



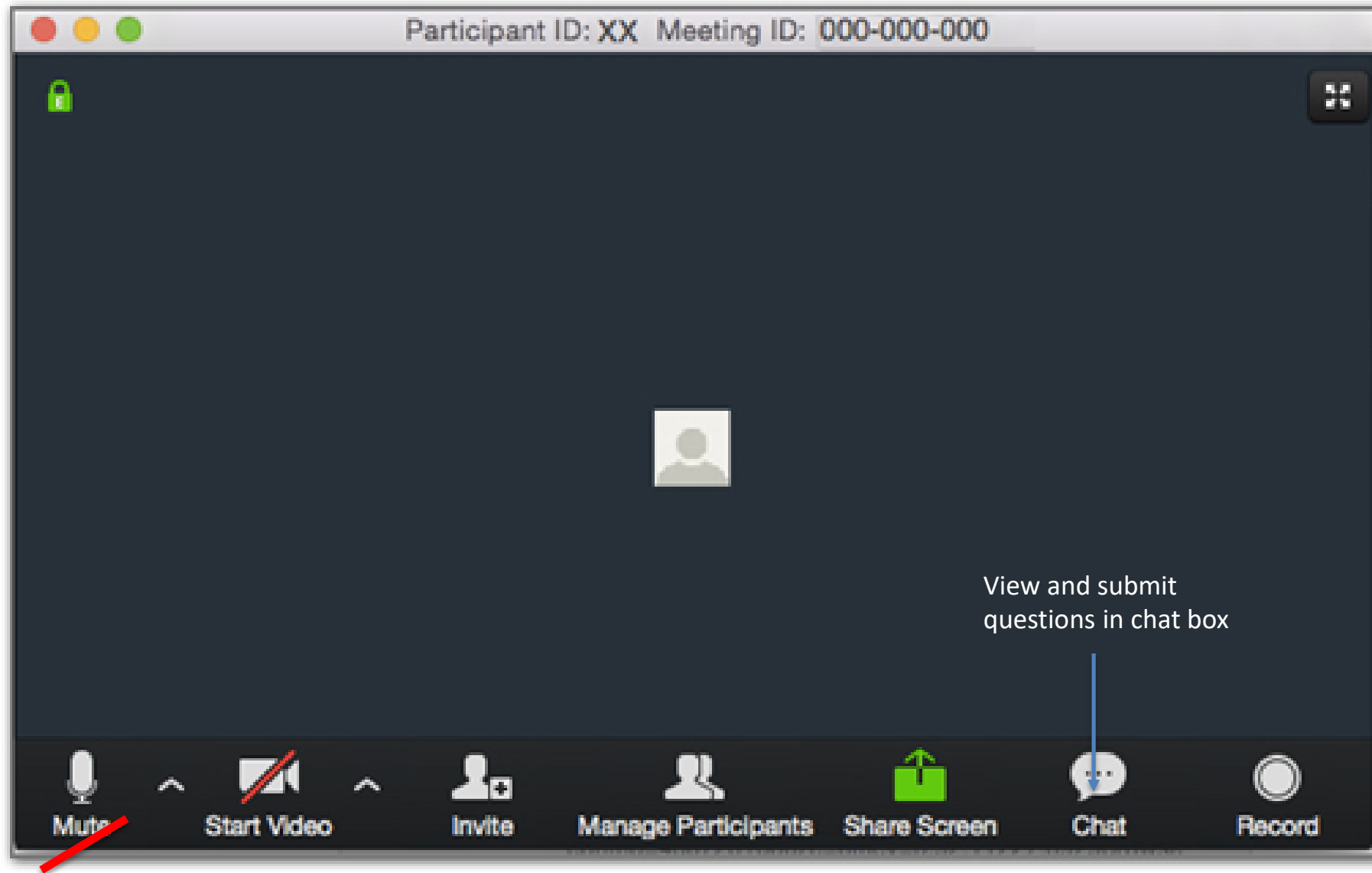
**Colorado Safe Routes to School Webinar Series:
Culturally Responsive Safe Routes to School Programming
Kori Johnson, Safe Routes Partnership
February 9, 2022**





