



Walk, Ride, and Roll Webinar Series

Supporting Safe Routes and Sparking Joy Through Community Partnerships

Wednesday, February 7th, 2024





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.



TODAY'S PRESENTERS

Kori Johnson

Program and Engagement Manager
Safe Routes Partnership
Baltimore, Maryland

Say hi in the chat!

- **Name**
- **Location**
- **What are you looking forward to in your Safe Routes work in 2024?**

SAVE THE DATE

2024

Safe Routes to School
National Conference

Fort Collins, Colorado

October 22 - 24, 2024



Call for Proposals – Now Open!

- Deadline: March 4th
- Submit via online form
- Session themes:
 - Implementing Safe Routes to School with Equity at the Forefront
 - Sustaining the Journey: Equitable Funding, Policy, and Planning
 - Pathways to the Future: Technology, Data, and Innovation
 - Safe Routes Everywhere
 - Unchartered Routes: Creative Solutions





We're here to help!

[Safe Routes Learning Center Workshops and Trainings Catalog](#)

- Customizable workshops, trainings, and presentations
- Provided by the Partnership's technical assistance team
- Virtual and in-person
- Email consulting@saferoutespartnership.org



Workshops, Trainings, & Technical Assistance

- Safe Routes to School
- Active Transportation Planning, Policies, and Programming
- Community Engagement
- State Network Support
- Design Your Own



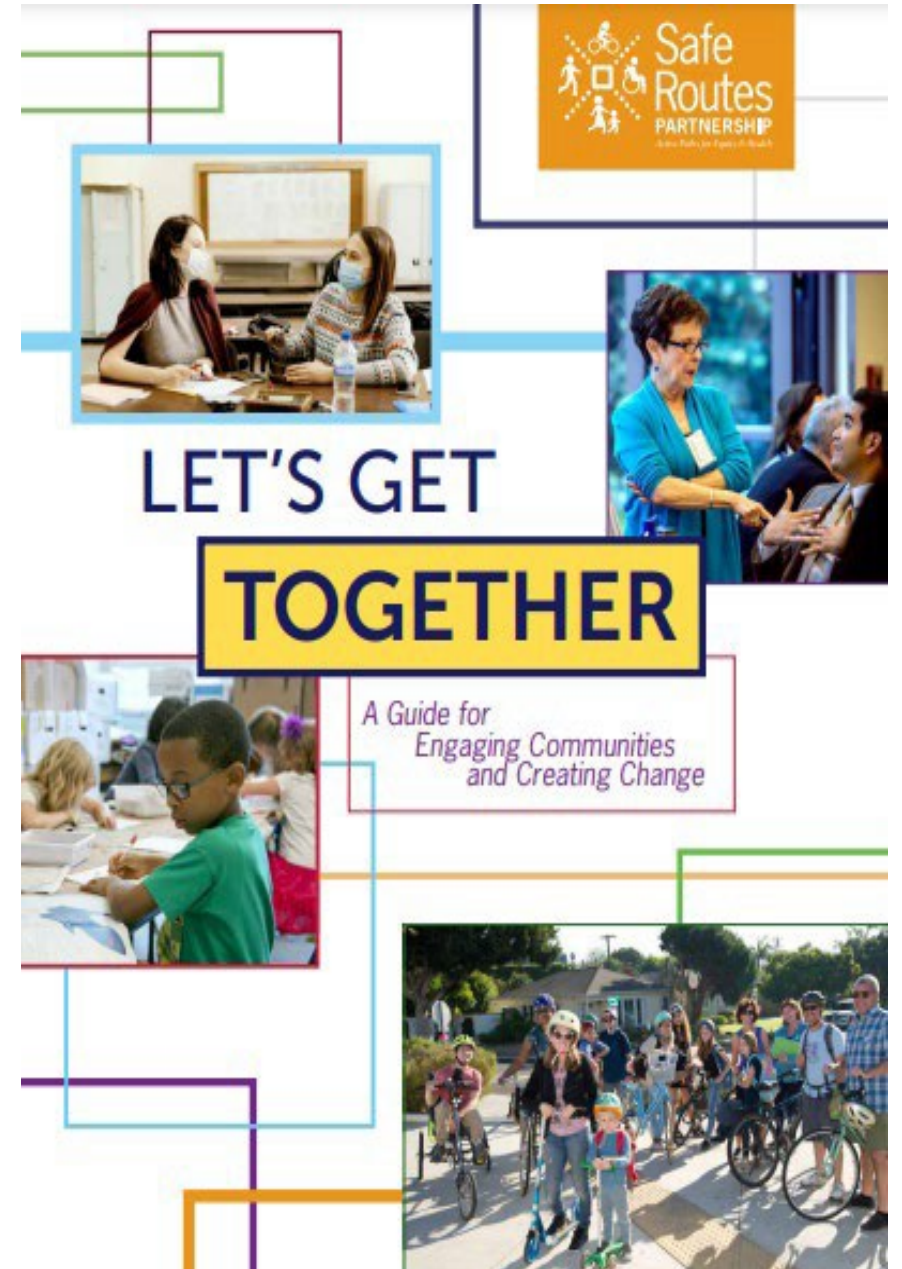
Safe Routes Partnership Community Engagement Toolkit

