



**Colorado Safe Routes to School Webinar Series**  
**Bike-Ped Meets Higher Ed: Partnering with Colleges and Universities on Safe Routes to School**  
**Tuesday, April 25<sup>th</sup>, 2023**







## 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

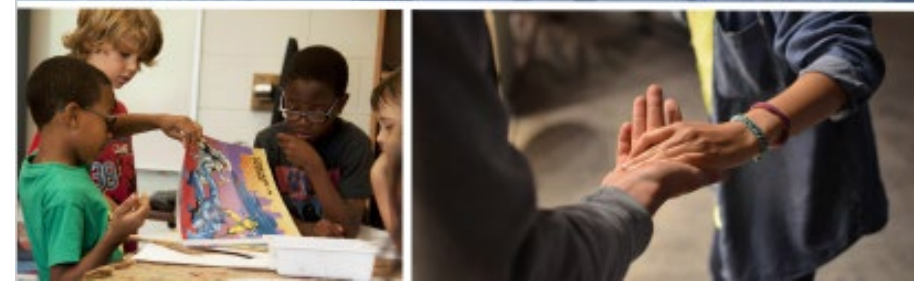
Washington, D.C.

*Say hi in the chat!*

- *Name, location, connection to Safe Routes*

# Colorado Community Engagement Toolkit

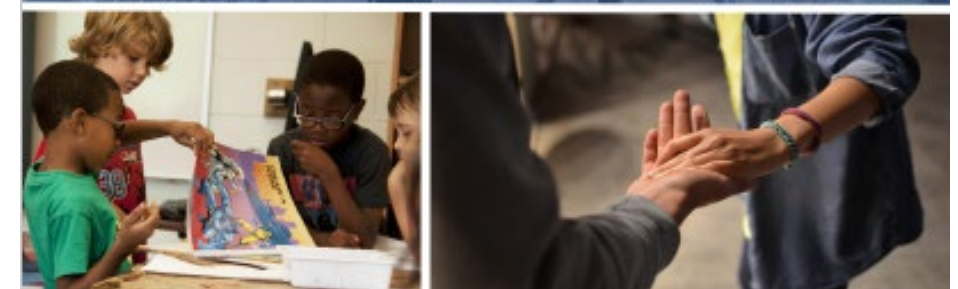
- Outlines a community engagement framework
- Highlights engagement best practices
- Guiding questions for each section
- Features Colorado programs
- Links to tools, worksheets, and additional resources
- Emphasis on equity





# 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







**Poll: Have you worked with a college, university, or other academic institution on a Safe Routes to School project?**



Chat: If so, what did you work on together?







**Poll: What type of support do you need for your Safe Routes to School program?**





[Gif Credit](#)

**Good News: Colleges and universities can help!**



# Academic institutions can help with...

- Data and evaluation
- Research
- GIS mapping
- Event support
- Documentation
- Grants and funding
- Community engagement
- And more!





# Partnering with Academic Institutions

- Increase program resources
- Increase access to funding
- Engage new community members
- Expand areas of expertise
- Explore innovative ideas
- Increase support for Safe Routes to School





# College Students and Staff Care About Active Transportation Too

- Physical activity
- Climate justice
- Accessible transportation and transit options
- Mental health and wellbeing
- Social connectedness
- Cost





# 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





# Determine Your Ask

- Data collection
- Evaluation
- Product development
- Curriculum development
- Action planning
- Community engagement
- Volunteers
- Program materials and equipment





# 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!





# Keep in Mind

- Make sure your goals are aligned
- Create a formal agreement if necessary
- Communicate with schools and other partners
- Academic institutions also have limited resources and capacity
- Remember community colleges and technical and vocational schools
- It doesn't hurt to ask!







Questions?



# Partnership Examples





# 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
- Piloting near-miss crash reporting app





# Road to Zero: Howard University

- Identify priority intersections
- Collect data
- Develop and distribute surveys
- Conduct focus groups
- Host community event at local middle school
- Use data to create crash reporting app





# Bike Education Research: George Mason University

- D.C. Vision Zero grant
- Partners:
  - [Discover Traffic Gardens](#)
  - George Mason University College of Education and Human Development
  - Safe Routes Partnership
  - D.C. Public Schools
- Pre-K bike education research





# Bike Education Research: George Mason University

- Traffic gardens installed in two D.C. public schools
- George Mason developed early childhood bike education materials
- Traffic garden + classroom instruction
- Parent focus groups and student observations





# 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





# Safe Routes to Pomona Schools: Cal Poly Pomona Center for Community Engagement

- Service learning mini-grant
- Partners:
  - Cal Poly Pomona Urban and Regional Planning Program
  - Pomona Unified School District
- Mapping
- Safe Routes to School programming at local elementary 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