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: What is something that you wish people knew about the place where you live? Consider misconceptions, stereotypes, or hidden gems people might not be aware of.*



Agenda

- Quick Recap: Colorado Community Engagement Guide
- Cultural Responsiveness 101
- Self-Reflecting & Conducting Community Research
- Breakout Group Activity
- Q & A
- Reminders & Next Steps

Colorado Community Engagement Toolkit

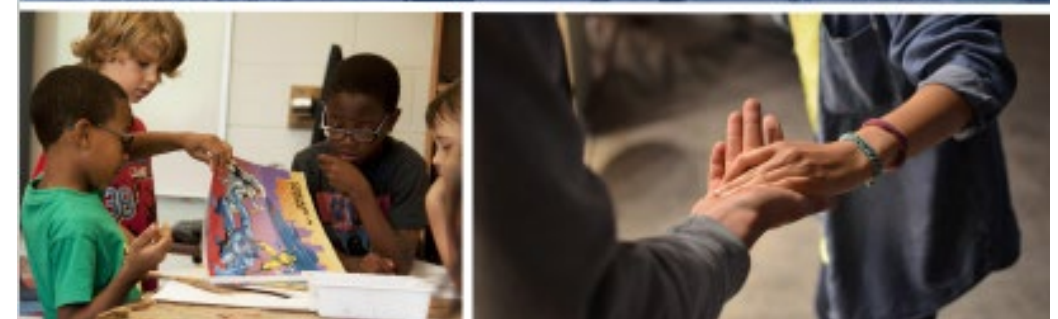
- Outlines a community engagement framework
- Highlights engagement best practices
- Guiding questions for each section
- Features Colorado programs
- Links to tools, worksheets, and additional resources
- Emphasis on equity



COLORADO
Department of Transportation



COLORADO
Department of Public
Health & Environment



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.



What is
**CULTURALLY
RESPONSIVE**
programming?



A culturally responsive approach...

- Values community assets over deficiencies
- Connects different cultures, languages, and life experiences with learning and programming
- Uplifts perspectives outside of white, Western (American), English-speaking societal norms
- Allows people to see their culture and life experiences reflected in meaningful ways
- Builds understanding and awareness of different cultures → builds trusting relationships
- Shifts power to community members who are usually left out of decision-making processes



Culturally responsive Safe Routes to School programming can look like...

- Having materials translated in multiple languages
- Including images of non-white people walking and rolling in program materials
- Framing walking and biking as a family activity as opposed to a way to be physically active
- Off campus outreach – local restaurants, grocery stores, laundromats, health clinics, bus stops, parks, libraries (go to where your audience is)
- Incorporating other forms of movement into your activities – 1-minute dance party, Walk to School Day + Pick-up soccer game
- Community/student-designed walking and biking maps

Caminar y andar en bicicleta por la acera

Alex va a la escuela en bicicleta todas las mañanas. A veces, Alex recuerda andar en bicicleta de manera responsable y segura. Otras veces, no lo hace.

Las imágenes a continuación muestran el recorrido de Alex a la escuela. Coloca una X en las imágenes que no son seguras, y haz un círculo en las que sí lo son. Después de marcar las imágenes que son seguras con un círculo, numéralas del 1 al 4 para contar la historia del viaje de Alex al colegio.



Respuestas en la parte posterior.

Being culturally responsive is a practice. It is not a step-by-step program.

- You will try new things.
- You will be challenged.
- You will be uncomfortable.
- You will not have all the answers.
- You will be humbled.
- You will make mistakes.
- You will learn and grow.
- You can do this!





Culturally responsive programming will look different depending on the community you are working in and the people you are working with.

You must build your understanding of the community in order to make your program culturally responsive and community responsive.

- **Reflect** on your role as a community partner.
- **Research** the community where you are working (both the place and the different people).



