



**LAS CRUCES**  
**SAFE**  
**ROUTES**  
**TO SCHOOL**

2006-2018  
LAS CRUCES, NM  
ASHLEIGH CURRY,  
SRTS PROGRAM COORDINATOR

# WHO ARE WE & HOW ARE WE FUNDED?

## STAFF

- SRTS Coordinator (1/2 time) funded by NMDOT through TAP funding
- 2 Champions (1/2 time) funded through Department of Health
- LCPS Staff – Stipend Positions (TAP funding)
- Community Volunteers

**SRTS Coalition** – meets monthly

**Partners** – ongoing support



# COALITION MEMBERS

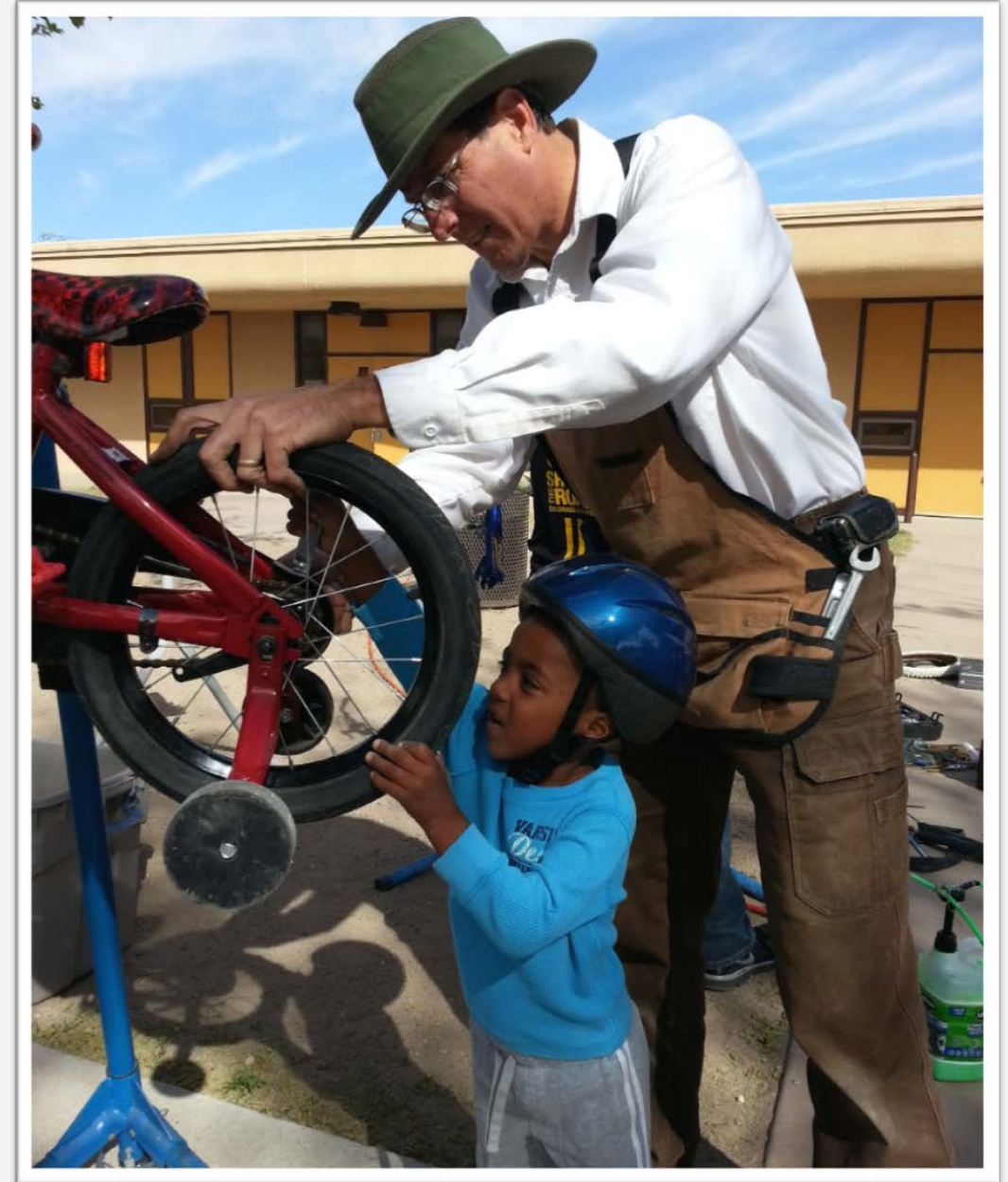
- Las Cruces Public Schools
- Department of Health
- Mesilla Valley MPO
- City of Las Cruces – Engineering & Planning Depts
- Las Cruces Police Department
  - Codes Enforcement
  - School Crossing Guard Supervisor
- Bicycle Educators
- Community Members



