Setting Your Program Up for Success: Tools for Partnerships, Funding & Sustainability

Safe Routes to School National Conference | 11.13.2019
Overview

Using Rapid Planning and Demonstration Projects to Build Momentum for SRTS
Sierra Saunders

Empowering Parents through Safe Routes to School
Vanessa Castro

Creative Funding Strategies for Safe Routes to School Programs
Melissa Kraemer-Badtke

Questions + Idea Share

What strategies have you used to set your SRTS programs up for success?
SRTS NATIONAL CONFERENCE

USING RAPID PLANNING + DEMONSTRATION PROJECTS TO BUILD MOMENTUM FOR SRTS

SIERRA SAUNDERS
VISION FOR SRTS IN MN

Minnesota is a state where all students can walk and bicycle on routes that are safe, comfortable, and convenient.
What makes a successful SRTS effort?

• Ongoing and sustainable multi-level leadership
  Stakeholders from varying fields
WHAT’S RAPID PLANNING?

• Intensive full day (or two) workshop to collaboratively develop a shared vision for Safe Routes to School

• Bring local planners, engineers, principals, school faculty, students, community members, and others together to develop consensus around issues, resources, and recommendations
WHY RAPID PLANNING?

Efficient use of time
WHY RAPID PLANNING?

Support Safe Routes to School as a unifier
WHY RAPID PLANNING?

Build excitement and momentum
WHAT FOLLOWS RAPID PLANNING?

- Draft strategies and actions
- Draft plan document
- Final plan and early implementation support
Traffic safety concern

Had an event

Walk!Bike!Fun!

Evaluate existing conditions

Develop “6E” plan

Education

Encouragement

Enforcement

Engage community

Build support

Test solutions

Built projects to improve walking + biking
WHAT IS A DEMONSTRATION PROJECT?

- Short term, low-cost, temporary roadway projects
- Used to pilot long term design solutions to improve walking, bicycling, and public spaces
WHY CONSIDER A DEMONSTRATION PROJECT?

- Test aspects of design
- Inspire action
- Develop public awareness and understanding
- Increase public engagement
- Encourage people to work together
- Gather data
DEMONSTRATION PROJECT IMPLEMENTATION GUIDE

• Provide formal guidance for installing demonstration projects in MN

• Build consistency across communities
BUILDING A TEAM

• Core team
• Community partners
• Broader public
CHOOSING A SITE

• What makes a good site?
• Understanding needs/opportunities
PLANNING + DESIGN

• Draft and refine the concept design
• Determine project duration and select project materials accordingly
• Collaborate with road authority
• Evaluate temporary traffic control needs
5th Ave NE & 16th St NE
Kasson-Mantorville Schools
Kasson, MN

MnDOT SRTS Demonstration Project
INSTALLATION

• Requires thoughtful phasing, breakdown of tasks, roles, and responsibilities
Installation
EVALUATION

• Select evaluation methods based on issues, goals, and project duration
• Collect data before and during project
• Document lessons learned
• Share findings with team partners
People drive more slowly and cautiously than before the changes

How do you feel about any or all of these changes becoming permanent?

- I'm not sure
- No, I disagree
- Yes, I agree

How do you feel about any or all of these changes becoming permanent? For example, instead of paint, longer term curb extensions could be concrete.

- Positive
- Negative
- Neutral
- Unsure

What do you like about the demonstration project?

What do you feel about the demonstration project?
Empowering Parents through Safe Routes to School

Vanessa Castro, San Mateo County Office of Education
• 23 school districts, 20 incorporated cities
• Rural, urban, suburban and coastal communities
• Population:
  • 771,000 (2017)
• Median household income:
  • $108,627 (2018)
• Several high poverty neighborhoods:
  • 30% or more residents live below 200% Federal Poverty Level ($48,500/family of 4)

Sources: smcgov.org, smcoe.org, gethealthsmc.org
Safe Routes to School for Health and Wellness

San Mateo County
SAFE ROUTES TO SCHOOL
Healthy Kids • Green Communities • Safe Journeys