Getting Started: Do a Self-Reflection

- Grounds your work and give you purpose
- Identifies your strengths and weaknesses as a community partner
- Acknowledges your power and privilege in relation to the community you are engaging
- Important step in building trust with the community
- Especially important if you are not from the community you are working with and/or if you are a white person working in a predominantly community of color

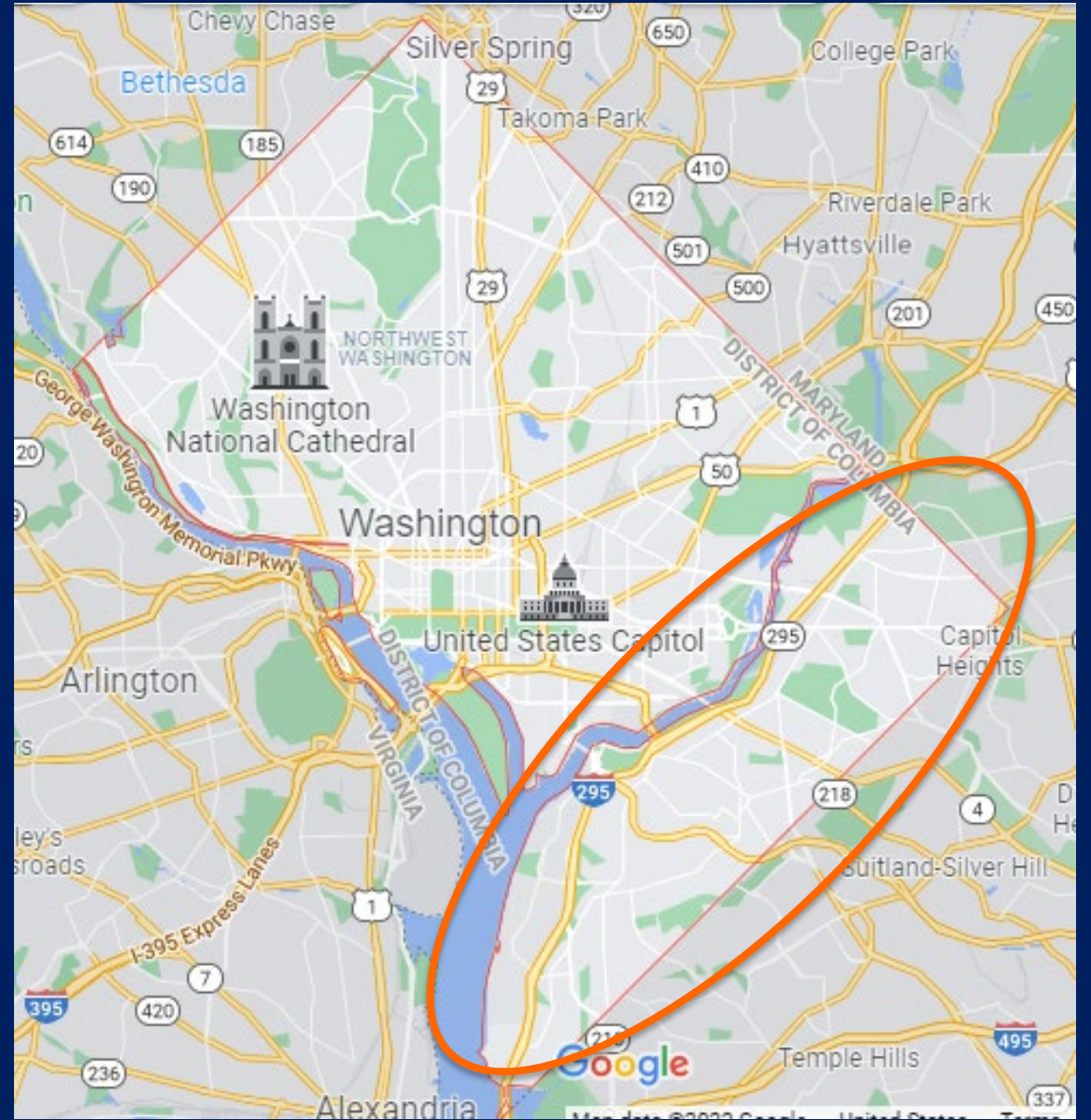
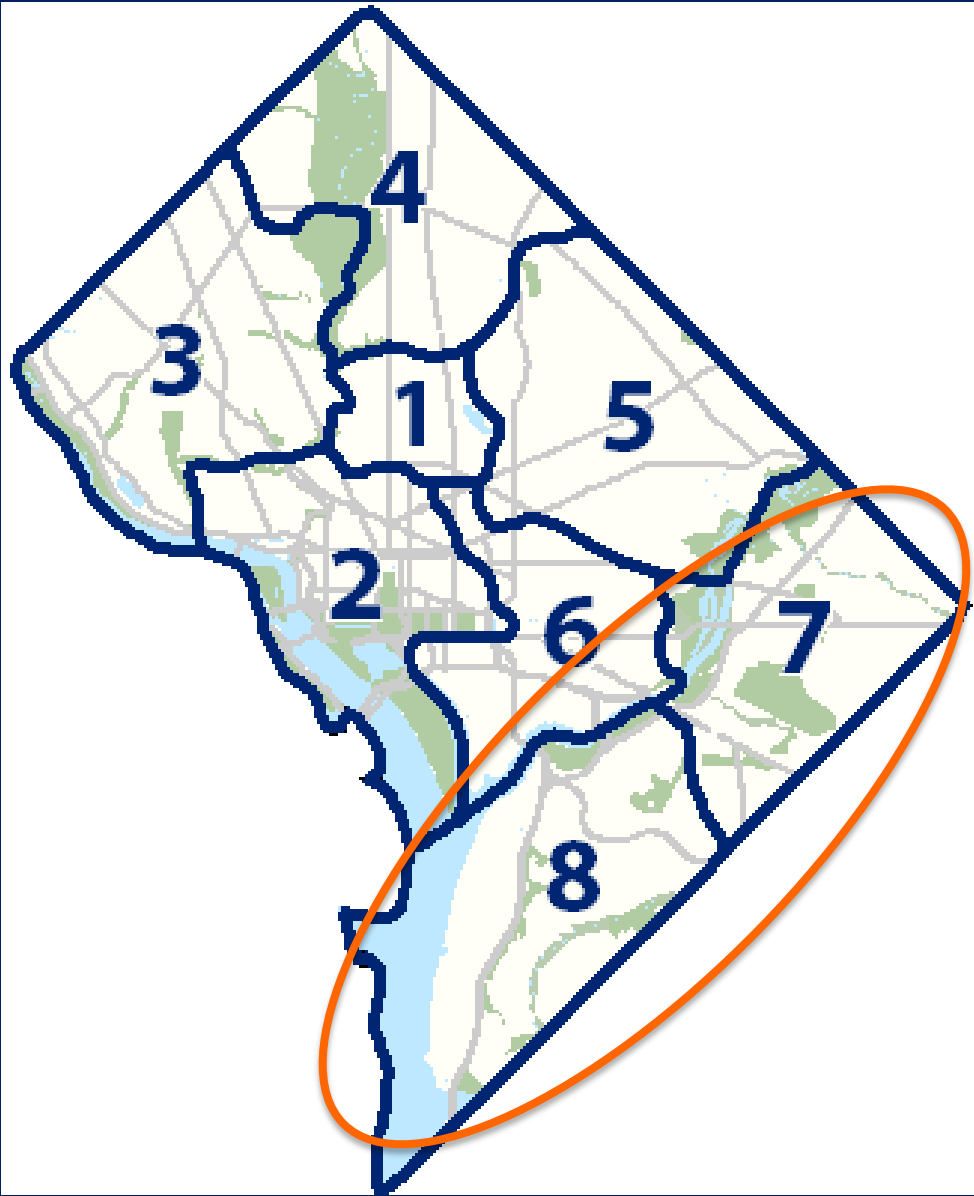
Reflection looks like...

