



Colorado Safe Routes to School Webinar Series

Planning with Purpose: Making the Most of Your Safe Routes to School Events

Kori Johnson, Safe Routes Partnership

March 8, 2022





R CITY
SCHOOL

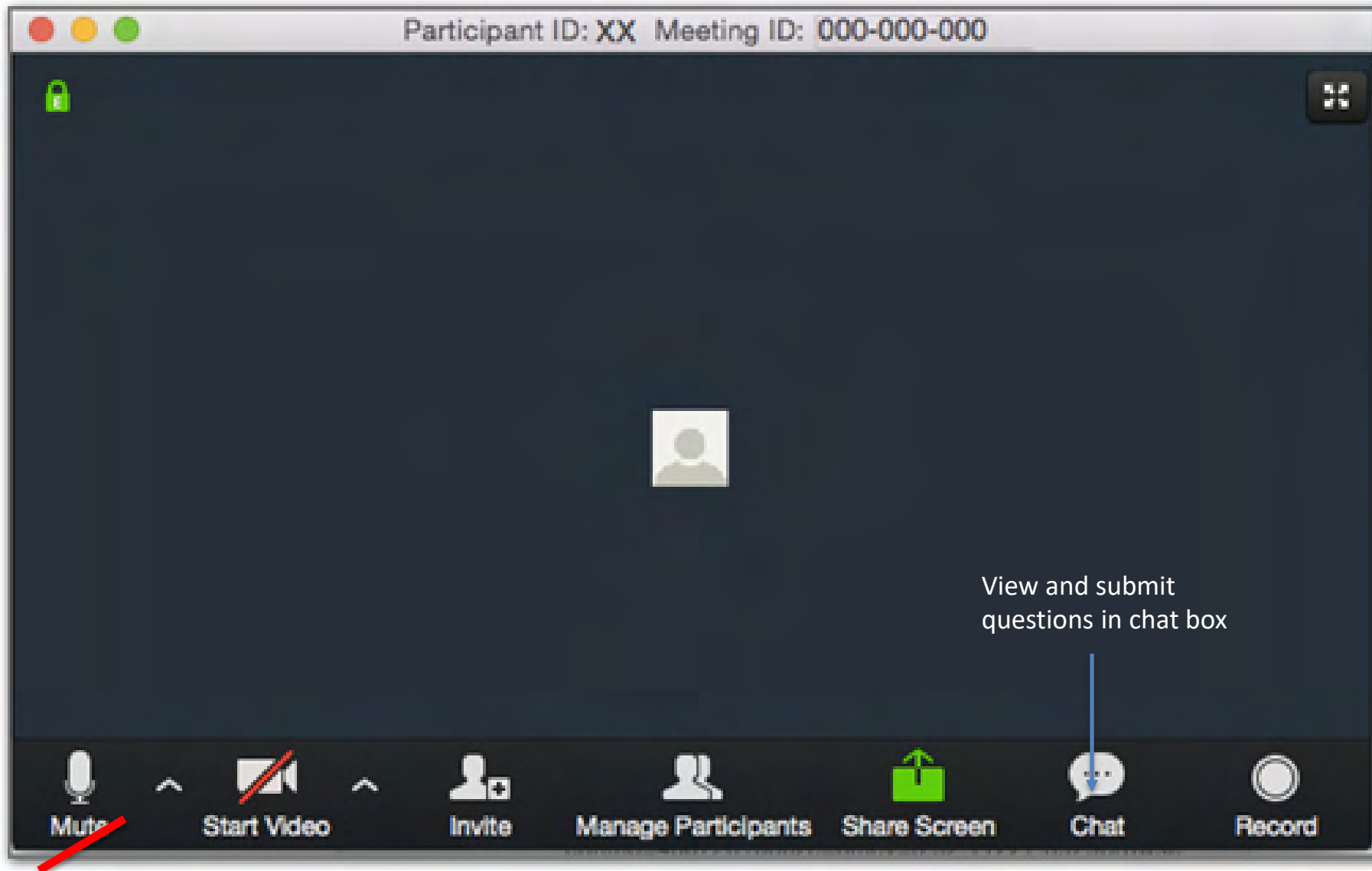
1 / 10
11/11
14



Sandy Segal
Youth Health Center

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 makes a great Safe Routes to School event/community event?*

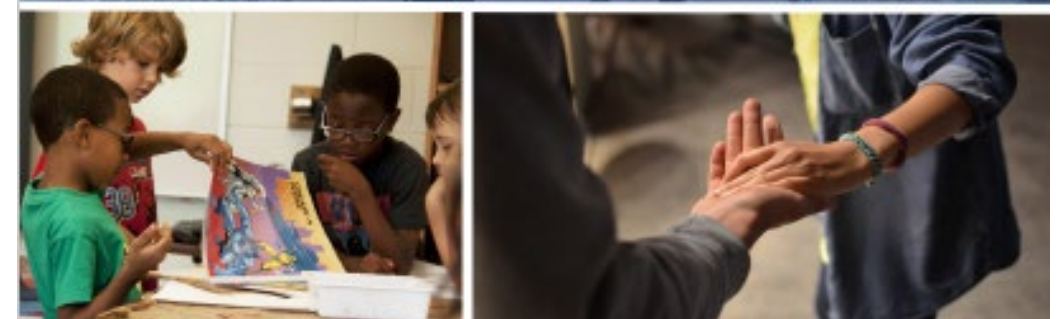


Agenda

- Quick Recap: Colorado Community Engagement Guide
- Safe Routes to School Events: Defining Your Purpose
- Safe Routes to School Events: Planning & Partnerships
- Planning for Bike to School Day
- 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