- Community engagement framework
- Best practices
- Guiding questions
- Case studies
- Safe Routes to School engagement tips
- Tools, worksheets, and resources
- Equity-focused



Community Engagement Framework

- **Reflect** on your role as a community partner
- **Research** the community where you are working
- **Partner with other organizations**
- **Plan** thoughtful, culturally-responsive engagement experiences
- **Implement** your engagement experiences
- **Sustain** your engagement efforts



Why Partnership Matters

- Stretches resources
- Builds community
- Increases capacity
- Increases buy-in
- Brings accountability
- Expands your knowledge
- Boosts morale



Communities need us to work together.



People are looking for...

- Streamlined communication
- One-stop shop
- Higher levels of accountability
- Cooperation
- Collaboration
- Fun!



Identifying New Partners

- Who are you trying to engage?
 - How can this new partner connect you that audience?
- What problem are you trying to solve?
 - How can this partner play a role in the solution?
- What does this partner care about?
 - How does that area of interest align with yours?



Identifying New Partners

- How can this partnership address a larger community need?
- How can this partner help you reach your equity goals?
- Do you need a formal agreement to establish this partnership?
- What support or additional information might your partner need in order for this collaboration to be successful?



Benefits of Safe Routes to School

COMMUNITY CONNECTEDNESS

- Stronger student friendships & relationships through walking & biking together
- Positive social connections for families & neighbors



CLIMATE BENEFITS AND CLEANER AIR

- Fewer student asthma attacks due to less driving & reduced air pollution results
- Cleaner air & reduced greenhouse gas emissions



BETTER ACADEMIC PERFORMANCE

- Better focus, improved concentration & less distraction for students who are active before school
- Fewer absences and less tardiness when students walk or bike in groups



TRAFFIC SAFETY

- Reduced traffic injuries & dangers for students and community members at arrival & dismissal through street improvements near schools
- More chances to learn & practice road safety for students



SAFETY FROM CRIME

- Increased safety from crime & violence due to more people on the streets, good lighting & better street design
- Less harassment, bullying, or violence when students walk or bike together or with adults



SCHOOL TRANSPORTATION FIXES

- Solutions to reduced or non-existent bus service through Safe Routes to School
- Reduced traffic congestion at pick-up/drop-off times



COST SAVINGS

- Household savings from reduced gas & car use
- Education budget savings through reduced student busing costs



HEALTHIER STUDENTS

- Better health & stronger bones, muscles & joints through more walking & biking
- Reduced risk of chronic disease, diabetes, & obesity





Chat: Who are the community partners you can't live without?



Chat: Are there any new partnerships you are looking to bring into your program?

College and University Partnerships



Colleges and universities can offer...

- Data and evaluation
- Research
- GIS mapping
- Event support
- Documentation
- Grants and funding
- Community engagement
- Innovation



College and university partnerships look like...

- Evaluating the effectiveness of a walking school bus program
- Piloting a traffic safety app
- Creating a GIS map of safe school routes
- Volunteering at Walk & Roll to School Day
- Writing Safe Routes to School into a grant proposal
- Sharing latest reports and research on physical activity



What are your program priorities?

