



*Maximizing the Local Impact of Safe Routes to School:*  
**Educating Local Elected Officials**

**Robert Ping**  
**Technical Assistance Director**  
**Safe Routes to School National Partnership**

- 
- A video still showing Mayor Ed Lee speaking at a press conference. He is wearing a dark suit, a purple tie, and glasses, and is holding a microphone. Other people in suits are visible in the background. A semi-transparent blue box with white text is overlaid on the lower half of the image.
1. Understand Roles and Responsibilities
  2. Survey Political Landscape

**Mayor's Press Conference**

**OCTOBER 5, 2011**

**OCTOBER 5, 2011 IS WALK  
TO SCHOOL DAY IN SF**

# Analyze Policy Landscape/Capitalize on Windows of Opportunity





# Data: *Make the Case*

**Economy** – NE: More bicycling jobs per mile than road projects

**Safety** - New York City found that census tracts with Safe Routes to School interventions saw a 44 percent decline in school-aged pedestrian injury

**Health** - children who walk or bicycle to school have higher daily levels of physical activity and better cardiovascular fitness than their counterparts

**Education** – 2012 Danish study of 20,000 students showed that children who actively commute to school are better students

**Transportation** - In 2009, American families drove 30 billion miles and made 6.5 billion vehicle trips to take their children to and from schools, representing 10-14 percent of traffic on the road during the morning commute



# Frame Your Message

## Find the Right Messenger



# Site Visits





# A Toolkit for Building Congressional Champions for Safe Routes to School

*How to Plan Site Visits and Member Meetings*

[saferoutespartnership.org/national/engaging-congress-in-srts](http://saferoutespartnership.org/national/engaging-congress-in-srts)



Timing is Everything...

Friday, August 13, 2004 - 10am







WALK TO SCHOOL  
WEWUKYE CLASS

Names in footprints: Kyanta, Brandon, Tarell, Harri, ...





# Strategies

- **Allocate Funding for a Local Safe Routes to School Program**
- **Include Accommodations for Walking and Bicycling in Planning Documents**
- **Use a Local Complete Streets Approach**
- **Use Fine-Based Mechanisms for Bicycling and Walking Safety**
- **Reduce Speeds and Support Crossing Guards**
- **Maintain Full-Time Safe Routes to School and Bicycle and Pedestrian Coordinators**
- **Support Lower-Income Communities**
- **Create Supportive Policies**



# Los Angeles: SRTS Plan and Funds



# portlandia THE TOUR





## Community and School Traffic Safety Partnership



# City Council – SRTS Hearing





OREGON WALK + BIKE TO SCHOOL

walknbike.org

WALK + BIKE

1.866.542.8300

TALKING TO A POLICE OFFICER IS MY BEST SUBJECT





# Thank You!

**Robert Ping**

Technical Assistance Director

Safe Routes to School National Partnership

[robert@saferoutespartnership.org](mailto:robert@saferoutespartnership.org)

(503) 289-0441

