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:

It’s National Bike Month! How have you been celebrating in your SRTS program or in your own life?
Agenda

• Tactical Urbanism 101
• Designing and Implementing Pop-up Projects
• From Pop-up to Permanent
• School Streets
• Education and Equity Projects
• Q & A

• Webinar recording and all resources links will be shared!
Chat: What are some typical SRTS program elements and activities?

- Walk and Roll to School Day
- Bike and Roll to School Day
- Walk audits
- Travel tallies
- Bike rodeos
- Walking school buses
- Bike trains
Why We Need Innovation in Safe Routes to School

• Keeps program fresh and fun
• Deepens impact
• Keep Safe Routes to School relevant
• Acknowledges that the world has changed and community needs are different
• Allows program to evolve with the times
• Helps connect to new audiences
Respond in the chat:

*What is something new you have tried in your program?*

*OR*

*What is something you would like to try in your program?*
Tactical Urbanism 101
Tactical urbanism is the practice of making public spaces more walkable, bikeable, attractive, and useful.

Tactical urbanism projects are:
- Temporary
- Low-cost
- Made with household or construction materials
- Community-driven

- Pop-Ups for Safe Routes to School Factsheet, Safe Routes Partnership
Purpose of Tactical Urbanism Projects

- Traffic calming
- Economic development
- Neighborhood beautification
- Community engagement
- Pilot future infrastructure projects
- Build awareness around a community concern
- Advocacy
- Fun and novelty
What is a pop-up?

- A pop-up is a type of tactical urbanism project.

- Key features:
  - Might “pop-up” overnight
  - Temporary demonstrations
  - Shows road users what a street could look or feel like with different infrastructure elements
Types of Safe Routes to School Pop-Ups

• Crosswalks
• Curb extensions
• Traffic circles
• Traffic gardens
• Bike parking
• Wayfinding signage
• Beautification elements
  • Planters
  • Murals
  • Greenery
• Others?
Why do a Safe Routes to School Pop-Up?

- Allows for flexible budget
- Short timeline – quick community win!
- Pilot a safety intervention
- Create a space for learning
- Address a community concern
- Build support for Safe Routes to School
- Connect with community
Pop-Up Challenges

- Only temporary – communities want permanent change
- Pop-Up fatigue
- Getting community buy-in
- Getting city/county/district buy-in
- Coordinating logistics
- Maintenance
Getting Started: Pre-Project Reflection

- What project do you want to do? Why?
- What pop-up projects have been done in the past? How have they impacted the community?
- Does the community want this project? How have they been involved in the process so far?
- What are the anticipated positive impacts?
- What are the anticipated negative impacts?
Pre-Project Community Research

• Explore past and present pop-up projects
• Review crash and injury data
• Conduct a walk and/or bike audit
• Conduct a quick survey for community feedback
• Talk with community members
• Visit arts and cultural spaces to connect with potential partners
Explore Your Partnerships

• School
  • Students
  • Staff
  • Parents/Caregivers

• School district

• Local agency staff
  • Transportation department
  • Public health department
  • Arts and culture department

• Community members and advocates

• Elected officials

• Artists

• Non-profits
Gain Support and Ask Permission

• Show the data

• Demonstrate community support

• Come with a plan

• Show examples of successful projects:
  • Massachusetts Safe Routes to School Pop-Up Guide
  • Safe Routes Partnership Pop-Up Factsheets
  • District of Columbia Arts in the Right-of-Way (AROW) Program
    • DDOT Design Guide
  • Bloomberg Asphalt Art Initiative
Massachusetts Safe Routes to School Pop-Up Guide

- Tips on costs and implementation
- On-school campus projects
- Near school campus projects
- Materials considerations
- Site considerations
- Project examples
  - Denver Community Active Living Coalition (CALC) intersection murals
- Links to additional resources
Safe Routes Partnership Pop-Up Factsheets

- Basic process for conducting a pop-up
  - Identify Partners
  - Present Concept to Decision Makers
  - Select Your Location
  - Identify Your Approach
  - Implement the Pop-Up
  - Evaluate
  - Advocate for Permanent Change

