



Volunteer Engagement in Safe Routes to School

February 20, 2018



Safe Routes to School
National Partnership

ABOUT US

We are a nonprofit organization that works to advance safe walking and bicycling to and from schools, to improve the health and wellbeing of kids of all races, income levels and abilities and to foster the creation of healthy communities for everyone.



WHAT WE DO

- Improve quality of life for **kids, families, and communities**
- Advance **policy change** at the federal, state, regional, and local levels
- Catalyze support for **safe, healthy, active communities**
- Share our **deep expertise**



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Talking: Sara Zimmerman

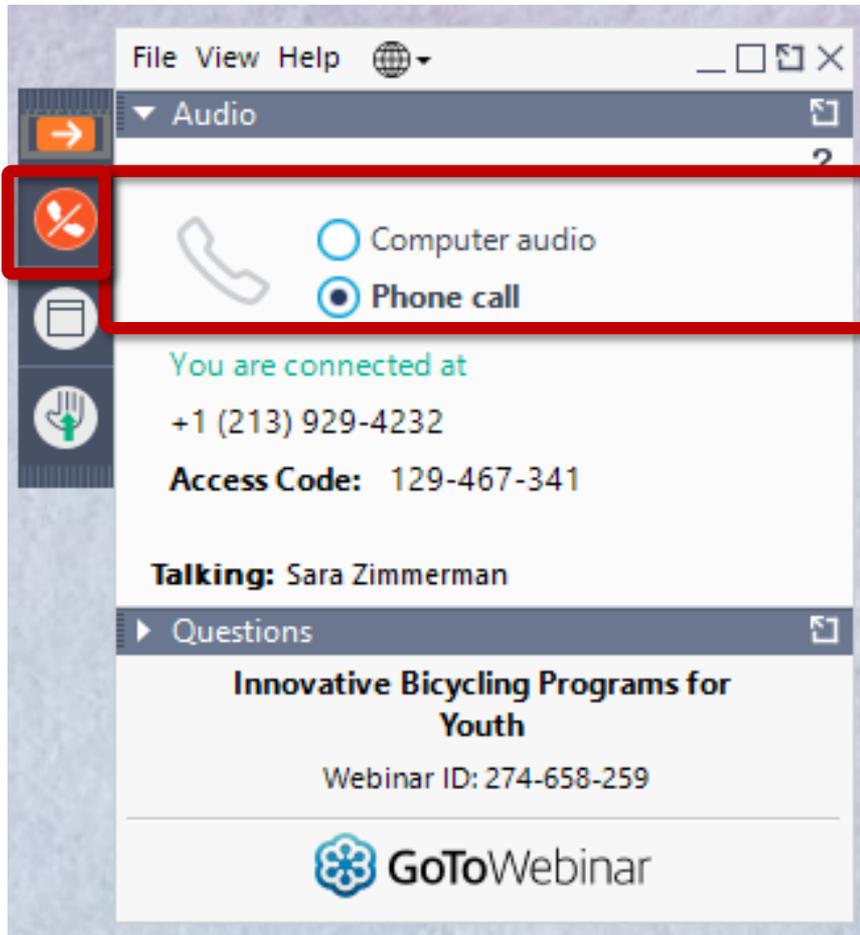
Questions

Innovative Bicycling Programs for Youth

Webinar ID: 274-658-259

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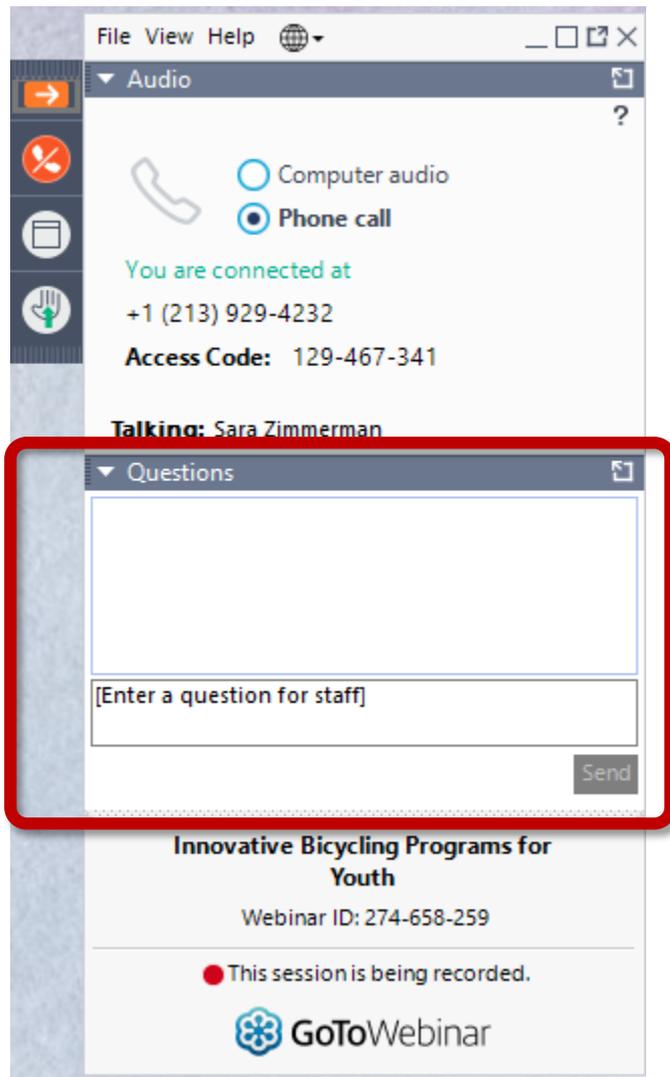
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HAVE A QUESTION?



The screenshot shows a GoToWebinar interface with a sidebar on the left containing icons for navigation and audio. The main content area is divided into two panels: 'Audio' and 'Questions'. The 'Audio' panel shows connection options for 'Computer audio' and 'Phone call', along with connection details like the phone number and access code. The 'Questions' panel, which is highlighted with a red border, contains a large text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button. Below the panels, the webinar title 'Innovative Cycling Programs for Youth' and ID '274-658-259' are displayed, along with a recording indicator and the GoToWebinar logo.

QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel



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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



January 14, 2016

The New Federal Transportation Bill: What's the Impact on Safe Routes to School?

In this webinar, the National Partnership's federal policy lead, Margo Pedroso, will review the changes to TAP along with other provisions in the FAST Act that provide opportunities for Safe Routes to School funding and policies that make communities safer for walking and bicycling. This webinar will include a substantial Q&A session.