- A conversation with yourself – journaling, taking a solo walk
- A conversation with others – colleagues, community partners
- Being open and honest
- Being uncomfortable at times



Self Reflection Questions

- What do you already know about this community (“community” can mean people and/or place)? How did you gain this knowledge?
- What positions of power and privilege do you hold in relation to the community you are working with? Beyond your official professional role, consider race/ethnicity, language, gender, disability, age, sexual orientation, citizenship status, etc.
- How might your own power and privilege impact the community?
- What stereotypes do you hold about this community?
- How have stereotypes or biases about this community impacted your ability to engage them in the past?



Southeast DC/East of the River/Wards 7 & 8



DANGER
DO NOT ENTER



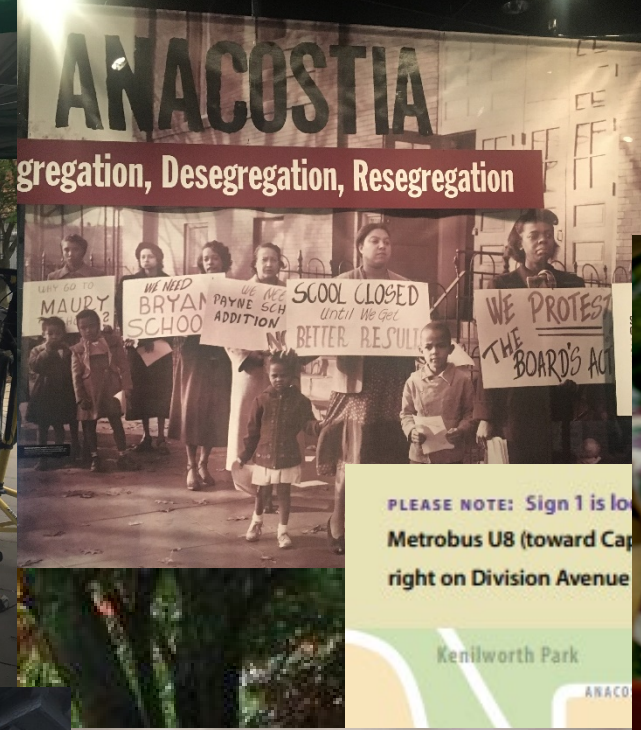
Conduct Community Research

- Builds your understanding of the community – cultural competency
- Gives important context around persisting inequities
- Builds trust with community members
- Shows a willingness to learn about others perspectives
- Helps inform future programming
- Can dispel negative narratives around communities of color, low income communities, rural communities, etc.

Research can look like...

- Taking a walk or ride around a neighborhood
- Hopping on and off public transit
- Historical and archival research
- Interviews
- Attending different community events
- Having casual conversations with people
- Going on a guided tour
- Learning about the nuances within communities
- Exploring Google Maps and Google Earth





[Photo Credit: Tracy A. Woodward/The Washington Post](#)



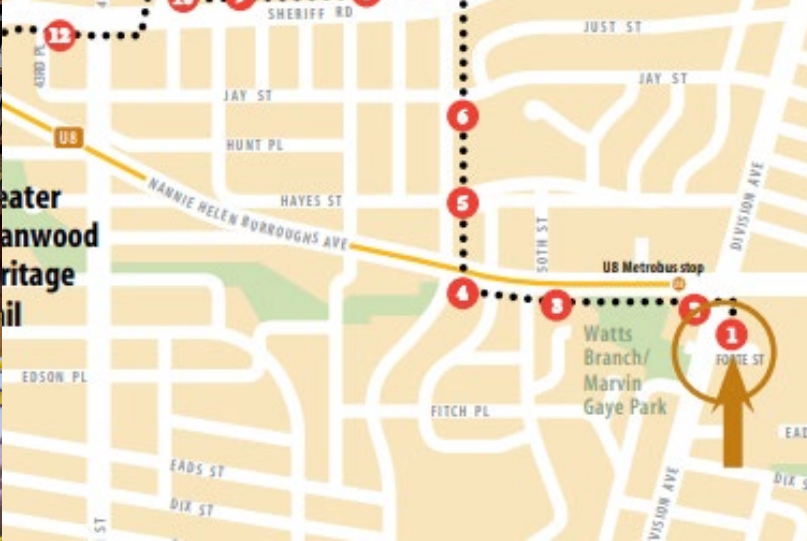
[Photo Credit: Recreation.gov](#)



