



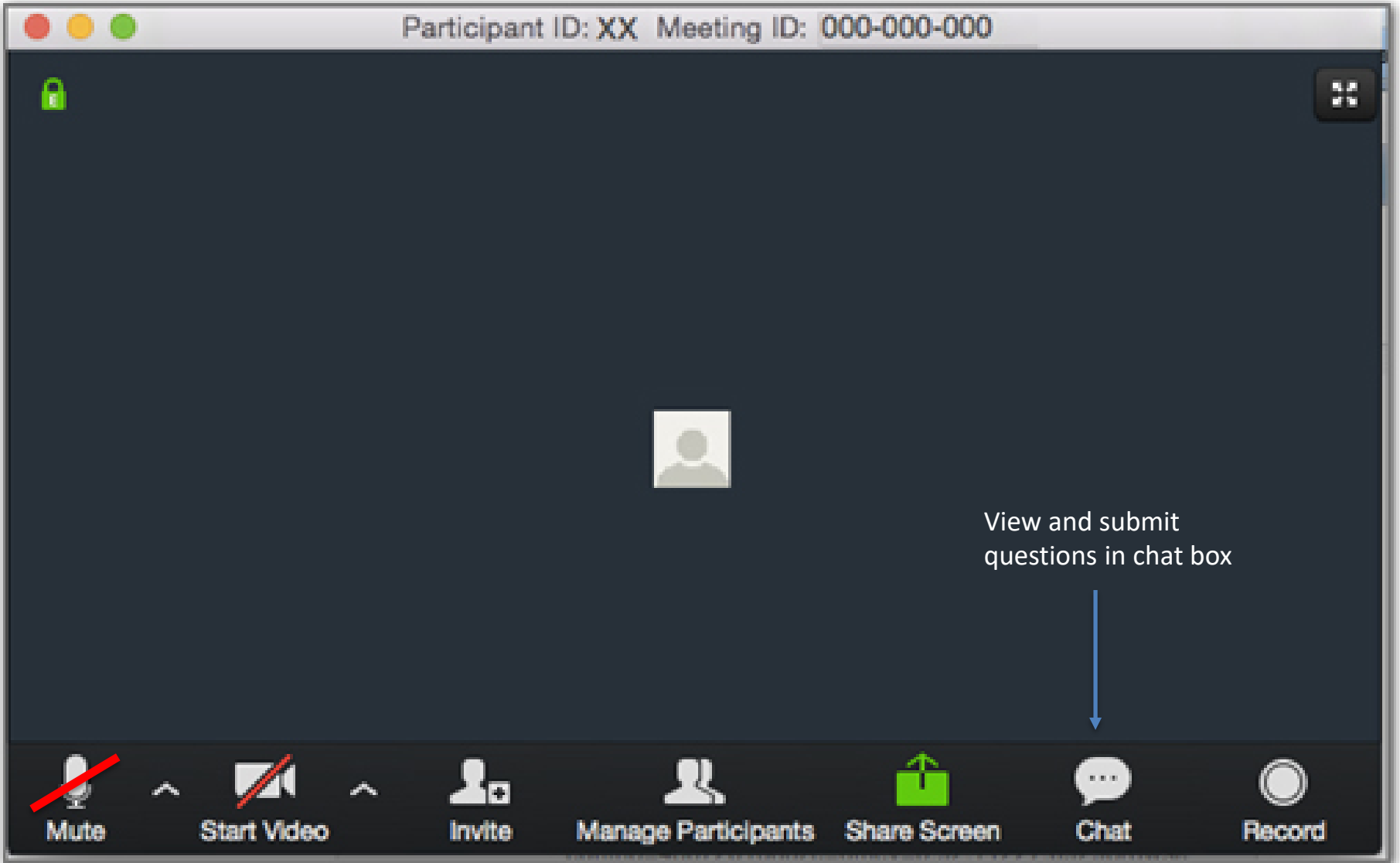
**Safe Routes to School Engagement, Education, and
Encouragement Programming**
Kori Johnson, Safe Routes Partnership
November 18, 2021

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.



