



## Colorado Safe Routes to School Webinar Series

Pop-ups, Play Streets, and Placemaking: Exploring Innovative Safe Routes to School Projects

Kori Johnson, Safe Routes Partnership

Tuesday, May 17, 2022

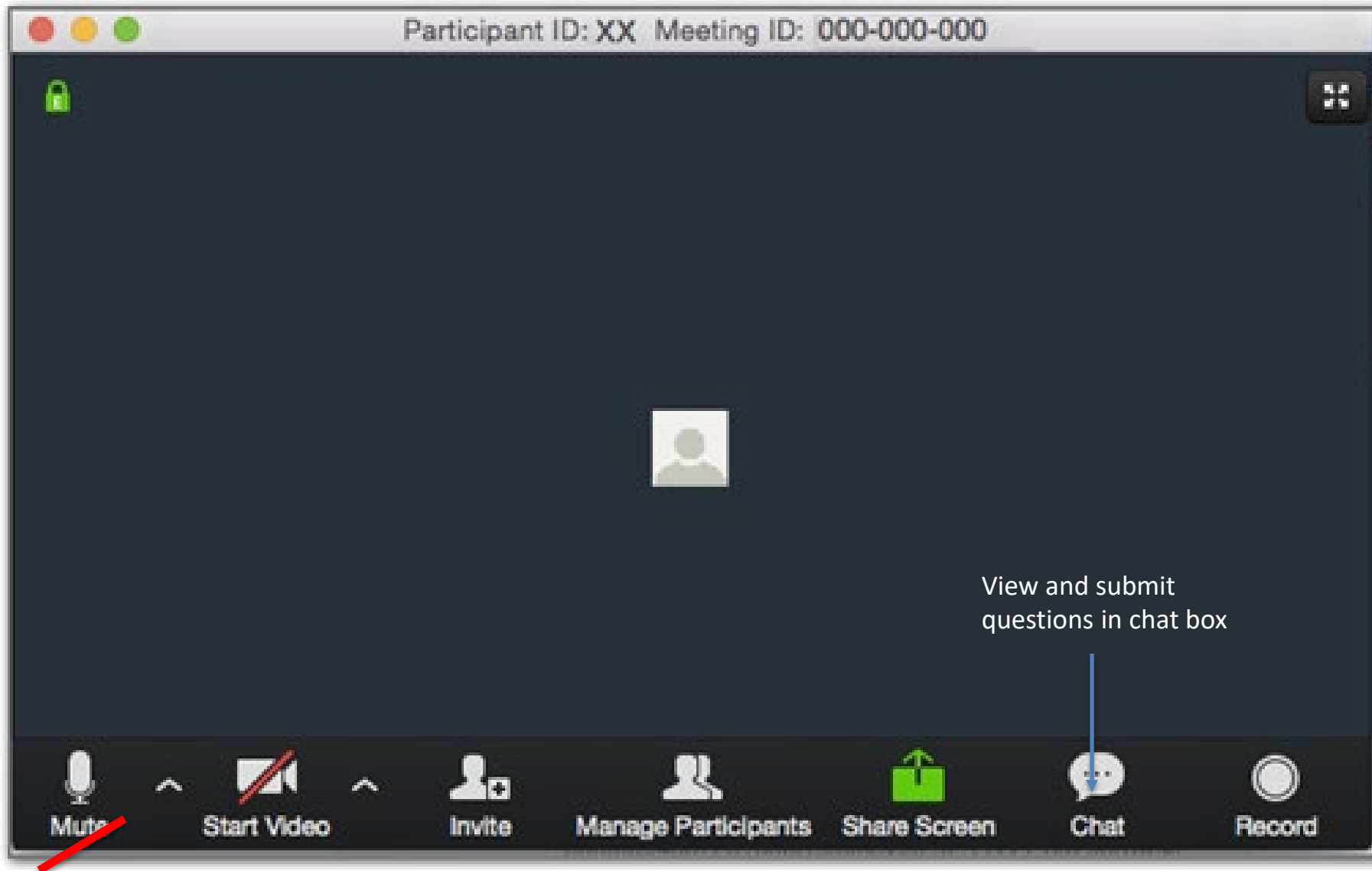






## MISSION

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.



SESSION IS BEING RECORDED  
PLEASE PARTICIPATE IN THE CHAT!



## TODAY'S PRESENTERS

**Kori Johnson**

Safe Routes Partnership, Washington, DC

**Michelle Lieberman (Tech Support)**

Safe Routes Partnership, Orange County, CA

*Audience: Introduce yourselves in the chat!*

- *Name/Location*
- *Connection to Safe Routes to School*
- *Respond in the chat:*

*It's National Bike Month! How have you been celebrating in your SRTS program or in your own life?*







# Agenda

- Tactical Urbanism 101
- Designing and Implementing Pop-up Projects
- From Pop-up to Permanent
- School Streets
- Education and Equity Projects
- Q & A
- *Webinar recording and all resources links will be shared!*