# PARTNERS

*In addition to our coalition members:*

- Optimist Club
- Outdoor Adventures – local bike shop
- NM's LOOK FOR ME campaign
- NM Brain Injury Council
- Student Athletes
- City Parks and Rec
- Elected Officials
- SW Disposal – bike donations





# WHAT DO WE DO?

- Weekly Walking School Buses/ Bike Trains at 18 schools and monthly walks at 4 more.
- Offer 3<sup>rd</sup> grade bicycle pedestrian safety education to all 25 public elementary schools.
- Work with local government agencies on infrastructure needs.
- Work with law enforcement agencies for traffic control and neighborhood safety.
- Participation in International Walk to School Day (100% for the past 4 years) and National Bike to School Day
- Maintain statistics and conduct Parent Evaluations and Student Travel Tallies every two years





# Weekly Walking School Buses/Bike Trains





# BIKE/PED CURRICULUM FOR 3<sup>RD</sup> GRADERS

- 1. Why walk / bike and pedestrian basics
- 2. Bicycle safety
- 3. Practice pedestrian safety in a bus lane or parking lot
- 4. Field trip including traffic signals





HOW TO START  
A PROGRAM





## SECRETS TO SUCCESS

# Be an Employee of the School District

Access to:

- Students
- Teachers
- Classrooms
- Families
- Principals
- Communication
- Programs
- Liability Coverage