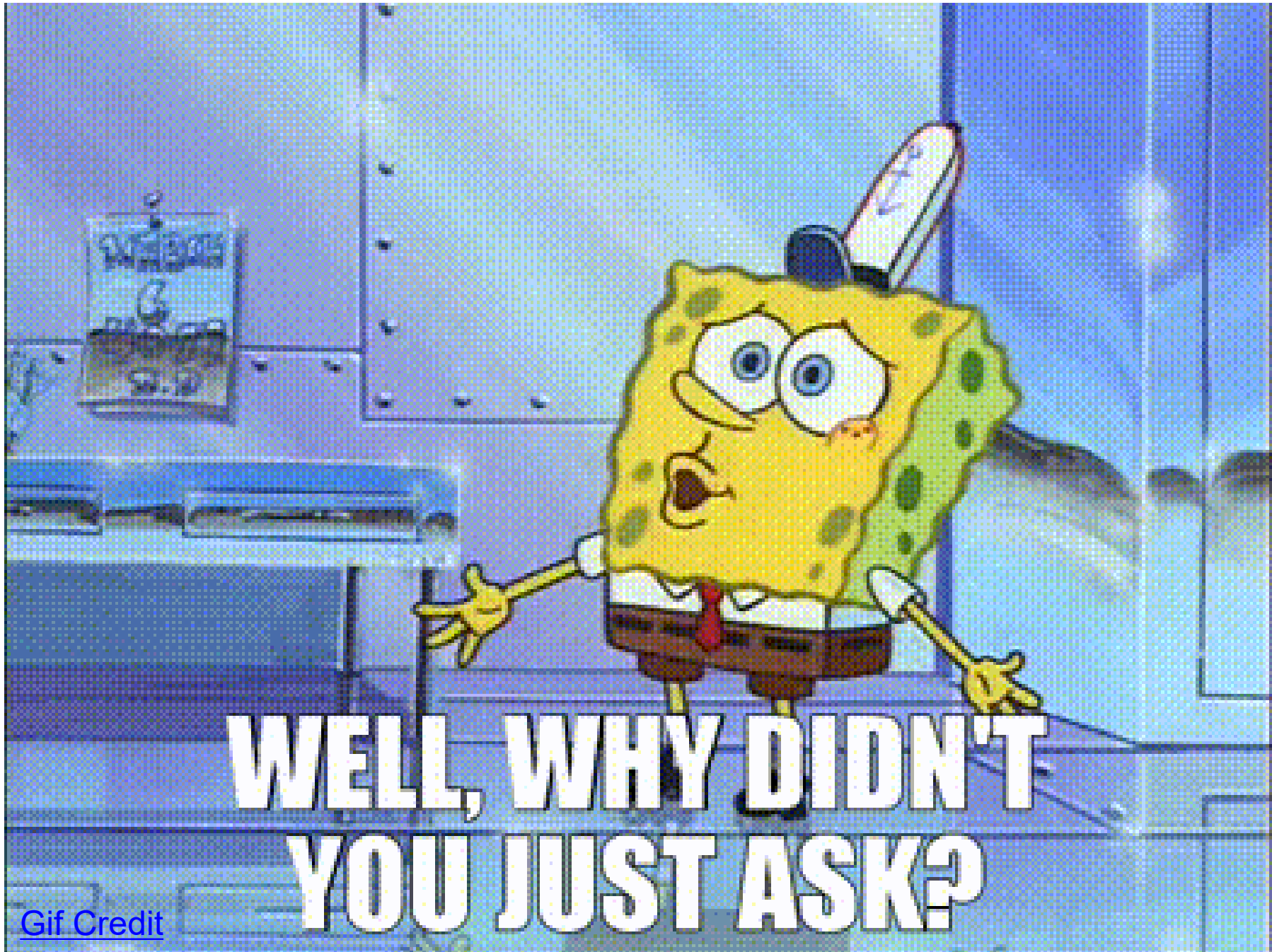


# Safe Routes to School Action Plan: Georgia State University

- Data collection and evaluation
- Partners
  - Georgia State University
  - Atlanta Safe Routes to School
  - Atlanta Public Schools
- Listening sessions, surveys, focus groups, public engagement







**WELL, WHY DIDN'T  
YOU JUST ASK?**





Questions?



