



Colorado Safe Routes to School Webinar Series

A Year in Review: 2022 Community Engagement Highlights

Kori Johnson, Safe Routes Partnership

December 14, 2022





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

Safe Routes Partnership, Washington, DC

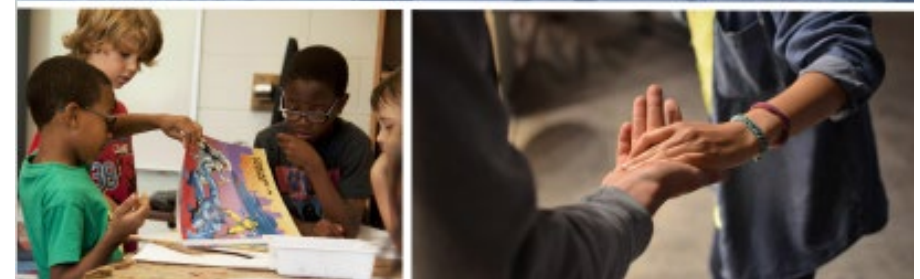
Say hi in the chat!

- *Name, location, connection to Safe Routes*
- *A word or phrase that sums up your Safe Routes work in 2022*



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





Equity is when everyone, regardless of who they are or where they come from has the opportunity to thrive. This requires eliminating barriers like poverty and repairing injustices in systems such as education, health, criminal justice and transportation.

- Colorado Office of Health Equity



ENGAGEMENT

All Safe Routes to School initiatives should begin by listening to students, families, teachers, and school leaders and working with existing community organizations, and build intentional, ongoing engagement opportunities into the program structure.

Engagement in 2022: New Momentum Behind Safe Routes to School!

- More Safe Routes to School funding
- New projects and programs
- New coordinators and champions
- Increased community interest



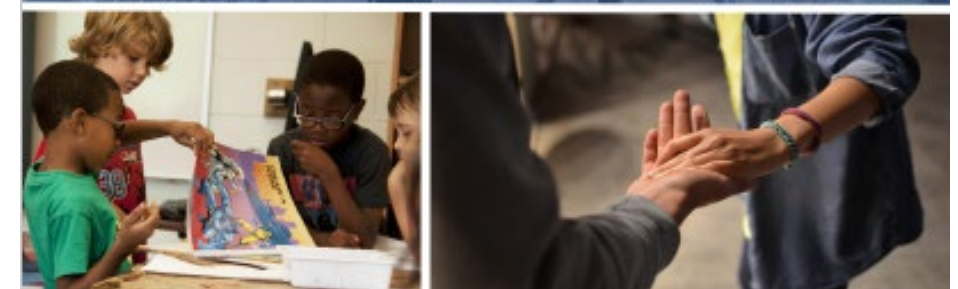


Engagement Matters Now More Than Ever

- 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

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 – multigenerational bike uptake program
- Pueblo County Public Health – neighborhood data collection campaign
- Four Zoom sessions



Community Agreements

**Assume
positive
intent**

Being Zoom,
try to keep
side work to
minimum. (Be
Present)

Use "I"
statements
when
speaking

"fun,
hopeful!"

**Allow
space for
others to
speak**

Be solution-oriented

**One
mic**

**Stay
present**

**Step up
and step
back**

REFLECT on your role
as a community partner.





Chat: What keeps you doing Safe Routes work?



