



Safe Routes to School Action Planning and Sustainability



Colorado Safe Routes to School Program
Kori Johnson and Michelle Lieberman, Safe Routes Partnership
Tammy DeWolfe, Cañon City, CO
July 15, 2020

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
Active Paths for Equity & Health





**Safe
Routes**
PARTNERSHIP
Active Paths for Equity & Health



VISION

We know that our bodies were designed to move, yet many of our communities were created with intentional inequities that limit mobility. We believe change is necessary to achieve a vision of safe, active, equitable, and healthy communities – urban, suburban, and rural – for everyone.



TAMMY



MICHELLE



KORI



TODAY'S PRESENTERS

GoToWebinar Viewer

Webinar Housekeeping

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

Dial: +1 (3 [redacted])
Access Code: [redacted]
Audio PIN: [redacted]

CITRIX

File View Help

Audio

Computer audio
 Phone call

You are connected at
+1 (213) 929-4232
Access Code: 129-467-341

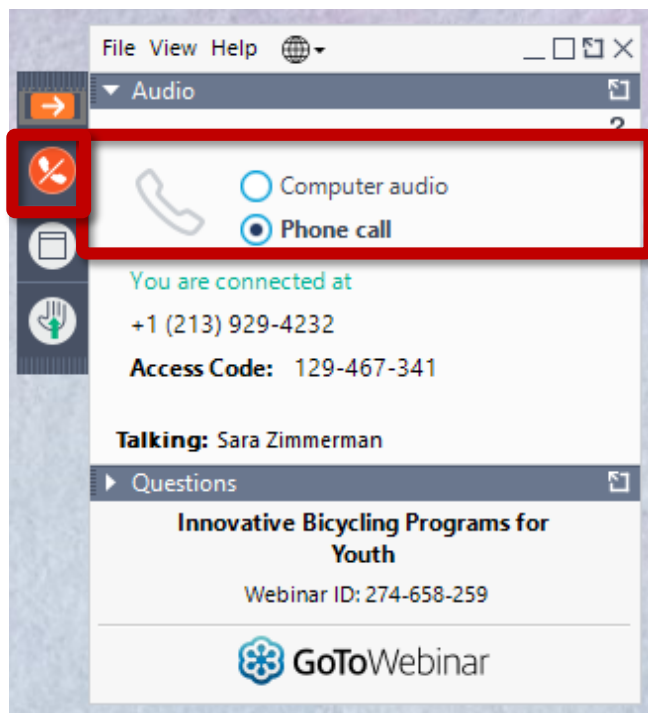
Talking: Sara Zimmerman

Questions

Innovative Bicycling Programs for Youth
Webinar ID: 274-658-259

GoToWebinar

AUDIO CONTROLS



AUDIO

Open or hide your control panel

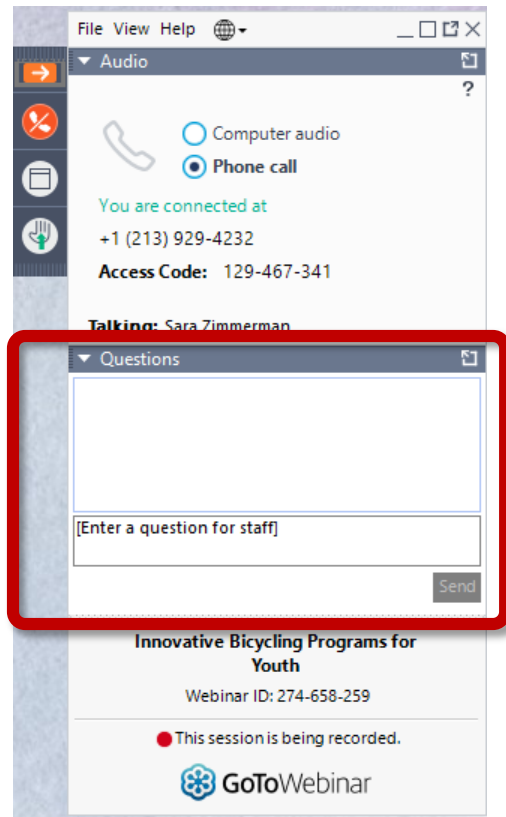
Join audio:

Choose "Telephone" and dial-in using numbers on screen

OR

Choose "Mic & Speakers" to use your computer's sound

HAVE A QUESTION?



QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel

Today's Agenda

1. **Creating and Implementing a Safe Routes to School Action Plan**
2. **Colorado Highlight – Action Planning in Cañon City**
3. **Resources for Creating Your Action Plan**
4. **Q&A**
5. **Reminders**



Poll Question

What is your experience with creating Safe Routes to School action plans?





CREATING AND IMPLEMENTING A SAFE
ROUTES TO SCHOOL ACTION PLAN



What is an action plan?

- A detailed plan outlining specific actions and activities that will help you reach one or more goals.
- Can include short-term and long-term goals and actions.

Plans prevent things like this...

CLOSE TO HOME

BY JOHN McPHERSON





Benefits of Having an Action Plan

- Documents community's vision and identifies priorities
- Increases program longevity
- Defines roles and responsibilities
- Helps work through potential program challenges and determine appropriate solutions
- Holds stakeholders accountable

Safe Routes to School Action Planning

- Assess current conditions
- Set goals and timeline
- Outline specific strategies and actions
- Explore funding resources for implementation
- Collaborate with community partners
- Re-evaluate and revise



Assess Current Conditions

- Existing infrastructure
- Collision history
- Current plans and policies
- Current Safe Routes to School programs and policies
- Student travel data
- Community demographics – population, income, race/ethnicity, spoken languages, number of schools
- Health and wellness data



Set Program Goals & Timeline

- What do you want your Safe Routes to School program to look like in the next six months? Year? Two Years?
- What is a good timeframe for your action plan?
 - Recent trends lean towards short-term (six month – two years) action plans because things change so quickly





Outline Specific Strategies and Actions

- Program Structure Strategies
- Six Es Strategies
 - Education
 - Evaluation
 - Engineering
 - Engagement
 - Equity
 - Encouragement
- Policy Strategies
- Community Engagement Strategies



Program Structure Strategies and Actions

- Who will lead program organization and implementation?
- Who will be involved in making program decisions?
- How will coordination between different groups take place?



Sample Program Structure Strategies and Actions

Year One

- Identify an initial lead that will be responsible for initial coordination of the Safe Routes to School activities, outreaching to schools and community organizations, and coordinating volunteers or obtaining other resources as needed.
- Identify initial funding needs for Safe Routes to School programmatic activities (staffing, events, materials, etc.) and pursue grants, donations, or other funding support.
- Outreach to school principals and parent groups to generate interest in participating in initial activities at one to two target schools.
- Establish a Safe Routes to school task force or committee to plan and provide input on program development.



Sample Program Structure Strategies and Actions

Year Two

- Expand outreach and program to additional schools as program grows.
- Create informational materials about the program that could be distributed to community members and families to recruit additional volunteers and program champions. Include a menu of options that schools can undertake.
- Conduct outreach on Safe Routes to School to school PTAs, community groups, etc.
- Schedule regular trainings for family members, school staff, and other volunteers and champions on implementing Safe Routes to School activities.



Six Es Strategies and Actions

- How can we **educate** students and community members about transportation choices, road safety, and personal safety?
- How can we **encourage** students and families to walk and roll to school?
- How can we **engineer** physical improvements to the neighborhood that make walking and rolling more convenient, comfortable, and safe?
- How can we **evaluate** if our program is successful?
- How can we ensure that Safe Routes to School initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and **equitable** outcomes for low-income communities, communities of color, and others?
- How can we build intentional, ongoing **engagement** opportunities that are responsive to the community needs?



Sample Six Es Strategies and Actions

Year One

- **Education** - Work with school principals to develop and distribute traffic safety education materials for families including drop-off/pick up and safety procedures.
- **Encouragement** - Assist target schools in participating in International Walk to School Day (October) and National Bike to School Day (May).
- **Engineering** – Conduct walk and bike audits around schools and neighborhoods.
- **Evaluation** – Conduct student travel surveys at the beginning and end of school year.
- **Equity** – Create program materials in languages spoken by students and families.
- **Engagement** – Hold listening sessions with students, parents/caregivers, school staff, community members, and other stakeholders who can inform programmatic decisions.



