Breakout Group Exercise
Using Community Research to Inform Culturally Responsive Programming

1. Imagine you are trying to engage a new audience in Safe Routes to School. Think about an audience that has not been engaged before and that faces barriers to participation. Barriers may include: race/ethnicity, language, disability, time, money, technology, and access to traditional decision-making processes (ex. Ability to attend a town council meeting, ability to participate in a PTA, etc).

2. Choose 3 - 5 community research activities that will help you 1) better understand this audience’s barriers to participation and 2) make your program more accessible and culturally responsive to this audience. Be prepared to share (via chat box or audio) why you chose these activities.
Step One: Imagine Your Audience

1. Who are they (demographics)?

2. What would you like to know about them?

3. What is a desired action do you want your audience to take (ex. Participate in a walking school bus program)?
Step Two: Conduct Community Research

Select 3 - 5 activities from the following slides, then answer these questions:

1. Why did you choose these community research activities?

2. How will these activities help you better understand your audience? Consider what you will learn about their needs, desires, communication styles, cultural norms, etc.

3. How will these activities help make your program more accessible and culturally responsive to your intended audience?

4. Safe Routes to School might not be the main priority for everyone. How can Safe Routes to School still play a role in the community or help meet someone’s need (ex. Handing out helmets at a food distribution site)?
Meet with a community partner

Take a ride on public transit

Take a walk or ride around the neighborhood

Research the history of the community online
Visit a farmers market

Attend Back to School Night

Order lunch from a neighborhood spot

Visit a food bank
Talk with the school social worker

Visit the library

Visit a local park

Visit a local art museum or gallery
Attend a local sporting event

Introduce yourself to a neighbor

Listen to a local radio station

Visit a specialty store (ex. Latin American market)
Attend a city/town council meeting

Attend an arts and culture event

Free choice! Choose your own activity.