[Photo Credit: Jemima C](#)

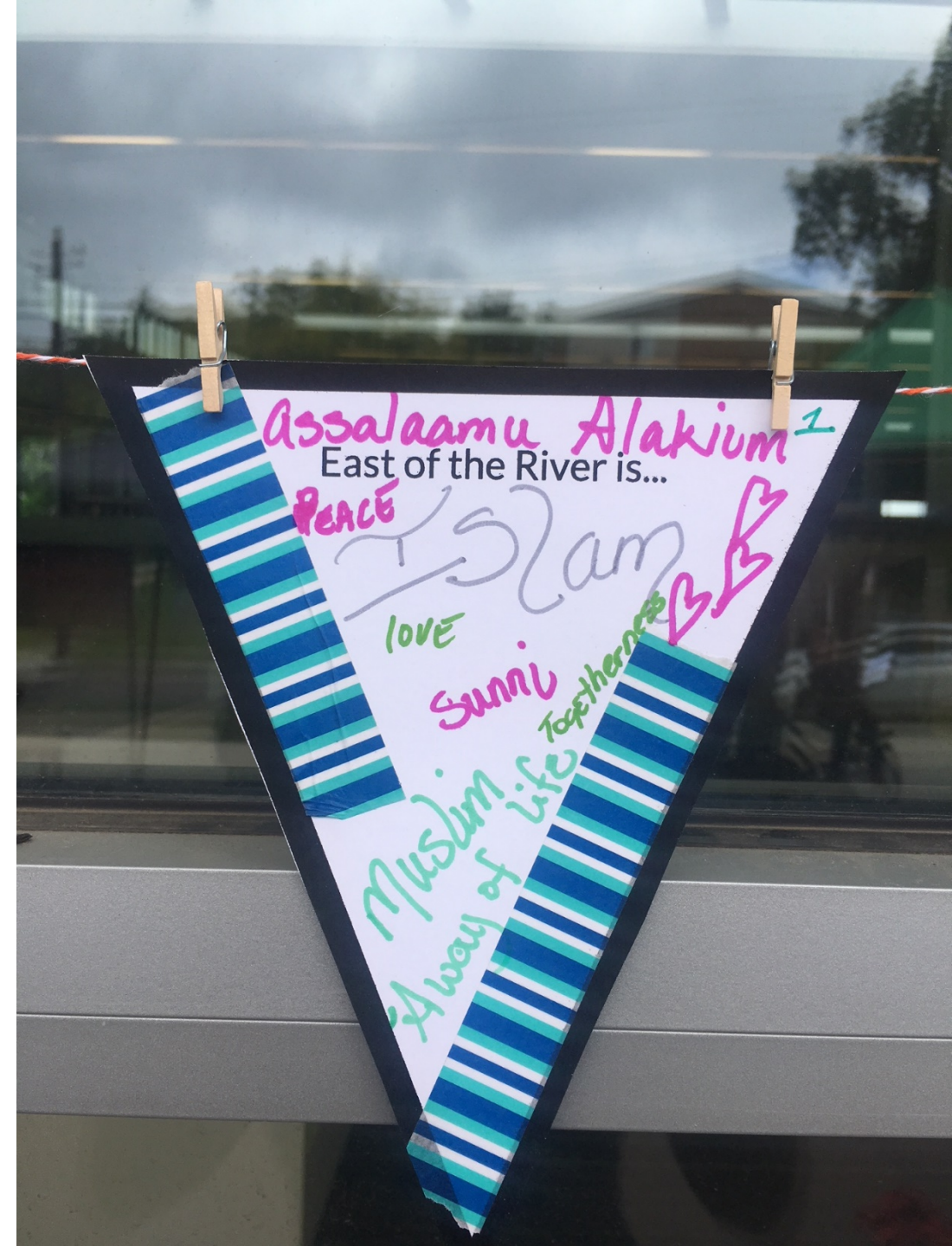


[Photo Credit: Joe Mount/Getty Images](#)