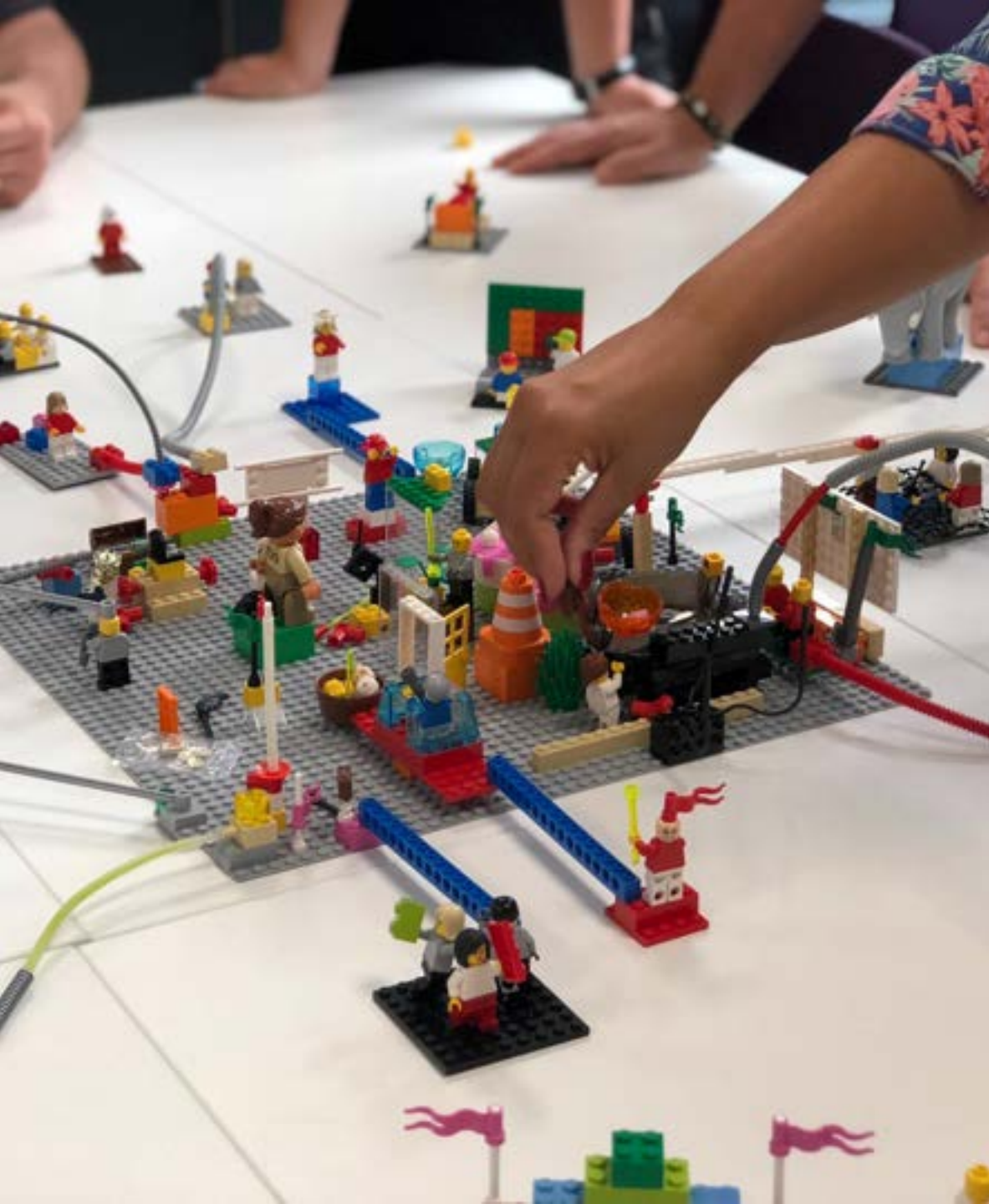
Why Reflection Matters

- Grounds your work and give you purpose
- Identifies your strengths and weaknesses as a community partner
- Acknowledges your power and privilege in relation to the community you are engaging
- Builds trust with community members
- Especially important if you are not from the community where you are working