TODAY'S SPEAKERS



Lucy Neher

Safe Routes to School Coordinator
City of Takoma Park, MD



Calley Mersmann

Safe Routes to School Coordinator
Cleveland Metropolitan School District/City of
Cleveland



Vanessa Cascio

Lead Community Liaison
Living Streets Alliance



Holly Nickel

Coalitions and Equity Manager
Safe Routes to School National Partnership





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VOLUNTEER ENGAGEMENT





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SRTSNP VOLUNTEER SURVEY

- 10 Key Informant Interviews
- 73 Coordinators
- 82 Volunteers





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CHALLENGES OF ENGAGING VOLUNTEERS

- Time and availability
- Matching appropriate skills to volunteer assignments
- Communication
- Recruiting and sustaining a solid volunteer pool



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CHALLENGES LI/CULTURALLY DIVERSE SCHOOLS

- Time and availability
- Understaffed schools
- Immigration Status
- Background Checks
- Language & Culture

“In general, wealthier communities have parents who have the time/interest to be involved. Harder to find volunteers where most parents work full-time. More dads have been volunteering in the last five years, so important that we don't have a gender bias in our marketing outreach. In our under-served communities (primarily Spanish-speaking parents), it is often VERY hard to find parent volunteers. We have started a stipend program = giving a gift certificate to a local food store to recruit/keep Bi-Lingual volunteers.”

Safe Routes to School Coordinator, Marin County, CA



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GENERAL STRATEGIES

- Be organized, engage in advanced planning
- Respect volunteer time/availability
- Make it fun
- Show appreciation





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STRATEGIES IN LI AND/OR CULTURALLY DIVERSE SCHOOLS

- Build trust over time
- Make program efforts culturally/linguistically relevant
- Support other goals
- Go where the people are

“Turnover of school staff, principals and even student/parent populations is greater in low income schools, which makes identifying program champions/volunteers and maintaining momentum for activities challenging.”

