



Engaging Policymakers:

*How Site Visits and Events Can Inspire
Policy Change to Support Your Program*

Safe Routes to School National Partnership



Safe Routes to School National Partnership



**SAFE ROUTES
to School**
NATIONAL PARTNERSHIP



- Founded in 2005
- Over 600 organizations, agencies and schools
- Works to advance policies that support Safe Routes to School at national, state and local levels
- Provides best practices, technical assistance, policy change, and builds leadership

saferoutespartnership.org



Housekeeping

- ⓘ If you called in, your phone line is muted
- ⓘ If you are connected via your web browser, turn on computer speakers
- ⓘ Enter questions in the Questions Tab on the webinar Control Panel.
- ⓘ In one week, check for a recording and slides: saferoutespartnership.org/resourcecenter/National-Partnership-Webinars
- ⓘ If you need technical help with this GoToWebinar Tool, please email kathy@saferoutespartnership.org



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Robert Ping

Technical Assistance Director

- ✦ Technical Assistance – CPPW, CTG, TARC (California), National Learning Network, Fee for Service
- ✦ State Network Project - Policy Change in 20 States
- ✦ Congressional SRTS Task Force
- ✦ Portland SRTS Program Manager
- ✦ Oregon SRTS Technical Assistance
- ✦ Bicycle Safety Education - Oregon and CA Bay Area
- ✦ SF Bay Area: Policy, Bicycle Advocacy, Earn-a-Bike, Youth Mentoring, Youth Education, Environmental Advocacy
- ✦ Various committees: School Siting, Diversity, Childhood Obesity, National Physical Plan, Bicycle Education Network, Portland SRTS



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Why Site Visits and Meetings?



To Promote Your Work



A photograph of Mayor Ed Lee speaking at a press conference. He is wearing a dark suit, a purple tie, and glasses, and is holding a microphone. He has a pink ribbon pinned to his lapel. Behind him, several other people are visible, including a man in a dark suit with a pink ribbon and a woman in a white t-shirt with a logo. The background is slightly blurred, showing an indoor setting with other people and a banner.

To Educate and Inspire

Mayor's Press Conference

OCTOBER 5, 2011

**OCTOBER 5, 2011 IS WALK
TO SCHOOL DAY IN SF**



To Sustain Your Program





A Toolkit for Building Congressional Champions for Safe Routes to School

How to Plan Site Visits and Member Meetings

saferoutespartnership.org/national/engaging-congress-in-srts





1. Designing the Event or Meeting

- ① Walk or bicycle to **school day**.
- ① Accompany parents, local elected officials, school personnel, and engineers on a **neighborhood assessment**.
- ① View a classroom education or bicycle/pedestrian **safety training** event.
- ① Participate in a **groundbreaking ceremony** or unveiling for an infrastructure improvement.
- ① **Schedule a meeting** along with other Safe Routes to School leaders to explain your project and discuss why Safe Routes to School is important to your community.





Walk and Bike to School Day – October 3



The Good, the Bad, and the Ugly





Earned Media Events



Safe Routes To School Presents **GOING TO SCHOOL**

Celebrate the **GOING STREET NEIGHBORHOOD GREENWAY** at **KING SCHOOL PARK**
Friday, Sept. 14, from 3 p.m. - 6 p.m.

NE Alberta St

NE Martin Luther King Jr Blvd

NE Grand Ave

NE 6th Ave

NE 7th Ave


King School Park

NE Going St

NE Prescott St

FREE

- Bike Skills Riding Course
- Bouncy Castle
- Helmets for Kids and Parents
- Sweet Treats
- Prizes for Participants



FREE BIKE REPAIR!



For ADA Title II or Civil Rights Title VI accommodations, translation/interpretation services and complaints, or for additional information, call: 503-823-5345; TTY: 503-823-6868; or Oregon Relay Service: 711.



2. Inviting Your Decision Maker

- 🚶 Watch out for political candidates!
- 🚶 Develop talking points with your partners
- 🚶 Timing is everything



Timing is Everything...

Friday, August 13, 2004 - 10am





3. Develop Background Materials

- Compelling safety, mode shift, health data
- Professional quality, brief, pithy language
- Bullets are Best!
- Local Successes, Problems, Asks
- Have packets for the media with contacts
- Press Advisory/Press Release
- Bring Extras!