National Trends

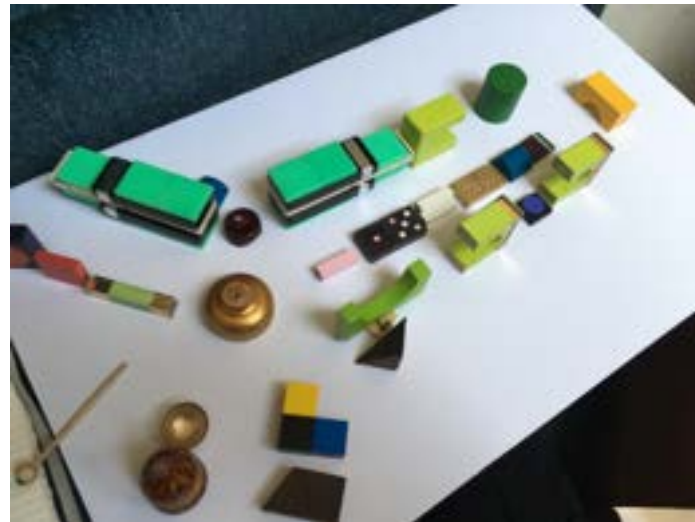
- People care about the communities they serve
- People care about Safe Routes to School
- Desire for community engagement
- Increased focus on racial equity
- Reflection is hard – we still need to do it





Colorado Engagement Pilot: Virtual Place It! Reflection

Participants built a model of a memorable community engagement experience they either participated in or facilitated.



Here are their models!

Community Engagement Common Themes

Opening Activity

"fun,
hopeful!"

Sharing
knowledge

Activities
vs talking
at/to

Getting
people
together

Back and forth
communication

Smile

**Lots of
memories
involved
youth!**

Going to
where
people
are

Asking
people's
opinions

Interactive!

Making
it fun

Knowledge of
community

Benefits of a Place It! Reflection

- Fun
- Low-risk
- Hands-on
- Easily adaptable



Adapting Model-Building Activities for In-Person

- [Place It! for Safe Routes to School Guide](#)
- Make a Creation Station for materials
- Go outside and collect building materials in nature
- Display models and do a gallery walk/roll
- Encourage participants to give their model a name/title



Colorado Pilot: Individual Reflection

- What do you know about this community?
- How did you gain this knowledge?
- How might your power and privilege impact the community?
- What excites you about community engagement?
- What makes you nervous?



Colorado Pilot: Team Reflection

- What has community engagement looked like in the past?
- What does it look like currently?
- What do we say we value as an agency or organization?
- Do our actions match our values?



Colorado Pilot: Reflection Takeaways

- Lots of knowledge about their communities
- Looked upon as trusted partners
- Mindful of asking communities to engage when there isn't always follow-through
- What do you do if your values don't align with the values of colleagues/supervisors/partners?
- Hard to find the time to reflect, but making the time is important



RESEARCH the community
where you are working.



Chat: What have you learned about the community where you work?





Why Research Matters

- Builds your understanding of the community
- Gives context around persisting inequities
- Builds trust with community members
- Shows a willingness to learn
- Helps inform future programming
- Can dispel negative narratives

National Trends

- Communities are changing
- Research is built into Safe Routes to School
- Research is an on-going process
- Quantitative vs. qualitative data





Colorado Pilot Examples

- Boulder County – Community Place It! Workshops
- Pueblo County – On-going community interviews
- Surveys, student travel tallies, community conversations



Colorado Pilot: Research Takeaways

- Boulder – Has done a lot of research. What becomes too much for community members?
- Pueblo – Has trust with community members
- How do you justify spending time on community research?
- How do you document community research?
- How do you turn research into action?

PARTNER with other organizations to build relationships.





Chat: What community partners have you worked with this year?



Why Partnership Matters

- Stretches resources
- Builds community
- Increases capacity
- Increases buy-in
- Brings accountability
- Expands your knowledge
- Everyone needs support



National Trends

- Communities need partners to work together
- Engage “non-traditional” partners
 - Libraries
 - Colleges and universities
 - Social workers
 - Counselors
 - Media
 - Social Media
- Partners don’t always have to be local
 - SRTS listserv
 - Regional meet-ups
 - Informal Zooms

Colorado Pilot Examples

- Documentation – infographics, reports, promo materials
- Asset mapping – what does each partner bring to the table?

