LAS CRUCES
SAFE
ROUTES
TO SCHOOL

2006-2018
LAS CRUCES, NM
ASHLEIGH CURRY,
SRTS PROGRAM COORDINATOR
WHO ARE WE & HOW ARE WE FUNDED?

STAFF

• SRTS Coordinator (1/2 time) funded by NMDOT through TAP funding
• 2 Champions (1/2 time) funded through Department of Health
• LCPS Staff – Stipend Positions (TAP funding)
• Community Volunteers

SRTS Coalition – meets monthly

Partners – ongoing support
COALITION MEMBERS

• Las Cruces Public Schools
• Department of Health
• Mesilla Valley MPO
• City of Las Cruces – Engineering & Planning Depts
• Las Cruces Police Department
  • Codes Enforcement
  • School Crossing Guard Supervisor
• Bicycle Educators
• Community Members
PARTNERS

In addition to our coalition members:

• Optimist Club
• Outdoor Adventures – local bike shop
• NM’s LOOK FOR ME campaign
• NM Brain Injury Council
• Student Athletes
• City Parks and Rec
• Elected Officials
• SW Disposal – bike donations
WHAT DO WE DO?

- Weekly Walking School Buses/ Bike Trains at 18 schools and monthly walks at 4 more.
- Offer 3rd grade bicycle pedestrian safety education to all 25 public elementary schools.
- Work with local government agencies on infrastructure needs.
- Work with law enforcement agencies for traffic control and neighborhood safety.
- Participation in International Walk to School Day (100% for the past 4 years) and National Bike to School Day
- Maintain statistics and conduct Parent Evaluations and Student Travel Tallies every two years
Weekly Walking School Buses/Bike Trains
BIKE/PED CURRICULUM FOR 3RD GRADERS

- 1. Why walk / bike and pedestrian basics
- 2. Bicycle safety
- 3. Practice pedestrian safety in a bus lane or parking lot
- 4. Field trip including traffic signals
HOW TO START A PROGRAM
SECRETS TO SUCCESS

Be an Employee of the School District

Access to:

- Students
- Teachers
- Classrooms
- Families
- Principals
- Communication
- Programs
- Liability Coverage
Start with a Pilot Program
(post Spring Break)
THE PILOT PROGRAM

- Identify your allies
- School Site Assessment
- Parent Surveys
- Student Travel Tallies
- Pick the Route
- Promotion Plan
- Incentives
- Reach out to Partners
- Gather ideas for the Action Plan
SELL SRTS TO THE SCHOOLS

What’s in it for your school?

- Promotion of health for students and staff
- Obesity reduction / lower heart disease and childhood diabetes
- Reduce traffic around school
- Parent involvement
- Community connection
- Higher test scores
SECRETS TO SUCCESS

Low Obligation Buy In for Schools

Do all the work to start off!

Keep Principal Meetings Short!
SECRETS TO SUCCESS

Leaders:
Pick People, Personalities and Passion Over Positions
CONVINCE THE PARENTS

What’s in it for your family?

- Safe way to get to school
- Physical activity for kids and families
- Don’t fight the morning traffic
- Meet other parents
- Get to work earlier than usual
- Less screen time for kids
- Awake brain = higher test scores
- Kids that walk and bike => adults that walk and bike
- Navigation skills improve
- It’s free and it’s FUN!
ENGAGE THE KIDS

What’s in it for them?

- Incentives
- Earn field trips
- Walk with your friends – meet new friends
- More fun than a car ride
- Awake brain = higher test scores
- “It’s like a field trip before school”
- It’s FUN!
ONGOING CULTIVATION WITHIN THE SCHOOL

• Get to “it’s what we do”
• Weekly Walking School Buses (Rain or Shine)
• Education through PE Classes
• Regular “Task Force” within the school
• Regular item on calendar / newsletter / Facebook
• Remind 101 or Classroom Dojo
• SRTS banner in front of school
• Yearly special events – W2SD / B2SD
SUSTAINABILITY & PARTNERSHIPS
There will always be new students, change of staff, changing needs.
ELEMENTS OF A SUSTAINABLE PROGRAM

• Leadership - someone has to head up the program
• Regular monthly coalition meetings
• Good communication between meetings
• Work from Action Plan
• Wellness and transportation policy within school district
• Policy with governmental agencies – long range plans
• Liaison between city, school district, community
• Work with your partners
• CONSISTENCY OF WALKS! DON’T CANCEL
Collaborate with other groups that have similar goals.

Show up to City Council, neighborhood meetings, PTO, partners’ meetings.

Get out in the community – be a program that people have heard of, and allow them opportunities to connect.

Allow others ownership in the program.

Invite and include.

Stay in touch.
Encourage Partners to Claim Ownership of the Program