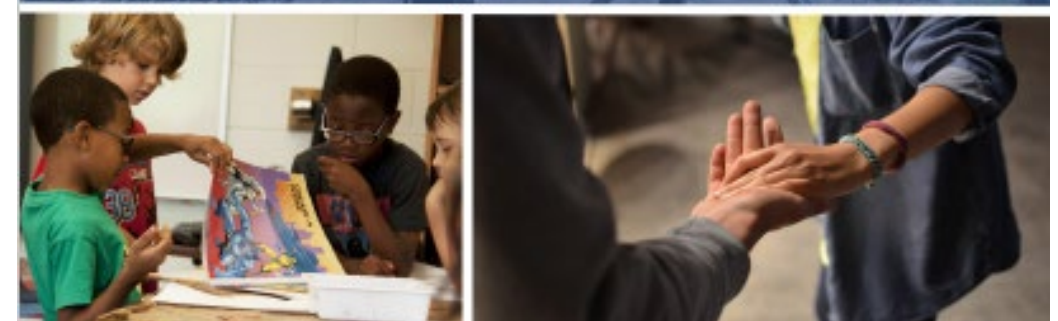


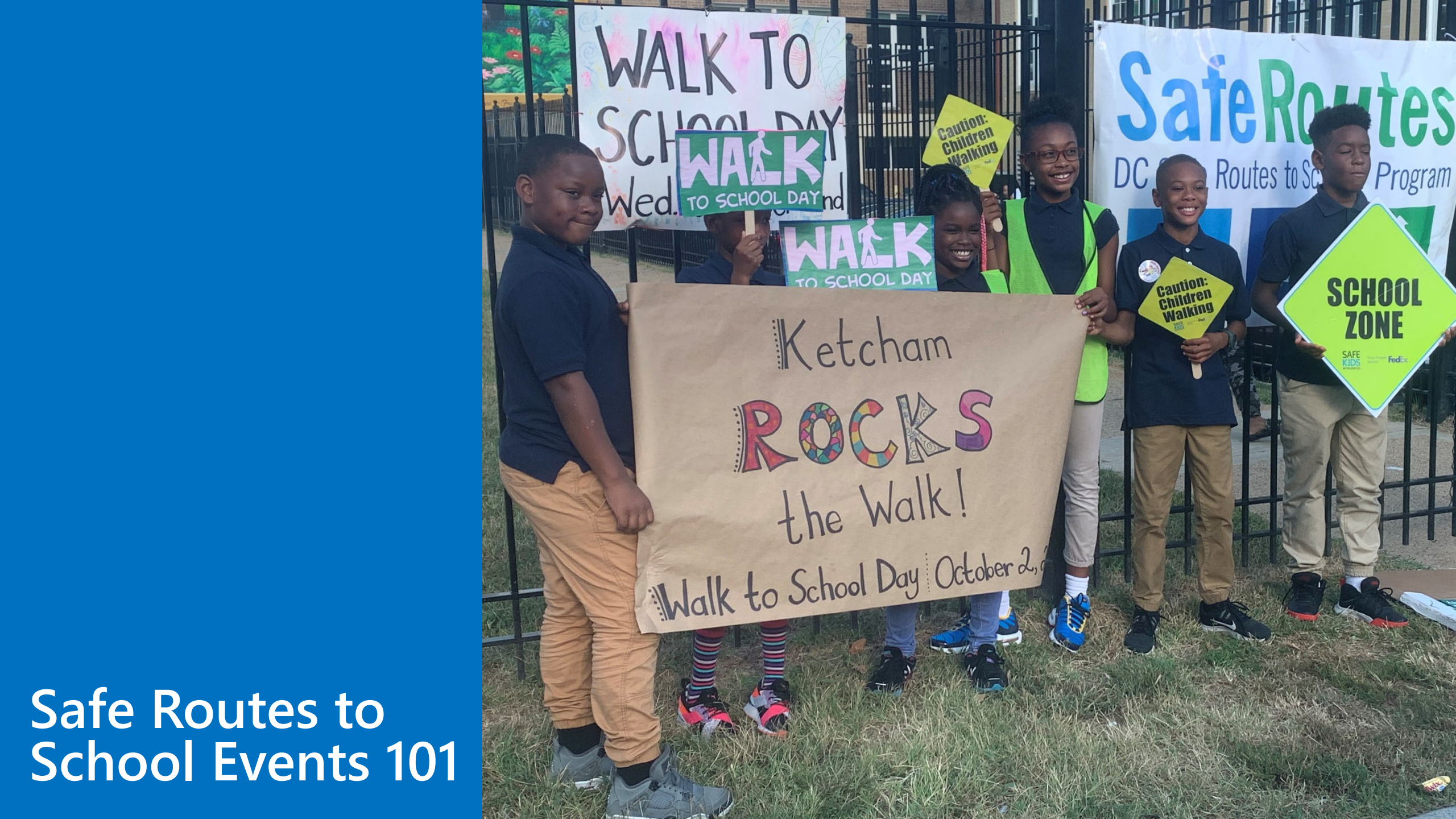
COLORADO
Department of Public
Health & Environment



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.