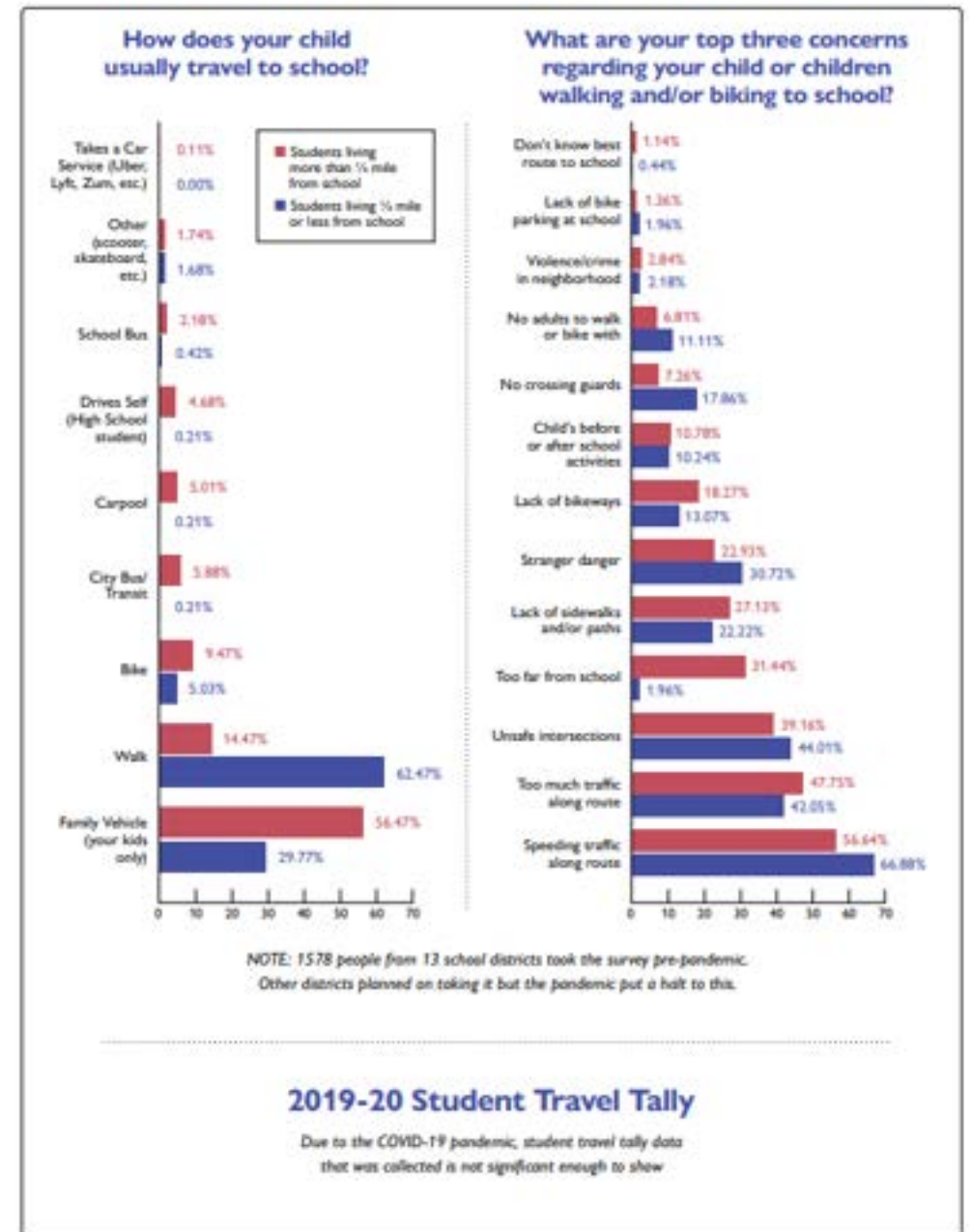


Data Partners

- [Beaverton SRTS Annual Report](#)
- [San Mateo County SRTS Annual Report](#)

Media Partners

- [BikePortland](#)
- [Montgomery County, MD](#)





Partnership Questions

- Who are your partners?
- What resources, knowledge, or expertise does each partner bring to the table?
- Who is ready and willing to do community engagement work?
- Who might be experiencing barriers to doing community engagement work? What might those barriers be?
 - Lack of interest
 - Lack of time/resources
 - Just not a priority
 - Something else?