Safe Routes
PARTNERSHIP



SESSION IS BEING RECORDED



TODAY'S PRESENTERS

Kori Johnson

Safe Routes Partnership

Ines Sigel

LINK Houston

Amar Mohite

Harris County Precinct One

Audience: Introduce yourselves in the chat!

- ***Name***
- ***Organization/connection to Safe Routes to School***



Agenda

- Houston Safe Routes to School and Vision Zero
- Engagement Programming
- Encouragement Programming
- Education Programming
- Houston Area Highlights: Traffic Playgrounds
- Q & A
- Next Steps



Poll

How familiar are you with Houston's Vision Zero initiative?



Vision Zero is an international road safety movement to eliminate all traffic fatalities and serious injuries. It started in Sweden in 1997.

Cities with Vision Zero initiatives in the US include: Anchorage, Boston, Denver, Los Angeles, New York City, Philadelphia, San Antonio, Tampa, Washington, D.C.

Houston Vision Zero

On August 13, 2019, Mayor Sylvester Turner signed the [Vision Zero Executive Order](#) committing to end traffic deaths and serious injuries on Houston streets by 2030.



Houston Vision Zero Action Plan

NOVEMBER 2020



Priority Actions

The following actions are Houston's first for implementation; they set the stage for a meaningful Vision Zero strategy. These actions will be continually informed by data from reports and community members. The complete action list, including lead and supporting agencies, starts on page 23.



COMMUNICATION

- Report Vision Zero efforts and effectiveness with a public-facing dashboard and an annual report card.
- Implement a citywide communication campaign on street safety to celebrate the reality that people use different modes of transportation to get around Houston.
- Train city employees about how to speak to public and media about crashes.



SAFE SPEEDS

- Determine vehicle speeds that are safest for all people using the street and then design the street to support that speed.
- Use design as a tool to support and enforce pedestrian right-of-way at intersections and crosswalks.
- Use signal timing to maximize safety and comfort of all modes over vehicle throughput.



SAFE SYSTEMS

- Reframe the City's transportation planning tools: shift citywide standards to Multimodal Level of Service and prioritize Vision Zero goals in the Infrastructure Design Manual (IDM).
- Evaluate every City roadway reconstruction project for multimodal safety needs and opportunities at project inception.
- Identify high-risk roadway features and develop templates to simplify consistent safety redesigns.



PROGRAMMING

- Redesign 10 locations on the High Injury Network every two years and implement reconstruction within the following fiscal year.
- Construct at least 50 miles of sidewalks each year.
- Construct at least 25 miles of high-comfort bicycle facilities each year.
- Inventory and prioritize street improvements within a half-mile of transit centers to improve safety and access for persons with a disability.



How Can Safe Routes to School Play a Role in Vision Zero?

Vision Zero can support SRTS initiatives to improve street safety and encourage more kids and families to walk and bike to and from school.

-CHOICES Brief, Houston Health Department

Vision Zero and Safe Routes to School: Partners in Safety

Why should Safe Routes to School and Vision Zero programs work together to amplify shared transportation safety goals and strategies?

Safe Routes to Schools focuses on making it safer for more kids to walk and bike to school. Vision Zero works to eliminate all traffic deaths and serious injuries.