Sample Six Es Strategies and Actions

Year Two

- **Education** - Conduct community education events such as family bike nights, festivals, or bike maintenance workshops.
- **Encouragement** - Establish walking school bus and/or bike train programs at each school to support students walking or biking to school within about a half mile of the campus.
- **Engineering** – Before program expansion or at the start of program expansion to additional schools, conduct walkability and bikeability assessments.
- **Evaluation** – Begin conducting a yearly assessment of Safe Routes to School efforts at the end of the school year. Evaluate program effectiveness, changes in behaviors or perceptions around walking and bicycling, and school and community receptiveness to the program components.
- **Equity** – Use equity measures, such as health disparities and eligibility for the free- and reduced-price lunch program, to develop a framework to prioritize schools for education and encouragement program implementation and/or infrastructure improvements.
- **Engagement** – Integrate Safe Routes to School activities into other community programs and outreach events.



Policy Strategies and Actions

- How can we incorporate Safe Routes to School into existing city, county, and school policies?
- How can we build program consistency between schools and neighborhoods?
- How can different stakeholders work together to ensure program success?



Sample Policy Strategies and Actions

Year One

- Pass a Safe Routes to School resolution that prioritizes safe infrastructure and commits to a meaningful program.
- Develop a plan to implement suggested Safe Routes to School program components outlined in your city's Comprehensive Plan.
- Revise school website and handbooks to contain language encouraging walking and biking as the best ways to get to and from school, describe the benefits of Safe Routes to School, and note activities and events that the school is hosting in support of Safe Routes to School and opportunities for families to engage.



Sample Policy Strategies and Actions

Year Two

- Work with city and county to encourage stronger Safe Routes to school language in local wellness policies.
- Encourage your school district to fully adopt a Safe Routes to School Policy.
- Remove school district regulations prohibiting skateboards, scooters, and bikes on campus.
- Update the city's bicycle plan to include specific provisions and infrastructure improvements that will benefit students.

Community Engagement Strategies and Actions

- How can we ensure community members, especially those most impacted, are informing programmatic decisions?
- How can we create space to work alongside community members?
- How can we create opportunities for all people to engage in our programs?





Sample Community Engagement Strategies and Actions

Year One

- Attend community meetings in and out of school to get to know different groups – PTA/parent meetings, city council meetings, non-profit events, etc.
- Develop a plan to incorporate student voices in decision-making processes.
- Take walks, drives, rides around different neighborhoods to understand student travel experiences.
- Seek out students, families, and community members who are currently underrepresented in decision-making processes. Ask them to join your task force or Safe Routes to School committee.



Sample Community Engagement Strategies and Actions

Year Two

- Develop and implement student-led Safe Routes to School activities.
- Host a Safe Routes to School Town Hall event to assess community needs and concerns.
- Send out quarterly Safe Routes to School newsletters with upcoming events and safety tips.
- Add new community members to your Safe Routes to School task force or committee.
- Develop a volunteer recruitment plan to assist with program activities and events.



Explore Funding Sources for Implementation

Consider seeking a mix of monetary funding and sources who can donate time, volunteers, giveaway items, or program sponsorship.

- Federal and state funding
- Grant programs
- Local foundations, health organizations, and businesses
- In-kind donations



Collaborate with Community Partners

Your action plan should include a diverse range of community partners and champions. These people can play important roles in program planning and implementation.