Lessons Learned from Community Research

- So much green space – and lots of hills!
- Bus access is essential
- “DC Native” pride
- Black entrepreneurship hub
- Vegan, vegetarian, urban garden food culture
- No more surveys → conversations + action
- Strong transportation advocacy community
- Art is everywhere
- Southeast/East of the River ❤️



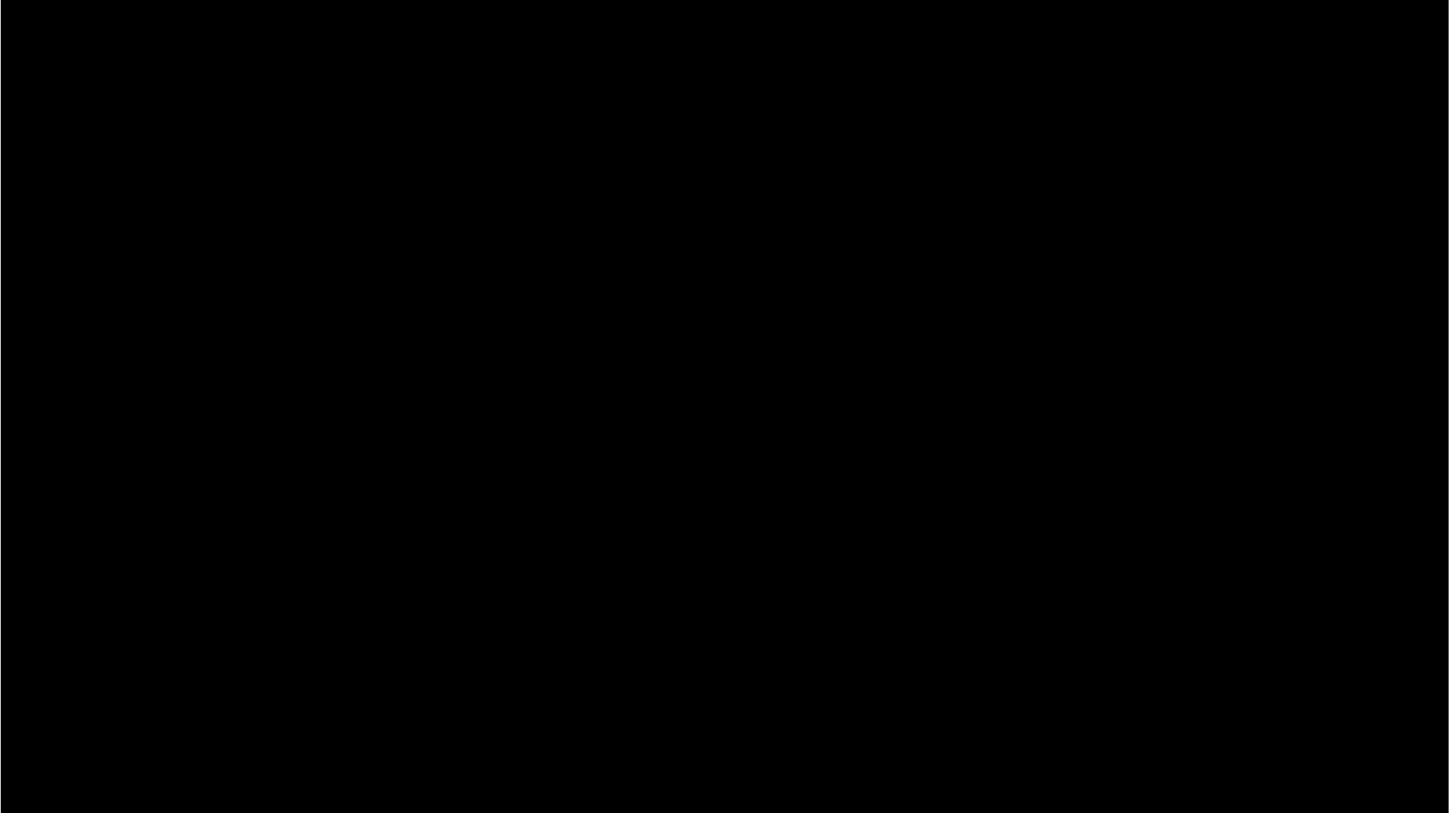


How Community Research Informed My Safe Routes to School Activities

- Bike education and encouragement – need electric bikes and courses on riding hills
- Walking school bus – need to partner with safe passage programs to address physical safety concerns
- Student travel tallies and parent surveys – need to find a non-traditional survey format (dot survey, interviews, comment board)
- Bike helmets – make sure helmets can fit different hairstyles and hair coverings
- Explore engagement options that do not include law enforcement – response to concerns about over-policing and police brutality
- Use art, music, and dance in educational activities



Left, Right, Left Street Crossing Song
Seasoned Settlers



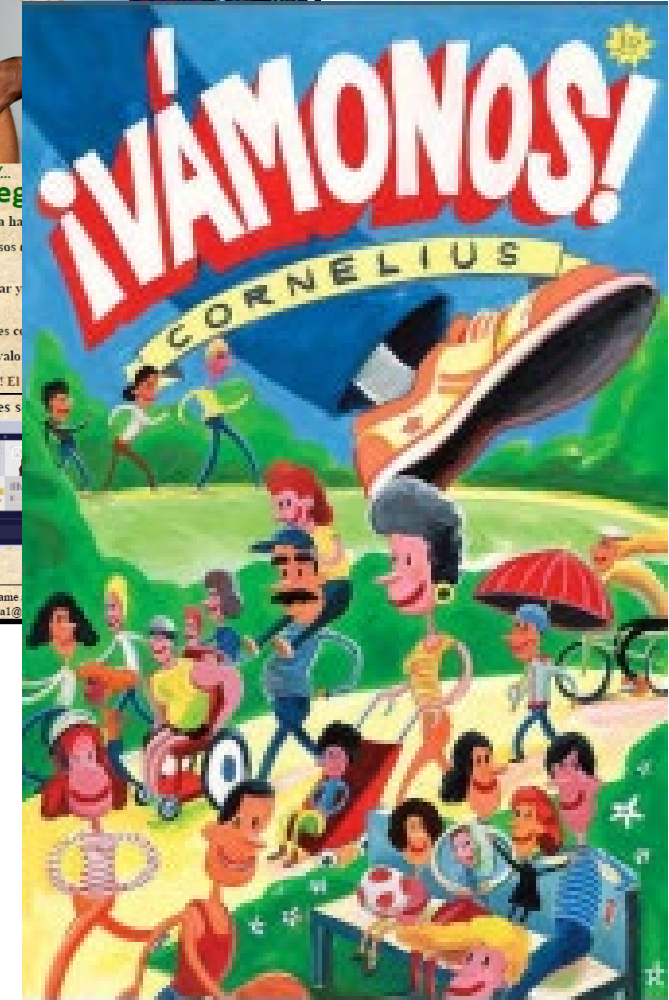
More Lessons Learned

- A little walk/ride can go a long way
- More images, less words – visuals, visuals, visuals!
- Choose community research activities that fit with your schedule and lifestyle
- Your program might not be a priority for someone – that's okay
 - Be prepared for someone to not want what you are offering.
 - Is there something else you can offer that this person might want or need?
- Partnerships are everything – find partners who are doing parallel work
 - Housing, food access, health and wellness, immigration, gun violence prevention, career development



Culturally Responsive SRTS Program Highlights

- SRTS Portland, Oregon – SRTS materials at food distribution sites
- SRTS Monterey County, CA – enLACE civic engagement program for immigrants, includes introduction to SRTS
- Fresno and San Diego – SRTS started by mom walking group
- Santa Ana Active Streets – Thursday night bike rides
 - Distributed bike lights
 - Partnered with housing services group, food pantry, and COVID outreach teams
- SRTS Charlotte, NC – Paired Walk to School Day with morning soccer game
- Portland Metro – [¡Vamonos!](#): Community originated walking and biking maps for Latino community





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