



Colorado Safe Routes to School Webinar Series
**The Art of Engagement: Exploring the Pueblo County
History and Art Walk**

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.



Welcome! Let's Chat!

- Name
- Location
- Connection to Safe Routes
- Share a community engagement highlight from this past year



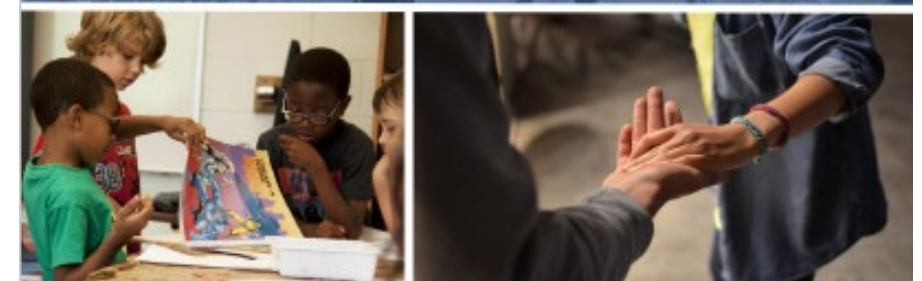
Webinar Logistics

- Questions in the Q&A box
- Comments and resource links in the Chat box
- Recording and slides will be available



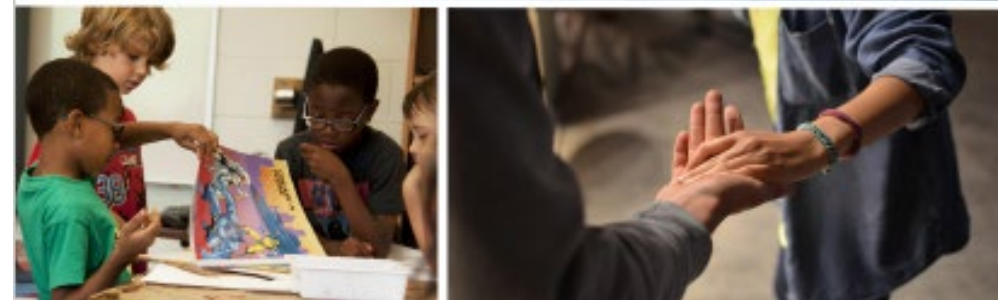
Colorado Community Engagement Toolkit

- Outlines a community engagement framework
- Highlights engagement best practices
- Guiding questions for each section
- Features Colorado programs
- Links to tools, worksheets, and additional resources
- Emphasis on equity



Community Engagement Framework

- **Reflect** on your role as a community partner
- **Research** the community where you are working
- **Partner** with other organizations to build community relationships
- **Plan** thoughtful, culturally-responsive community engagement experiences
- **Implement** your community engagement experiences and events
- **Sustain** your community engagement beyond a single event or initiative





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.

Using History and Art in Safe Routes Programs

- Creates a sense of place
- Celebrates local culture, heritage, and traditions
- Increases community connectedness
- Provides an accessible entry point to program participation
- Engages new audiences



Examples of Projects

- Wayfinding and signage
- Wall or street murals
- Safe Routes maps
- StoryWalk® installations
- Vision boards
- Artistic crosswalks



Fort Collins Asphalt Art

- \$25,000 grant from Bloomberg Philanthropies
- Street mural + infrastructure improvements
 - Slow vehicle speeds
 - Shorten pedestrian crossing distances
 - Reduce conflicts between vehicles and road users
- Designed by local artists, painted by volunteers