## *Chat: What are some typical SRTS program elements and activities?*

- Walk and Roll to School Day
- Bike and Roll to School Day
- Walk audits
- Travel tallies
- Bike rodeos
- Walking school buses
- Bike trains



# Why We Need Innovation in Safe Routes to School

- Keeps program fresh and fun
- Deepens impact
- Keep Safe Routes to School relevant
- Acknowledges that the world has changed and community needs are different
- Allows program to evolve with the times
- Helps connect to new audiences





*Respond in the chat:*

*What is something new you have tried in your program?*

*OR*

*What is something you would like to try in your program?*





# Tactical Urbanism 101





**Tactical urbanism** is the practice of making public spaces more walkable, bikeable, attractive, and useful.

**Tactical urbanism projects** are:

- Temporary
- Low-cost
- Made with household or construction materials
- Community-driven

[- Pop-Ups for Safe Routes to School Factsheet, Safe Routes Partnership](#)





# Purpose of Tactical Urbanism Projects

- Traffic calming
- Economic development
- Neighborhood beautification
- Community engagement
- Pilot future infrastructure projects
- Build awareness around a community concern
- Advocacy
- Fun and novelty







## What is a pop-up?

- A pop-up is a type of tactical urbanism project.
- Key features:
  - Might “pop-up” overnight
  - Temporary demonstrations
  - Shows road users what a street could look or feel like with different infrastructure elements





# Types of Safe Routes to School Pop-Ups

- Crosswalks
- Curb extensions
- Traffic circles
- [Traffic gardens](#)
- Bike parking
- Wayfinding signage
- Beautification elements
  - Planters
  - Murals
  - Greenery
- ***Others?***





## Why do a Safe Routes to School Pop-Up?

- Allows for flexible budget
- Short timeline – quick community win!
- Pilot a safety intervention
- Create a space for learning
- Address a community concern
- Build support for Safe Routes to School
- Connect with community





## Pop-Up Challenges

- Only temporary – communities want permanent change
- Pop-Up fatigue
- Getting community buy-in
- Getting city/county/district buy-in
- Coordinating logistics
- Maintenance



# Getting Started: Pre-Project Reflection

- What project do you want to do? Why?
- What pop-up projects have been done in the past? How have they impacted the community?
- Does the community want this project? How have they been involved in the process so far?
- What are the anticipated positive impacts?
- What are the anticipated negative impacts?







## Pre-Project Community Research

- Explore past and present pop-up projects
- Review crash and injury data
- Conduct a walk and/or bike audit
- Conduct a quick survey for community feedback
- Talk with community members
- Visit arts and cultural spaces to connect with potential partners



# Explore Your Partnerships

- School
  - Students
  - Staff
  - Parents/Caregivers
- School district
- Local agency staff
  - Transportation department
  - Public health department
  - Arts and culture department
- Community members and advocates
- Elected officials
- Artists
- Non-profits







## Gain Support and Ask Permission

- Show the data
- Demonstrate community support
- Come with a plan
- Show examples of successful projects:
  - [Massachusetts Safe Routes to School Pop-Up Guide](#)
  - [Safe Routes Partnership Pop-Up Factsheets](#)
  - [District of Columbia Arts in the Right-of-Way \(AROW\) Program](#)
    - [DDOT Design Guide](#)
  - [Bloomberg Asphalt Art Initiative](#)



# Massachusetts Safe Routes to School Pop-Up Guide

- Tips on costs and implementation
- On-school campus projects
- Near school campus projects
- Materials considerations
- Site considerations
- Project examples
  - Denver Community Active Living Coalition (CALC) intersection murals
- Links to additional resources





# Safe Routes Partnership Pop-Up Factsheets

- Basic process for conducting a pop-up
  - Identify Partners
  - Present Concept to Decision Makers
  - Select Your Location
  - Identify Your Approach
  - Implement the Pop-Up
  - Evaluate
  - Advocate for Permanent Change
- Connects projects to the Six Es
- Project examples
- Links to additional resources



## Pop-Ups for Safe Routes to School Using Tactical Urbanism to Promote Safe Routes to School Programs



The traffic cones, plants, and colorfully painted tires are arranged as a curb extension, which narrows the road in order to slow traffic and shortens the crossing distance for people walking. Photo: TrailNet

So you want to make an intersection safer? What would help you visualize that: a temporary traffic installation to show road users and community members what the street could look and feel like, or a lengthy report with diagrams and memos?

While engineering studies and reports are important pieces of traffic safety improvements, they are not the most accessible way to present new ideas to and get feedback from communities. That's why a new tool for advancing Safe Routes to School is popping up in communities across the country. Parents, advocacy groups, and engineers are installing temporary crosswalks, curb extensions, and roundabouts to show how easy it is to make changes that make it safer and more inviting for kids to walk and bicycle to school. Referred to as "pop-ups" because they may "pop-up" overnight, these temporary demonstration projects fall under the umbrella of tactical urbanism, the practice of temporarily making public spaces more walkable, bikeable, attractive, and useful. How does the process for pop-up projects work? In simplified form, a community or organization identifies a public place that could be improved. Next, the local jurisdiction grants permission for a temporary installation at the site, and an organization or city agency installs the temporary features. The public uses it, provides feedback, and, in the best case scenario, the feedback on the temporary feature informs the development of permanent improvements.