Safe Routes to School Events 101

Community research will inform your event planning process.

- Taking a walk or ride around a neighborhood
- Hopping on and off public transit
- Historical and archival research
- 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



Safe Routes to School events can look like...

- Walk/Bike to School Day
- Bike rodeos
- Community walks and rides
- Community meetings
- Appreciation days (crossing guards, volunteers, teachers)
- Safety demonstrations
- Walk audits
- Campaigns and challenges
- ***Others?***



Purpose of Safe Routes to School Events

- Connect with the community
- Encourage walking, rolling, and active travel
- Educate audience on a skill or topic
- Learn about your audience
- Evaluate your program
- Address a community need
- Build and sustain program momentum
- Have fun and celebrate!
- ***Others?***



Purpose: Connect with the Community

- Go to where the people are!
- Keep things casual and informal
- Create spaces to have conversations
- Host activity as part of a larger community event
- Focus on quality over quantity



Purpose: Encourage Walking & Rolling

- Transform the space – decorations, mascots, giveaways, music
- Volunteers and instructors
- Invite people to try something new
- Emphasize participating as a community/family – we're all in this together!





Purpose: Educate Audience on a Skill or Topic

- Worksheets and activity books
- Skills courses
- Information booth
- Bike repair stations
- Videos and songs
- PSAs and campaigns
- Special guests



Purpose: Learn About Your Audience

- Comment board or graffiti wall
- Dot survey
- Contact information sheet
- Art or coloring table
- Ice breaker activities
- Photo booth
- Model building activity
- *Same activities can be used for program evaluation*

ing in...
have school...
olence...
clap

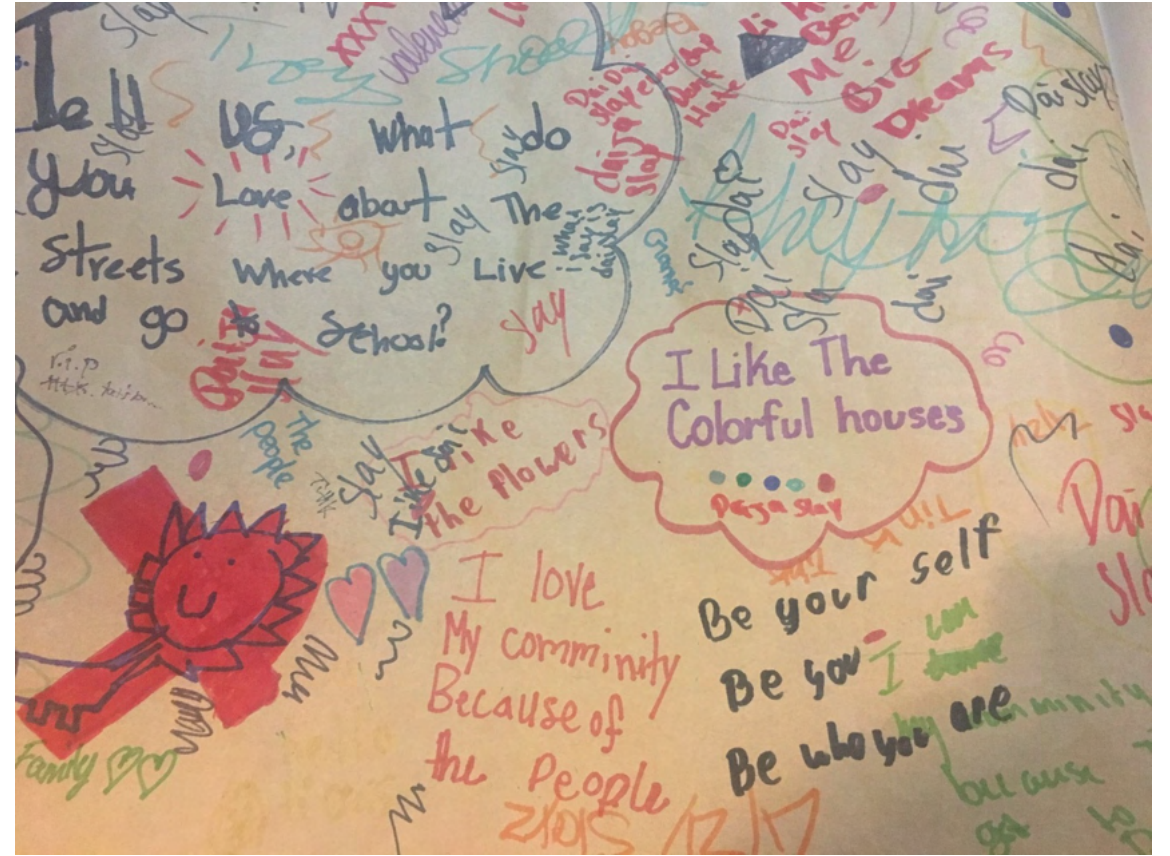
Tell us, what
do you love about
your community?
What would
you change?

