



Colorado Safe Routes to School Webinar Series

Teamwork Makes Safe Routes Work: Partnering with School Districts on Safe Routes to School
Wednesday, March 8th, 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

Devin King

Multimodal Administrator, City of Durango
Transportation Department

Kathy Morris

Director of School Safety and Security,
Durango 9-R School District

Say hi in the chat!

- *Name, location, connection to Safe Routes*



Poll: How involved is your school district with Safe Routes to School programs?



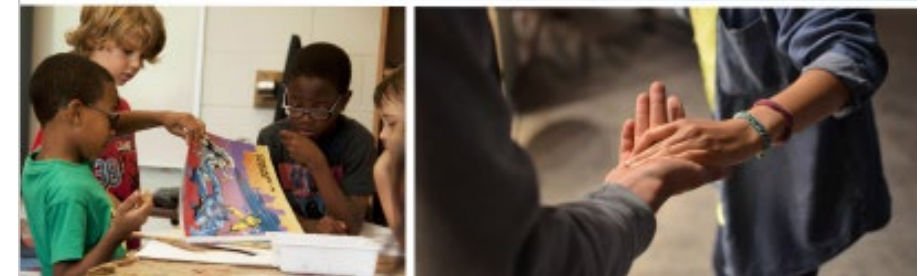
Chat: If you have school district involvement, how has it been involved?



Poll: What has been your biggest barrier to partnering with your school district?

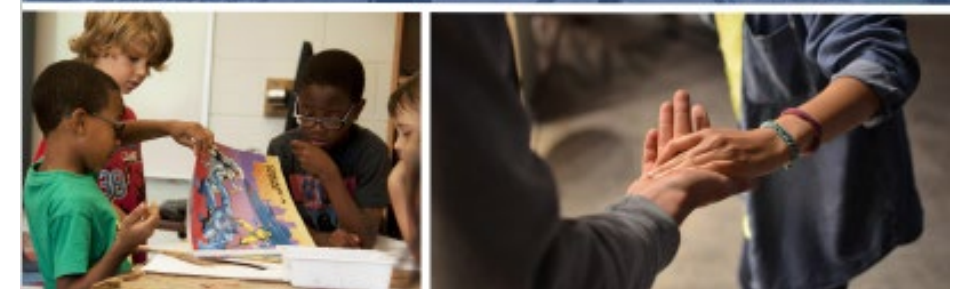
Colorado Community Engagement Toolkit

- 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



Partnering with School Districts

- Show importance of Safe Routes to School
- Increase program buy-in
- Influence plans and policies
- Co-develop transportation solutions
- Streamline messaging
- Increase resources – staff, materials, equipment, communications



District partnerships look like...

- Developing a district wellness policy
- Serving on a transportation advisory board
- Developing bike education curriculum
- Funding bike equipment
- Creating cross-promotional materials
- Shared used agreements



Determine Your Ask

- General support
- Program resources
- Policy change
- Communications support
- Curriculum development
- Guidance and authorization



Know Who is Who

- Superintendent's Office
- Transportation services
- Wellness coordinators
- Communications and marketing
- Physical education department
- Safety and security department
- Facilities management
- Equity and Inclusion



Make Your Case

- Align benefits with district priorities – what do people care about?
- Provide evidence that SRTS works
- Show support from parent/caregivers, students, school staff, community members
- Show example from other communities
- Invite to an upcoming event
- Start small



Present Safe Routes to School as a Solution

- Transportation costs
- Bus shortage
- Car congestion
- Lack of student physical activity
- Mental health struggles
- Tardiness/absenteeism
- Poor or inadequate infrastructure



Potential Barriers

- Little interest in Safe Routes to School
- Safe Routes to School is a liability concern
- Poor experience with Safe Routes to School in the past
- Too much red tape
- Other priorities take precedent



Look for Opportunities to Get Involved

- Redistricting
- School consolidations/closures
- New school openings
- Traffic safety incidents involving students
- Vision Zero initiatives
- Curriculum planning



Bring Others Along

- Parents and caregivers
- Students
- School staff
- Community partners
- Crossing guards
- Bus drivers



Colorado: Boulder Valley School District, St. Vrain School Valley School District, Center Consolidated School District

- Boulder – Partner on Safe Routes to School projects
- St. Vrain – District Wellness Coordinator, SRTS integration
- Center – SRTS added to school district wellness policy



District of Columbia Public Schools (DCPS) Bike Education Program

- Biking in the Park program
- District 2nd grade students receive bike education in P.E.
- Coordinated by school district's physical education director



Charlotte-Mecklenburg, North Carolina Public Schools (CMS)

- Supports SRTS program
- Sits on School Safety Zone Committee
- Provides input on safety projects and SRTS initiatives



Montgomery County, Maryland Public Schools (MCPS)

- Documents and shares Safe Routes to School events
- Supports Walking Wednesday programs
- Supports SRTS student contests



Albuquerque Public Schools (APS)

Vision Zero Task Force

- Part of APS Capital Master Plan
- District employees, teachers, administrators, local agencies, community members
- Guides APS Vision Zero for Youth Initiative
 - Traffic safety curriculum
 - APS Vision Zero Action Plan
 - Traffic safety awareness campaign






Chat: Any other examples of school district partnerships?