This fact sheet outlines how pop-up projects can be used to advance Safe Routes to School projects, discusses the benefits of this type of demonstration project, provides examples of communities that have used pop-ups to advance Safe Routes to School, and shares resources for helping you create pop-up Safe Routes to School projects in your community. For tips on how to create a pop-up project, see our companion fact sheet, [Where the Duct Tape Meets the Road: How to Create Pop-Up Safe Routes to School Projects](#).

### What Is Tactical Urbanism?

The key hallmarks of tactical urbanism projects are that they are temporary, low-cost, and inclusive of the community in their design and implementation. Because of their temporary nature, tactical urbanism projects are made to be low-cost. They use household or construction materials to mimic permanent infrastructure, typically rely on volunteers to set up, and as such, cost markedly less than permanent infrastructure projects. Mike Lydon, an urban designer from Street Plans Collaborative, is credited with coining the term "tactical urbanism" in 2010. These days, tactical urbanism takes many forms and can be employed to accomplish a variety of ends, including, but not limited to, traffic calming, economic development, and making communities more beautiful.

### Pop-Up Projects and Safe Routes to School

How can pop-up projects support kids walking and biking to school? Pop-ups can play a role in many aspects of a Safe Routes to School program. Comprehensive Safe Routes to School programs use a framework called "The Six Es" to help kids safely and conveniently walk or bike to school, and pop-up projects can address several of the Safe Routes to School Es, including education, encouragement, engineering, evaluation, and equity. (Enforcement is not particularly relevant to tactical urbanism.)

**Engineering:** More often than not, pop-up projects are used to demonstrate the value of and potential for improvements to street features or infrastructure, known as engineering. By using temporary installations to calm traffic and create crosswalks and protected bike lanes, among other options, pop-up projects can serve as a pilot for the kinds of engineering improvements that have been demonstrated to improve safe walking and biking to school.

**Encouragement:** By design, pop-up projects are typically colorful, eye catching, and spark intrigue. The novelty of new street features appearing seemingly out of nowhere tends to inspire curiosity, which can motivate kids and families to walk or bike to school out of interest in checking out this new feature near their school. These projects are often even more effective when done in concert with existing encouragement programs; for example, demonstration



# District of Columbia Department of Transportation

## [Arts in the Right-of-Way \(AROW\) Program](#)

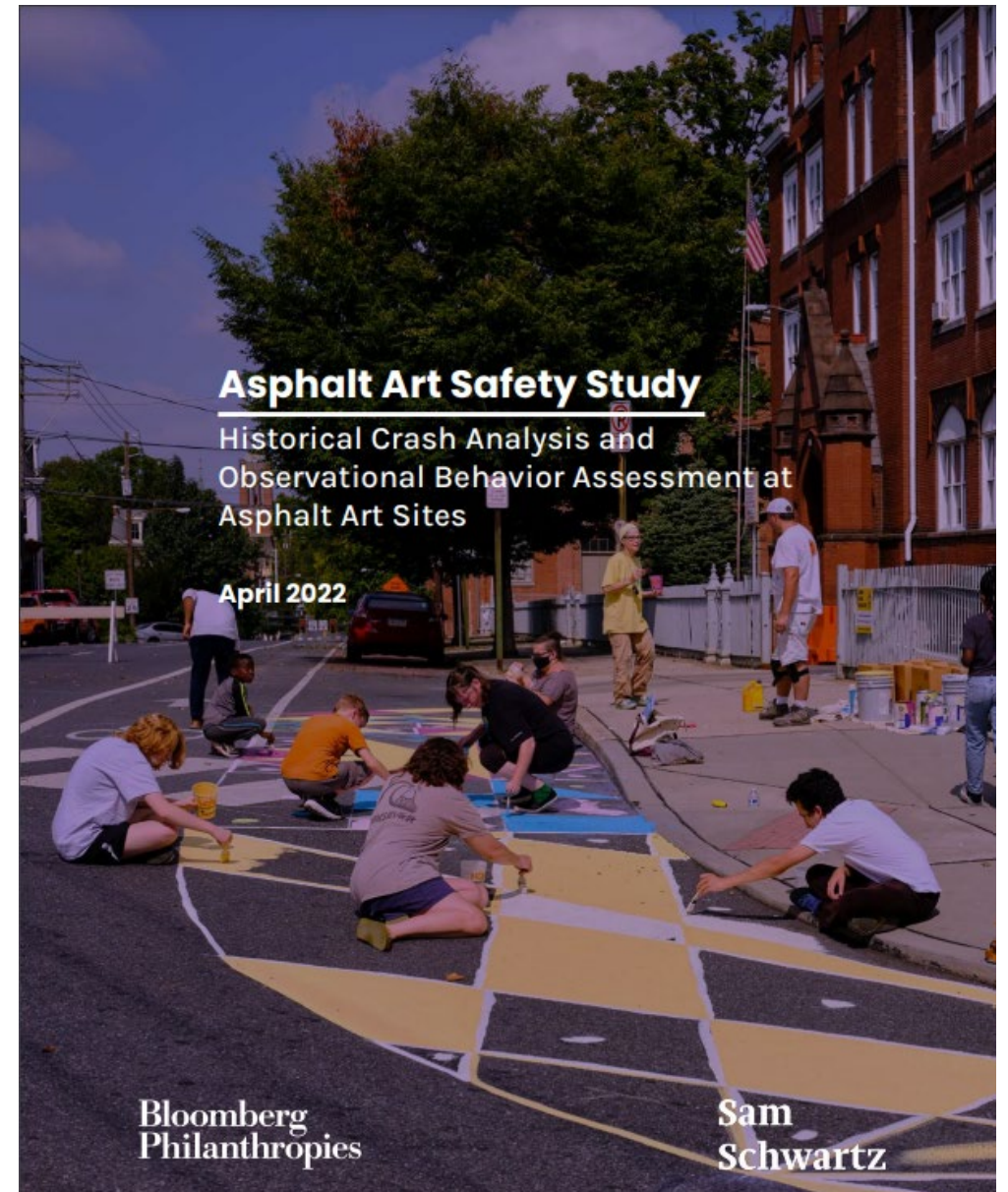
- Launched in 2019
- Combines traffic safety and beautification
  - Bike racks
  - Utility boxes
  - Curb bump outs
  - Pedestrian zones
- Implemented by DDOT and non-DDOT groups with public permit
- ARROW installation map
- Design guide for artists