Assalaamu Alaikum
East of the River is...
Peace
Islam
love
Sunnii
Muslim
Always of life
Togetherness

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











Purpose: Address a Community Need

- Invite partners to volunteer and distribute resources
- Host meetings or events that cover multiple topics
- Include an academic component
- Hold your activity/event as part of a larger event – Back to School Night, conferences, Open Streets events
- Host off-campus events – parks, libraries, sports facilities, rec centers, other spaces around schools



Purpose: Build and Sustain Momentum

- Have information about next event
- School staff, admin, parent/caregiver appreciation
- Invite local press
- Share highlights – school admin, school district, government agency staff, city council, webinars, newsletters
- Share on social media
- Gather quotes and testimonials
- Take photos and create photo gallery
- Engage alumni – volunteers, quotes for grant applications





[Gif Credit](#)



How to Plan Events with Multiple Purposes

- **Plan** thoughtful, culturally-responsive community engagement experiences.
- **Partner** with other organizations to build community relationships.

Plan with Purpose





Why Planning Matters

- Provides a roadmap to help you stay on track
- Allows time for trouble-shooting
- Helps you integrate knowledge gained from community research
- Shows how you value the community
- Creates opportunities for public participation
- Planning is great – but don't overcomplicate it!

Planning looks like...

- Speaking seeking input from people you don't often hear from
- Exploring different spaces to host events
- Consulting partners to see if your activities are accessible to everyone
- Budgeting for food, volunteer stipends, giveaways, etc.
- Translating materials in multiple languages and providing interpreters or have staff/volunteers that speak the language
- Being thoughtful, but not overcomplicating it






Planning for Safe Routes to School

- Create a SRTS task force or planning committee
- Consult a partner or local expert to see if your event is accessible
- Keep a school calendar on hand
- Build in appreciation days for volunteers, crossing guards, teachers
- Share your plan with others to get feedback
- Infuse cultural elements to your plan

IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

[IAP2 Spectrum of Public Participation](#)



Spectrum of Public Participation: Safe Routes to School

- **Inform** – Safe Routes to School is a solution to the bus shortage. We can encourage kids to walk or bike instead of being driven to school. We'll be piloting a remote drop-off program to cut down traffic in the car loop.
- **Consult** – Get input on a remote drop-off/pick-up site.
- **Involve** – Parents, caregivers, neighbors, and community partners are involved in developing remote drop-off set up.
- **Collaborate** – Parents, caregivers, neighbors, and partners will help decide if a remote drop-off/pick-up site is the best solution.
- **Empower** – Parents, caregivers, neighbors, and partners determine their own solution to the problem. You will implement the solution they decide upon (ex. We want a walking school bus program, not a remote drop-off site).

Colorado's Youth Engagement Continuum

Increasing Level of Community Involvement, Impact, Trust and Communication Flow



Increasing Ownership, Empowerment, Skills, Opportunities and Supports of Both Staff and Young People

Please note: Each level has value.

<i>Participation</i>		<i>Engagement</i>		<i>Partnership</i>
<i>Outreach/Service</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Share Leadership</i>
Communication flows from the program or initiative to <u>inform and/or serve</u> young people.	Young people <u>provide one-time or periodic feedback.</u>	Communication flows both ways and young people provide <u>ongoing participation.</u>	Young people <u>influence decision-making.</u>	Young people <u>share power and responsibility</u> with adults in making decisions together.
<u>Outcome:</u> To establish communication and outreach channels, while sharing information and providing services to young people.	<u>Outcome:</u> To develop connections and learn about the needs, interests and perspectives of young people.	<u>Outcome:</u> To initiate partnership and increased cooperation.	<u>Outcome:</u> Increased trust and partnership-building.	<u>Outcome:</u> A strong partnership with bidirectional trust that affects broader community health outcomes.

(Adapted from CDC's Report "Principles of Community Engagement: Concepts and Definitions from the Literature and Wang, N. T., Zimmerman, M. A., & Parker, E. A. (2010). A typology of youth participation and empowerment for child and adolescent health promotion. American Journal of Community Psychology, 46, 100-114.)

[Colorado's Youth Engagement Continuum](#)



Planning Events with Multiple Purposes

- Reflect on past events – what went well, what needs to be changed
- Use information from community research
- Set goals and define purposes
- Start early
- Quality over quantity
- Use Safe Routes to School listserv and informal Zooms
- Include what support you need and what support community members need
- Consider barriers to participation
- Share plan and revise if necessary

Creating Your Promotion Plan

- Who are you trying to reach?
- What message do you want to share?
- How does your audience like to receive information?
- Who can help you reach your audience?



