



**Moving Forward Together:  
Engaging Your Community in  
Safe Routes to School Programs**



**Colorado Safe Routes to School Program  
Kori Johnson, Michelle Lieberman, Safe Routes Partnership  
Mara Mintzer, Growing Up Boulder  
May 13, 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.



KORI



MARA



MICHELLE



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

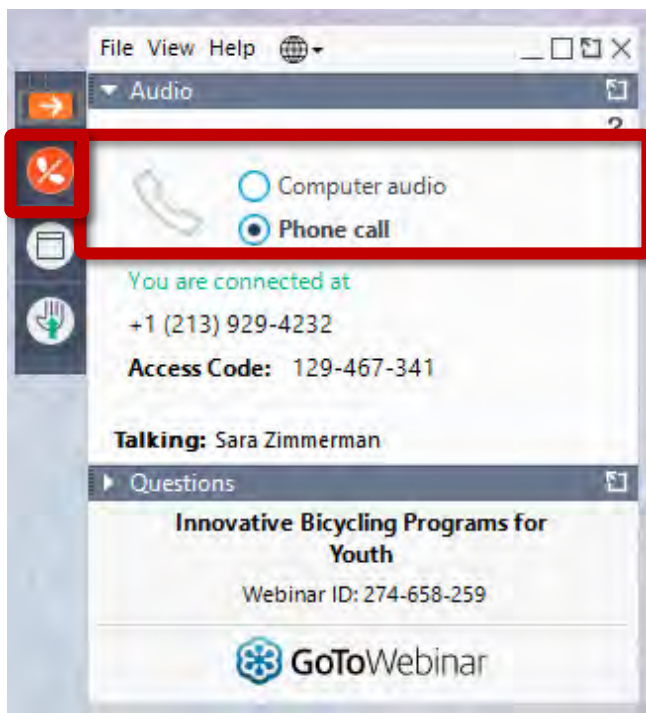
**Talking:** Sara Zimmerman

Questions

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

**GoToWebinar**

# AUDIO CONTROLS



## AUDIO

Open or hide your control panel

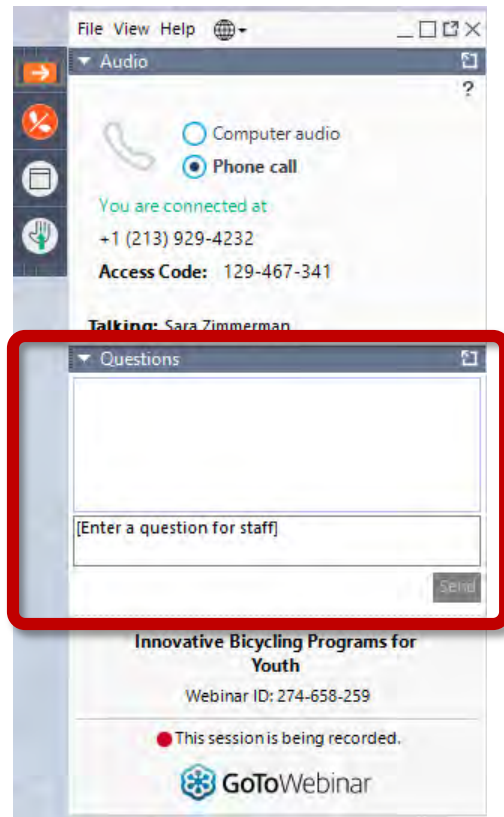
Join audio:

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. Community Engagement Guiding Questions
2. Community Engagement Highlight Reel
3. Mara Mintzer – Growing Up Boulder
4. Considerations for Engaging Specific Groups
5. Q & A and Next Steps







# COMMUNITY ENGAGEMENT GUIDING QUESTIONS

**Community engagement is about relationship-building.  
How can we create opportunities to authentically  
connect with one another?**