- Students
- Parents and caregivers
- Teachers and school staff
- Crossing guards and bus drivers
- Non-profit partners
- Local government agencies
- Local business leaders
- Community groups – sports teams, walking/biking groups, arts organizations
- Social service organizations

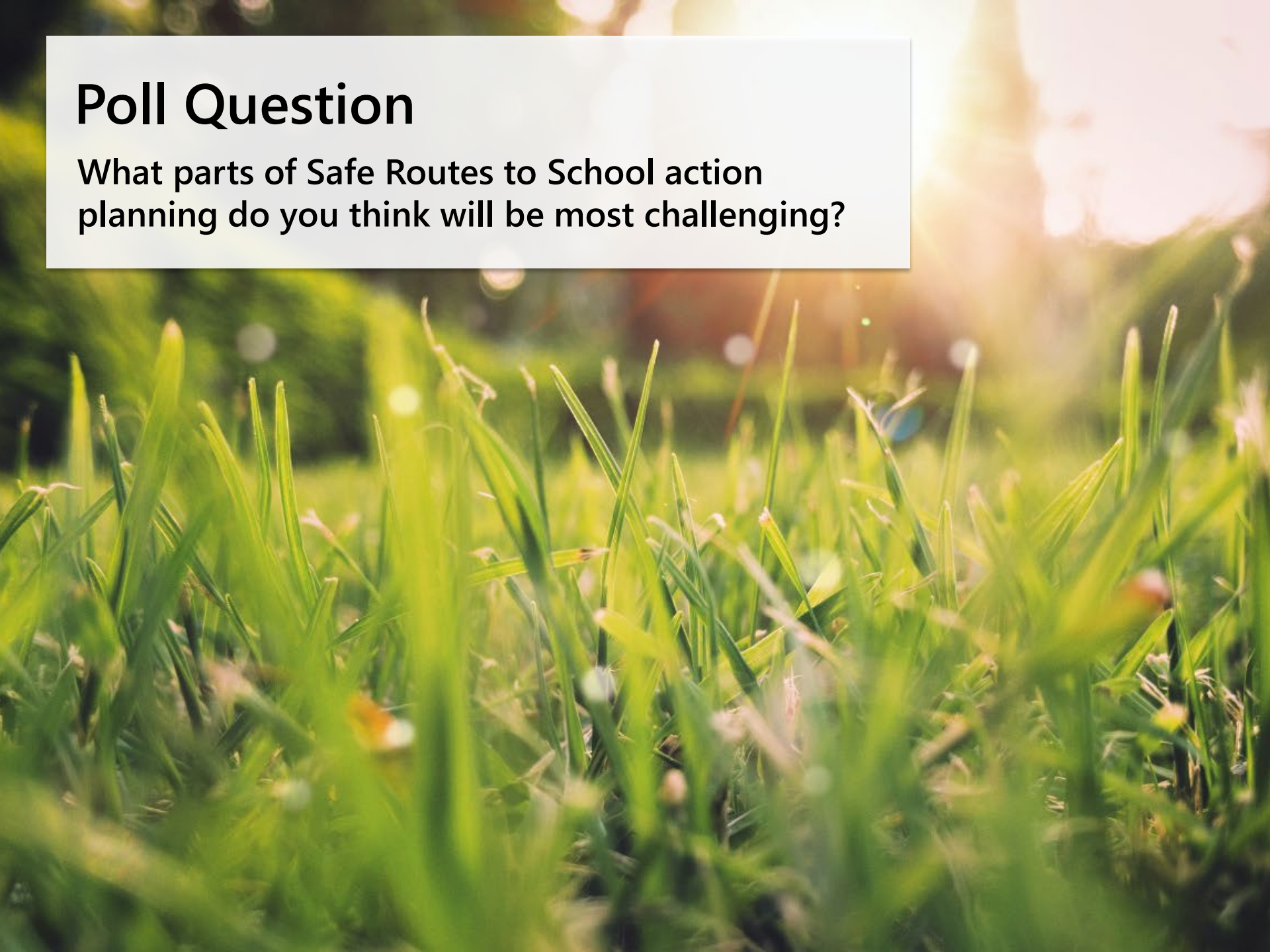
Re-evaluate and Revise

- Build in periodic assessments to see if you are on track to reach your program goals.
- Revise your plan if needed, especially if the needs of the community change.
- At the end of your action plan timeline, redefine your goals and create a new action plan.



Poll Question

What parts of Safe Routes to School action planning do you think will be most challenging?