# Bloomberg Asphalt Art Initiative & Safety Study

- April 2022: [Asphalt Art Safety Study](#)
- Painted asphalt can offer protection
- Researched **17 sites with painted asphalt art** – curb extensions, intersection murals, plazas, crosswalks, sidewalks
- Historic Crash Analysis revealed **50% decrease in pedestrian involved crashes and 17% decreased in total crashes**
- Observational Behavior Assessment indicated **25% decrease in pedestrian crossings involving conflict with driver and 27% increase in drivers yielding to pedestrians**





# Evaluate & Sustain Momentum

- Surveys, comment boards, graffiti walls
- Number of participants
- Regular school travel mode
- Gather feedback on project elements
- Assess changes in attitudes around walking and biking
- Identify areas for opportunity for future programming
- Demonstrate support for permanent change





# Funding Pop-up Projects

- Mini grants
- Foundation grants
- Local agency funds – transportation, public health, arts and culture
- Vision Zero funds
- School district
- In-kind Donations
  - Volunteer time
  - Materials
  - Marketing & Communications
  - Documentation – photos, videos
- School or community fundraisers





## Additional Reminders

- Use the Safe Routes to School listserv
- Check out tactical urbanism resources and guides
- Communicate with community members early and often
- Budget for artist time and materials – ask local arts organization about standard rate
- Pilot projects are not perfect – use as a learning experience
- Look towards long-term, permanent change





From Pop-Up  
to Permanent





## Safe Routes to School Muscoy

- Southern California's Inland Empire
- Unincorporated area of San Bernardino County, CA
- Rural community of color
  - 82 percent Latinx and low-income
- Strong community engagement and grassroots advocacy





# Community Concerns

- One of the worst air quality scores in California (CalEnviroScreen)
- Industrial parks and warehouses across Inland Empire
- Lack of sidewalks
- Most people rely on walking and public transit
- Parents don't allow students to walk or bike to school due to dangerous conditions





# Grassroots Organizing

- Community group contacted local assembly member to discuss Safe Routes to School
- Walk audits
- Bike counts
- Tactical urbanism demonstration
  - Sidewalk bulbouts
  - Planters
  - Artistic crosswalks
  - Bus shelters
- Safe Routes to School Action Plan
- On-going advocacy efforts to reduce air pollution and improve public health

SOAR IE  
SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP  
ASSEMBLYMEMBER ELOISE GÓMEZ REYES  
COUNTY OF SAN BERNARDINO  
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
PRESENT

## MUSCOY SIDEWALKS FOR SAFETY DEMONSTRATION AND BLOCK PARTY



Do you want safer sidewalks for students? Do you want opportunity for community engagement? Join us for the unveiling of our temporary safe routes to school project. We need your support and input on what's best for our community!