**Be curious.**

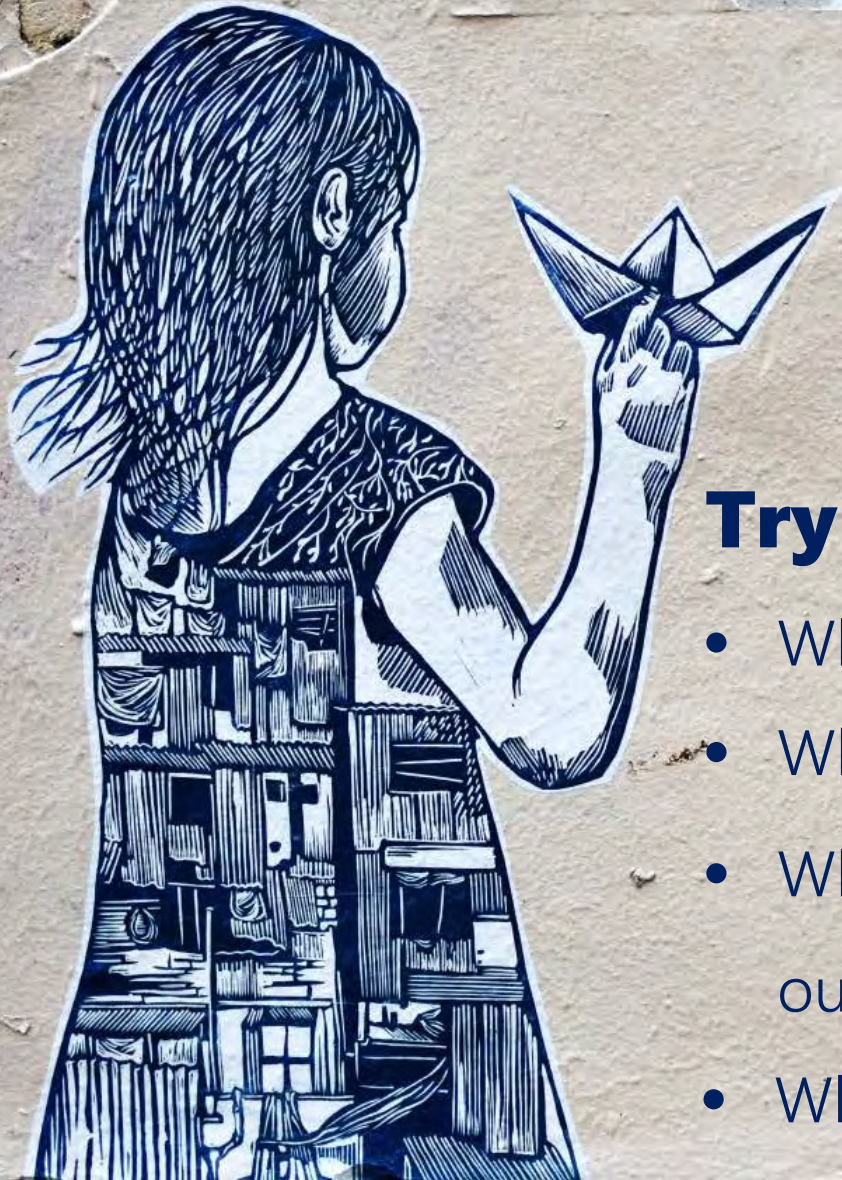
A scenic view of a rural farm. In the foreground, there's a green grassy field with a blue fence. In the middle ground, several red barns with white trim and blue roofs are visible, along with a tall, weathered wooden water tower. The background shows rolling brown hills under a clear blue sky with a few wispy clouds.

# Try Asking Yourself...

- I wonder...
- Where am I? Geographically? Historically? Culturally?
- Who lives here? How did they get here?
- What are some stories I know about this community?
- What are some stories I don't know about this community?
- What does it mean for me to be working in this community?



**Be open.**



## **Try Asking Yourself...**

- Where can I find community stories?
- What can I discover today?
- Where can I find opportunities to get outside my comfort zone?
- What am I nervous about?

**Be a listener.**



A photograph showing a person in a wheelchair being pushed by another person. The person in the wheelchair is wearing a blue hooded jacket. The person pushing the wheelchair is wearing a blue puffer jacket and a brown knit hat. They are outdoors on a paved path, with a grassy area and a fence in the background. The sky is overcast.

## Try Asking People...

- What's your name? Can you teach me how to pronounce it?
- Tell me about...
- Can you show me?
- What are you most proud of?
- What do you love about your community?
- What would you change about your community?





