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.
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.
Webinar Housekeeping

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HAVE A QUESTION?

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.
• 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

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

**COST SAVINGS**
- Household savings from reduced gas & car use
- Education budget savings through reduced student busing costs
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.
ENFORCEMENT
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
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
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
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
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
Available on Our Website
saferoutespartnership.org
IDEAS FOR INITIAL ACTIVITIES
Initial activities can inform and evolve into programs.
• 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
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
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

Additional Resources Available on Our Website
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?
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 margoaux@saferoutespartnership.org to be added.

E-NEWS ARCHIVES
Read the current issue and browse the archives.

Email Discussion Network
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

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