Active Transportation Program

alta PLANNING + DESIGN

the YMCA

BAY AREA CHILDREN’S THEATRE
Safe Routes for Health and Wellness

- Administrator Support
- Parent/Community Engagement
- In-class curriculum
Safe and Supportive Schools Travel Kit

Equity and Inclusion

Schools should create SRITS programming that is inclusive for everyone to participate. This may include students who have a disability, are homeless, or face cultural or environmental barriers to walking or rolling to school. We know that families in low-income communities face barriers to participating in SRITS programs, and also tend to be in neighborhoods with less infrastructure for safe walking and biking.

Plan for Students with Disabilities

Education and encouragement around safe mobility should include all students, especially students with disabilities. Bicyclists, pedestrians, and traffic education in schools must integrate all students, to let students learn unique roadway challenges experienced by classmates with different abilities. In addition, Park and Roll locations can be great opportunities for student with special needs arriving on a bus to walk and roll to school with supervision from parents or school staff. The National Center for Safe Routes to School has a guidebook on how to create inclusive SRITS programs for students with disabilities.

Include Students who take the Bus

In San Mateo County, students may take the bus for multiple reasons. For example, elementary school districts and the Sequoia Union High School District provide transportation to students through the Tandem Voluntary Transfer Program. In addition, some schools are well served by SamTrans bus lines, which students rely on to get to and from class. Safe Routes to School can celebrate and include students who take the bus through multiple avenues, including implementing a Bus Stop and Walk Program, or creating a walking route on school grounds during the day.

Build a Diverse SRITS Team

Organize a representative team of volunteers and/or paid staff, so that students can see themselves reflected in program leadership. Provide team training on different types of discrimination, cultural competence, and resolving structural racism.

Communicate with Care

Safe Routes to School programs have been successful when they communicate using pictures or visuals that resonate with the community. Pictures and symbols are often more effective than text. In addition, ensure sending home SRITS communications should remember that students speak many languages at home. Whenever possible, provide translations on flyers and text, and provide interpreters at meetings. Reaching out to people in their primary language helps build trust and understanding of the information being shared. Communicating with care means thinking how to reach families with different languages and communication styles.

Did you know?
- Studies show that families living in low-income communities are less likely to have access to walks with pedestrian safety features and bike infrastructure.
- Make sidewalks wide enough to accommodate walking and bike riding. Consider traffic calming techniques.
- The SRITS National Partnership has developed a guide to implementing SRITS in low-income Schools and Communities.

Personal Safety Concerns

Bullying and Harassment

Safe Routes to School programs have a significant role to play in addressing bullying and harassment. We know that in our increasingly isolated communities, kids may feel vulnerable to attack as they walk down the street. Promoting opportunities for parents to be attentive to Safe Routes to School activities, such as a Walking School Bus route leader, will include adult figures who can respond to potential bullying actions. Training for SRITS volunteers should include training on how to address bullying and harassment in a sensitive and productive manner.

Threat of Deportation

In our current political climate, students who are immigrants, or whose parents are immigrants, may have more on their mind than just doing well in school. Schools should consider:
- Distribute information about students and families’ rights. Distribute “know your rights” materials to students and families. See the CELA Toolkit for supporting undocumented students and their families.
- San Mateo County has a 24-hour rapid response hotline to expand the community’s capacity to monitor and document ICE operations in real time.
- Incorporate student-centered values in SRITS programming. SRITS activities being families together, and school staff should emphasize that the school wants to support students and ensure families that no child’s education will be compromised because of their family’s country of origin.

