



Colorado Safe Routes to School Webinar Series
Plotting Our Partnerships: Community Engagement Capacity
Building Strategies
October 11, 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.



Say hi in the chat!

- Name
- Location
- Connection to Safe Routes
- Favorite fall activity



Webinar Logistics

- Questions in the Q&A box
- Comments and resource links in the Chat box
- Recording and slides will be available





Poll: How many Safe Routes events do you implement or participate in per year?



Chat: What are some of your favorite Safe Routes events in your community?

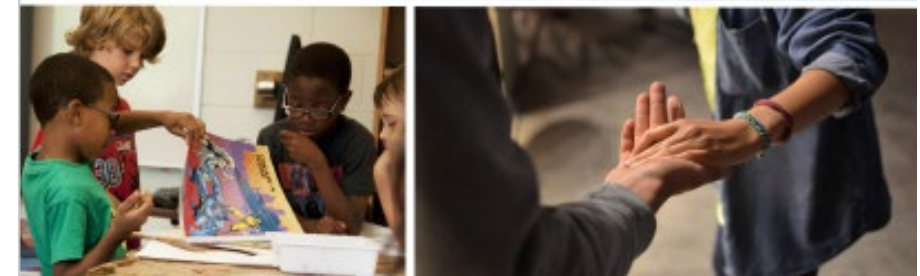


Engagement Matters Now More Than Ever

- Builds community and social connectedness
- Uplifts underrepresented voices
- Prioritizes needs
- Increases program participation
- Creates accountability
- Provides a roadmap for building a more just and equitable society
- Brings opportunities to explore new ideas and evolve program to fit today's needs

