <https://tinyurl.com/GGSRTS> para completar una encuesta electrónica.

Nếu qui vị không thể tham gia với chúng tôi, hãy quét mã QR hoặc truy cập <https://tinyurl.com/GGSRTS> để điền vào một cuộc khảo sát.



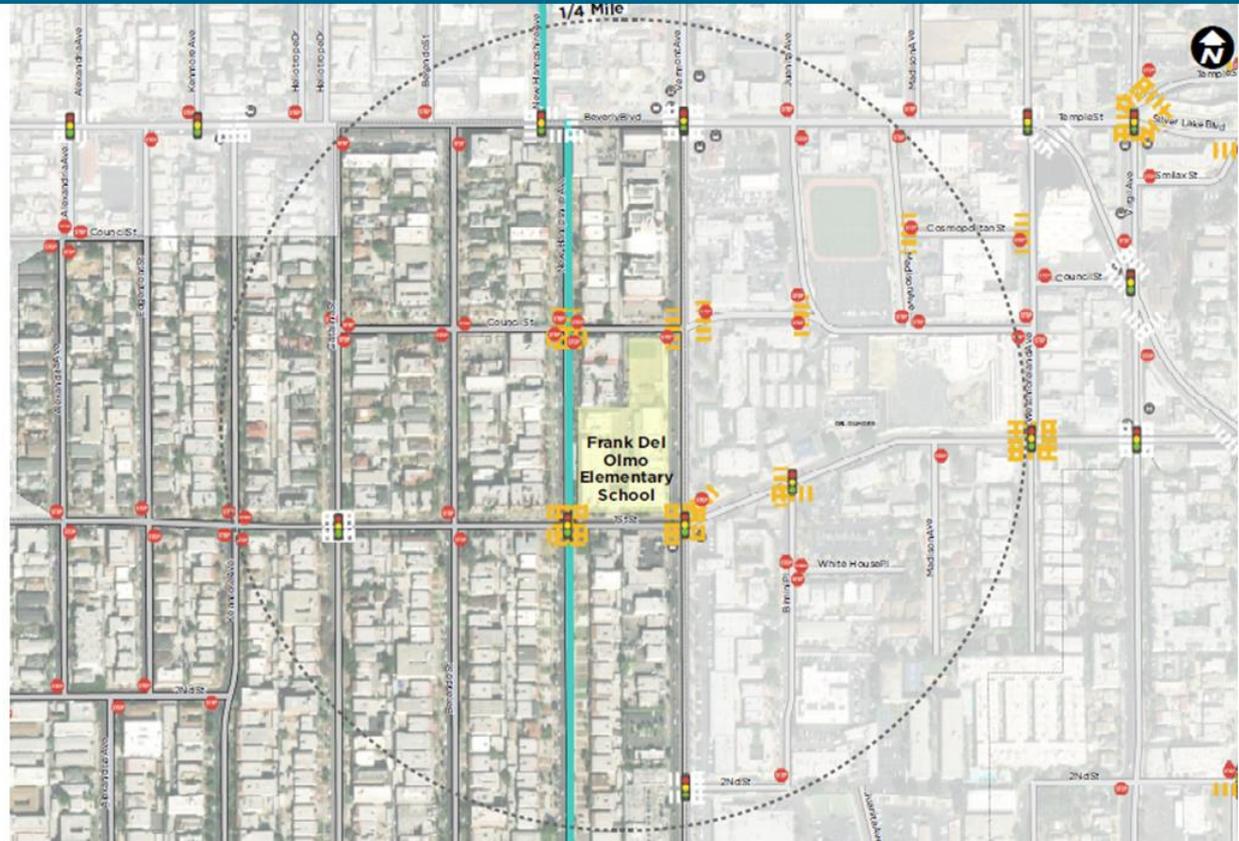
Safe Routes to School



SAFE ROUTES TO SCHOOL: URBAN SETTING

General Characteristics:

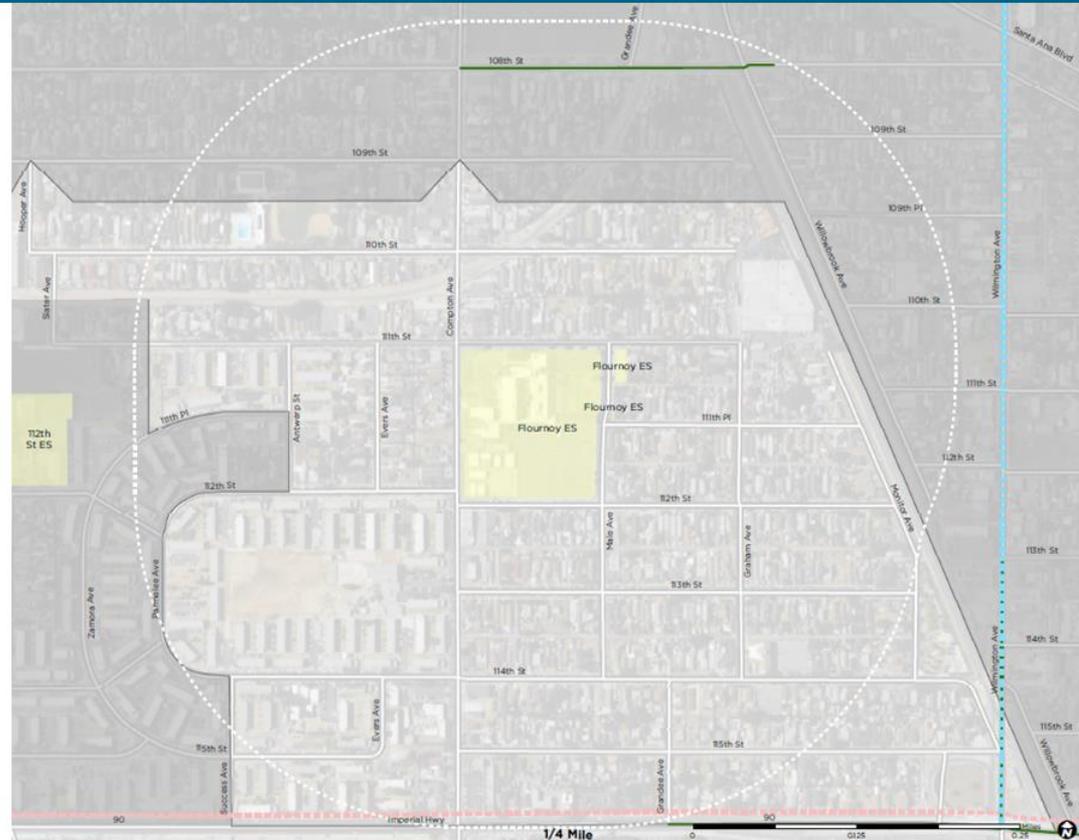
- Dense Built Environment



SAFE ROUTES TO SCHOOL: URBAN SETTING

General Characteristics:

- Dense Built Environment
- Smaller Attendance Boundaries



SAFE ROUTES TO SCHOOL: URBAN SETTING

General Characteristics:

- Dense Built Environment
- Smaller Attendance Boundaries
- Higher walk/bike mode split



SAFE ROUTES TO SCHOOL: URBAN SETTING

Effective Engagement Methods:

1. Face-to-Face Interaction



SAFE ROUTES TO SCHOOL: URBAN SETTING

Effective Engagement Methods:

1. Face-to-Face Interaction
2. Proactive and approachable



SAFE ROUTES TO SCHOOL: URBAN SETTING

Effective Engagement Methods:

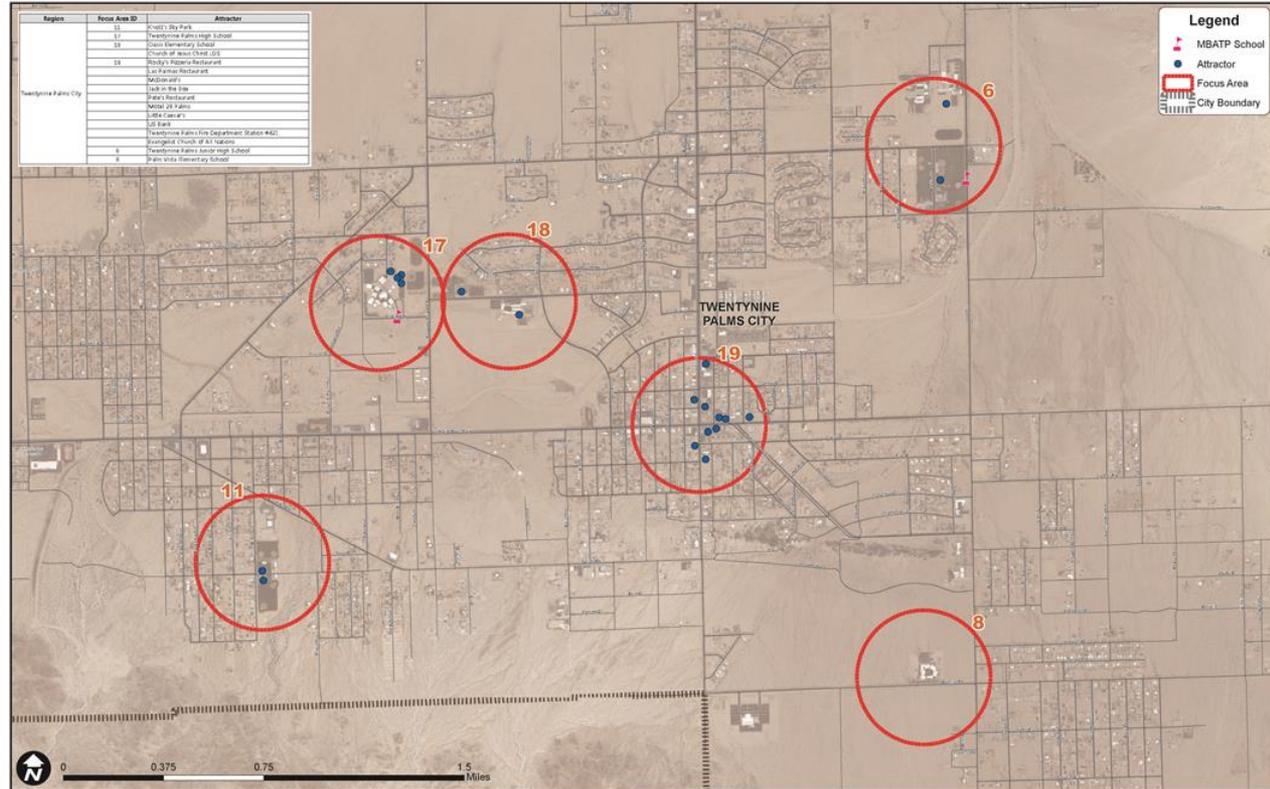
1. Face-to-Face Interaction
2. Proactive and approachable
3. Build a SRTS Coalition



SAFE ROUTES TO SCHOOL: RURAL SETTING

General Characteristics

- Rural Unbuilt Communities



SAFE ROUTES TO SCHOOL: RURAL SETTING

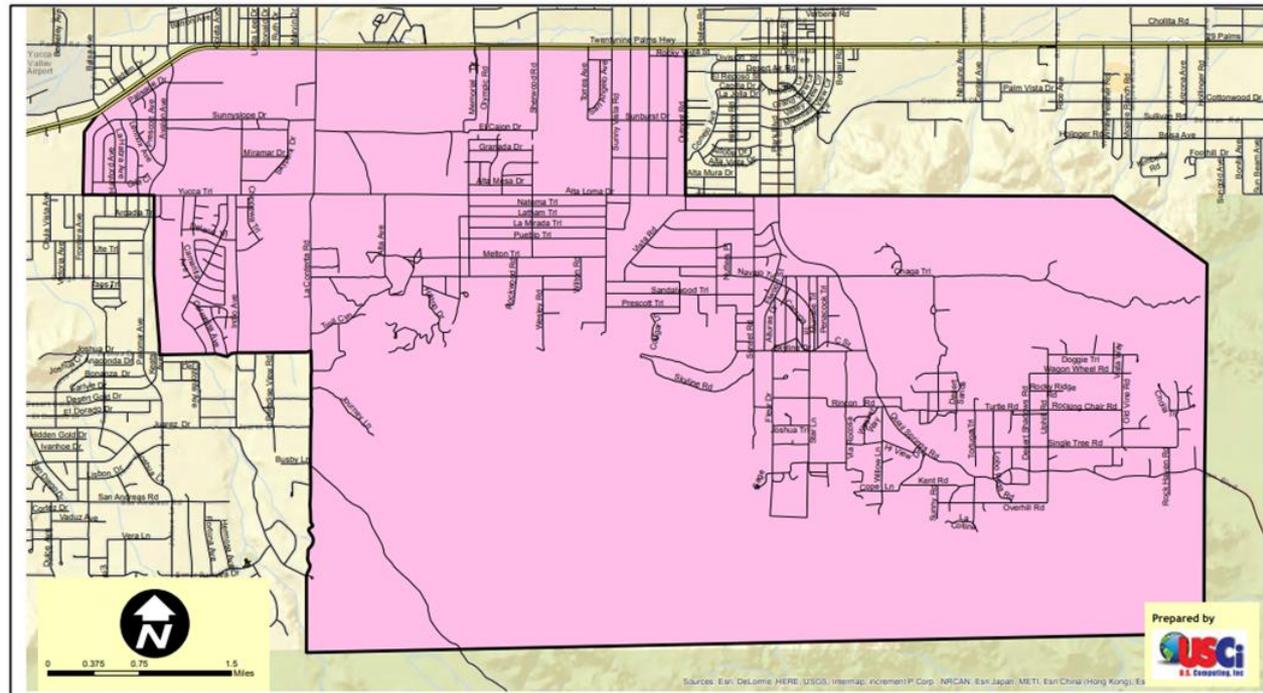
General Characteristics:

- Rural Unbuilt Communities
- Larger Attendance Boundaries



Morongo Unified School District

Friendly Hills
Elementary School



SAFE ROUTES TO SCHOOL: RURAL SETTING

General Characteristics:

- Rural Unbuilt Communities
- Larger Attendance Boundaries
- Lower walk/bike mode split
 - Arrival by bus/vehicle



SAFE ROUTES TO SCHOOL: RURAL SETTING

Effective Engagement Methods:

1. Proactive Outreach
 - Adjust when needed



SAFE ROUTES TO SCHOOL: RURAL SETTING

Effective Engagement Methods:

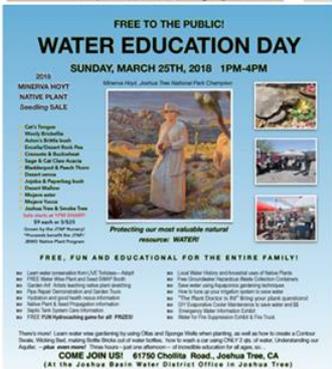
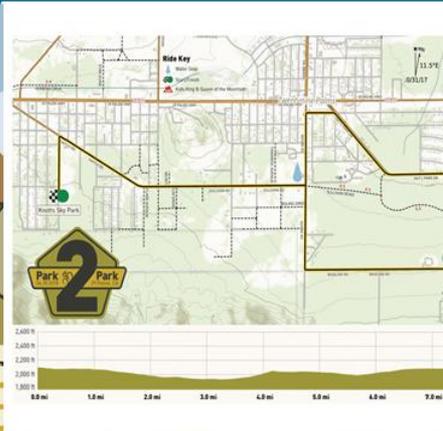
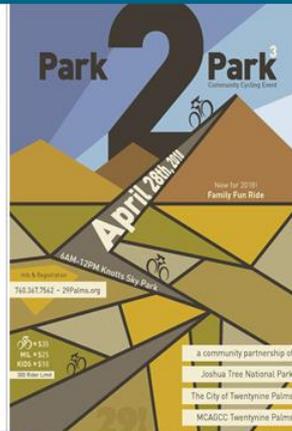
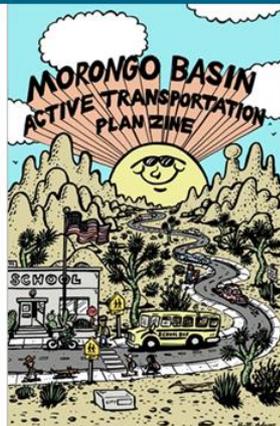
1. Proactive Outreach
 - Adjust when needed
2. Different Age Groups
 - Elementary – Parents
 - Middle/High – Students/Parents



SAFE ROUTES TO SCHOOL: RURAL SETTING

Effective Engagement Methods:

1. Proactive Outreach
 - Adjust when needed
2. Different Age Groups
 - Elementary – Parents
 - Middle/High - Students
3. Community Events





Winning Strategies to Engage Diverse Communities in Safe Routes to School



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