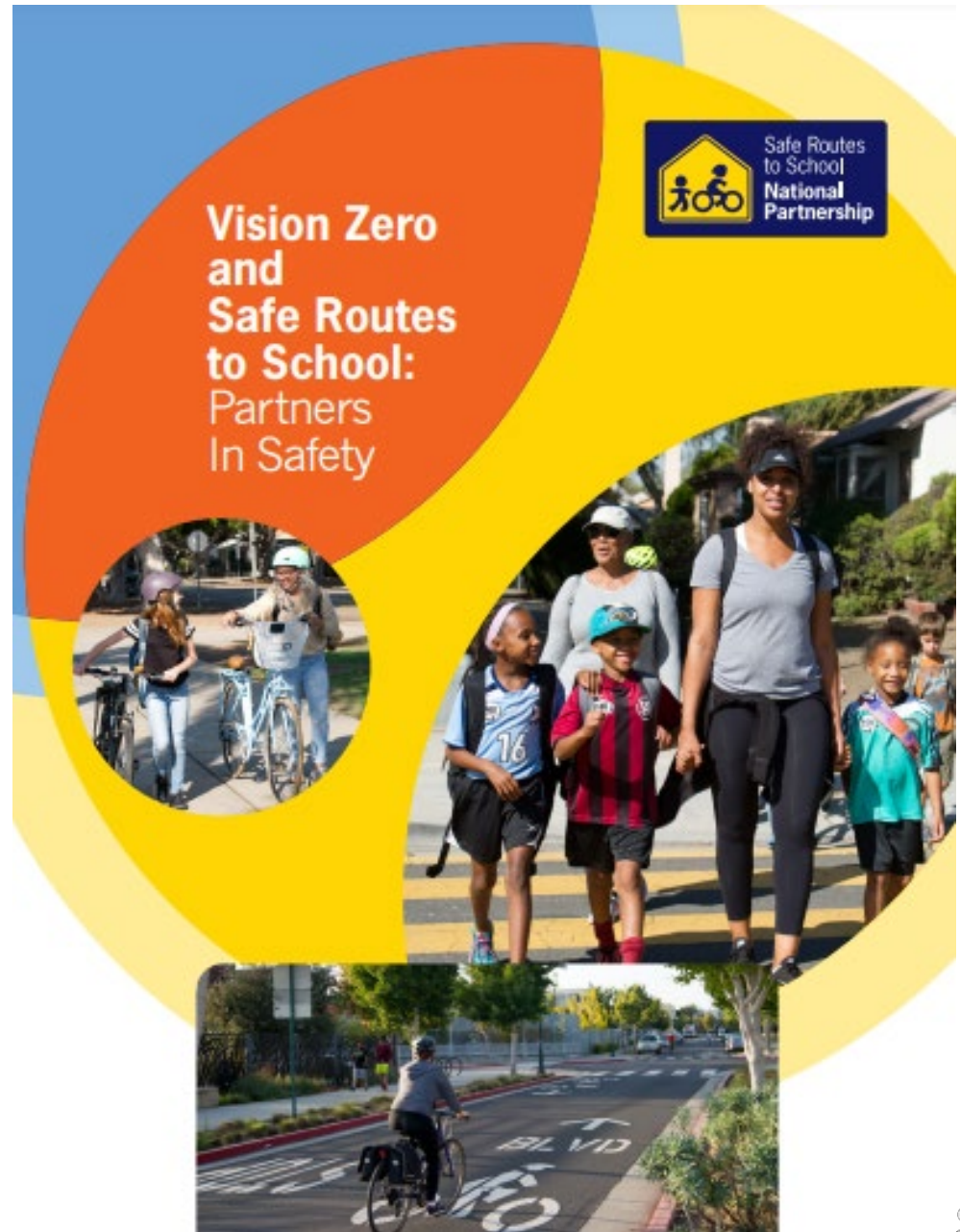
What opportunities are there for Safe Routes to School and Vision Zero advocates to collaborate to improve safety and advance equity together?

How can Vision Zero efforts help move Safe Routes to School programs toward a data-driven, community-wide approach that prioritizes areas with the greatest safety needs?



Vision Zero and Safe Routes to School Report

- Outlines partnership benefits
- Presents strategies for integrating Safe Routes to School and Vision Zero
- Provides tips on how to advocate for Vision Zero
- Addresses equity Safe Routes to School and Vision Zero
- Community highlights – Portland, Los Angeles, San Francisco, Santa Ana, Washington, DC



Advancing Safe Routes to School Through Vision Zero



PRIORITIZE
children as
vulnerable road users
and schools as
key destinations

REDUCE
speeding and speed limits
around schools

ENGAGE
community groups
in Vision Zero and
Safe Routes to School

OFFER
comprehensive
bicycle and
pedestrian safety
education to
all children

INCREASE
investments
in Safe Routes
to School and
establish a
dedicated
Safe Routes
to School
coordinator

PURSUE
unique approaches
that will advance safety
for kids and
families in your
community.