# Looking Beyond Campus: Cultural Partnerships





**Poll: What cultural partners have you worked with?**





# Museums and Art Centers

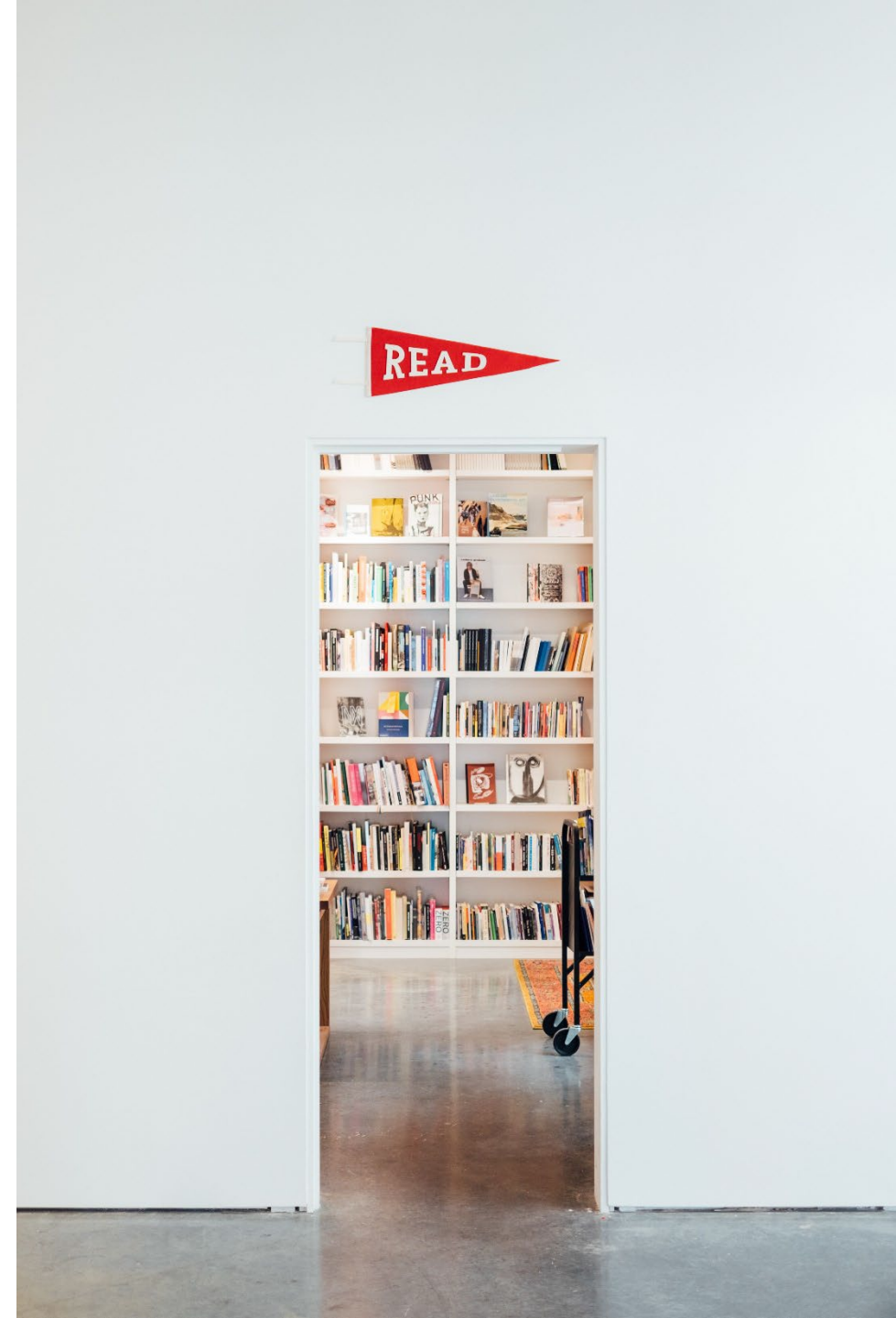
- Space for meetings and community events
- Arts + Transportation projects
  - Asphalt art
  - Art on transit
  - Creative placemaking
- Grant opportunities
  - [NEA Our Town](#)





# 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](#)





# 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





# 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





# Festivals and Street Fairs

- Tactical urbanism pop-ups
- Safety demonstrations
- Connect with partners
- Engage people you might not normally hear from





# Indio's Streets Are Treats: Indio, California

- SCAG Go Human Mini Grant
- Pop-up demonstration
- Encourage walking and biking
- Featured artwork from local students







## Taste of Harvest Festival: Washington, D.C.

- Community created crosswalk





**Pop-up Demonstration at Library**





Questions?



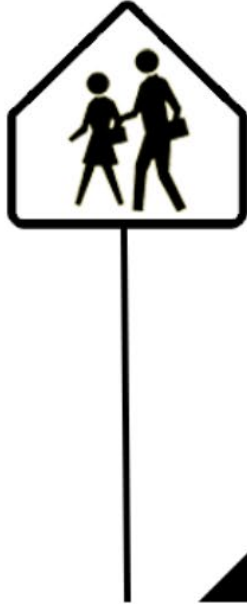


**Walk, Ride, and Roll Webinar Series**

**Wednesday, May 10<sup>th</sup>, 2pm ET**

**Let Them Lead: Engaging High School Students in Safe Routes Projects**





# SAFE ROUTES TO SCHOOL **SUMMIT 2023**



People, Places, & Possibility  
OCTOBER 24 - 26



Registration Opens Monday, May 1<sup>st</sup>





## Contact Information

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