**SATURDAY JUNE 16, 2018**

### MUSCOY ELEMENTARY SCHOOL

9AM -12:00PM  
2119 West Blake St.  
San Bernardino, CA, 92407

Ribbon Cutting Ceremony &  
Press Conference  
9:30AM

### VERMONT ELEMENTARY SCHOOL

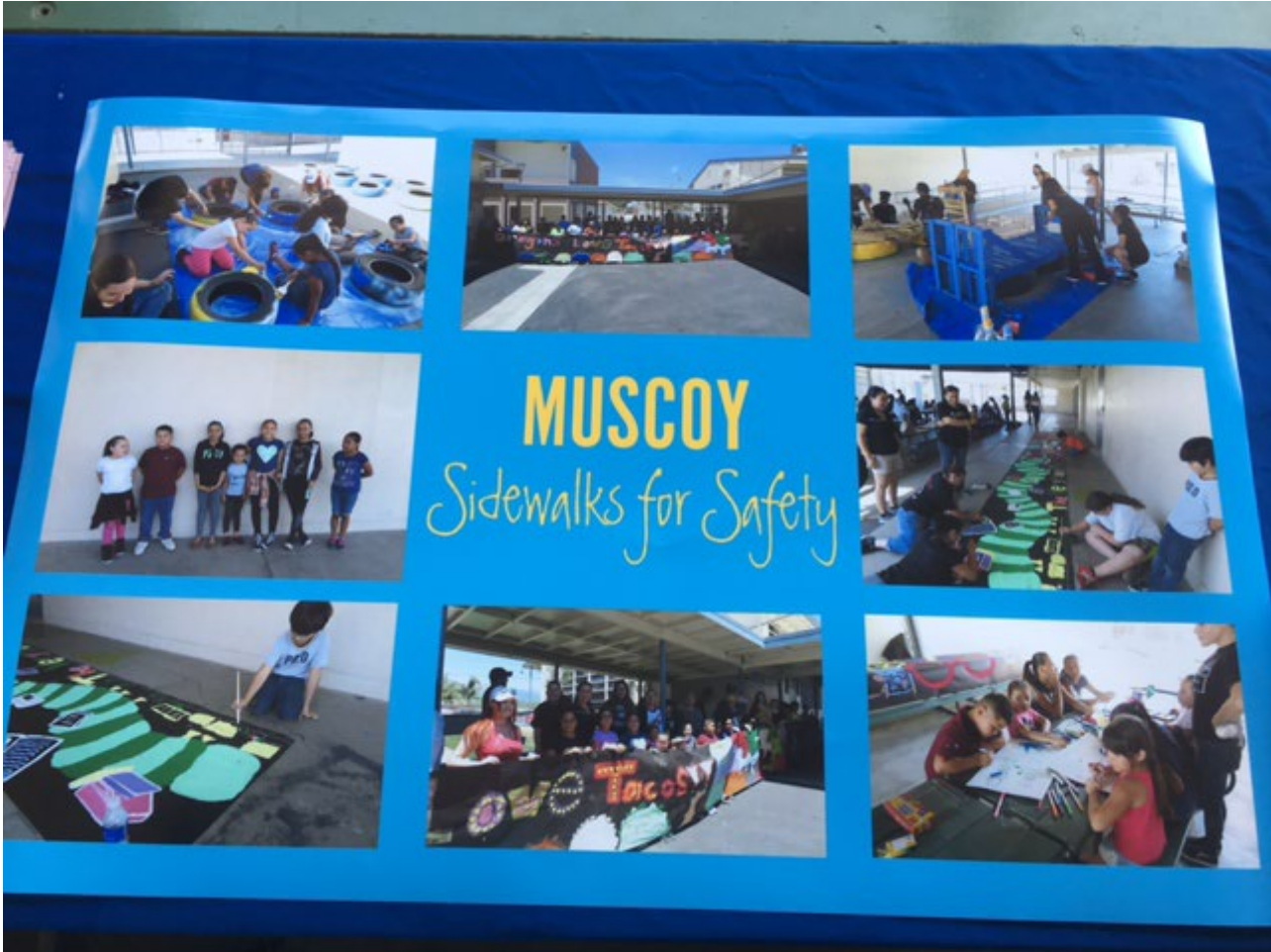
9AM -12:00PM  
3695 Vermont St.  
San Bernardino, CA 92407

Ribbon Cutting Ceremony &  
Block Party  
10:30AM

For More Information- Maha Rizvi (909) 381-3238  
[Maha.Rizvieasm.ca.gov](mailto:Maha.Rizvieasm.ca.gov)



# Muscoy Sidewalks for Safety Demonstration





# Muscoy Sidewalks for Safety Demonstration



Artistic Sidewalks



# Muscoy Sidewalks for Safety Demonstration



Bus Shelter



Bulb-out Planters



# Muscoy Sidewalks for Safety Demonstration





# Sidewalks for Muscoy Project

- 2021 - \$1.88 million dollar Active Transportation Program (ATP) grant from California Transportation Commission
  - Grant funding matched by county
- Safe Routes to School pedestrian improvements project
- Huge win for Sidewalks for Muscoy Coalition







## Lessons Learned from Muscoy

- Let community members lead
- Engage a wide range of partners
  - Elected officials
  - Non-profits
  - Students
  - Parents
  - Grassroots organizations
  - Local agency staff
- Connect pop-ups with policy change
- Keep working at it!