- Safe Routes to School Local School Project: A Health Evaluation at 10 Low-Income Schools

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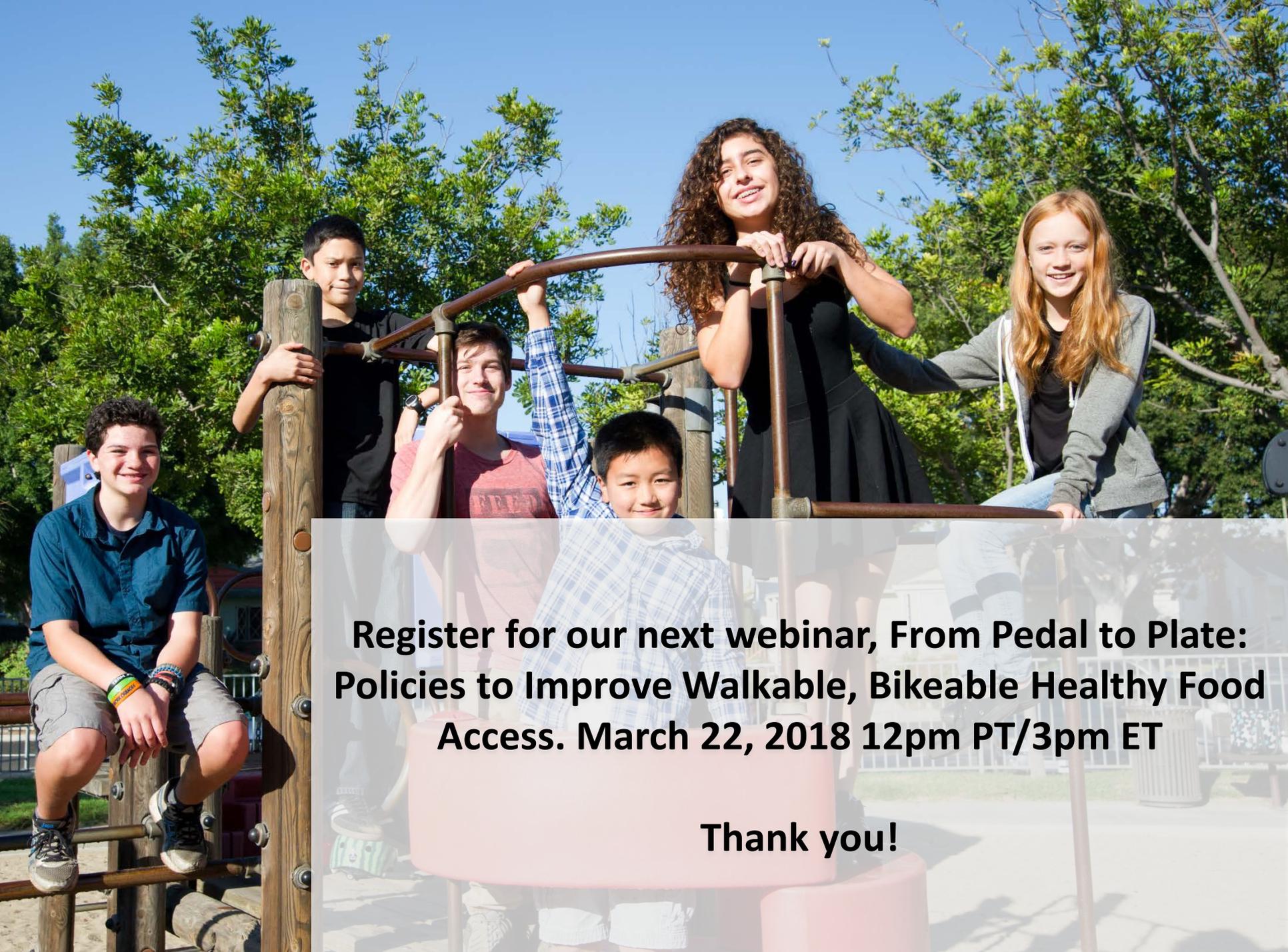
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Policies to Improve Walkable, Bikeable Healthy Food
Access. March 22, 2018 12pm PT/3pm ET**

Thank you!