Reaching and Engaging with Hispanic Communities:

A Research-Informed Communication Guide for Nonprofits, Policymakers, and Funders

Alicia Torres, PhD, Luz Guerra, MA, Selma Caal, PhD, and Weilin Li, PhD



Communications Resources

- [Reaching and Engaging with Hispanic Communities: A Research-Informed Guide for Nonprofits, Policymakers, and Funders](#)
- [Expert Panel on Communicating About Overweight/Obesity with Hispanic Audiences](#)
- [Encouraging Spaces for Latino Community Participation: Creating Welcoming and Inclusive Parks and Community Centers in Eugene, Oregon](#)
- Consult community members and partners on communications preferences



Day of Event

- Review event plan with school and partners
- Nametags for volunteers, staff, partners
- Materials and equipment
- Documentation – photos, videos, artwork
- Fun and unique elements – music, food, art, mascot, special guests
- Press and local media – radio, TV, newspapers
- Social media
- ***Others?***

Post-Event Planning

- Share photos and highlights – social media, newsletter, bulletin board
- Thank partners and volunteers
- Follow up with local press
- Post-event reflection
- Review evaluation materials
- *Others?*





Questions?



Partner with Purpose



Why Partnership Matters

- Stretches resources
- Builds community
- Increases capacity
- Increases buy-in
- Brings accountability
- Expands your knowledge
- Everyone needs support – especially if you usually work on your own!

Partnership looks like...

- Co-leading events
- Co-marketing and co-branding materials
- Volunteer engagement
- Participating in a task force
- Regular check ins with partners
- Group brainstorming sessions
- Coalition-building





Partnership Ideas

- Parents and caregivers
- Youth groups
- Crossing guards
- Local agency staff
- Artists
- Safe Kids Coalitions
- Farm/agriculture groups
- Environmental organizations
- *What are some others?*

Partnering on Safe Routes to School

- Invite local agency staff to help at events (Walk/Bike to School Day)
- Pop-up crosswalk or safety demonstration with a local artist
- PSAs on local radio/TV
- Talking to neighbors and trusted community leaders (i.e. people who are “in the know” and have a lot of influence)
- Distributing SRTS materials at the local library, recreation centers, businesses, transit centers





Partnering for Multiple Purposes

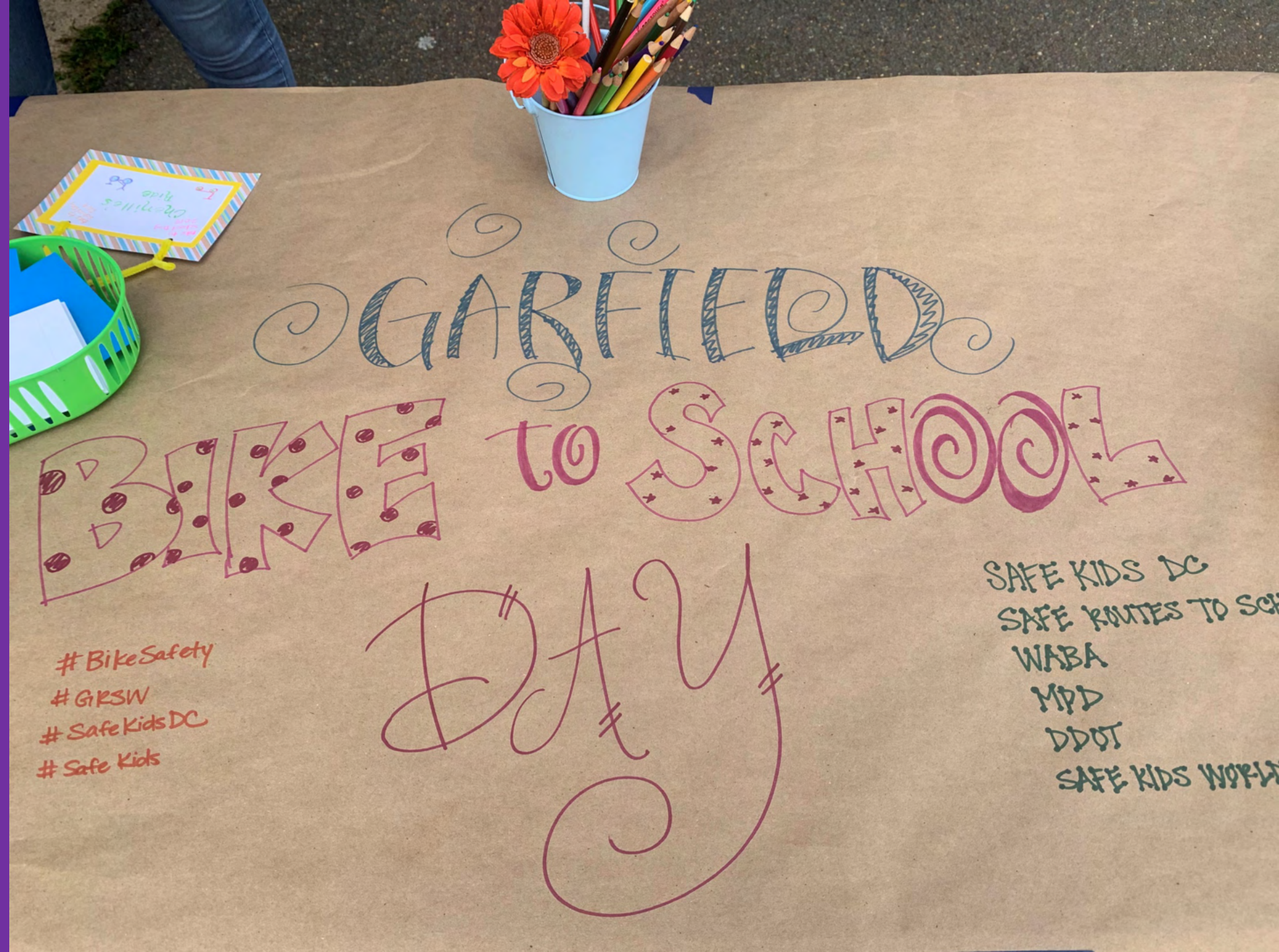
- What does the community need? Who can provide this?
 - Interpreters, social services, transportation, food, etc.
 - Community research will tell you.
- What do you need? Who can provide this?
- Who will take the lead?
- Who/what can add fun, excitement, special elements?
- What can you offer back to your partners?
- Who can help spread the word before, during, and after the event?
- How can community members be involved?
 - Planning committees, volunteers, lead activities, food, decorations, photos, entertainment