- Connects projects to the Six Es
- Project examples
- Links to additional resources
District of Columbia Department of Transportation
Arts in the Right-of-Way (AROW) Program

- Launched in 2019
- Combines traffic safety and beautification
  - Bike racks
  - Utility boxes
  - Curb bump outs
  - Pedestrian zones
- Implemented by DDOT and non-DDOT groups with public permit
- AROW installation map
- Design guide for artists
Bloomberg Asphalt Art Initiative & Safety Study

• April 2022: Asphalt Art Safety Study

• Painted asphalt can offer protection

• Researched **17 sites with painted asphalt art** – curb extensions, intersection murals, plazas, crosswalks, sidewalks

• Historic Crash Analysis revealed **50% decrease in pedestrian involved crashes and 17% decreased in total crashes**

• Observational Behavior Assessment indicated **25% decrease in pedestrian crossings involving conflict with driver and 27% increase in drivers yielding to pedestrians**
Evaluate & Sustain Momentum

- Surveys, comment boards, graffiti walls
- Number of participants
- Regular school travel mode
- Gather feedback on project elements
- Assess changes in attitudes around walking and biking
- Identify areas for opportunity for future programming
- Demonstrate support for permanent change
Funding Pop-up Projects

• Mini grants

• Foundation grants

• Local agency funds – transportation, public health, arts and culture

• Vision Zero funds

• School district

• In-kind Donations
  • Volunteer time
  • Materials
  • Marketing & Communications
  • Documentation – photos, videos

• School or community fundraisers
Additional Reminders

• Use the Safe Routes to School listserv

• Check out tactical urbanism resources and guides

• Communicate with community members early and often

• Budget for artist time and materials – ask local arts organization about standard rate

• Pilot projects are not perfect – use as a learning experience

• Look towards long-term, permanent change
Safe Routes to School Muscoy

- Southern California’s Inland Empire

- Unincorporated area of San Bernardino County, CA

- Rural community of color
  - 82 percent Latinx and low-income

- Strong community engagement and grassroots advocacy
Community Concerns

• One of the worst air quality scores in California (CalEnviroScreen)

• Industrial parks and warehouses across Inland Empire

• Lack of sidewalks

• Most people rely on walking and public transit

• Parents don’t allow students to walk or bike to school due to dangerous conditions
Grassroots Organizing

• Community group contacted local assembly member to discuss Safe Routes to School

• Walk audits

• Bike counts

• Tactical urbanism demonstration
  • Sidewalk bulbouts
  • Planters
  • Artistic crosswalks
  • Bus shelters

• Safe Routes to School Action Plan

• On-going advocacy efforts to reduce air pollution and improve public health
Muscoy Sidewalks for Safety Demonstration
Muscoy Sidewalks for Safety Demonstration

Artistic Sidewalks
Muscoy Sidewalks for Safety Demonstration

Bus Shelter

Bulb-out Planters
Muscoy Sidewalks for Safety Demonstration
Sidewalks for Muscoy Project

• 2021 - $1.88 million dollar Active Transportation Program (ATP) grant from California Transportation Commission
  • Grant funding matched by county

• Safe Routes to School pedestrian improvements project

• Huge win for Sidewalks for Muscoy Coalition
Lessons Learned from Muscoy

• Let community members lead

• Engage a wide range of partners
  • Elected officials
  • Non-profits
  • Students
  • Parents
  • Grassroots organizations
  • Local agency staff

• Connect pop-ups with policy change

• Keep working at it!
More Information on Muscoy

- [At the Intersection of Environmental Justice and Safe Routes to School](#)
- [Sidewalks for Muscoy ATP Funding Announcement](#)
School Streets
What are School Streets?

**School streets** are open to students walking, biking, and rolling, mainly during pick-up and drop-off times.

- Located in blocks or areas next to the school
- Street closed to vehicles and pass through traffic
- Open to activities – walking and biking, games, sidewalk chalk

- **Video: School Streets Program Overview - 880 Cities**
Where did School Streets originate?