**Be authentic.**

# Try Asking Yourself...

- Why am I here?
- What stories do I carry?
- Where are places/people in this community that connect to my interests?
- What stories does this community want to tell?
- How can I help people share their stories?





**Be creative.**



# COMMUNITY ENGAGEMENT HIGHLIGHT REEL



## Go To People

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



**Creation Station**

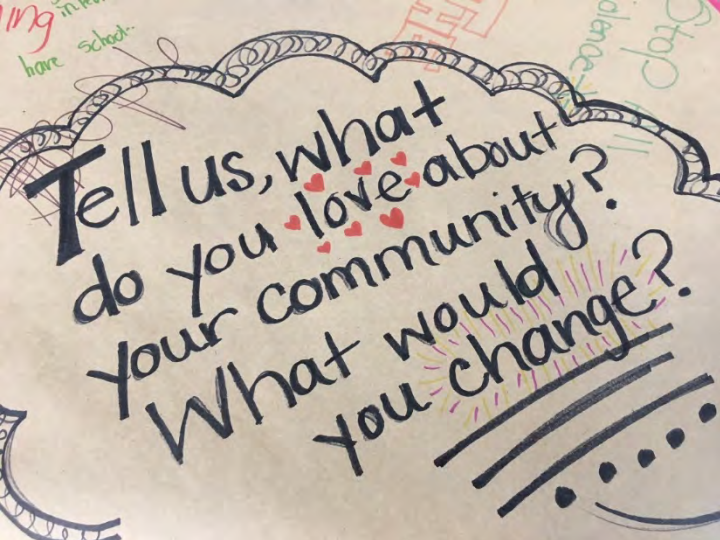
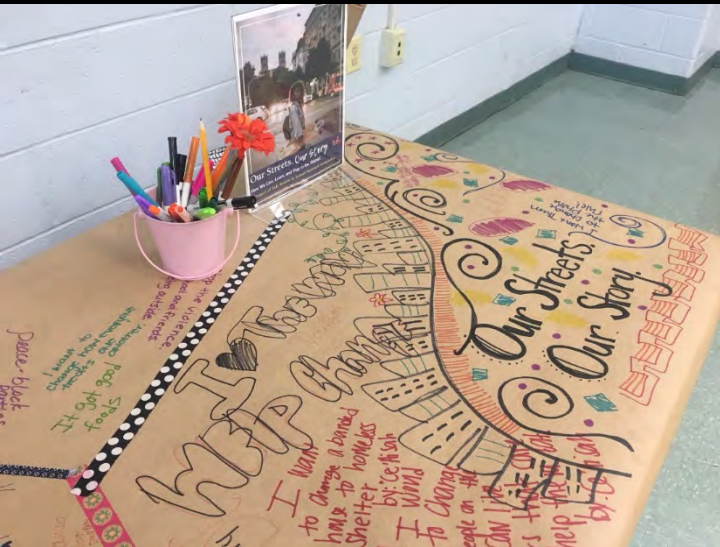


**Creation Station**



**Creation Station**





**Butcher Paper Graffiti Wall**

# Our Community Quilt

Come inside to make your square!



## Community Quilt



## Temporary Painted Crosswalk



**Safety Demonstration**

A NEW GROCERY STORE IS COMING TO BELLEVUE!  
WHAT DO YOU NEED TO MAKE YOUR TRIPS TO  
THE STORE EASIER AND SAFER?