Respond in the chat:

Think about a past Bike to School Day event (or other event) that you organized. What went well? What might need to change?



Bike to School Day



GARFIELD

BIKE to SCHOOL

DAY

#BikeSafety
#GRSW
#SafeKidsDC
#SafeKids

SAFE KIDS DC
SAFE ROUTES TO SCHOOL
WABA
MPD
DDOT
SAFE KIDS WORLDWIDE

Bike to School Day: Community Research

- Take a walk or ride around a neighborhood
- Explore local bike trails
- Bike along school routes
- Do a bike audit
- Observe school arrival and dismissal – who is biking and who is not biking?
- Connect with a local bike organization
- Survey or talk to parents and students about biking
- Consider if Bike to School Day needs to include other travel modes to increase accessibility
- Consider school COVID protocols
- *What else?*



Why is the purpose of your Bike to School Day event?

- **Connect with community**
- **Encourage walking, rolling, and active travel**
- Educate audience on a skill or topic
- **Learn about your audience**
- Evaluate your program
- **Address a community need**
- Build and sustain program momentum
- Have fun and celebrate!



Purpose: Connect with Community

- Invite students, families, school staff, and partners to participate
- Work with translators and interpreters on print materials and in-person activities
- Ask with local media outlets to promote and cover the event
- Community-centered catch phrase and imagery:
 - Ride With Us!
 - Roll With Us!
 - Incorporate school mascot, motto, colors
- *What else?*