For more information on how Safe Routes to School advocates can partner with Vision Zero to improve safety and increase walking and biking in your community, see our report, [Vision Zero and Safe Routes to School: Partners in Safety](#).





Questions?

The 6 E's of Safe Routes to School



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.



EQUITY

Ensuring that Safe Routes to School initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and fair outcomes for low-income students, students of color, students of all genders, students with disabilities, and others.



ENCOURAGEMENT

Generating enthusiasm and increased walking and bicycling for students through events, activities, & programs.



ENGINEERING

Creating physical improvements to streets and neighborhoods that make walking and bicycling safer, more comfortable, and more convenient.



EDUCATION

Providing students and the community with the skills to walk and bicycle safely, educating them about the benefits of walking and bicycling, and teaching them about the broad range of transportation choices.



EVALUATION

Assessing which approaches are more or less successful, ensuring that programs and initiatives are supporting equitable outcomes, and identifying unintended consequences or opportunities to improve the effectiveness of each approach.

Respond in the chat:

Think about a positive community engagement experience you have been involved in (either as a leader or as a participant). What did you enjoy about that experience?





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.

Why Engagement Matters

- Builds community
- Uplifts underrepresented voices
- Prioritizes needs
- Increases program participation
- Creates accountability



Community engagement is about relationship-building and creating opportunities to connect with each other.





Engagement can look like...

- Surveys
- Committees and Task Forces
- Public Meetings/Focus Groups
- Walk Audits/Neighborhood Walks
- Talking to students, families, neighbors
- Safety Maps
- Outreach Tabling
- Storytelling Campaigns
 - [Humans of Houston](#)

Opportunities for Vision Zero Collaboration

- Adopt best practices from Vision Zero action planning experience
- Engage similar stakeholders
- Use the high-profile of Vision Zero to build support for Safe Routes to School
- Create joint community engagement experiences as Vision Zero and Safe Routes to School develop





Go To People

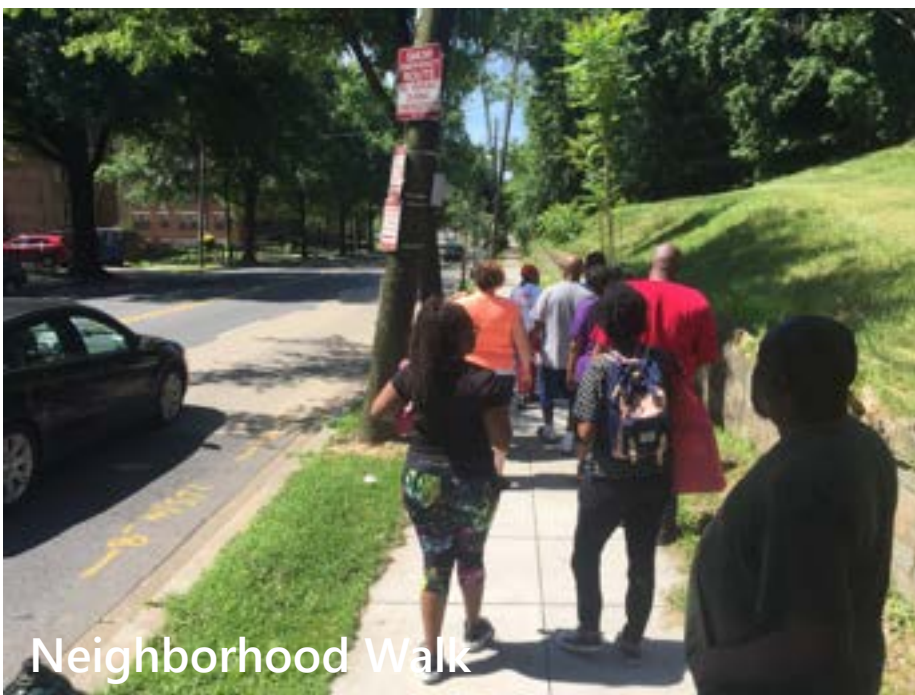
- Farmer's Markets
- Community Events/Festivals
- Back to School Night
- Local Businesses
- Libraries
- Recreation Centers



Parent/Caregiver Gathering



Community Art Making



Neighborhood Walk



Outreach Tabling



Safety Demonstration



Safety Demonstration



Our Community Quilt
Come inside to make your square!