Crime and Violence

In some neighborhoods, perception of nearby crime or gang activity may prevent parents and caregivers from feeling comfortable letting their children walk or bike to school. Other communities have developed best practices in creating innovative and engaging solutions:
- Schools can identify “Corner Captains” in neighborhoods and along established routes to school. A corner captain is a parent, teacher, or other volunteer who is stationed outside at designated locations during morning arrival and afternoon dismissal. They can improve personal safety by serving as “eyes on the street." Schools across the country are using this model to partner with local community groups to implement Safe Passage Programs.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event Days / Seasonal Themes</th>
<th>Safety Messages</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Back to School</td>
<td><strong>“Walk and Roll your way back to school! The start of the school year is a great time to reimagine how you get to school.”</strong></td>
<td>• Distribute Walking and Biking Route Maps</td>
</tr>
<tr>
<td>September</td>
<td>Carpool Week</td>
<td><strong>“Let’s get together and carpool! Save time and meet your neighbors by sharing the ride!”</strong></td>
<td>• Distribute information about Carpooling Apps</td>
</tr>
<tr>
<td>October</td>
<td>Halloween</td>
<td><strong>“Help keep your ghosts and goblins safe while walking in the neighborhood by following these simple tips.”</strong></td>
<td>• Share SMOCE Safe Walking Tips</td>
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<tr>
<td></td>
<td>International Walk to School Day</td>
<td><strong>“Walk with your neighbors for International Walk to School Day – and consider starting or joining a walking school bus!”</strong></td>
<td>• Share the SMOCE Safe Walking Tips brochure (English, Spanish, Tagalog)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Organize or promote a Walking School Bus route</td>
</tr>
<tr>
<td>November</td>
<td>Time Change</td>
<td><strong>“Turning back the clocks means there are different levels of light in the morning and afternoon. Make sure to drive slowly as it may be harder to spot students walking and biking.”</strong></td>
<td>• Share SMOCE Safe Carpool Tips brochure (English, Spanish, Tagalog)</td>
</tr>
<tr>
<td>Jan</td>
<td>Safe Driving Awareness</td>
<td><strong>“We take time to bake for our kids. It’s important to drive safely and slowly around schools. Share these safe driving tips with your school.”</strong></td>
<td>• Work with parents to create a safe driving lawn sign campaign</td>
</tr>
<tr>
<td>Feb - March</td>
<td>Golden Sneaker Events, Winter Walk to School Day, Step into Spring</td>
<td><strong>“The race is on to see which has the most students who walk or bike to school – and win the Golden Sneaker Award. Live too far away? Carpool or push a ½ mile away and walk the rest of the way.”</strong></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Earth Day</td>
<td><strong>“Today is Earth Day, a day to celebrate the environment. Try getting to school using a “green” mode!”</strong></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Bike Month</td>
<td><strong>“May is Bike Month! Pump up your tires and get ready to roll to school”</strong></td>
<td>• Share the SMOCE Safe Biking Tips brochure (English, Spanish, Tagalog)</td>
</tr>
<tr>
<td></td>
<td>National Bike to School Day</td>
<td><strong>“Get rolling for Bike to School Day”</strong></td>
<td>• Distribute Walking and Biking Route Maps</td>
</tr>
</tbody>
</table>
Safe and Supportive Schools Travel Kit
The In-Class Resilient Neighborhoods Curriculum

Visit: tinyurl.com/SMCOE-SRTS-K5CurriculumPilot
The Toolkit

• How do parents fit in to Safe Routes to School?
• Rally Activities
Why parents and community members?

• It takes a village!
• Parents can be the most compelling voice for change
• Community member involvement takes it to the next level
Meet and Greet Table

- Spread the word about the event, recruitment, etc.
- Set up near school entrance
- Reach out to parents

Park and Walk

- Encourage parents to park several blocks and walk to school
- Boys and Girls Club Parking
- Church parking

Walking School Buses

- Organized group of students who walk to and from school with adults
- Middle or high school students can lead younger students
- Can be organized daily, weekly, monthly
What gets parents engaged?
Make Their Voices Heard!

• It is empowering to have your concerns heard and addressed
• Host workshops/walk audits
  • Provide the forum for people to give input and implement their ideas
• Invite city/county/PD/elected officials
Easy, low cost workshops...
Safe Routes To School

Suggested Routes To School

We encourage all WES families and students to walk or bike to school. Please find 3 suggested routes from various Woodside neighborhoods that all lead to school [HERE](#) (or see below). The Tripp/Summit Springs route uses the unnamed road/alley/driveway off Tripp (close to Noel). At the end of the paved road, to the right (before entering private property) there is a horse trail that continues along Woodside Road to Kings Mountain.