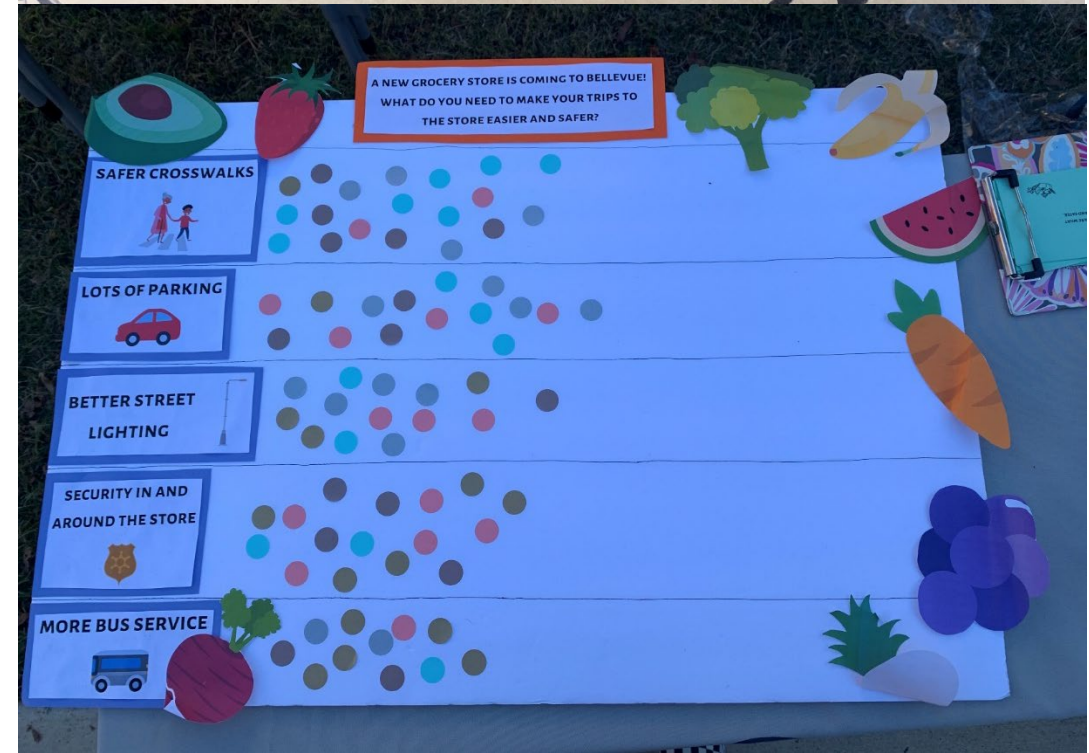
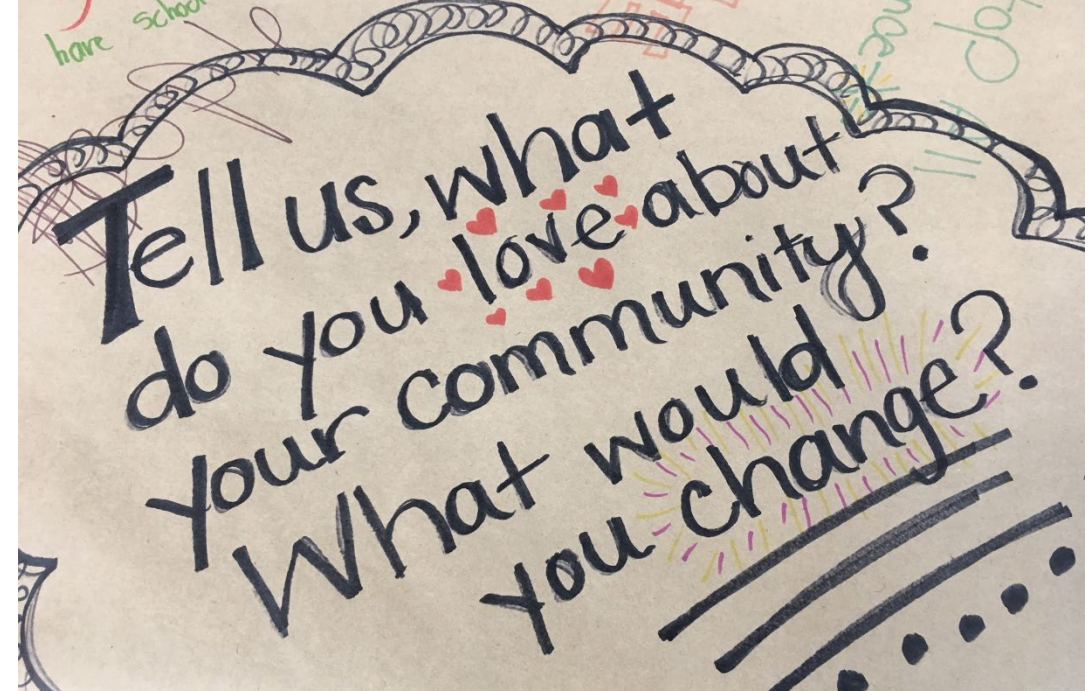
Purpose: Encourage Walking & Rolling

- Bike rodeo or small skills course
- Bike repair station
- Bike safety demo
- Remote drop-off
- Acknowledge students walking and using mobility devices
- Giveaways – helmets, bike lights, reflectors
- *What else?*



Purpose: Learn about Your Audience

- Butcher paper comment board
- Dot survey
- *What questions would you ask?*



Purpose: Address a Community Need

- Gift cards for parents/caregivers, volunteers and participants
- Snacks, breakfast for parents/caregivers
- Food distribution run by local community organization
- Seating or casual gathering space
- *What else?*





[Gif Credit](#)



[Gif Credit](#)

Your partners are here to help!



Partnering for Multiple Purposes

- What does the community need? Who can provide this?
 - Interpreters, social services, transportation, food, etc.
 - Community research will tell you.
- What do you need? Who can provide this?
- Who will take the lead?
- Who/what can add fun, excitement, special elements?
- What can you offer back to your partners?
- Who can help spread the word before, during, and after the event?
- How can community members be involved?
 - Planning committees, volunteers, lead activities, food, decorations, photos, entertainment

Bike to School Day: Needs Assessment

- Community needs:
 - Bikes, bike repairs, bike swaps
 - Safe spaces to ride bikes
 - Fun, free activities
 - Food assistance
 - Materials and information in Spanish
 - *Prioritize those whose needs are not usually met
- I need:
 - Extra bikes
 - Bike instructors and repair technicians
 - Giveaways
 - Translated materials and Spanish-speaking volunteers
 - Photo/video content
 - Food
 - Fun factor



Bike to School Day: Building Your Team

- School
- Community members
- Local bike organization
- Local Safe Kids coalition
- Local DOT and DPH staff
- Local press
- Communications team from local government agency or school district
- Food bank
- *Who else? Who will take the lead?*



Bike to School Day: The Fun Factor!