SAFER CROSSWALKS



LOTS OF PARKING



BETTER STREET  
LIGHTING



SECURITY IN AND  
AROUND THE STORE



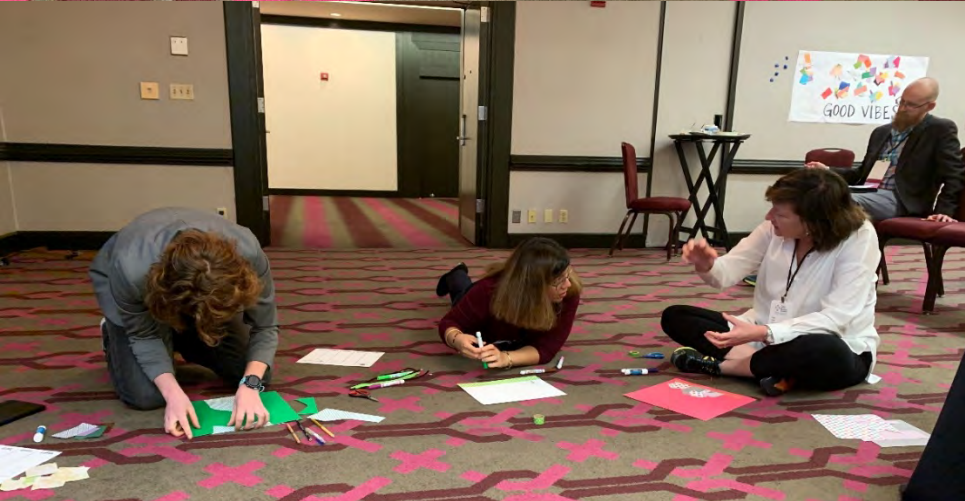
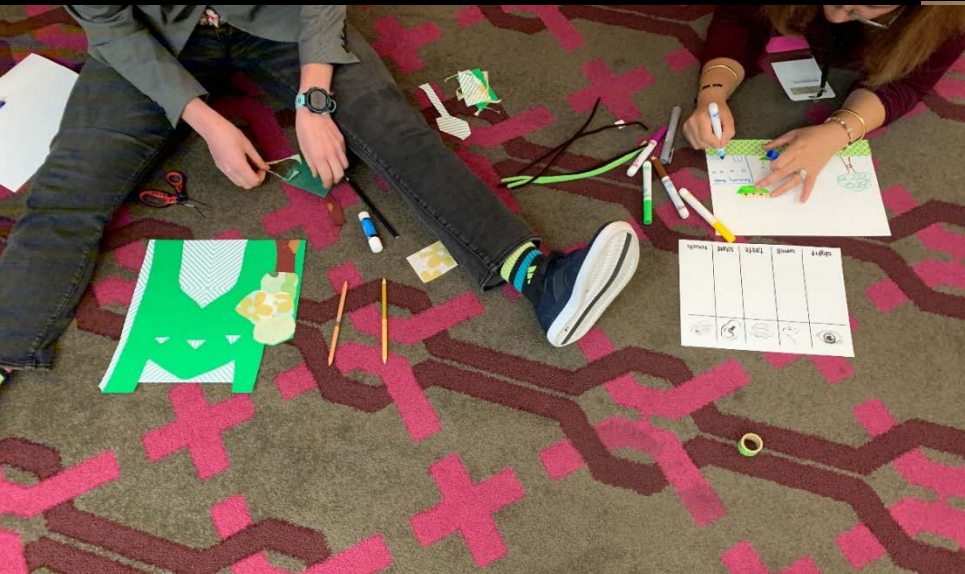
MORE BUS SERVICE



**Creative Surveys**



## DIY Projects



**My Neighborhood is..  
My Neighborhood is not...**

COLORADO MOUNTAINS WINE FOOD KIDS BIKES  
 RESTAURANTS DOGS WALK TALK  
 MOVE peer! NEIGHBORS

HELLO!  
 WELCOME TO PLATT PARK

I want to go to this park  
 I want to go to this park  
 I want to go to this park

pink  
 colorful fun playground  
 vibrant fun texture  
 Calming  
 FUN  
 Playful  
 fun  
 Playful  
 Nature's embrace  
 EXPANSIVE  
 AGAIN SOMEONE GIVES ME A REASON TO VISIT AGAIN!

New Jersey has nature

hilly living  
 beaching  
 Lake Hopatcong water beaching sunny woods  
 water fire sunny SUMMER  
 Visit  
 Nature = BALANCE even on a hill  
 Outside  
 just door fun!  
 go to 5 Orange  
 Summer beach  
 expectations  
 fun  
 fun



COV AR



ADVENTURE  
crazy FUN

Party!



3-D  
FUN

Champion

Practical

Net a monolith

May says

Bright  
&  
Love

Wagon

To HAVE  
THIS



# Walk Audits



## **Photovoice/Videovoice**

Participants use photos and videos to research an issue, communicate knowledge, and advocate for change.



