Colorado Safe Routes to School Webinar Series
Bike-Ped Meets Higher Ed: Partnering with Colleges and Universities on Safe Routes to School
Tuesday, April 25th, 2023
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.
TODAY’S PRESENTERS

Kori Johnson
Program and Engagement Manager
Safe Routes Partnership
Washington, D.C.

Say hi in the chat!

• Name, location, connection to Safe Routes
Colorado Community Engagement Toolkit

- Outlines a community engagement framework
- Highlights engagement best practices
- Guiding questions for each section
- Features Colorado programs
- Links to tools, worksheets, and additional resources
- Emphasis on equity
Community Engagement Framework

- **Reflect** on your role as a community partner
- **Research** the community where you are working
- **Partner** with other organizations to build community relationships
- **Plan** thoughtful, culturally-responsive community engagement experiences
- **Implement** your community engagement experiences and events
- **Sustain** your community engagement beyond a single event or initiative
Poll: Have you worked with a college, university, or other academic institution on a Safe Routes to School project?
Chat: If so, what did you work on together?
Poll: What type of support do you need for your Safe Routes to School program?
Good News: Colleges and universities can help!
Academic institutions can help with...

- Data and evaluation
- Research
- GIS mapping
- Event support
- Documentation
- Grants and funding
- Community engagement
- And more!
Partnering with Academic Institutions

- Increase program resources
- Increase access to funding
- Engage new community members
- Expand areas of expertise
- Explore innovative ideas
- Increase support for Safe Routes to School
College Students and Staff Care About Active Transportation Too

- Physical activity
- Climate justice
- Accessible transportation and transit options
- Mental health and wellbeing
- Social connectedness
- Cost
College and university partnerships look like...

- Evaluating the effectiveness of a walking school bus program
- Piloting a traffic safety app
- Creating a GIS map of safe school routes
- Volunteering at Walk & Roll to School Day
- Writing Safe Routes to School into a grant proposal
- Sharing latest reports and research on physical activity
What are your program priorities?

• Health and wellbeing
• Curriculum development
• Engineering improvements
• Program evaluation
• Community engagement
• Advancing equity
• Climate justice
Where to Reach Out

- Public Health Department
- Engineering Department
- Education Department
- Urban Planning Department
- Research and data centers
- Service learning organizations
- Fraternities and sororities
- Student groups
University Hospitals

- Data – health, safety, crash data
- Health and wellness programs
  - Food and nutrition
  - Physical activity incentives
- Safety programs
  - Safe Kids Coalitions
  - Helmet giveaways
- Seatbelt safety
Determine Your Ask

- Data collection
- Evaluation
- Product development
- Curriculum development
- Action planning
- Community engagement
- Volunteers
- Program materials and equipment
What can you bring to the partnership?

- People – students and families
- Connections to schools
- Service learning hours
- Real world experience
- Safe Routes to School expertise
- Fun!
Keep in Mind

• Make sure your goals are aligned

• Create a formal agreement if necessary

• Communicate with schools and other partners

• Academic institutions also have limited resources and capacity

• Remember community colleges and technical and vocational schools

• It doesn’t hurt to ask!
Questions?
Partnership Examples
Road to Zero: Howard University

• National Safety Coalition grant

• Partners:
  • Washington Area Bicyclist Association (WABA)
  • Howard University Transportation and Research Data Center (HUTRC)
  • Safe Routes Partnership
  • D.C. Public Schools

• Piloting near-miss crash reporting app
Road to Zero: Howard University

- Identify priority intersections
- Collect data
- Develop and distribute surveys
- Conduct focus groups
- Host community event at local middle school
- Use data to create crash reporting app
Bike Education Research: George Mason University

- D.C. Vision Zero grant
- Partners:
  - Discover Traffic Gardens
  - George Mason University College of Education and Human Development
  - Safe Routes Partnership
  - D.C. Public Schools
- Pre-K bike education research
Bike Education Research: George Mason University