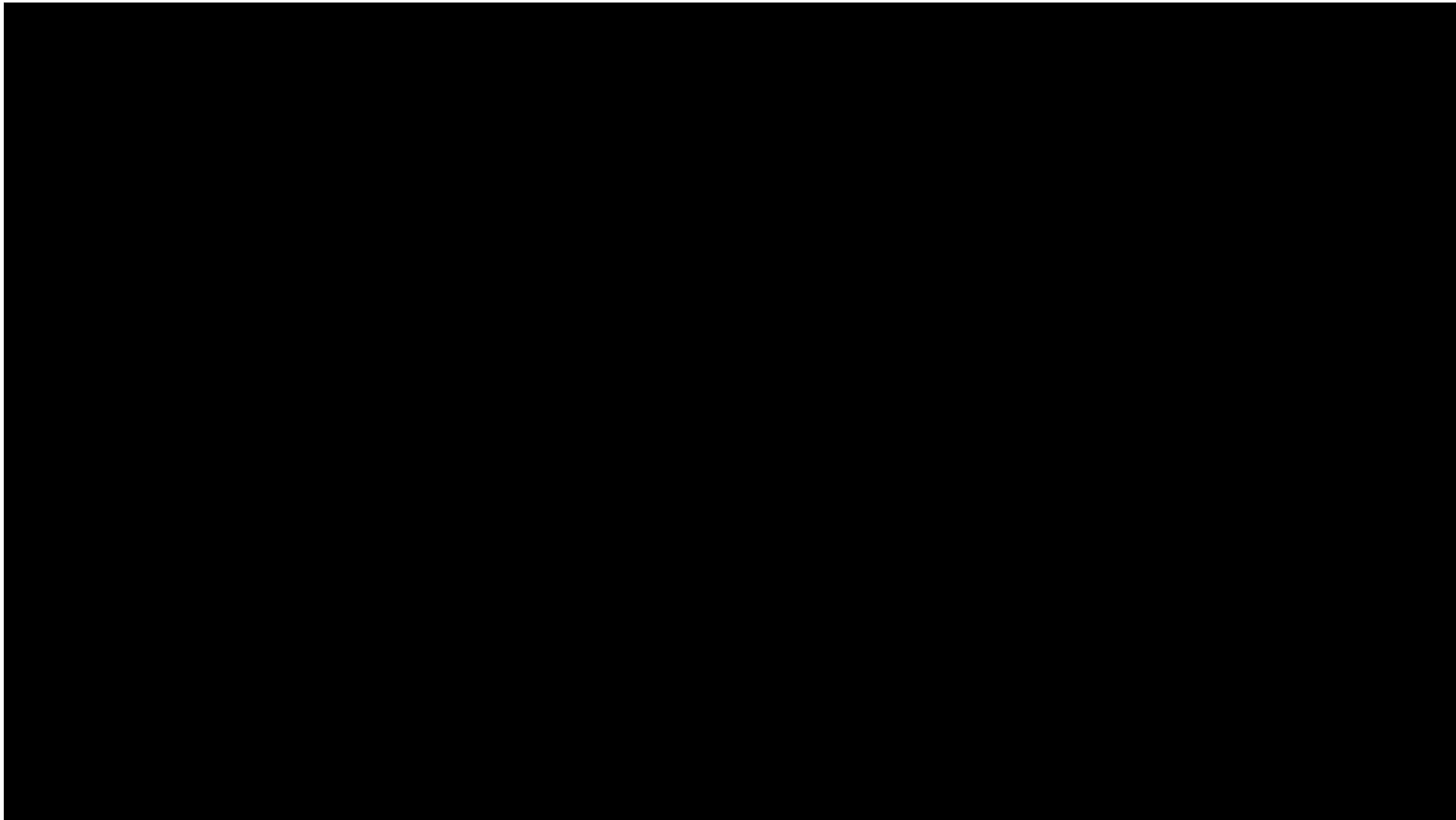
- School mascot/SRTS mascot
- Music
- Colorful decorations
- Art activity
- Press interviews
- Mini bike skills course
- Giveaways/raffles
- *What else?*



Bike to School Day: Spreading the Word

- Before
 - School newsletter
 - Social media
 - Flyers
 - Radio PSAs
 - Word of mouth
 - Partner newsletters, emails, social media
- During
 - Live stream
 - Live social media posts
- After
 - Press stories
 - Email school, city council, agency staff
 - Share invitation or Save the Date for next event





Bike to School Day Resources

- [National Center for Safe Routes to School](#)
 - [Bike and Roll to School Day](#)
 - Updated material and language to include walking, biking, and rolling
- Colorado Safe Routes to School
 - Bike to School Day Stickers – English and Spanish
 - Order while supplies last – April 8th, 4pm
 - Email Wendy McMillian – wendy.mcmillan@state.co.gov
 - Name, mailing address (no PO box), number of stickers requested
 - Posters and more information to come!



Your School Name Here

**is participating in Bike to School Day on
Day, Month Date, Year**

Join children and adults around the world to celebrate
the benefits of walking and bicycling.

About our event:

Learn more at walkbiketoschool.org

Walk to School Day is coordinated in the U.S.A. by
the National Center for Safe Routes to School.





Questions?



Contact Information

Kori Johnson, Program Support Manager
kori@saferoutespartnership.org

www.saferoutespartnership.org

 Facebook.com/saferoutespartnership

 @saferoutesnow

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