- Health and wellbeing
- Curriculum development
- Engineering improvements
- Program evaluation
- Community engagement
- Advancing equity
- Climate justice



Where to Reach Out

- Public Health Department
- Engineering Department
- Education Department
- Urban Planning Department
- Research and data centers
- Service learning organizations
- Fraternities and sororities
- Student groups



University Hospitals

- Data – health, safety, crash data
- Health and wellness programs
 - Food and nutrition
 - Physical activity incentives
- Safety programs
 - Safe Kids Coalitions
 - Helmet giveaways
 - Seatbelt safety



What can you bring to the partnership?

- People – students and families
- Connections to schools
- Service learning hours
- Real world experience
- Safe Routes to School expertise
- Fun!



Road to Zero: Howard University

- National Safety Coalition grant
- Partners:
 - Washington Area Bicyclist Association (WABA)
 - Howard University Transportation and Research Data Center (HUTRC)
 - Safe Routes Partnership
 - D.C. Public Schools
- Piloted near-miss crash reporting app for youth



Boulder County School Travel Study: University of Colorado Denver

- Ph.D. research study
- Partners:
 - Darcy Varney Kitching, Ph.D. Candidate in Geography, Planning, and Design – UC Denver
 - Boulder Valley School District and St. Vrain Valley School District
 - Transportation Professionals
 - Students, caregivers, community members
 - Safe Routes to School program



Boulder County School Travel Study: University of Colorado Denver

- Interviews
- [Place It!](#) community activities
- [Maptionnaire](#) – survey questions + mapping
- Student and caregiver travel experiences
- Focus on equity: Whose voices are not often heard?
- Inform ongoing data collection, collaboration between partners, advance equity in Safe Routes to School



Community Engagement and Service Learning: San Jose State University

- Graduate research project – Safe Routes to School
- Partners:
 - San Jose State Urban Planning Program
 - San Jose Schools
 - City of San Jose
 - Community members
- [Full project report](#)



Community Engagement and Service Learning: San Jose State University

- Site visits
- Mapping
- Community meetings
- Surveys
- Parent Task Force
- Walking School Bus event
- Mutually beneficial to grad students and school community



Safe Routes to School Map: Colorado Mesa University

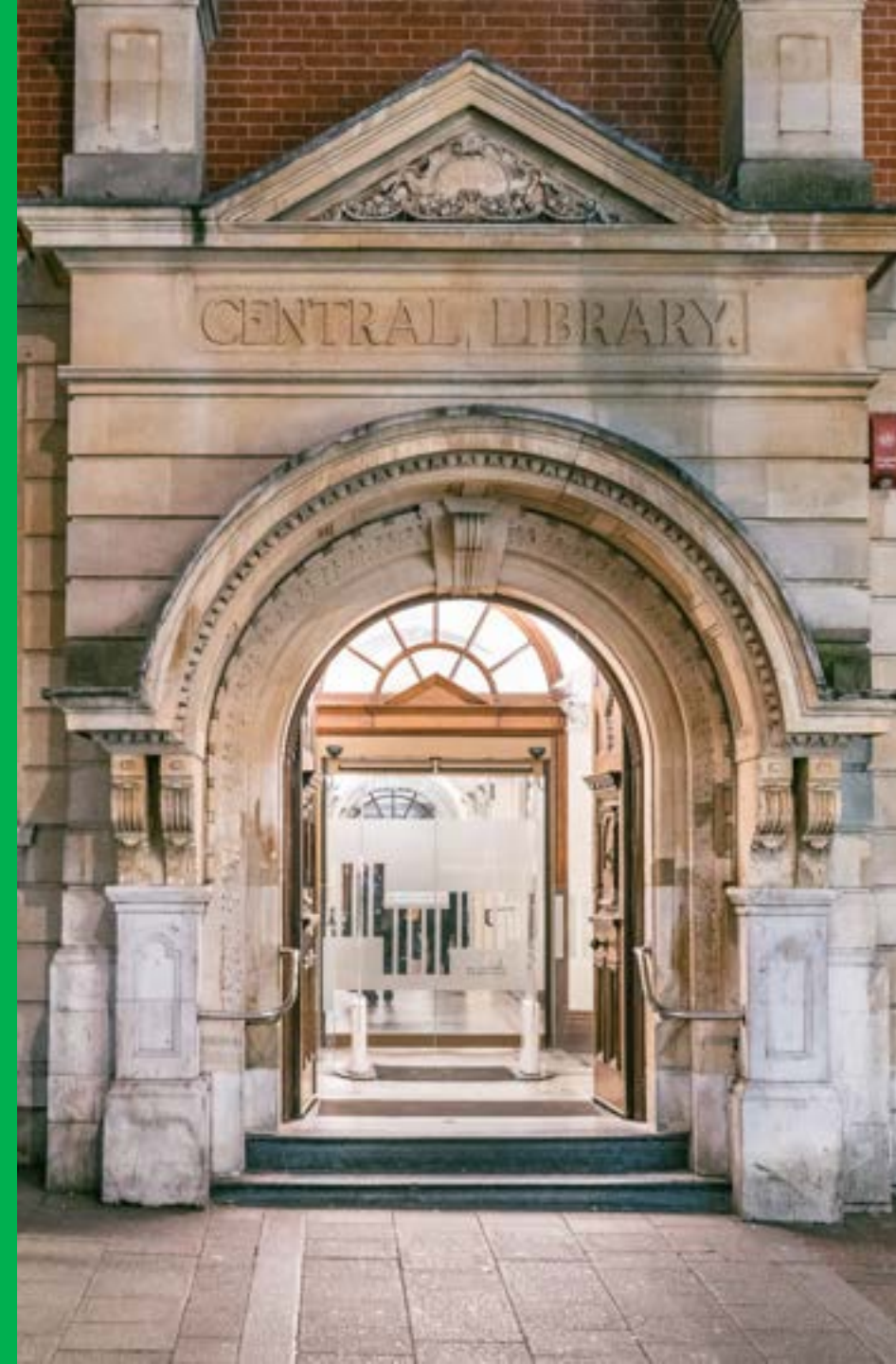
- [Website and mobile app](#)
- Partners:
 - Colorado Mesa University
 - Mesa County Regional Transportation Planning Office
 - Mesa County Valley School District 51
 - Safe Routes to School Mesa County
- Map of closest and safest school routes, incentive program