## **Local Business Partnerships**

## Engagement with Distancing

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



# 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](http://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](http://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

- Spot the Difference  
*Encuentra la diferencia*
- Traffic Light Brownies
- Knock, Knock
- Dump Truck  
Egg Cart

### Tuesday

Trivia

- Memory Game  
*Juego de memoria*
- Sandwich Cars
- Solve the Riddles
- Build Your Own  
City Streets

### Wednesday

Waaky

- Traffic Safety Maze  
*Laberinto de seguridad vial*
- Veggie Train
- Zeal Coloring Book
- Make Your Own Truck

### Thursday

Thrills

- Safety Bingo  
*Bingo de seguridad*
- Apple & Grape Cars
- Scavenger Hunt
- Stop Light  
Bean Bag Toss

### Friday

Fun

- Safety Pledge  
*Juramento de seguridad*
- Hot Dog Cars
- Build a  
Cardboard Car
- 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*



**MCSOT**

**VISION ZERO**  
SAFER ROUTES TO SCHOOL





## PENNANTS

Colorful pennant flags can make any space feel festive. Easy to design in any shape or style, this multi-purpose décor gives people to show off their community pride.

Where and When to use It: Pennant flags have the flexibility to be whatever you need them to be – window decorations, office art, community building exercises. Make a pennant creation station at your next outreach event or leave a few empty pennants and drawing materials in your office lobby for visitors to complete (bonus points if there is a space to display them!). To add more meaning, ask people to design a pennant focused on a theme relevant to your work or community.

### MATERIALS

- Paper - cardstock, printer paper, construction paper, tissue paper
- Markers, colored pencils, crayons
- Pencils • String • Tape • Mini clothespins
- Optional: Glue sticks, magazine, and colorful decorative paper for pennant collages



### INSTRUCTIONS

1. Create a pennant template. Pennants are usually triangle-shaped and can easily be designed on a computer or by cutting triangle-shaped pieces of paper.
2. Decide on a theme for your pennants. You can include the theme on a pre-made pennant template or display it at your outreach table. Here are a few themes and prompts to get you started:
  - Our community is...
  - Celebrate community milestones – Founder's Day, school anniversary, grand opening
  - Hidden gems – What is something you want other people to know about your community that is not usually talked about?
  - Favorite memories
  - Foods from your culture
  - Design a symbol or logo that represents you
3. Have participants create their pennants. This is supposed to be fun and freeing, there is no wrong way to complete the activity. As people are creating, encourage conversations about the theme and the art.
4. Hang up pennants to decorate an outreach table display or to brighten an indoor space. If this activity is completed in a workshop, have people share their pennants with the group.

*Tip: Many communities have their own flag-making traditions. For example, traditional [papel picado](#) is decorative Mexican folk art using cut tissue paper to make color banners. Research cultural traditions in your community and incorporate them into your outreach display.*

### NEXT STEPS

- Save pennants to use as decorations for future events. Repeat this activity a few times to build a collaborative art piece. See if there are any trends or variations when creating pennants with different groups.

Safe Routes Partnership leads creative community engagement activities to support Vision Zero initiatives in Washington, D.C. All activities can be adapted for different audiences and purposes. Have you tried one out in your community? Let us know!  
[www.saferoutespartnership.org](http://www.saferoutespartnership.org) | [facebook.com/SafeRoutesPartnership](https://facebook.com/SafeRoutesPartnership) | [Twitter @SafeRoutesNow](https://twitter.com/SafeRoutesNow)

# Safe Routes Partnership Community Engagement Cards

- Creative engagement activities
- Adaptable for multiple audiences
- Activities – Pennants, photo booths, puzzles, and more!
- No art skills required – just an open mind.