Tammy DeWolfe

Retired Cañon City Schools Elementary School Principal
2017 Colorado National Distinguished Principal of the Year Finalist
30 years experience in public education
Cañon City, Colorado




RESOURCES FOR CREATING YOUR
ACTION PLAN

Colorado SRTS Action Plan Instructions and Example

- Goals
- SMART Objectives
- Activities
- Outcomes
- Measurements
- Timeframe
- Responsible Parties

Section 3 - Safe Routes to School Action Plan – Non-Infrastructure
This example is not a complete action plan



Overall Project Goal #1: By June 30, 2021, increase the number of children in grades K through 6th grade walking and/or biking to and from school among those living within one mile of four elementary schools from 12% to 18% as measured by SRTS Parent Survey and Student Travel Tally.

SMART Objective 1: By October 30, 2019 XYZ School District will implement a culturally sensitive and equity-focused pedestrian and bicycle safety education program targeting all students in Kindergarten through 5th grade in four elementary schools.

Activity	Desired Outcome	Measurement of deliverable	Estimated Timeframe (Q1, Q2, Q3, Q4)	Responsible Key Staff / Agency
Activity 3.1: Review SRTS bicycle and pedestrian safety PE curriculum	To verify curriculum and training materials are current and equipment and supplies are refreshed	Curriculum is updated Equipment and supplies are refreshed or purchased	Q1 FY20	Program coordinator
Activity 3.2: Identify staff that will implement safety education program	At least one teacher at each elementary school will commit to participate in the SRTS bike/pedestrian safety training	Teachers commit to participate in training Teachers incorporate Bike-Ped curriculum into unit lesson plan	Q1 FY20	Program coordinator
Activity 3.3: Train staff on Bicycle & Pedestrian Safety Education curriculum including bike rodeo	PE staff will apply best practices for teaching SRTS curriculum in PE classes for grades 3 through 6.	# teachers and volunteer educators completing training Quantitative change in knowledge and skills	Q1 - Q2 FY20	Program coordinator Consultant bike/ped education trainer

EXAMPLE

CSRTS Non-Infrastructure FY19 Action Plan Example 1 of 2

Exercises to Facilitate Action Planning

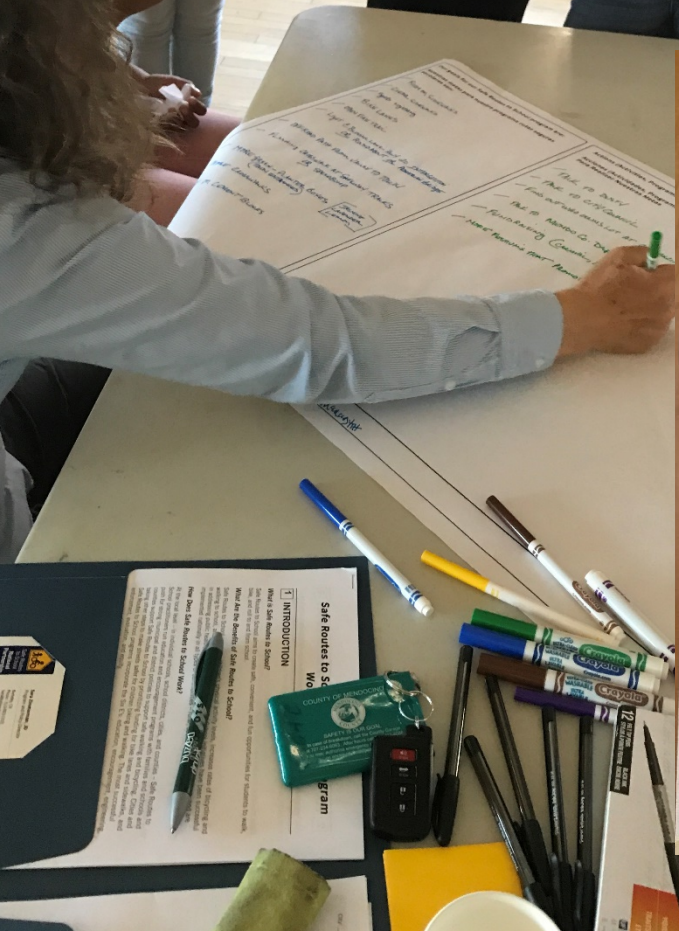
Post It Note Brainstorming

- Challenges
- Opportunities
- Vision for Your Community



Exercises to Facilitate Action Planning

Goal Setting Worksheets



Our goals for our Safe Routes to School program are:
Nuestras metas para nuestro programa rutas seguras escolares son:

1. Task force
2. Coordinator
3. Buy-in School District
4. City wide Safe Route to School Plan
5. Pri Bike Smart for 5th graders
6. Additional Police/School Officers
7. Enforcement/Education for Peds & Cyclists
8. Infrastructure Improvements around Schools (gap closures, traffic calming)
9. Bike Parking/Storage
 - Markers for each school
 - Additional bike racks (enclosed)

Actions (Activities, Programs, etc.) and Key Steps
Acciones (Actividades, Programas, etc.) y Pasos Claves Para Realizar Nuestras Metas

1. Annual Eval of overall programs & Schools
2. Citywide Active 4Me
3. Training for students & staff
 - bike storage
 - maintenance
 - visual security
4. International Walk & Bike to School Day
5. Competitions for Students / Incentives
6. Bike programs for Low Income Families
7. Bicycle ID:
 - registration w/ City &/or RCPD
8. Bike Donation Program
9. Walking Audits to Schools/City




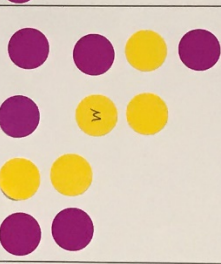
Key Leaders and Partners
Lideres Esenciales y Colaboradores

1. Corridor 50
2. BAPC
3. Walk Sec
4. School District
5. LCI
6. City
7. RCPD
8. PTA / PFO / PTO / PTSA
9. Bike Shop
10. Bike Mechanics
11. ADA advocates


Group Members: Rebecca Zach, Steve Katin, Shannon, Ann, Tina
Miembros del Grupo:

Exercises to Facilitate Action Planning

Prioritization/Voting

	POTENTIAL ACTIVITIES	PRIORITY
ENGINEERING	Enhance communication on street improvement projects or new developments that effect schools	
	Develop suggested walking and biking route maps for schools	
	Advocate for new developments near schools should support and help improve	
POLICY	Adopt SRTS related policies (SRTS resolutions, Wellness policies i.e. satellite or remote drop off locations, 5 minute safety delay, etc.)	

• Coordination w/ VTA 

• Coordination w/ Vision Zero efforts 

 HIGH
 MEDIUM
 LOW

Additional Activity Ideas

- Colorado Safe Routes to School
 - Sample Infrastructure and Non-Infrastructure Projects
 - Sample Projects and Correction Ideas
- Safe Routes Partnership's Building Blocks: A Guide to Starting and Growing a Safe Routes to School Program



Additional Funding and Partnership Ideas



Frequent Routes to Funding



Safe Routes to School programs need to secure funding to carry out programming and to expand to reach more students. The financial needs of Safe Routes to School programs vary based on program size, depth, and maturity. Some programs can thrive using in-kind donations and volunteers, while others require grants and paid staff. No matter the need and available resources, Safe Routes to School programs need to consider funding in order to flourish and be effective in the long run. This fact sheet describes key steps to ensure your program is well positioned for funding, provides ideas for where to look for funding, and highlights the breadth of funding sources that programs from around the country are currently accessing.

Partnerships are key to maximizing funding opportunities for Safe Routes to School. Different types of organizations are eligible for different funding pots. Because Safe Routes to School programs often have partners from many sectors, they may be more flexibly able to take advantage of restricted funding sources than other programs. If your program is based at a school, it may not be eligible for certain funding opportunities. You may want to have a relationship with a local 501(c)3 non-profit organization that would be able to apply for funding or receive a donation on your school's behalf. Conversely, some funding opportunities such as certain federal and state transportation and health grants are not available to non-profits, however, schools can apply.

Partnering with your city or county transportation department, health department, and/or a community organization can open the doors to more funding. If you are looking to get funding for your school's activities, contact your local walking or bicycle organization to see if they have a larger Safe Routes to School initiative. Let city or county and health agencies know your school is interested in programs if funding or partnerships are available.