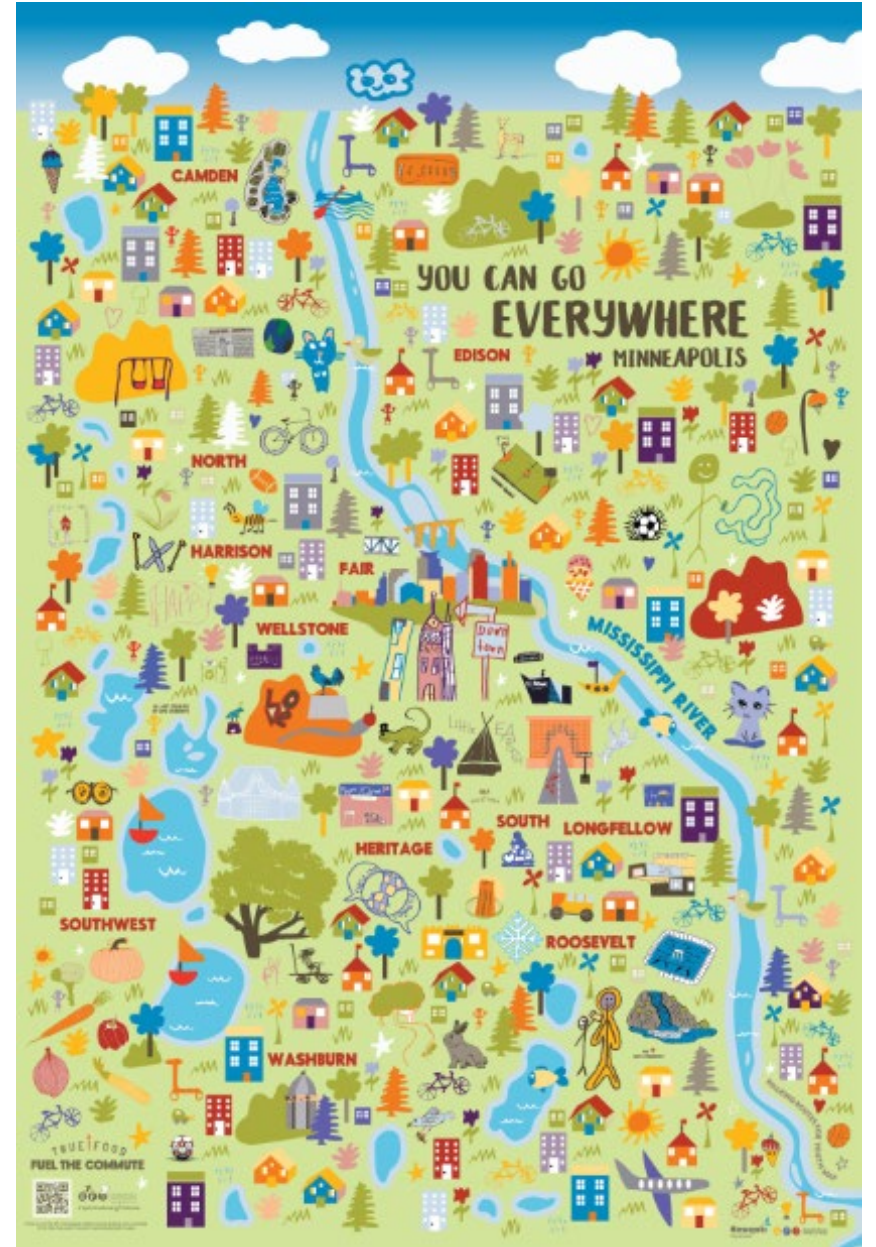
Asphalt Art Mural – Fort Collins, Colorado

Photo Credit: Safe Routes Partnership



Minneapolis Safe Routes to School [YOU CAN GO EVERYWHERE Poster](#)

- Original art from MPS students
- Linked to City of Minneapolis Walking Routes for Youth Map
- Includes QR link to MPS breakfast and lunch menus
- Available in English, Spanish, Somali, and Hmong



Ruby Bridges Walk to School Day - Nationwide

- Celebrates the living legacy of Ruby Bridges
- Encourages students to walk/roll to school and make positive changes in their community
- StoryWalk® installations, student posters, skits, music
- Tip: Celebrate a local hero in your next Walk/Bike and Roll to School Day event



Photo Credit: Chapel Hill Safe Routes to School



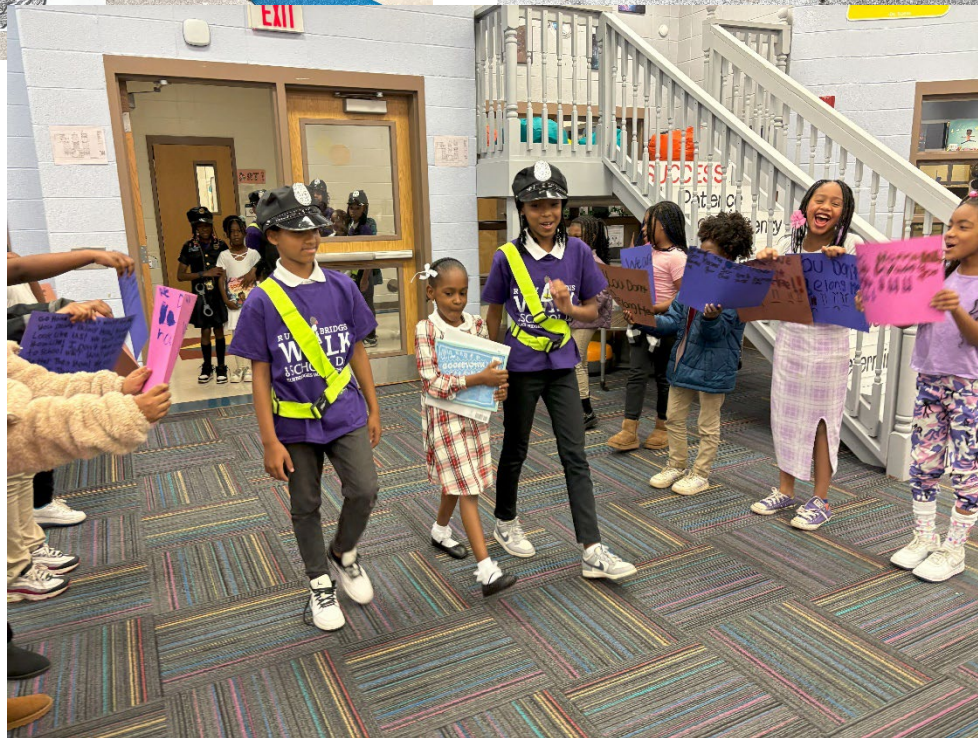
I Am Ruby Bridges StoryWalk® – Kansas City, Kansas