Woodside Elementary School
Walk audits can be catalysts for change
Daly City partnership
“Safe Routes to School has transformed our community” – Sara Rich, Woodrow Wilson Elem. Principal
Meet and Greet Table

- Spread the word - let parents know about the event, recruit parents
- Set up near the building entrance
- Reach out to parents

Park and Walk

- Encourage using several walk and park locations
- Boys and Girls Clubs
- Church parking
- Other parking

Walking School Buses

- Organized group of students who walk to and from school with adults
- Middle or high school students can lead younger students
- Can be organized daily, weekly, monthly
Sustaining Parent Involvement

- New parents
- Encourage an official SRTS delegate/position for different parent/community groups (PTA/PTO/ELAC, etc.)
Challenges

• Making the case for Safe Routes to School among parent groups
• Expanding beyond the usual suspects/superstar volunteers
• Ensuring someone is willing to take the work on the following school year
Ruby Bridges Walk to School Day
November 14

“We can change the world together!”

“Don’t follow the path. Go where there is no path and begin the trail. When you start a new trail equipped with courage, strength and conviction, the only thing that can stop you is you!”

—Ruby Bridges

Stickers allowed by Robin, Jasmine, and Nina 3rd Grade. Martin Elementary School
Thank you!

vcastro@smcoe.org
Stepping Your Program Up for Success: Tools for Partnerships, Funding & Sustainability
Safe Routes to School Overview

Regional SRTS Program:
- 8 Counties
  - Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waupaca, Waushara, and Winnebago
- 185 Schools in 33 School Districts
Safe Routes to School Overview

East Central Region:

- Metropolitan Planning Organizations
  - Appleton (Fox Cities) TMA
  - Oshkosh MPO
  - Fond du Lac MPO
Regional Safe Routes to School Funding

- **80%** Transportation Alternative Program (TAP) Funds
- **20%** Local Match – Commission Funds

*In-Kind Contributions*
Reminding all Drivers about Responsibility (RADAR)

Goal: to engage young drivers in creating awareness of safe driving habits around school zones by developing a curriculum using radar velocity speed guns.

Toolkit Checkout

- Radar velocity speed guns
- Safety vests
- Clip boards
- Yard signs
- Banner
- Flash drive with curriculum materials
Relationship Building and Collaboration
Fox Cities Greenways, Inc.
We Take Time to Brake for our Kids

SAFE ROUTES TO SCHOOL
EAST CENTRAL WISCONSIN

SPONSORSHIP BENEFITS
With your support the East Central Wisconsin Regional Safe Routes to School Program can make an impact. Help your community and increase your visibility throughout our region.

BENEFITS OVER A TWO-YEAR PERIOD

- Platinum: $5,000, Gold: $3,000, Silver: $1,000, Bronze: $500, Partner: $300
- Logo featured on Safe Routes to School Walkable School Zones
- Logo featured on School Walkable School Zones
- Logo included in sponsor banners
- Special mention in interviews with the news
- Logo on annual sponsor banner
- Logo on annual sponsor page (digital only)
- Recognition on the “Safe Routes to School Thank You” list
- Community support through school recognition programs
- Inclusion in annual event program guides
- Inclusion in all Safe Routes to School Advisory Committee
- Safe Routes to School kickoff event for school staff and parents at one of your locations
- Safe Routes to School event planning meeting
- Certificate of community involvement in Safe Routes to School Program

If you cannot make a monetary donation, contact us about in-kind donation opportunities including printed materials and donated time. YOUR DONATION IS TAX DEDUCTIBLE.

SPONSORSHIP PROGRAMS
With your support the East Central Wisconsin Regional Safe Routes to School Program can make an impact. Help your community and increase your visibility throughout our region.

If you cannot make a monetary donation, contact us about in-kind donation opportunities including printed materials and donated time. YOUR DONATION IS TAX DEDUCTIBLE.