Funding Opportunities

Funding opportunities for Safe Routes to School programs vary. Depending on need, a program may use one or many of the options below. Funding opportunities vary in amount, ranging from a contribution to subsidize a one-time event to funding for a multi-year staffed program.

Federal and State Transportation Grants

The federal Transportation Alternatives Program (TAP) is a major source of funding for walking, bicycling, Safe Routes to School, and trails. TAP funds can be used for sidewalks, crosswalks, bike lanes, and trails, as well as Safe Routes to School projects. TAP dollars are awarded through a competitive process by the state or regional bodies called metropolitan planning organizations. Eligible activities vary by state, but typical funding can be used for Safe Routes to School infrastructure and programs. In addition to TAP funding, some states and regional transportation departments have other funding programs that support walking, bicycling, and Safe Routes to School. Contact your state Safe Routes to School coordinator, state bicycle/pedestrian coordinator, regional planning organization, or local city or county transportation department for more information on available funding.

Health Grants

Health grants may fund Safe Routes to School as a program that supports healthy and active communities. Education and encouragement activities such as walking school buses, Walk to School Day, and bicycle skills clinics are a good fit. Health grants may support walk audits and parent surveys as they evaluate community needs for improving neighborhood environments for walking and biking to school, and provide opportunities for community engagement. Contact your local and state health departments for information on available grants that could support Safe Routes to School. Additional funding opportunities may be available via health foundations in your community.

Physical Education Grants

Physical education grants often strive to increase student physical activity. Safe Routes to School provides options for physical activity before and after school, as well as skills to enable students to walk and bike into adulthood. Physical education grants may support bicycle skills trainings and education in the classroom or may support other programming. Physical education grants vary—some are available for programs in or outside of school, and they range in funding amounts. Physical education grants are available through organizations such as Active Schools and SHAPE America. For assistance finding physical education grants in your region use the SPARK grant finder tool.

Local Foundations

Local foundations may have opportunities for Safe Routes to School funding. Research local foundations supporting the environment, health, schools, active transportation, community building, student empowerment, and street safety. Contact your local community foundation for assistance discovering available local grants. A community foundation may be able to provide information on deadlines and requirements for local foundation grants. Some community foundations provide free services such as grant writing or networking. Search your community foundation's website to review previously funded grant applications and projects.

Local Business Sponsorships

Local businesses can be a source of funding for Safe Routes to School. Any kind of local business may be interested in supporting the health and safety of local schoolchildren. Businesses that champion walking, biking, health, physical activity, sports, or the environment may be particularly interested. Sponsorships can also come from building relationships between Safe Routes to School practitioners and a champion within a business. Create an opportunity for a business to sponsor a specific activity such as walk to school day or a walking school bus. Sponsorships can also be in-kind through volunteer time or donations such as venue space, printing materials, bicycles, and food.

Donations

Donations can be a source of funding for specific projects or materials for a Safe Routes to School program. Possible sources for donations include families, community leaders, or other community members. Online donation campaigns are useful for reaching larger audiences such as a school or neighborhood. Fundraising platforms such as ioby make it easy to donate online.

Poll Question


What parts of Safe Routes to School action planning do you feel most confident about completing?





Q & A



A photograph of two people walking away from the camera on a dirt path lined with trees. The path is covered in fallen leaves, and the trees are lush and green. The scene is captured from a low angle, looking down the path. The lighting is soft, suggesting late afternoon or early morning. The overall mood is peaceful and serene.

Reminders

- Sign up for the Colorado Safe Routes to School Newsletter – email Wendy McMillan at wendy.mcmillan@state.co.us
- Upcoming SRTS Grant Cycle
- Upcoming Webinar – School Siting
- **Colorado SRTS Contact:**
Melissa Trecoske Houghton
melissa.houghton@state.co.us



Contact Information

Michelle Lieberman, Consulting and Program Support Director
michelle@saferoutespartnership.org

Kori Johnson, Program Support Manager
kori@saferoutespartnership.org

www.saferoutespartnership.org

 [Facebook.com/saferoutespartnership](https://www.facebook.com/saferoutespartnership)

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