Questions?

Library Partnerships



Library Partnerships

- Expanding to health and wellness programming
 - [Older adult walking programs](#)
 - [Youth programs](#)
 - [Community gardens](#)
 - [Bike repair stations](#)
 - [Story walks](#)
 - [Climate justice events](#)
- Increased interest in transportation programs: [Safe Routes](#), [transit](#), [infrastructure projects](#)
- Neutral gathering space: [meetings](#), [community forums](#), [public information sessions](#)



Schools will appreciate this.



Ask a Librarian

- Community outreach librarians – they want to help!
- Librarians can do a lot
 - Events and activities
 - Creating flyers
 - Sharing information
 - Promoting initiatives
 - [Book Bikes](#)
- Nimbleness to try new things
- Opportunities in small and rural communities
- [Blogpost](#) on library partnerships



Connect with the Branch Manager

- Coordinate event logistics
- Book space
- Distribute materials
- Promote events



What can you bring to the partnership?

- Connections to schools
- Family programming
- Connections to local decision makers
- Transportation knowledge
- School travel maps
- Fun!



Let's Move in Libraries: University of North Carolina Greensboro

- Supports healthy living and physical activities in libraries
- Programs
 - Walking
 - Biking
 - Music and Movement
 - Dance
 - StoryWalks



Walking School Bus – Perry Public Library

- Perry, Iowa
- Walking school bus offered through library
- Partnership with local elementary school
- Goal: Encourage students to walk to school
- Fall and Spring sessions – Friday mornings
- Registration through library website



[Bike to Books Contest](#) – Mesa Public Library

- Mesa, Arizona
- Installed youth-designed art along shared use path
- Partnership with City of Mesa Bicycle and Pedestrian Program
- Goal: Inspire a love of reading and biking
- Each art piece included a book recommendation
- Contest winners received bike safety gear and recognition from City Council



E-bike Lending Library – South Burlington Public Library

- Burlington, Vermont
- E-bike lending library
- Partnership with advocacy organization Local Motion
- Goal: Encourage e-bike use for quick trips, educate community members on e-bikes
- Cargo bike available in fleet