4. Carrying Out a Successful Event

- Assign a VIP Liaison
- Photos, Video, Waivers
- Quotes, Contact Info
- Don't Let Candidates Speak!
- Don't talk in acronyms, data or wonk
- **It's About People**







WALK TO SCHOOL
WEWUKYE CLASS

Names in footprints: Alyssa, Brandon, Sarah, Hannah, Benjamin, Emma, Noah, Morgan, Madison, Sophia, Jace, Nicholas, Dario, Malia





5. Conducting A Successful Meeting

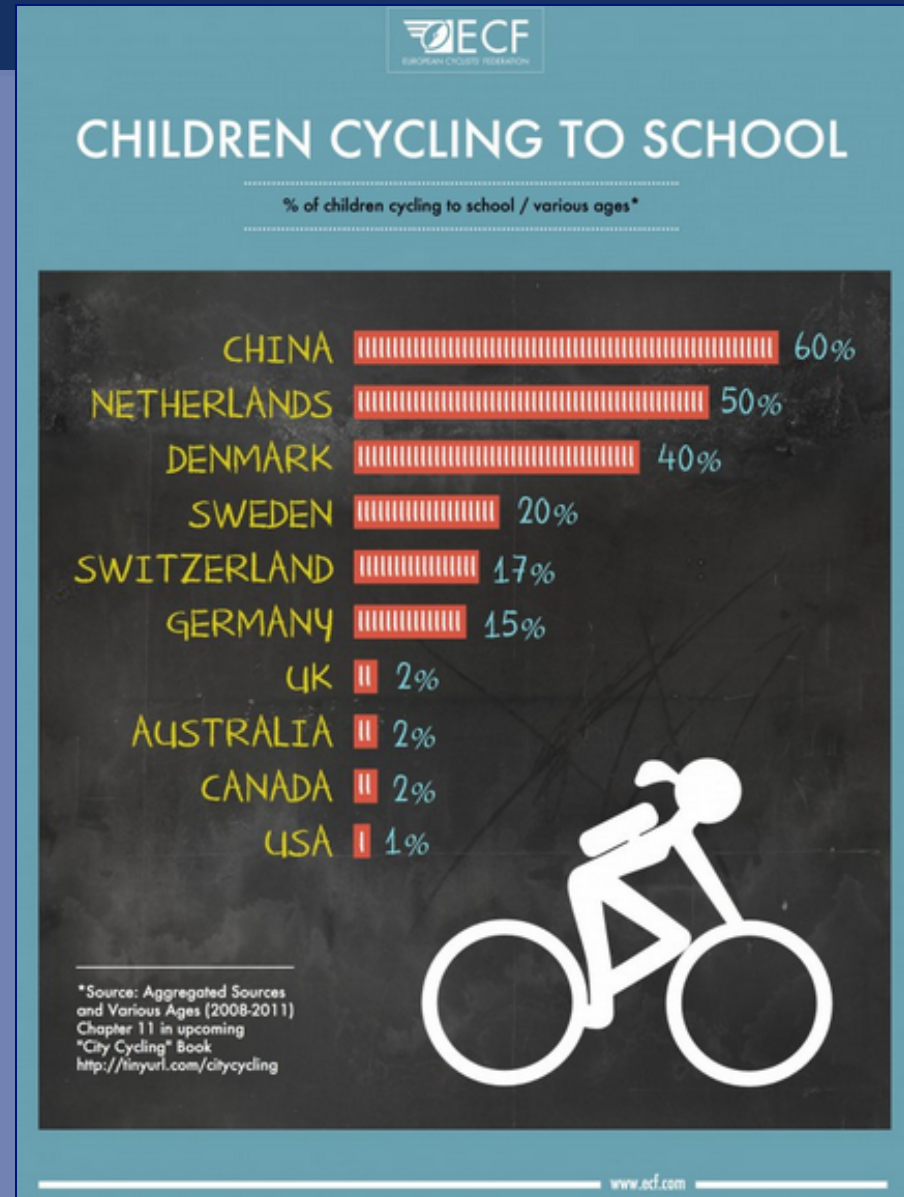
- ① Great Follow Up to an Event
- ① Consider Bring Kids to Make the Ask
- ① Be Prepared! (background info, specific asks, agenda)
- ① Be Concise
- ① You Don't Need All of the Answers





6. Following up after the Event or Meeting

- 🚶 Follow Up – Quickly
- 🚶 Keep the Relationship Going
- 🚶 You Could Become An Advisor!
(yes, it does happen)





Jen Cole

SRTS Program Director
Feet First

- Over 17 years' experience working for and in partnership with public schools
- Masters of Social Work Degree from the University of Washington
- Worked as a school social worker, event coordinator and PTA president
- In 2005, Jen joined Feet First's team as the coordinator of the Walking School Bus Program at Bailey Gatzert Elementary School
- Has grown to implement, design and direct programs to advance Safe Routes to School statewide



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Wisconsin - ECWRPC





Fond du Lac, Wisconsin





Fond du Lac, Wisconsin



Omro Middle School

Walk to School Day 2010





James L. Oberstar Award – Omro Middle School



portlandia THE TOUR





Portland Fire Bureau
Erik Janssens, Fire Marshal

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Community and School Traffic Safety Partnership



City Council – SRTS Hearing





OREGON WALK + BIKE TO SCHOOL

walknbike.org

WALK + BIKE

1.866.542.8300

TALKING TO MY BEST FRIEND IS MY BEST SUBJECT



Thank You!

It Is Now Time For Questions.

Jen Cole

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Closing Notes

👤 Please Participate in our Webinar Survey!!!

👤 Recording and slides available online within one week at:

www.saferoutespartnership.org/resourcecenter/National-Partnership-Webinars



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