# More Information on Muscoy

- [At the Intersection of Environmental Justice and Safe Routes to School](#)
- [Sidewalks for Muscoy ATP Funding Announcement](#)





# School Streets





# What are School Streets?

**School streets** are open to students walking, biking, and rolling, mainly during pick-up and drop-off times.

- Located in blocks or areas next to the school
- Street closed to vehicles and pass through traffic
- Open to activities – walking and biking, games, sidewalk chalk
- [Video: School Streets Program Overview - 8 80 Cities](#)





# Where did School Streets originate?

- Spin-off of Play Streets, Open Streets, and Cicolvías
- Started in Italy in the 1990s
- UK cities first to introduce School Streets
- School Streets movement growing across Europe and Canada





# Purpose of School Streets

- Address congestion
- Reduce air pollution
- Limit danger of cars on the road during arrival and dismissal
- Provide safe place for students to play and be active
- [Child Health Initiative School Streets Report – April 2022](#)
  - Over 1000 school streets in a dozen countries
  - Large increase during COVID-19
  - School streets can address climate change and air quality
  - Guidance, advice, and toolkits for school street implementation
  - [Read the full report](#)





## School Streets in the U.S.

- [Los Angeles](#) – City of LA Safe Routes to School
- [Portland](#) – PBOT Safe Routes to School
- [Seattle](#) – Seattle Department of Transportation
- Still a growing movement
- Can also be great for small cities and towns!





# Los Angeles Safe Routes to School

- School Streets pilot project – NACTO grant to City of LA and Los Angeles Walks
- Six weeks: October – November 2021
- Removed parking and added street barriers
- Community events
- Surveyed families and neighbors regularly
  - Respondents felt more encouraged to walk and bike; felt safer walking and biking
- [Full project report](#)

SRTS School Street: Pilot Project



Safe Routes to School Los Angeles  
Dayton Heights  
Elementary School / Early Education Center  
SRTS School Street  
Westmoreland Avenue, between Melrose and Clinton Streets  
October – November 2021





## Portland Safe Routes to School

- School Streets pilot project through Portland Bureau of Transportation (PBOT)
- Six weeks: October – November 2021
- Four elementary schools and two middle schools
- Used similar language to [Slow Streets](#) pilot projects during COVID-19
- Positive feedback from participating schools
- [Video](#): Street Films special correspondent Sam Balto (Portland) visits London's School Streets





# Seattle Safe Routes to School

- [School Streets program](#) through Seattle Department of Transportation
- Developed in response to school reopening during COVID-19
- Schools can request a School Street
- Materials for each school site:
  - School Streets definition
  - Who has access
  - Site map
  - Walking and biking tips

## SCHOOL STREETS



### Montlake Elementary School

Montlake Elementary School has a School Street that is open for students and adults walking, rolling, and biking and closed to pass through traffic, including parents.

#### What is a School Street?

School Streets are open for people walking, rolling, and biking, and closed to pass through traffic, including parents. The goals are to:

- provide social distancing space for daily attestation at school start times
- reduce traffic congestion in front of schools
- encourage families to walk or bike to school or park a few blocks away and walk

#### When is a School Street in effect?

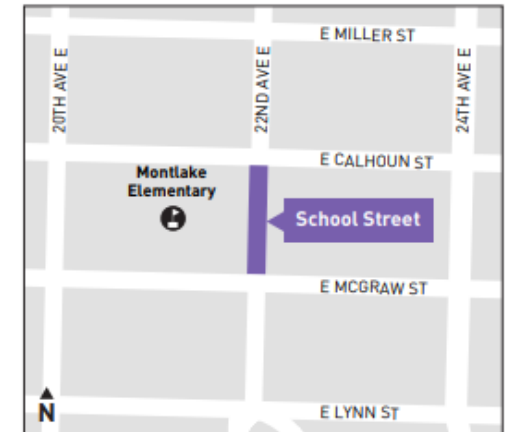
School Streets are in effect 7AM-5PM on school days.

**With the designation of School Streets, it becomes okay to walk in the street to keep 6 feet apart.**

#### How can I use a School Street when taking my child to and from school?

- When possible, walk, roll, or bike with your child to school
- If you must drive to school, try parking 1 block away and finishing the trip on foot
- Students provided with district transportation or with mobility needs can access the block

To learn more about School Streets visit our website at: [www.seattle.gov/schoolstreets](http://www.seattle.gov/schoolstreets)







## Who Needs to Be Involved?

- School
- School district
- City or county – street closure permit may be required
- Students and families
- Neighbors
- Volunteers and community partners





## Getting People On Board

- Acknowledge this is something new – can be scary and exciting
- Explain the need and student benefits
  - Reduce traffic congestion
  - Reduce air pollution
  - Provide safe outdoor play space
  - Encourage walking and biking
- Come with a plan
- Show success stories
- Demonstrate community support





## Try it out!

- Conduct dismissal observations before event
- Start small
  - One school or handful of schools
  - Pair with Walk/Bike & Roll to School Day
  - One day event or short pilot program
- Keep it simple
- Communicate in a clear and timely manner
- Evaluate what worked and what didn't



# Education & Equity Projects









## التجول

### فيلادلفيا هي مدينة مميزة للغاية!

ما السبب؟ كل شخص لديه الكثير من الخيارات لكيفية الوصول إلى وجهته! ولكن بغض النظر عما تفعله، تبدأ جميعًا رحلاتنا ونهيتها سيرًا على الأقدام. فالجميع يسير على أقدامه في فيلادلفيا.