- Traffic gardens installed in two D.C. public schools
- George Mason developed early childhood bike education materials
- Traffic garden + classroom instruction
- Parent focus groups and student observations
Boulder County School Travel Study: University of Colorado Denver

• Ph.D. research study

• Partners:
  • Darcy Varney Kitching, Ph.D. Candidate in Geography, Planning, and Design – UC Denver
  • Boulder Valley School District and St. Vrain Valley School District
  • Transportation Professionals
  • Students, caregivers, community members
  • Safe Routes to School program
Boulder County School Travel Study: University of Colorado Denver

• Interviews

• Place It! community activities

• Maptionnaire – survey questions + mapping

• Student and caregiver travel experiences

• Focus on equity: Whose voices are not often heard?

• Inform ongoing data collection, collaboration between partners, advance equity in Safe Routes to School
Safe Routes to Pomona Schools: Cal Poly Pomona Center for Community Engagement

- Service learning mini-grant

- Partners:
  - Cal Poly Pomona Urban and Regional Planning Program
  - Pomona Unified School District

- Mapping

- Safe Routes to School programming at local elementary school
Community Engagement and Service Learning: San Jose State University

- Graduate research project – Safe Routes to School

- Partners:
  - San Jose State Urban Planning Program
  - San Jose Schools
  - City of San Jose
  - Community members

- Full project report
Community Engagement and Service Learning: San Jose State University

- Site visits
- Mapping
- Community meetings
- Surveys
- Parent Task Force
- Walking School Bus event
- Mutually beneficial to grad students and school community
Safe Routes to School Map: Colorado Mesa University

- **Website and mobile app**

- Partners:
  - Colorado Mesa University
  - Mesa County Regional Transportation Planning Office
  - Mesa County Valley School District 51
  - Safe Routes to School Mesa County

- Map of closest and safest school routes, incentive program
Safe Routes to School Action Plan: Georgia State University

• Data collection and evaluation

• Partners
  • Georgia State University
  • Atlanta Safe Routes to School
  • Atlanta Public Schools

• Listening sessions, surveys, focus groups, public engagement
WELL, WHY DIDN'T YOU JUST ASK?
Looking Beyond Campus: Cultural Partnerships
Poll: What cultural partners have you worked with?
Museums and Art Centers

• Space for meetings and community events
• Arts + Transportation projects
  • Asphalt art
  • Art on transit
  • Creative placemaking
• Grant opportunities
  • NEA Our Town
Library Partnerships

• Expanding to health and wellness programming
  • Older adult walking programs
  • Youth programs
  • Community gardens
  • Bike repair stations
  • Story walks
  • Climate justice events

• Increased interest in transportation programs: Safe Routes, transit, infrastructure projects

• Neutral gathering space: meetings, community forums, public information sessions
Ask a Librarian

• Community outreach librarians – they want to help!

• Librarians can do a lot
  • Events and activities
  • Creating flyers
  • Sharing information
  • Promoting initiatives
  • [Book Bikes](#)

• Nimbleness to try new things

• Opportunities in small and rural communities

• [Blogpost](#) on library partnerships
Let’s Move in Libraries: University of North Carolina Greensboro

• Supports healthy living and physical activities in libraries

• Programs
  • Walking
  • Biking
  • Music and Movement
  • Dance
  • StoryWalks
Festivals and Street Fairs

- Tactical urbanism pop-ups
- Safety demonstrations
- Connect with partners
- Engage people you might not normally hear from
Indio’s Streets Are Treats: Indio, California

- SCAG Go Human Mini Grant
- Pop-up demonstration
- Encourage walking and biking
- Featured artwork from local students
Taste of Harvest Festival: Washington, D.C.

• Community created crosswalk
Pop-up Demonstration at Library
Walk, Ride, and Roll Webinar Series

Wednesday, May 10th, 2pm ET

Let Them Lead: Engaging High School Students in Safe Routes Projects
SAFE ROUTES TO SCHOOL
SUMMIT 2023
People, Places, & Possibility
OCTOBER 24 - 26
Registration Opens Monday, May 1st
Contact Information

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