STORM
CHASERS
Discover

Maple Lake
Fishes

My name is
I live in
I am

My name is
I live in
I am

My name is
I live in
I am

My name is
I live in
I am

My name is
I live in
I am

My name is
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My name is
I live in
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My name is
I live in
I am

My name is
I live in
I am

Our Community Quilt

Come inside to make your square!



After a long day from
sitting in my
Rockin Chair I
read my Bible
for a while with
a fish.

More like
Piths

Real is Affordable.
The important is free
to the people in America

Chipotle
love it!
I love going
because they do

NETFLIX



KMVA
WIMI

...

It's people &
nature. For
meant better!



...



One thing I like
about my dog
is that she
loves



I love that
my friends
can
come around and
play



...



Engagement with Distancing

- Phone calls
- Webinars
- Online activities, contests, and challenges
- Social media posts
- Education and encouragement videos
- Signs, flyers, postcards



Who Should Be Engaged?

- Students
- Parents and caregivers
- Schools and school districts
- Local organizations
- Government agency staff
- Bike and pedestrian advocates
- Crossing guards
- Bus drivers





Respond in the chat:

What should engagement look like for Safe Routes to School Houston? Which people and organizations should be engaged? You can think about formal organizations or informal community groups (walking clubs, neighbors, etc).

HAPPY WALK-TO-SCHOOL DAY



ENCOURAGEMENT

Generating enthusiasm and increased walking and bicycling for students through events, activities, & programs

Why Encouragement Matters

- Builds momentum
- Motivates and inspires people to keep going, even if something is new or challenging
- Celebrates successful, no matter how big or small
- Increases program participation
- It's fun!





Encouragement can look like...

- Walk and Bike to School Day
- Walking School Bus programs
- Remote drop off and pick up programs
- Incentive programs and competitions
- Giveaways
- Walking and biking groups
- Safety campaigns

Opportunities for Vision Zero Collaboration

- Citywide walking and biking campaigns
- Messaging from elected officials and community leaders to promote walking and biking
- Inviting Vision Zero staff and elected officials to encouragement events







Walk/Bike to School Day – October and May

- Celebrates walking and biking and introduces families to a new way to travel to school.

MONTGOMERY COUNTY VIRTUAL SAFETY -WEEK-

 @MoCoSrts #MoCoSafetyWeek
 facebook.com/mocopedssafety/

A Safety Week of Fun Activities

Print out this Safety Week Activity Calendar and mark your daily progress. Complete at least one activity a day. The first 20 children to submit the Safety Week Activity Calendar will win a \$15 Amazon gift card! All submissions will also be entered in a raffle for a Zeal goody bag. We will accept submissions (tinyurl.com/MoCoSafetyWeek) starting on May 8, 2020, at 5:00 pm. Winners will be notified by email Monday the 11th by 5:00 pm.

Imprime este calendario de actividades de la Semana de la seguridad y marca tu progreso diario. Completa por lo menos una actividad al día. ¡Los primeros 20 niños que envíen su calendario de actividades de la Semana de la seguridad ganarán una tarjeta de regalo de \$15! Todas las participaciones participarán en una rifa para ganar una bolsa de regalos de Zeal. Podrán enviar sus calendarios (tinyurl.com/MoCoSafetyWeek) a partir del 8 de mayo de 2020 a las 5:00 p.m. Se notificará por correo electrónico a los ganadores el lunes 11, antes de las 5:00 p.m.