## **Mara Mintzer**

Co-Founder and Director  
Growing Up Boulder

Mara Mintzer is a co-founder and the director of Growing Up Boulder (GUB), Boulder, Colorado, USA's child- and youth-friendly city initiative based out of the University of Colorado Boulder's Community Engagement Design and Research (CEDaR) Center. She presents and writes internationally on the topic of engaging young people in community planning and child-friendly cities. Her TEDx talk, featured on TED.com and called, "How Kids Can Help Design Cities," has received more than 2 million views, and she recently co-authored the book Placemaking with Children and Youth: Participatory Practices for Planning Sustainable Communities with lead authors Victoria Derr and Louise Chawla. Prior to GUB, Mara was director of a community school, where she oversaw child and family support services on an under-resourced school campus. She has designed and implemented programs for underrepresented children, families and neighborhoods in New York and California. Mara received her B.A. in Psychology from Brown University and her M.A. in Organizational Psychology from Teachers College, Columbia University.



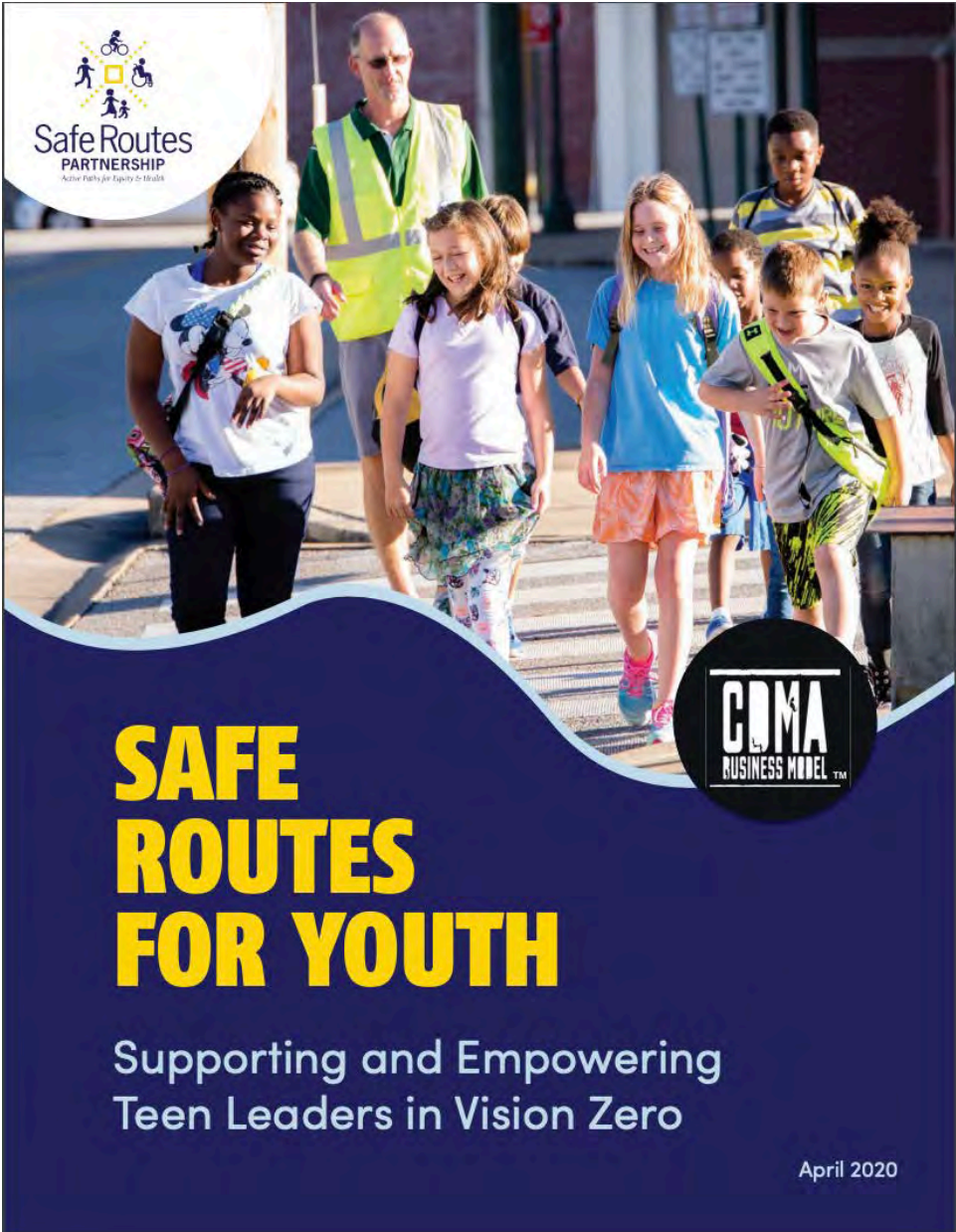


# CONSIDERATIONS FOR ENGAGING SPECIFIC GROUPS



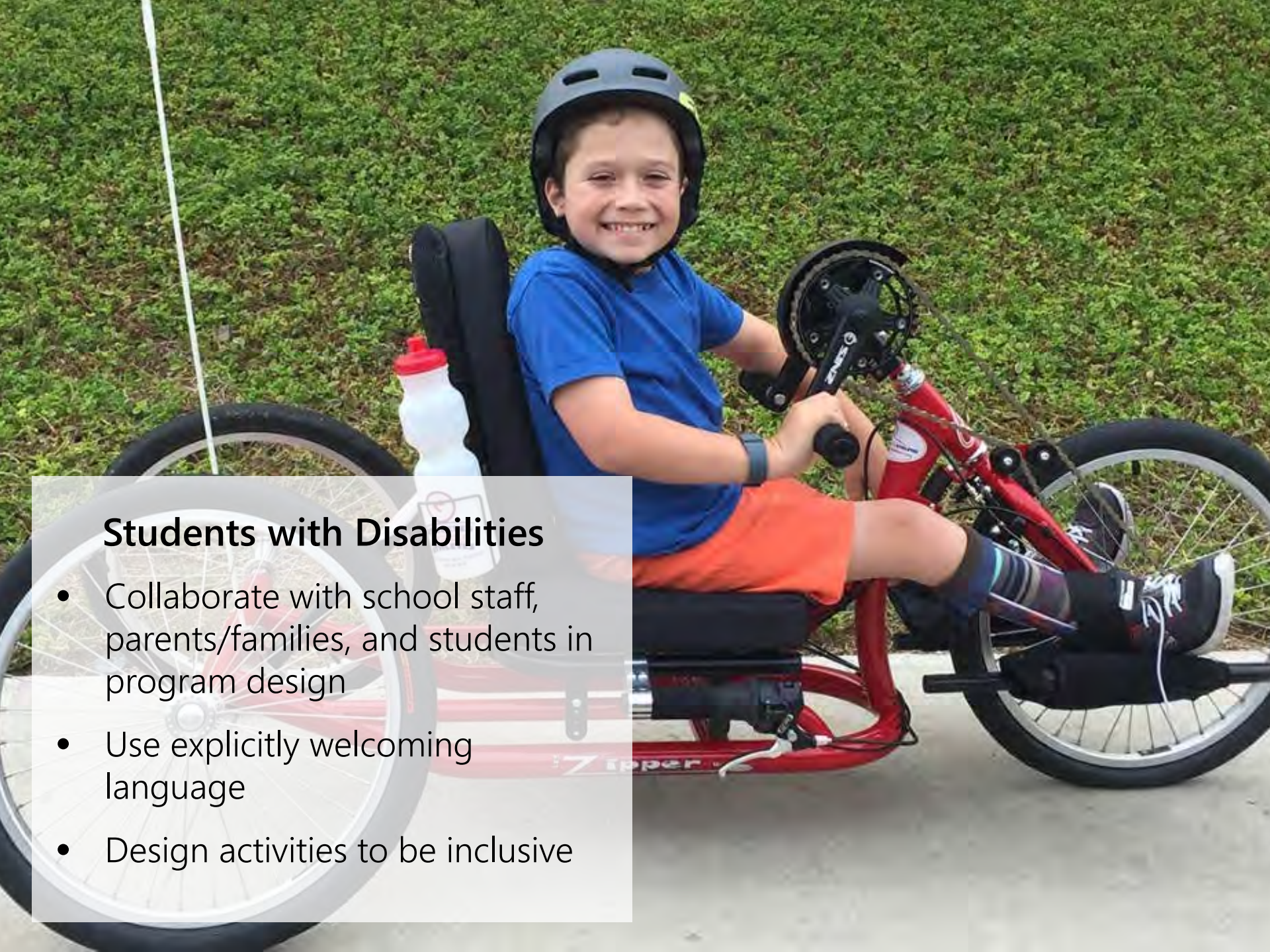
## Middle and High School Students

- Learn about their interests
- Embrace innovation and creativity
- Use social media
- Let students lead – program ownership is key!