Partnership Mapping

- Colorado Department of Local Affairs - [An Assessment of Relationships](#)
- CDC - [Developing Partnerships and Coalitions to Advance Health Equity](#)
- Partnership Design - [A Process Design for Partnership Design](#); also [Partnership Canvas](#)
- Community Toolbox - [1. Creating and Maintaining Coalitions and Partnerships](#)

PLAN thoughtful and culturally-responsive community engagement experiences.





Chat: What engagement activities are you planning for 2023?



Why Planning Matters

- Provides a roadmap
- Allows time for trouble-shooting
- Helps you incorporate community research
- Shows how you value the community
- Creates opportunities for public participation
- Don't overcomplicate it!

National Trends

General Planning:

- Planning grants
- Action planning – schools, districts, states
- Incorporating SRTS into existing plans
- SRTS task forces/committees

Event/Activity Planning:

- Consulting with partners
- Adapting ideas from other communities



Colorado Pilot Examples

- Engagement working group
- Grant applications
 - Evaluation plans
 - Engagement plans



Colorado Pilot: Planning Takeaways

- Helpful to talk through ideas as a group
- Need more guidance on planning for engagement
 - Best time of year
 - School calendar
 - Fatigue
 - Cultural events and holidays



IMPLEMENT
community engagement
activities and events.





Chat: What activities did you implement in 2022? Anything new?



Why Implementation Matters

- It's your program in action!
- Builds momentum and excitement
- Chance to try out new and creative ideas
- Shows follow-through on your engagement commitments
- Creates opportunities to make new connections and meet new people
- Can be a time for fun and celebration

National Trends

- Tactical urbanism
- Pop-up demonstrations
- Walking school bus enthusiasm
- Scooters and skateboards
- High school engagement





Colorado Pilot Program

- In progress or coming in 2023!



2022 Highlights

- [Walk Bike Nashville Walk & Roll to School Day](#)
- Safe Routes to School Tucson Walking School Bus
 - [Cyclovia Tucson](#)
- High school video contests – [MassDOT](#)
 - [Winning Video](#)
- *Share other ideas/links in the chat!*

SUSTAIN community engagement beyond a single project or initiative.



Chat: How do you keep engagement going in the winter?





Why Sustainability Matters

- Builds community trust and buy-in
- Creates opportunities for community members to lead
- Creates continuity and opportunities for growth
- Provides a sense of stability
- Builds culture and community

National Trends

- Increased Safe Routes to School funding
- Plans and policies
- Infrastructure investments
- Networking calls and meet-ups



Winter Community Engagement

- Embrace the weather
- Go virtual
- Reconnect with partners
- Reflect on past engagement
- Plan for spring engagement
- Take a break to recharge



Don't Hibernate, Participate!

Winter Walk Day is Feb. 2nd



For more information, visit: www.mnsaferoutestoschool.org

Frequent Winter Walker



Get this card punched each day you walk to school.



Winter Walk Day

February 2nd



Be a winter walker!



Why walk?

- Fun with friends
- Get exercise
- Win prizes
- Have fun!



Winter Community Engagement

- Winter Walk & Roll to School Day
- Winter Walk and Roll audits
- Winter gear giveaways – hats, gloves, scarves
- Crossing guard appreciation
- Community listening sessions
- *Share other ideas in the chat!*



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Chat: A word or phrase that you hope describes your Safe Routes work in 2023.



Colorado SRTS Webinar Series 2023

- Let's Make it Official! Safe Routes to School Plans and Policies
 - Tuesday, January 24th, 11am MT
- Upcoming Topics
 - Evaluation
 - Partnering with School Districts





Contact Information

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