Monday Madness	Tuesday Trivia	Wednesday Waaky	Thursday Thrills	Friday Fun
<input type="checkbox"/> Spot the Difference <i>Encuentra la diferencia</i> <input type="checkbox"/> Traffic Light Brownies <input type="checkbox"/> Knock, Knock <input type="checkbox"/> Dump Truck Egg Cart	<input type="checkbox"/> Memory Game <i>Juego de memoria</i> <input type="checkbox"/> Sandwich Cars <input type="checkbox"/> Solve the Riddles <input type="checkbox"/> Build Your Own City Streets	<input type="checkbox"/> Traffic Safety Maze <i>Laberinto de seguridad vial</i> <input type="checkbox"/> Veggie Train <input type="checkbox"/> Zeal Coloring Book <input type="checkbox"/> Make Your Own Truck	<input type="checkbox"/> Safety Bingo <i>Bingo de seguridad</i> <input type="checkbox"/> Apple & Grape Cars <input type="checkbox"/> Scavenger Hunt <input type="checkbox"/> Stop Light Bean Bag Toss	<input type="checkbox"/> Safety Pledge <i>Juramento de seguridad</i> <input type="checkbox"/> Hot Dog Cars <input type="checkbox"/> Build a Cardboard Car <input type="checkbox"/> Build a Busy Town

Your Name:

Good luck, have fun and stay safe!



Maryland's Largest School District
MONTGOMERY COUNTY PUBLIC SCHOOLS
Expanding Opportunity and Unleashing Potential









Remote Drop Off/Pick Up

- Designated drop off locations a short distance from the school
- Group walks the remaining distance
- Reduces traffic congestion at school
- Makes Safe Routes to School accessible to more students

Incentive Programs and Competitions

- Frequent walker/biker programs
- Punch cards
- Mileage clubs
- Classroom competitions





Giveaways

- Bikes
- Bike helmets
- Bike bells
- Lights and reflectors
- Activity books
- Pens, pencils, stickers
- Transit card holders
- “Slow Down” signs



Respond in the chat: What has encouragement programming looked like in Houston? What would you like to see more of?



E DUCATION

Providing students and the community with the skills to walk and bicycle safely, educating them about the benefits of walking and bicycling, and teaching them about the broad range of transportation choices

Why Education Matters

- Builds skills and knowledge on how to travel safely
- Sets standards and expectations – gets people on the same page
- Transportation is always evolving – need to keep up with the times
- Increases comfort in walking and rolling
- Increases confidence in walking and rolling





Who needs education?

- Students
- Families
- School staff
- Neighbors, including people driving

Education can look like...

- Lessons in P.E. class
- Bike rodeos/bike skill courses
- Crosswalk demonstrations
- Traffic playgrounds
- Bike helmet demonstrations
- Activity sheets and workbooks
- Safety videos
- Safety campaigns





Opportunities for Vision Zero Collaboration

- Co-branded educational materials
- Joint safety campaigns
- Bike rodeos and skill courses for all ages
- Include bike and pedestrian safety in driver's education
- Co-develop bike and pedestrian curriculum materials
- Incorporate elements of planning and road design into Safe Routes to School



Bike Education Program: Biking in the Park

Washington, DC now provides universal bike skills training for all second graders in public school through their [bike education program](#). P.E. teachers are the primary instructors.





Student Design Charette



Vision Zero Education Event



Vision Zero Education Event



Vision Zero Education Event



THE BUREAU OF GOOD ROADS &
SAFE ROUTES TO SCHOOL NATIONAL
PARTNERSHIP PRESENT

VISION ZERO HEROES!

FRIDAY, NOVEMBER 2, 2018
8:15 AM TO 9:00 AM
NEVAL THOMAS ELEMENTARY SCHOOL
MAIN ENTRANCE

Join us for a morning of free traffic safety
activities, arts and crafts, and a celebration of
our community Vision Zero Heroes!

VISION ZERO ★ ★ ★ HEROES!

age
ps you
around
neighbor,
driver, etc.)

HELLO
MY NAME IS

BAM!
Professor X
Superpower = x-ray
vision

OBSERVATIONS





Parent/Caregiver Workshop



Traffic Garden Ribbon Cutting



Traffic Garden Ribbon Cutting



Respond in the chat: What has education programming looked like in Houston? What would you like to see more of?



Questions?