Photo Credit: BikeWalkKC

Ruby Bridges StoryWalk® and Banner – Santa Fe, New Mexico



Photo Credit: Santa Fe Public Schools' Safe Routes to School

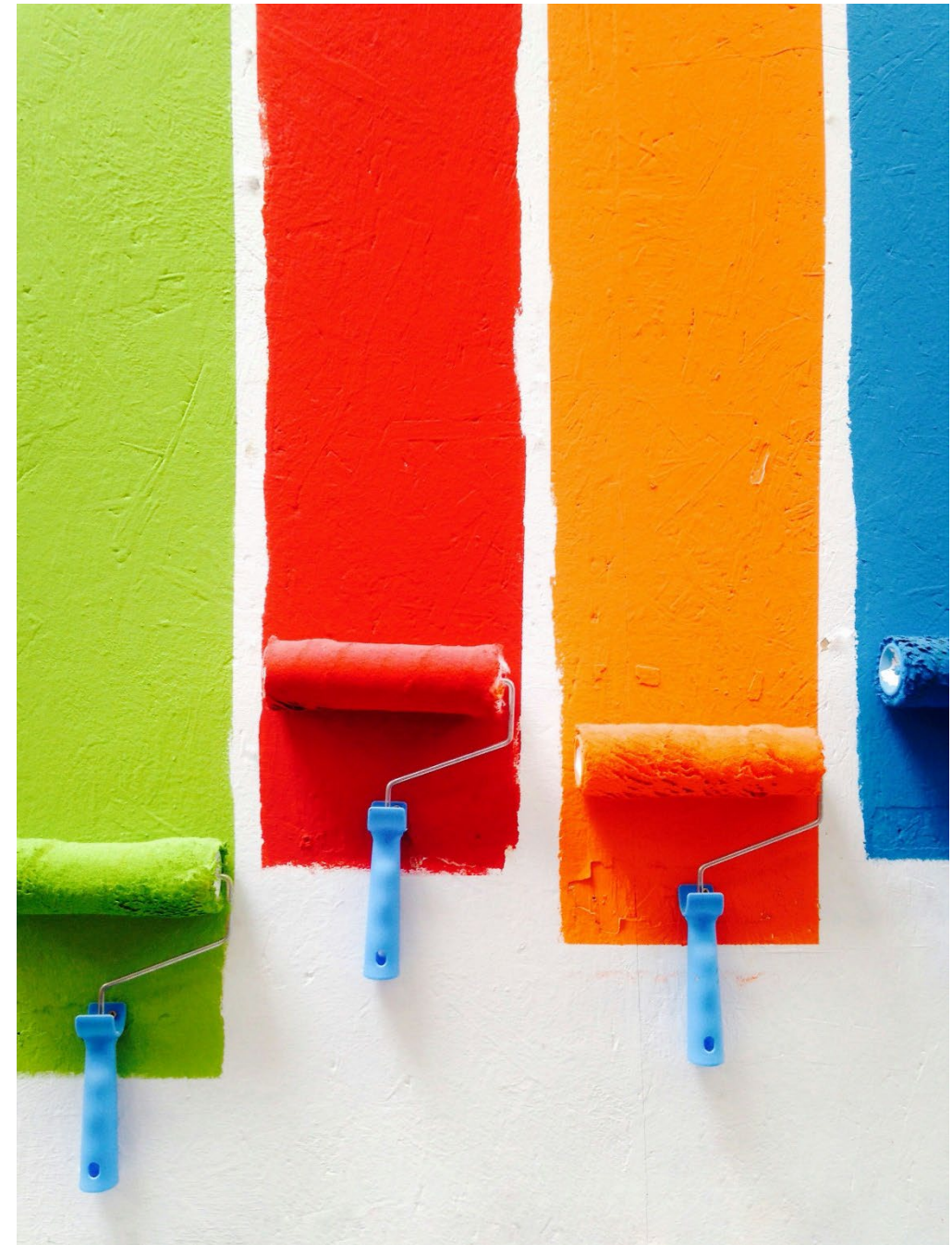


Ruby Bridges Art and Historical Re-enactment – Atlanta, Georgia

Photo Credit: Heritage Academy, Atlanta Public Schools

Funding

- [Bloomberg Asphalt Art grants](#) – Due January 31, 2025
- [Safe Streets and Roads for All \(SS4A\)](#) – NOFO coming in early 2025
- NHSTA Highway Safety Office grants
- Mini-grants or quick win grants
- Art and humanities grants



Key Takeaways

- People like to have fun
- Simple projects can be impactful
- Partnerships are essential
- Pilot projects take the pressure off
- People like to celebrate their local culture and history





Contact Information

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