كيف تتجول؟ ضع علامة X على جميع الطرق التي تصل بها إلى هذه الأماكن في فيلادلفيا. هل يمكنك عمل خط قطري، لأعلى ولأسفل، أو بالعرض؟

#### الماشي. اسم.

الشخص الذي يتنقل سيرًا على الأقدام، ويسمى أيضًا السائر. يمكن أن يتم المشي بطرق مختلفة—على الأرجل، أو باستخدام الكرسي المتحرك، أو العصا، أو العكازات.

السيارة	مترو الأنفاق	العربة	الحافلة	الدراجة/السكوتر	الماشي	
						المدرسة
						متجر البقالة
						منزل الأصدقاء
						المتنزه
						صالة الألعاب الرياضية
						المكتبة

SAFE  
ROUTES  
PHILLY  
STEP UP | RIDE ALONG

## Di chuyển ở Philadelphia

Người dân di chuyển theo nhiều cách khác nhau ở Philadelphia. Các biển báo, tín hiệu, và vạch kẻ trên mặt đất giúp mọi người lái xe, đi bộ và đi xe đạp an toàn trong thành phố. Nắm tay một người lớn, đeo khẩu trang, và xem bạn có thể tìm thấy 5 thứ liên tiếp không!

B	I	N	G	O
 Xe buýt hoặc tàu điện SEPTA	 Một người đang đi bộ hoặc trượt pa tanh	 Một người đang đi xe đạp thích ứng	 Biển báo dừng	 Một tín hiệu không sang đường nhấp nháy
 Đèn giao thông màu vàng	 Lối đi qua đường	 Giá để xe đạp	 Một tín hiệu sang đường	 Một người đang đi xe đạp
 Một người đang chạy	 Một em bé trong xe đẩy	<b>FREE SPACE</b>	 Làn đường dành cho xe đạp	 Đốc thoải trên lề đường
 Xe tải	 Đèn giao thông xanh	 Biển báo giới hạn tốc độ	 Đèn giao thông màu đỏ	 Một người đang đợi xe buýt hoặc xe điện
 Đệm tốc độ	 Một người đang lái xe	 Via hè	 Ga tàu điện ngầm hoặc ga đường sắt khu vực	 Một tín hiệu không sang đường





## 在家练习

儿童学习的最佳方式是与成年人反复练习安全的行走技能。

安全信息: 5~7 岁的儿童依然在学习安全行走的含义。他们应该总是在走路时有成年人或有责任心的哥哥姐姐的陪伴。

与你的孩子在小区附近行走，特别是前往他们喜欢的地方，例如公园、学校或朋友家。提醒他们做到不要奔跑、推搡或玩耍，做到安全行走。

每次与你的孩子在外面走路时，均练习安全的行人技能。你是孩子最重要的榜样。儿童通过观察他人学习，因此采取安全的行人行为是教他们学习这些重要技能的最佳方法。

### 问你的孩子:

#### » 走在哪里最安全?

- ✓ 人行道上  
在有人行道的地方练习识别可供行走的安全地方

#### » 你应该在没有人行道时做什么?

- ✓ 走在街道的左侧，面朝交通，这样你就可以看到迎面驶来的司机。

在没有人行道的地方练习识别可供行走的安全地方

#### » 如果你在走路时需要穿过车道或胡同，你要做什么?

- ✓ 停下来，看看左边，看看右边，确定没有车开过来后再穿过。

#### » 在晚上走路时，你可以如何使司机更容易看到你?

- ✓ 穿颜色鲜艳或反光的衣服，或者拿上手电筒。



看着这张图片，问你的孩子这些儿童看上去是否有利用安全的行人技能。

让他们解释为什么没有，而他们应该有哪些与此不同的行为。



请记住知识并不总是等同于行为。通过在家练习安全的行人技能，确保你的孩子有为迈入学习如何安全行走的下一步做好准备!

你知道吗? 我市有 311 号码，市民可以拨打该号码报告人行道缺失或不足的问题。借助这种途径使在费城行走更容易，详情请见 [www.phila.gov/311/pages/default.aspx](http://www.phila.gov/311/pages/default.aspx)

改编自 NHTSA 儿童行人安全课程。

挺身而出 | 一同前行

SAFE  
ROUTES  
PHILLY  
STEP UP | RIDE ALONG

### ¿Qué ves cuando sales a caminar?

¿Qué ves cuando sales a caminar? ¡Cuando nos desplazamos a pie, con pedales y sobre ruedas, vemos muchísimas cosas diferentes y divertidas! ¡Toma tu mascarilla, pídele a un adulto que te acompañe, y fíjate si puedes encontrar 5 seguidas!