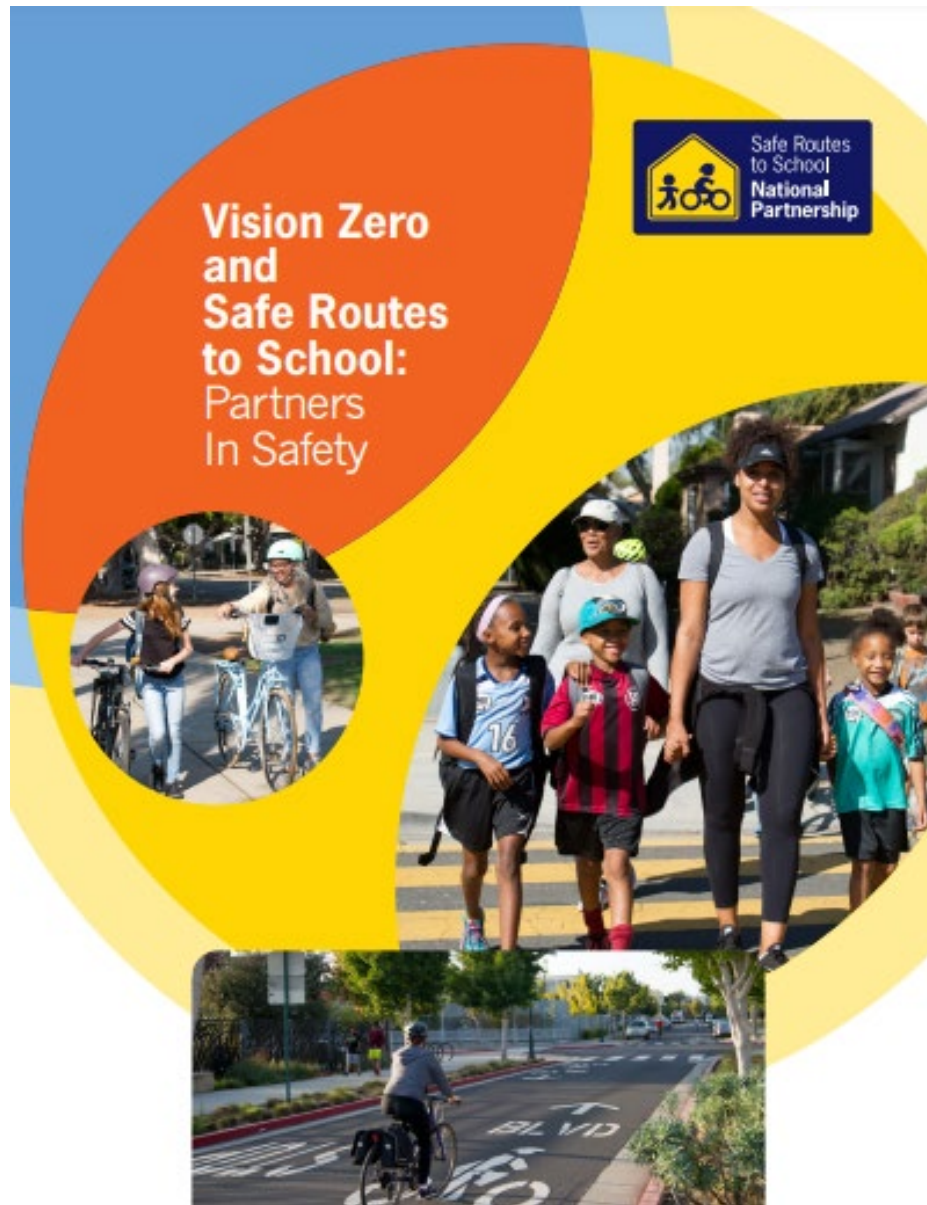
Programming Questions to Keep in Mind

- Who is my target audience?
- Is my program culturally relevant to my audience?
 - Race/ethnicity, gender, disability, age, LGBTQ+
- Who is usually left out of decision-making processes?
- What are the barriers to participation?
 - How can I eliminate those barriers?
- What does success look like?
 - What does success look like to others? How can we integrate our visions of a successful program?

Q & A



Safe Routes
PARTNERSHIP



[Click to view full report!](#)



Contact Information

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 [@saferoutesnow](https://twitter.com/saferoutesnow)

Have an idea for a Safe Routes to School webinar topic? Email Kori or share in the chat!