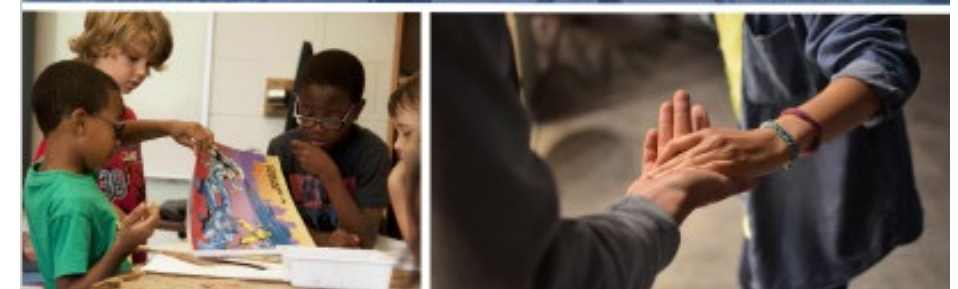
Colorado Community Engagement Toolkit

- 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



Fall 2022: Community Engagement Pilot Working Group

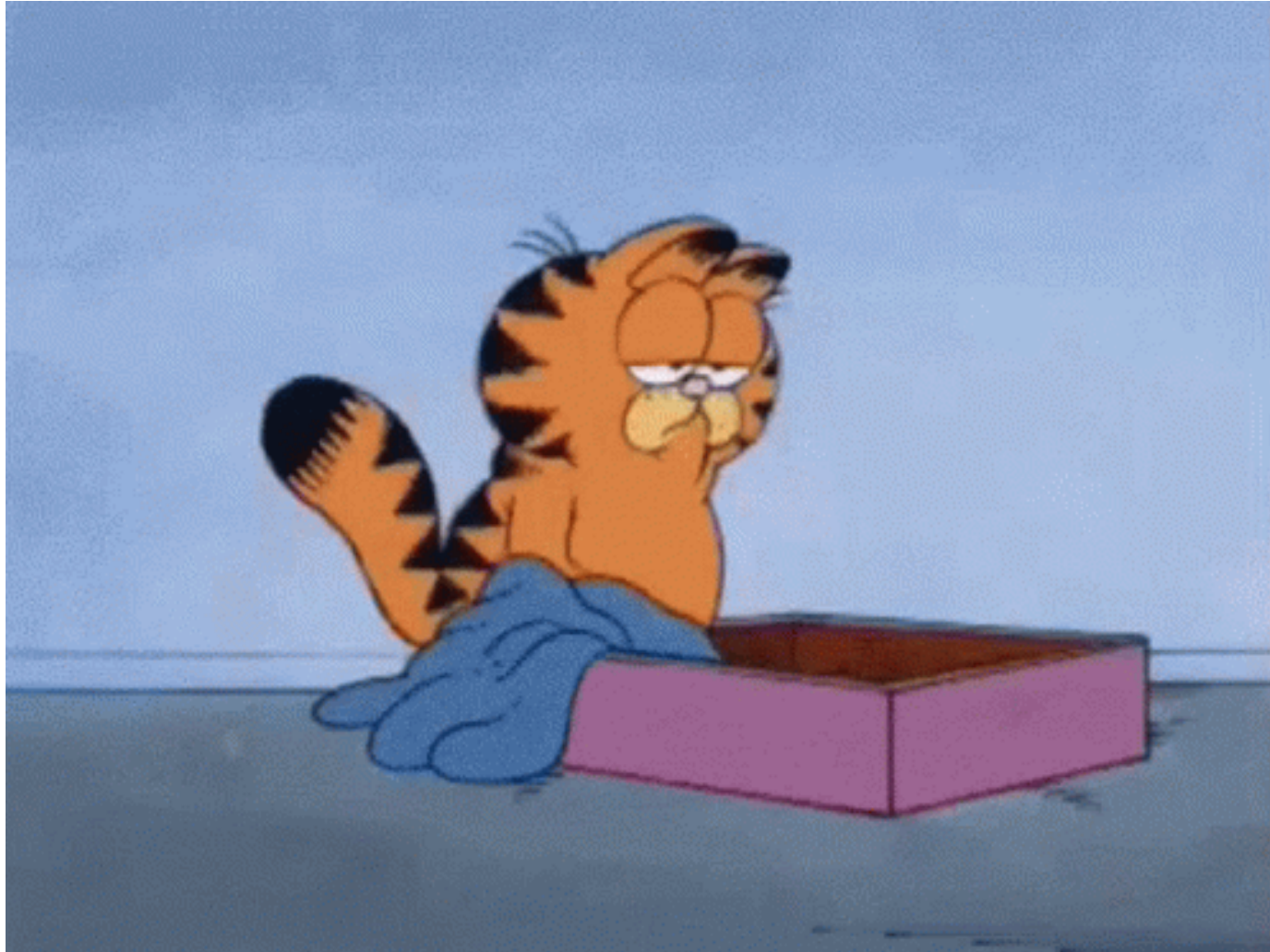
- Boulder County & Boulder Valley School District – partnership resource map
- Pueblo County Public Health – neighborhood data collection campaign
- Four Zoom sessions





Community engagement can feel like this.

[Gif Credit](#)



It can also feel like this.

[Gif Credit](#)



How can you engage communities *and* avoid burn-out?

How can you build your community engagement capacity?



TODAY'S PRESENTERS

Avery Novotny

Multimodal Transportation Planning Specialist

Boulder County Community Planning and
Permitting Department

Cammie Edson

Mobility for All, Youth & Employee
Transportation Program Manager

Boulder County Community Planning and
Permitting Department

Creating a Partnership Resource Map in Your Community

- Apply for Safe Routes to School grant funding
- Use already existing Safe Routes to School funding
- Partner with in-house staff
- Partner with a college or university
- Start small
- Find a tool that works for you!