## SECRETS TO SUCCESS

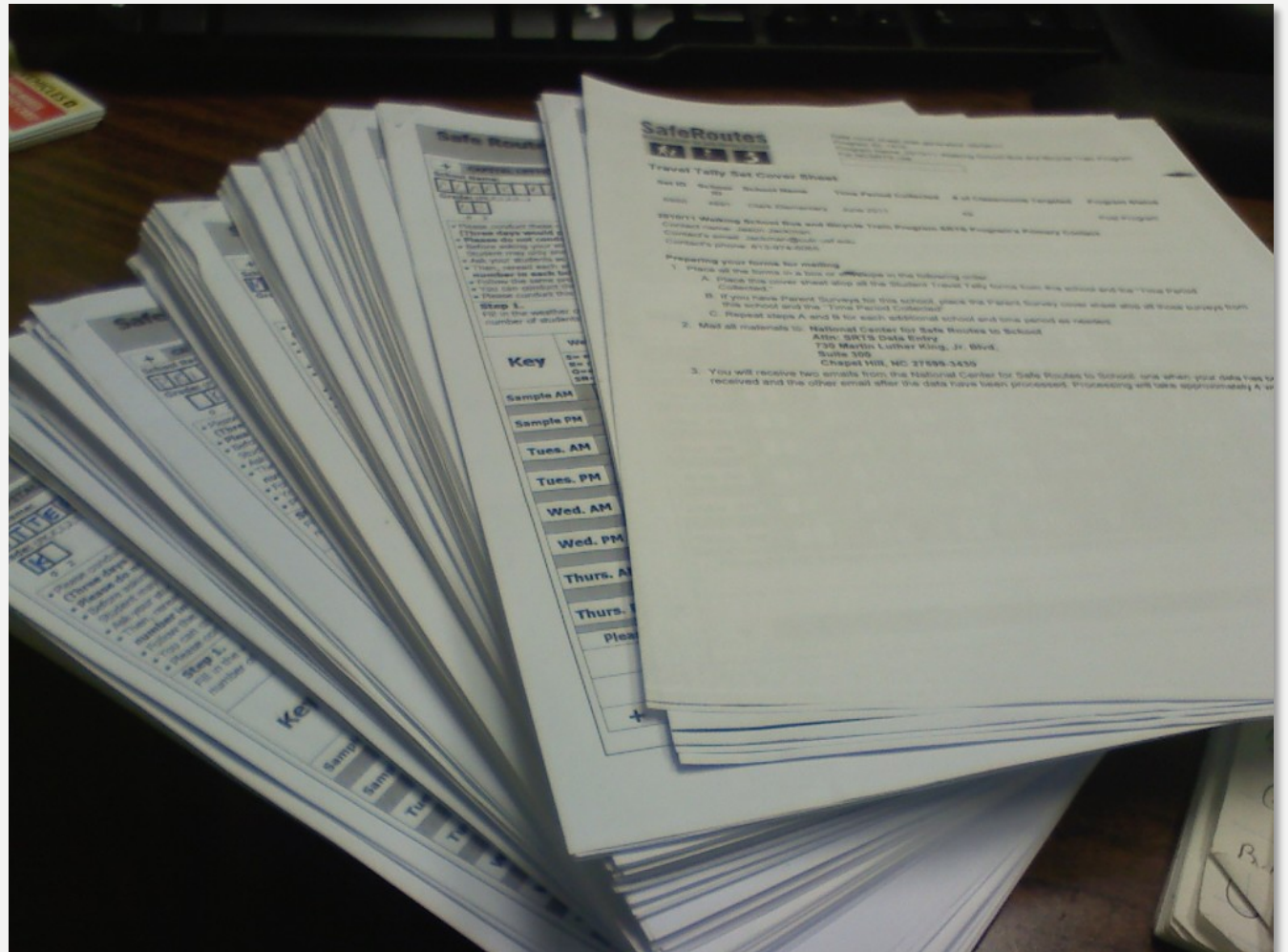
# Start with a Pilot Program

(post Spring Break)



# THE PILOT PROGRAM

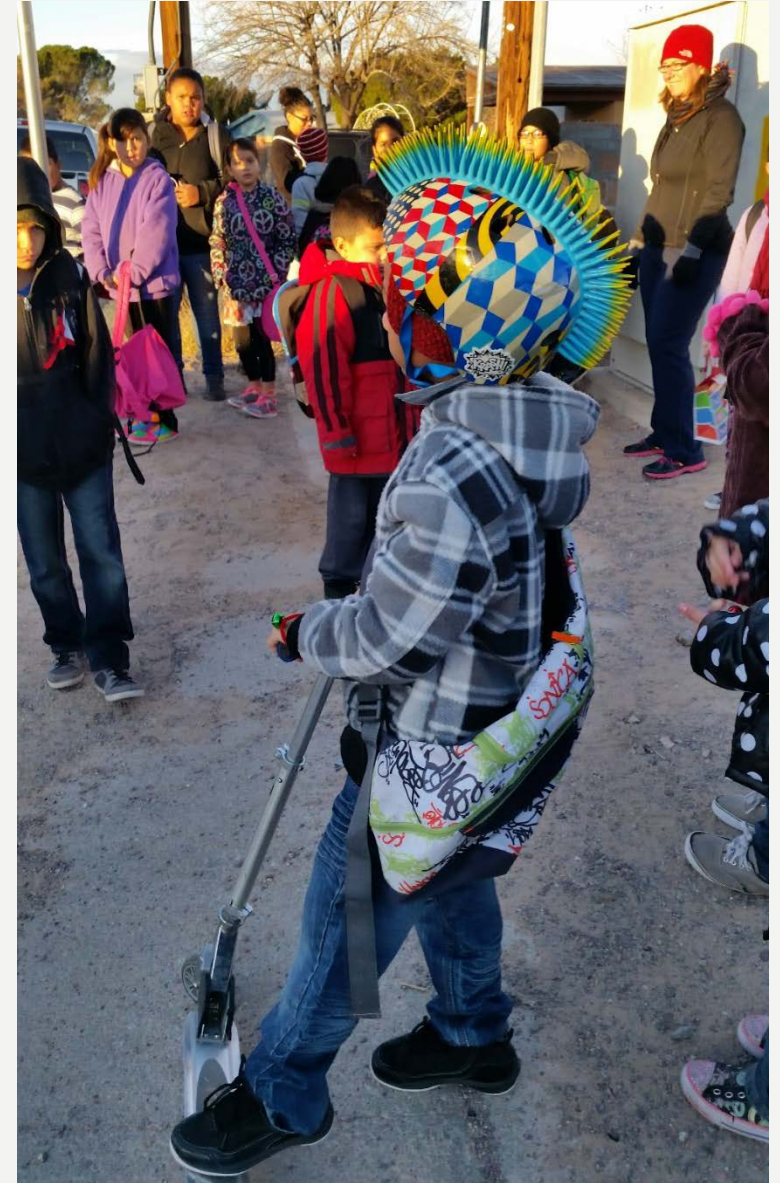
- Identify your allies
- School Site Assessment
- Parent Surveys
- Student Travel Tallies
- Pick the Route
- Promotion Plan
- Incentives
- Reach out to Partners
- Gather ideas for the Action Plan



# SELL SRTS TO THE SCHOOLS

## *What's in it for your school?*

- ☑ Promotion of health for students and staff
- ☑ Obesity reduction / lower heart disease and childhood diabetes
- ☑ Reduce traffic around school
- ☑ Parent involvement
- ☑ Community connection
- ☑ Higher test scores







## SECRETS TO SUCCESS

# Low Obligation Buy In for Schools

Do all the work to start off!

Keep Principal Meetings Short!