Resources on Working with School Districts

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP



Healthy Students, Thriving Districts: Including Safe Routes to School in District Policies

Key Facts for School Board Members and Superintendents

CA4health
healthy places...healthier lives

Safe Routes to School National Partnership

SCHOOL NATIONAL PARTNERSHIP

Cultivating Support for Safe Routes to School: Building Relationships with School Board Members and Superintendents



CA4health
healthy places...healthier lives

Safe Routes to School National Partnership

Safe Routes to School National Partnership

CA4health
healthy places...healthier lives

1. Establish Your Relationship with Your School District Board to Support Active Students

This document offers questions and actions to consider when preparing to work with your school board in support of Safe Routes to School, whether through official board policies, revised procedures, or other approaches. It should be used with the document, *Cultivating Support for Safe Routes to School: A Guide to Building Relationships with School Board Superintendents*.

1.1 Homework

Explore the Basics
Do you know that may already have a working relationship with your school board? What are their basic profiles? Research mission and vision?
Do district transportation policies exist – either board policies or transportation department policies?
What is in the news recently about the board or the district?

Scope: Explore Board Nuances
Do you know that may already have a working relationship with your school board? Would the superintendent or other district or board members be your best ally?
What are the priorities for different board members? Which board members are on the board? How can you navigate that?

Community: What Are the Key Issues
Walking and Bicycling Fit In?
Do any board members see as key community needs and how can that inform your efforts? Talk to a wide variety of board members from different demographic groups, women, and people of color. What are the general attitudes toward walking or bicycling? What are the barriers?
How do students travel to and from school? What barriers exist to safe bicycling to school?
Are there any initiatives, such as skills training in PE, that support bicycling?
Are there champions for walking and bicycling? For students?
What kinds of coalitions exist that could support this effort? What kinds of coalitions exist that could support this effort? If there's not a promising coalition, gather your allies and build one.

Resources and People

- District Calendar
- Community Stakeholders, Champions, and Allies
- Safe Routes to School Coalition

2. Determine Your Goal

Do you know your ultimate goal? What change do you want to see?
What is your plan to get to your goal? Work with your allies to map out each step, the relationships, and your timeline.
What is the best time to request your key presentation? Do budget negotiations happen at a given time, and if so, should you avoid introducing other topics at that time? Will elections affect the board's attention or membership?

Resources and People

- Data, Statistics, and Other Materials Showing the Need for and Benefits of SRTS Activities (program data, interviews and videos, reports and testimonials)
- School Administration and Staff
- Students and Parents
- Community Partners
- Health Department
- Law Enforcement

3. Make Connections: Meet Board Members and Explore Their Interests and Concerns

Which board member or members are likely to be friendly to your goal? Schedule a one-on-one meeting with your best prospect.
Be prepared with talking points that link physical activity and health to core district themes: academic success, classroom behavior, and attendance.
Be friendly, and learn and learn about the board member's initiatives, concerns, and main goals. Can you connect your goal to those issues?
Identify resources, technical assistance, or other support you can provide to the board or district as ideas are explored and implemented.
If the board member is supportive, what steps can be or the table to help? Be as specific as you can. Is the board member willing to champion your idea to the rest of the board?
Can you engage board members by inviting them to attend a bicycle rodeo or join a walking school bus?
Can you join a committee and contribute to district goals? The district wellness committee may be a good place to support your goals and establish yourself as a credible, constructive force.

Resources and People

- District Website; District Policies and Regulations
- Meeting Minutes; Past Board Meeting Attendees
- Paper & Relevant Slips of Paper
- Travel Data (may need to be collected)
- Handbooks
- Arrival and Dismissal Plans
- Superintendent and District Office Employees
- District and School Secretary
- Transportation Safety Director
- School Wellness Committee
- Students, Parents, and PTA
- Neighborhood Groups and Community Members

Safe Routes to School National Partnership www.safeschoolpartnership.org | Technical Assistance Resource Center www.ca4health.org



Walk, Ride and Roll Webinar Series

Wednesday, March 15th, 2pm ET

**Curbing the Car Loop:
Making Arrival and Dismissal Work for
Everyone**

SRTS Open Zoom Networking Session

Wednesday, April 19th, 3pm ET





Colorado SRTS Webinar Series

Tuesday, April 25th, 11am MT

**Bike/Ped Meets Higher Ed:
Partnering with Colleges and Universities**

Contact Information

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