EDUCATIONAL CAMPAIGN
$5,000 - Year Long
3-year long series of educational campaigns focused on educating our communities on how to better our kids safe while walking, biking, and being active in and out of school. This campaign runs organization-wide and provides educational resources to schools throughout the year. The goal is to increase active transportation among students with 35% of participating students walking or biking to school.

WALK TO SCHOOL DAY
$1,000 - September
Walk to School Day is a national event that involves communities from more than 1,000 cities and towns throughout the country. On the same day, the Safe Routes to School program for over 5,000 schools is celebrated, and students are encouraged to walk or bike to school.

WINTER WALK TO SCHOOL DAY
$3,000 - February
Winter Walk to School Day promotes walking or biking to school in the colder months. The Safe Routes to School program encourages students to walk or bike to school, even during the cold winter months.

WALKING SCHOOL BUS PROGRAM
$2,000 - Year Long
A walking school bus is a group of volunteers who walk students to school during the school year under the supervision of a trained leader. This program helps promote active transportation and provides students with a safe and enjoyable way to travel to school.

FREQUENT WALKER PROGRAM
$2,000 - Year Long
The Frequent Walker program encourages students to walk or bike to school and provides rewards to students who achieve milestones in active transportation.

POP UP DEMONSTRATION PROGRAM
$2,000 - Various Months
Our annual demonstration programs, such as the Frequent Walker program, aim to encourage active transportation and promote safety improvements throughout the region. The Safe Routes to School program partners with local organizations to conduct pop-up demonstrations that emphasize the benefits of active transportation.
EDUCATIONAL CAMPAIGN SPONSORSHIP

Will your support the East Central Wisconsin Regional Safe Routes to School Program make a impact, help your community and increase your visibility throughout our region?

The Safe Routes to School Educational Campaign is a multi-year outreach campaign to help improve the safety of children and adults while they walk and bike. In the 2019-2020 school year, we are launching the “We Take Time to Brake for Our Kids” educational campaign.

Campaign Snapshot:
- 7 Schools
- 7 Counties
- 1 School Year
- New safety education materials
- Prevalence:
  - Motorists illegally passing stopped school bus
  - School zone yielding and stopping for children walking and biking
- According to the US Department of Transportation, over 1,222,000 drivers were cited for failing to stop for a school bus in Wisconsin in 2017.

Goals:
- Educate motorists on the law and the dangers of not obeying the law
- Educate school bus drivers in stopping immediately and the law
- Educate school bus passengers on how to enter and exit the bus safely

Partnership Benefits
- 1,500 Yard Signs
- 1,000 Posters
- 50 Banners
- 100% Graffiti Removal
- 1,000 School Incidents in 2013
- 1,000 School Incidents in 2015
- Student Participation: 671,193
- Partnered with National Association of School Transportation
- We take time to brake for our kids

$2,500 Give Year

We Take Time to Brake for Our Kids
We Take Time to Brake for Our Kids

$2,500 Level
- Logo on yard signs and banners
- Facebook posts
- Invitation to events

$500 Level
- Logo on posters
We Take Time to Brake for our Kids
In recognition of your generous donation in support of the East Central Wisconsin Regional Safe Routes to School Program. Your contribution will help more East Central Wisconsin children walk and bike to school, resulting in healthier kids and healthier schools.

Signature: ________________________ Date: ______________
Reimbursement Challenges
Partnership with Thedacare
Partnership with Verve
Partnership with Verve
Contact Information

- East Central Wisconsin Regional Planning Commission
- Melissa Kraemer Badtke, SRTS Coordinator

mbadtke@ecwrpc.org
Phone: 920-751-4770 ext. 6828
Questions?

Sierra Saunders  
Alta Planning + Design  
sierrasaunders@altaplanning.com

Vanessa Castro  
San Mateo County Office of Education  
vcastro@smcoe.org

Melissa Kraemer-Badtke  
East Central WI Regional Planning Commission  
mbadtke@ecwrpc.org