# New Toolkit: Safe Routes for Youth

- Strategies for engaging teens
- Integrating SRTS and Vision Zero
- Building innovative partnerships
- Designing and implementing youth safety programs



## Students with Disabilities

- Collaborate with school staff, parents/families, and students in program design
- Use explicitly welcoming language
- Design activities to be inclusive

## Girls and LGBTQ+ Students

- Provide safe spaces to participate
- Partner with Girls on the Run, Girl Scouts
- Partner with Genders and Sexualities Alliance (GSA) on campus
- Include personal safety considerations





## Diverse Racial/Ethnic Groups & Recent Immigrants

- Provide materials in languages spoken by the community
- Use images along with (or in place of) words
- Learn about participation preferences – in person, phone, flyers
- Work with trusted community leaders

A photograph of a man and a young child sitting on a dark metal park bench in a park during autumn. The man is sitting on the bench, wearing a blue puffer vest over a light blue shirt, light blue jeans, and blue and white sneakers. He has his arm around the child's shoulder. The child is standing next to the man, wearing a light blue shirt and light blue pants. The background shows trees with yellow and orange leaves, and a path covered in fallen leaves.

## Different Caregivers

- Grandparents
- Dads
- Older Siblings
- Babysitters and Nannies
- Foster Parents



## **Importance of Tracking & Evaluation**

- Who is participating? Who isn't?
- If a group is not participating, why not?





# Q & A



- ▶ BROWSE
  - ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
  - WEBINARS
- ▶ E-NEWS
  - E-News Archives
- ▶ RESEARCH
  - RECURSOS EN ESPAÑOL
- ▶ SUBMIT A SUCCESS STORY

### Join Our Email Discussion Network

Exchange knowledge with advocates and practitioners working on Safe Routes to School, active transportation and healthy community design. If you have a Google account, [click here](#) to join. Otherwise, email [margaux@saferoutespartnership.org](mailto:margaux@saferoutespartnership.org) to be added.

### E-NEWS ARCHIVES

[Read the current issue and browse the archives.](#)

## Safe Routes to School E-News

[Safe Routes to School E-News](#) is a monthly e-mail newsletter published by the Safe Routes Partnership, a network of hundreds of local, state and national organizations, non-profits and businesses that are working to advance the Safe Routes to School national movement in the United States.

The Safe Routes to School E-News includes national Safe Routes to School news, state updates, events and Safe Routes Partnership information. We welcome your Safe Routes to School news and story ideas and encourage you to send them to [info@saferoutespartnership.org](mailto:info@saferoutespartnership.org) for possible publication.

### SIGN UP FOR E-NEWS

All Safe Routes Partnership partner affiliates automatically receive [Safe Routes to School E-News](#). There is no charge to become a partner and we invite your organization to officially [join the National Partnership](#). If your organization or agency is prohibited from joining, or if you are an individual, you are still welcome to sign up to receive our E-News below.

### SUBSCRIBE TO OUR MAILING LIST

\* indicates required

Email Address \*

First Name \*

Last Name \*

Organization \*

City

State

# Email Discussion Network



## Reminders

- Sign up for the Colorado Safe Routes to School Newsletter – email Wendy McMillan at [wendy.mcmillan@state.co.us](mailto:wendy.mcmillan@state.co.us)
- Upcoming SRTS Grant Cycle
- Upcoming Webinar – SRTS Policy, June 23d, 11am MT
- **Colorado SRTS Contact:**  
**Melissa Trecoske Houghton**  
[melissa.houghton@state.co.us](mailto:melissa.houghton@state.co.us)

Please take our survey!





## Contact Information

Michelle Lieberman, Consulting and Program Support Director  
[michelle@saferoutespartnership.org](mailto:michelle@saferoutespartnership.org)

Kori Johnson, Program Support Manager  
[kori@saferoutespartnership.org](mailto:kori@saferoutespartnership.org)

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

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

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