## SECRETS TO SUCCESS

***Leaders:***  
Pick People,  
Personalities  
and Passion  
Over  
Positions



# CONVINCE THE PARENTS

## *What's in it for your family?*

- ✓ Safe way to get to school
- ✓ Physical activity for kids and families
- ✓ Don't fight the morning traffic
- ✓ Meet other parents
- ✓ Get to work earlier than usual
- ✓ Less screen time for kids
- ✓ Awake brain = higher test scores
- ✓ Kids that walk and bike => adults that walk and bike
- ✓ Navigation skills improve
- ✓ It's free and it's FUN!

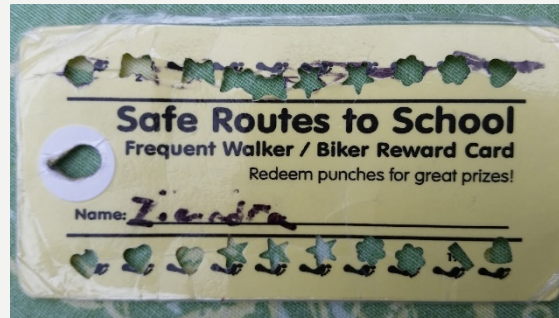




# ENGAGE THE KIDS

## What's in it for them?

- ✓ Incentives
- ✓ Earn field trips
- ✓ Walk with your friends – meet new friends
- ✓ More fun than a car ride
- ✓ Awake brain = higher test scores
- ✓ “It’s like a field trip before school”
- ✓ It’s FUN!





# ONGOING CULTIVATION WITHIN THE SCHOOL

- Get to “it’s what we do”
- Weekly Walking School Buses (Rain or Shine)
- Education through PE Classes
- Regular “Task Force” within the school
- Regular item on calendar / newsletter / Facebook
- Remind 101 or Classroom Dojo
- SRTS banner in front of school
- Yearly special events – W2SD / B2SD





SUSTAINABILITY  
&  
PARTNERSHIPS





## SECRETS TO SUCCESS

*Sustainability*  
≠  
*Self*  
*Sustaining*

There will always be  
new students, change of  
staff, changing needs

# ELEMENTS OF A SUSTAINABLE PROGRAM

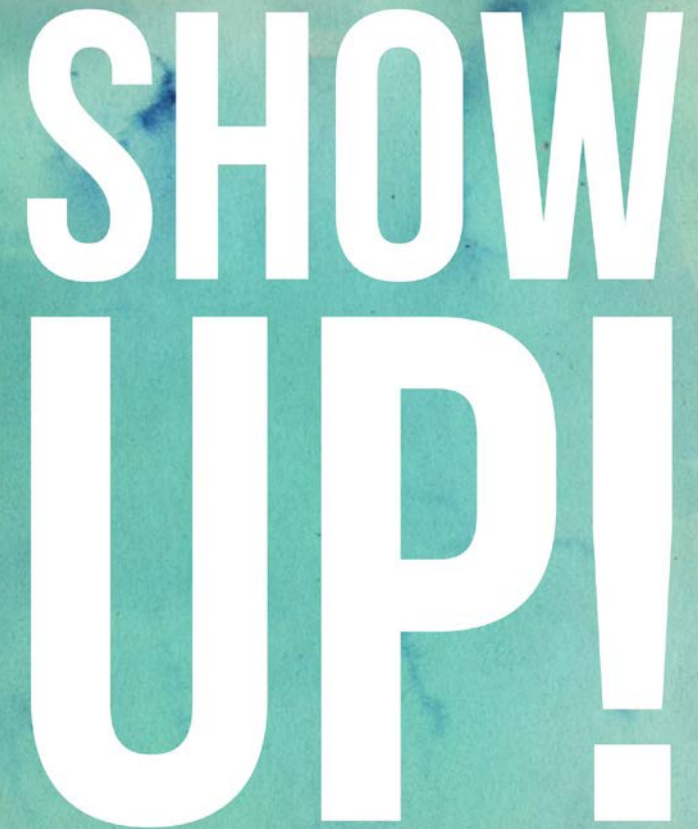
- Leadership - someone has to head up the program
- Regular monthly coalition meetings
- Good communication between meetings
- Work from Action Plan
- Wellness and transportation policy within school district
- Policy with governmental agencies – long range plans
- Liaison between city, school district, community
- Work with your partners
- **CONSISTENCY OF WALKS! DON'T CANCEL**





# ***NURTURE YOUR PARTNERSHIPS***

- Collaborate with other groups that have similar goals.
- Show up to City Council, neighborhood meetings, PTO, partners' meetings.
- Get out in the community – be a program that people have heard of, and allow them opportunities to connect.
- Allow others ownership in the program.
- Invite and include.
- Stay in touch.



**SHOW  
UP!**

**SECRETS TO  
SUCCESS**

Encourage  
Partners to  
Claim  
Ownership of  
the Program





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Safe Routes to School Las Cruces