Sidewalk Path for Middle School Students – Cuyahoga County Public Library

- New Olmstead, Ohio
- Sidewalk from middle school to library
- Part of school district infrastructure upgrades
- Goal: Improve library access for students
- Partially in response to busing changes – less bus routes, more students using library after school



Wednesday Walks – Bozeman Public Library

- Bozeman, Montana
- Weekly walking group
- Led by local wildlife guide
- Goal: Introduce people to local trails, history, and wildlife
- Builds community, connects people to the city, encourages physical activity



Kentucky "Bike Derby" – Scott County Public Library

- Georgetown, Kentucky
- Bike rodeo for kids
- Partnership between Georgetown-Scott County Parks and Recreation, the Kiwanis Club, the Salvation Army, Pedal Power, and Scott County Public Library
- Goal: Celebrate Bike Month, teach kids bike safety
- Gave away 100 bikes



StoryWalks

- Nationwide!
- Display pages of children's book along a walking route
- Partner with library and/or local park
- Goal: Spark love of reading, encourage physical activity
- Budget-flexible
- [Tacoma Safe Routes to School Ruby Bridges StoryWalk®](#) - Tacoma, Washington



Emerging Partnerships



Teen Driver Programs

- Engage high school students
- Share different transportation options
- Reinforce bike and pedestrian safety
- Provide school travel maps
- Organize public service announcement contests



Department of Motor Vehicles

- Distribute Safe Routes materials
- Provide giveaways – and something fun to do people wait!
- Learn about community traffic safety concerns



Celebrate Local Heroes

- Who are the important figures in the community?
- How can you honor their accomplishments at a Safe Routes event?
- Use Ruby Bridges Walk to School Day as a model
- Connect with schools, libraries, community groups, historical society



Malls and Shopping Centers

- Outreach tabling
- Walk and Roll events
- Connect with local businesses
- Equity Tip: Many people still shop in person. Malls, farmers markets, grocery stores, and swap meets/flea markets are important commercial and cultural centers. If your program is not reaching a certain group, try expanding your outreach to a new location.



Clothes and Food Distribution

- How can we help reduce barriers to walking, biking, and rolling to school?
- [Winter clothing](#) drives
- Shoe drives
- Food distribution centers



Puzzles and Scavenger Hunts

- [Solving Fun](#)
- Community puzzle hunts
- [Custom puzzle](#) for Ruby Bridges Walk to School Day – San Mateo County, California



New Partnerships Factsheet

- Partnership reflection questions
- Partnering with academic institutions
- Partnering with libraries
- Emerging partnerships
- Partnership highlights and best practices



Supporting Safe Routes and Sparking Joy Through Community Partnerships

Increased interest in Safe Routes programs is bringing new partners into our movement. From librarians to videographers to researchers, there is a diverse range of people who can play a role in improving traffic safety and building active communities. This comes at the perfect time. Limited school capacity and burnout means that our usual go-to partners might not have the availability they once had. Additionally, some programs are looking to shake up their regular activities in order to boost engagement and enthusiasm. This calls for new ideas, creative collaborations, and fresh faces.

The good news is that there is a growing pool of community partners that are supporting, or willing to support, Safe Routes projects. So how do you connect with them? This factsheet will provide strategies for developing new partnerships and examples of successful collaborations. We will also share emerging partnership ideas that are gaining momentum in the Safe Routes community.



LET'S WORK TOGETHER

Now more than ever, communities need partners to work together. People are looking for streamlined communication, "one stop shop" engagement events, and higher levels of accountability. They want to know their time is valued and all their needs are being addressed. Kids need safe routes to walk, bike, and roll to school - but what else do they need? What other issues are communities dealing with? How can Safe Routes to School be part of the solution?



Growing your understanding about a community will help you build more a holistic engagement strategy. It allows you to frame your individual work fits within a bigger picture. Connecting with new partners is part of this process. New partners can increase your awareness about community needs and provide a pathway for tackling issues together. The first step is getting to know your partner and aligning priorities.



Questions?

Coming Spring 2024

- Safe Routes Open Zoom Networking Session
 - Thursday, April 11th, 2pm-3pm ET
- Colorado Safe Routes to School Series
 - Returning in April!
- Walk, Ride, and Roll Webinar Series: Engaging Students with Disabilities
 - May 2024
 - Interested in speaking? Send me an email!



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Contact Information

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