Other Ways to Build Your Engagement Capacity

- Regular partner check-ins
- Reach out to new partners
- Explore in-house partners and resources
- Attend someone else's event
- Know when to say "no"

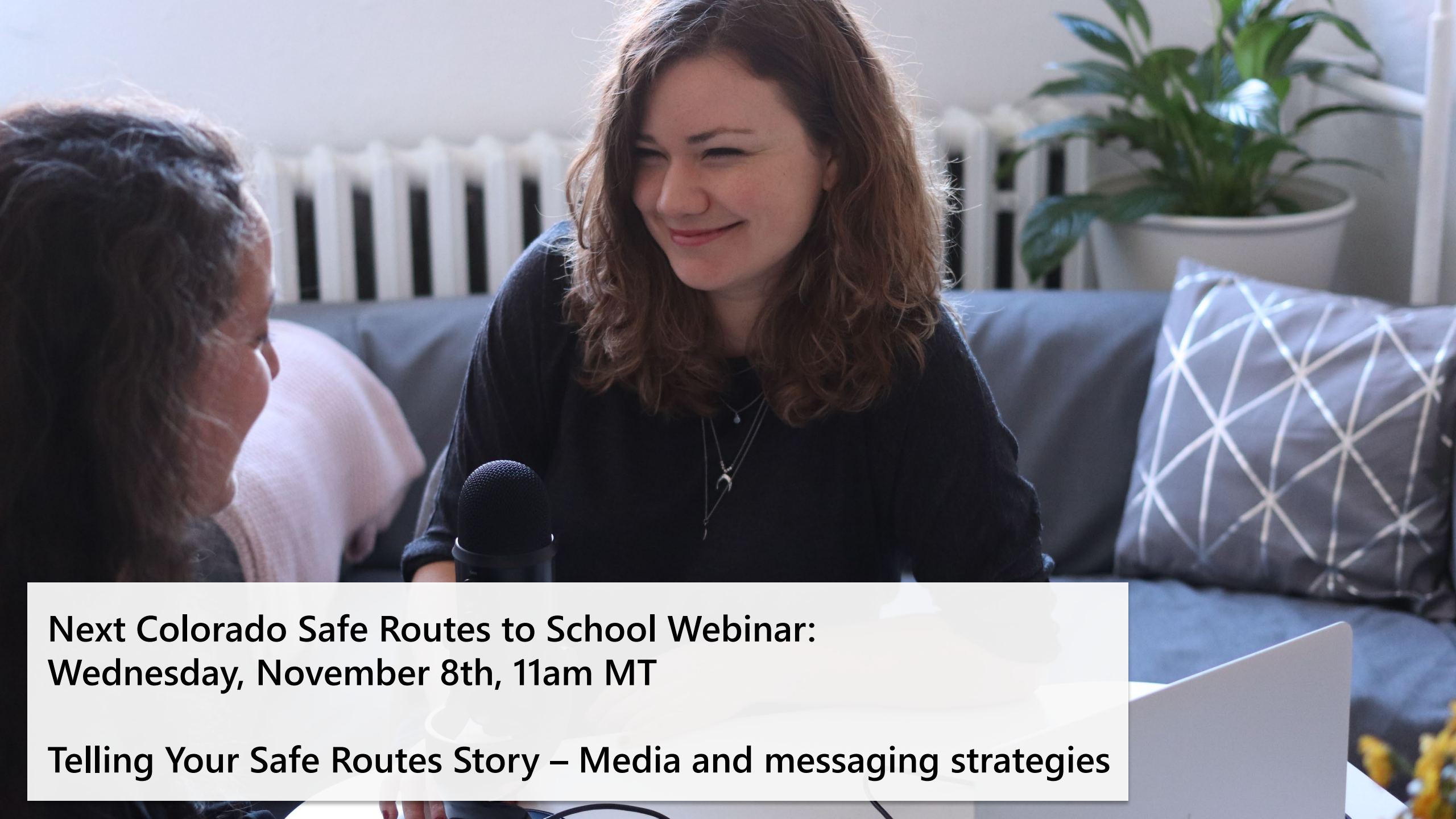




Now Accepting Applications!

- Apply by November 21st
- Customized, nine-month technical assistance
- Four non-profit organizations
- \$10,000 grant
- Register for our info session on November 1, 2023





**Next Colorado Safe Routes to School Webinar:
Wednesday, November 8th, 11am MT**

Telling Your Safe Routes Story – Media and messaging strategies



Contact Information

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