B	I	N	G	O
 Una persona en bicicleta	 Una mascota	 Un buzón	 Una cancha de básquetbol	 Un pájaro
 Una tienda de esquina	 Una casa adosada	 Un camión de comidas	 Un mural	 Un portabicicletas
 Un jardín o flores	 Un camión	<b>Gratis</b>	 Una bandera	 Un restaurante
 Una escalera de entrada	 Una persona a pie o en patines o patineta	 Decoraciones festivas	 Un vecino amistoso	 Un semáforo
 Personas haciendo deporte	 Un arcoíris	 Una biblioteca o centro de centro de recreación	 El horizonte de la ciudad	 Un avión en el cielo

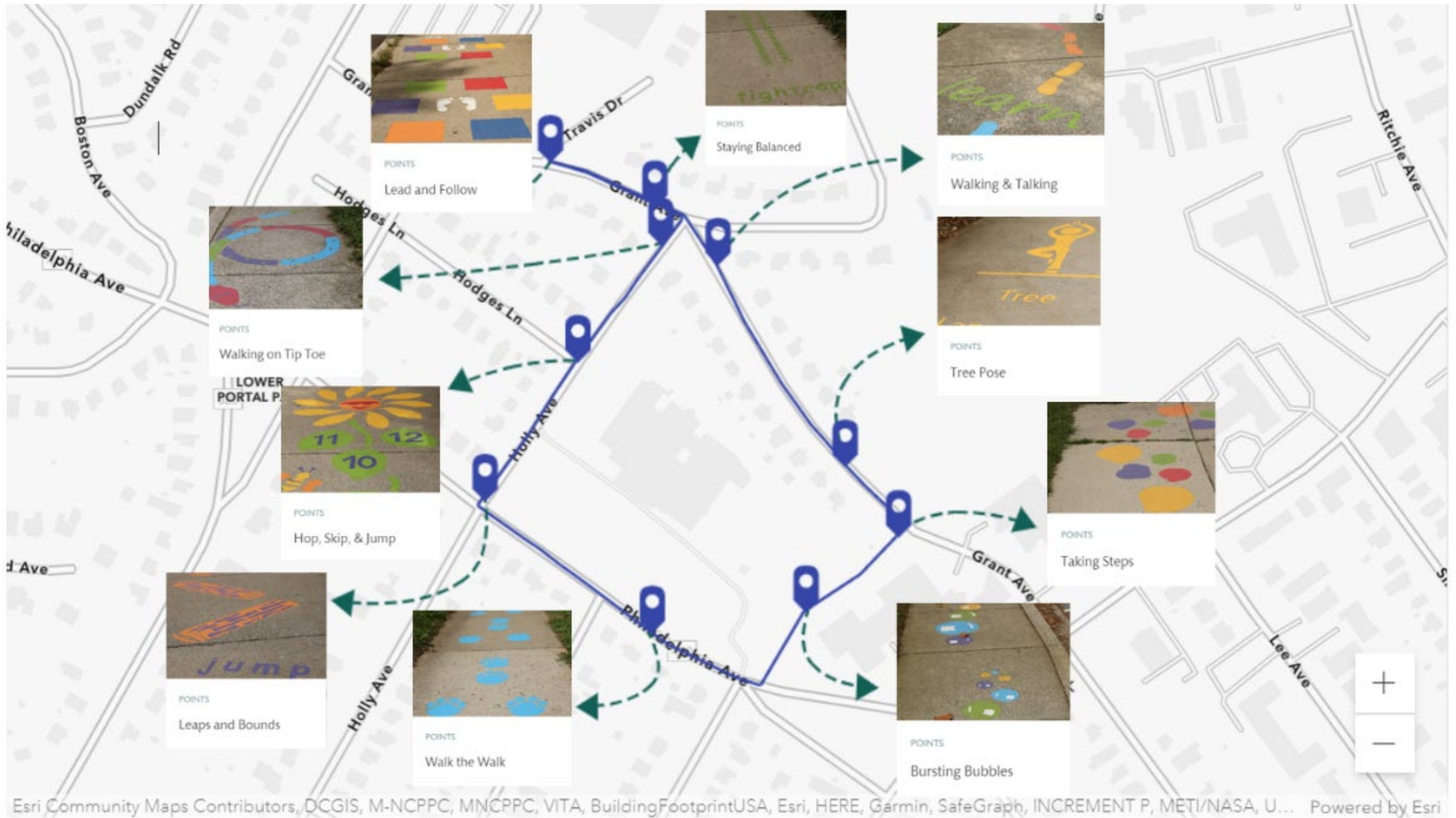


# [We Belong Here: The Takoma Park Equity Walk](#)

- Takoma Park, MD – \$1500 Community Change Grant from America Walks
- Painted stations on the sidewalk – each has a physical activity and a discussion prompt
- Route connects to schools, library, community center, and transit
- Interactive website in English, Spanish, and Amharic
- Resources for parents, caregivers, and teachers
- Collaboration between Planning, Public Works, Safe Routes to School, School District, Library, and community partners
- [Takoma Park Equity Walk Video](#)







Esri Community Maps Contributors, DCGIS, M-NCPPC, MNCPPC, VITA, BuildingFootprintUSA, Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, U... Powered by Esri

Map of Activity Stations





# Contact Information

Kori Johnson, Program Support Manager  
kori@saferoutespartnership.org

[www.saferoutespartnership.org](http://www.saferoutespartnership.org)

 Facebook.com/saferoutespartnership

 @saferoutesnow

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