

Recruitment, Training, & Maintenance of Volunteers for Long-Term Success

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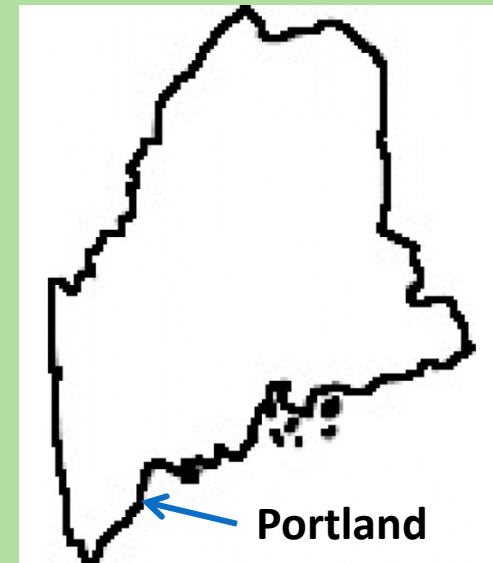
Maine Safe Routes to School Program

www.MaineSafeRoutes.org



Quick Overview

- SRTS Outreach Work - coordinated by two Maine regional SRTS folks
- Maine Bike-Ped Safety Ed Program – sister program
- Portland Walking School Bus Program – pilot started in Spring 2013



Portland WSB Recruiting & Training



- Geography
- Stage of Life
- Interests
- 1-hour initial training (& background check) with regular follow-up



What We Didn't Expect

- Young professionals & students
- Parents – voices but not often volunteers
- Need in-school and/or in-neighborhood outreach help
- Selling the program
- Language barriers (and openings)



Youth Engagement Experiments

- Students opt-in; Early morning enrichment group: *You Decide: Walk & Bike Challenge at East End School*
- Student Council at Lyseth Elementary: Marketing help; Counts; Classroom prizes



Important Maintenance

- Regular and consistent communications
- Prompt program response to concerns
- Continued recruitment
- Thank yous!



Understanding the Work Yourself

- Walk in their shoes
- Know the routes (or work or conditions) first-hand



For More Info

- List of potential volunteer sources:
bikemaine.org/srtsdoc
- Contact info:
 - sarah@sarahcushman.com
 - (207) 200-1910
 - MaineSafeRoutes.org
 - PortlandWalkingSchoolBus.org