- Spin-off of Play Streets, Open Streets, and Ciclovías
- Started in Italy in the 1990s
- UK cities first to introduce School Streets
- School Streets movement growing across Europe and Canada
Purpose of School Streets

• Address congestion

• Reduce air pollution

• Limit danger of cars on the road during arrival and dismissal

• Provide safe place for students to play and be active

• [Child Health Initiative School Streets Report – April 2022](#)
  • Over 1000 school streets in a dozen countries
  • Large increase during COVID-19
  • School streets can address climate change and air quality
  • Guidance, advice, and toolkits for school street implementation
  • [Read the full report](#)
School Streets in the U.S.

- **Los Angeles** – City of LA Safe Routes to School
- **Portland** – PBOT Safe Routes to School
- **Seattle** – Seattle Department of Transportation
- Still a growing movement
- Can also be great for small cities and towns!
Los Angeles Safe Routes to School

- School Streets pilot project – NACTO grant to City of LA and Los Angeles Walks
- Six weeks: October – November 2021
- Removed parking and added street barriers
- Community events
- Surveyed families and neighbors regularly
  - Respondents felt more encouraged to walk and bike; felt safer walking and biking
- Full project report
Portland Safe Routes to School

- School Streets pilot project through Portland Bureau of Transportation (PBOT)
- Six weeks: October – November 2021
- Four elementary schools and two middle schools
- Used similar language to Slow Streets pilot projects during COVID-19
- Positive feedback from participating schools
- Video: Street Films special correspondent Sam Balto (Portland) visits London’s School Streets
Seattle Safe Routes to School

- **School Streets program** through Seattle Department of Transportation
- Developed in response to school reopening during COVID-19
- Schools can request a School Street
- Materials for each school site:
  - School Streets definition
  - Who has access
  - Site map
  - Walking and biking tips
Who Needs to Be Involved?

- School
- School district
- City or county – street closure permit may be required
- Students and families
- Neighbors
- Volunteers and community partners
Getting People On Board

• Acknowledge this is something new – can be scary and exciting

• Explain the need and student benefits
  • Reduce traffic congestion
  • Reduce air pollution
  • Provide safe outdoor play space
  • Encourage walking and biking

• Come with a plan

• Show success stories

• Demonstrate community support
Try it out!

- Conduct dismissal observations before event
- Start small
  - One school or handful of schools
  - Pair with Walk/Bike & Roll to School Day
  - One day event or short pilot program
- Keep it simple
- Communicate in a clear and timely manner
- Evaluate what worked and what didn’t
Education & Equity Projects
Safe Routes Philly

- Education and encouragement resources in multiple languages
  - Arabic
  - Chinese
  - English
  - French
  - Russian
  - Spanish
  - Vietnamese

- Resources for Pre-K – 12th grade

- Bike/ped safety lessons for instructors

- Active transportation games

- Safe Routes to School activity book

- Parent and caregiver tip sheets
التجول
فيلاเดلفيا هي مدينة مميزة للغاية!
ما السبب؟ كل شخص لديه الكثير من الخيارات لتكنها الوصول إلى
وجهه! ولكن بعض الطرق تتمثل بنمط جماعي وخلط ميار سلسلة
على الأقدام، فالجميع يسير على أقدامهم في فيلاเดلفيا.
كيف تحول ؟ ضع عنصراً على جميع الطرق التي تصفها إلى هذه الأماكن في
فيلادلفيا، هل يمكنك عمل خريطة الكائنات أو النماذج أو الصور؟

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Activity Book - Arabic

Transportation Bingo - Vietnamese
家长提示单 - 走路和活动
在家练习

儿童学习的最佳方式是与成年人反复练习安全的行走技能。

安全提示：5-7 岁的儿童依然在学习安全行走的意义。他们必须在行走时向成年人或有责任的看护人员提出疑问。

与你的孩子在小区附近行走，尤其是前往他们喜欢的地方，例如公园、学校或其他地方。让他们知道不要单独走，要有人陪同，直到完全安全。

问你的孩子：
- 你在路上最安全？
  - 行人注意
    - 在有人行道的地方练习识别可行走的安全地带
  - 你是否在人行道上行走？
    - 走在人行道的左侧或右侧，这样你就可以看到来往的车辆。
    - 在没有人行道的地方练习识别安全行走的地点。
  - 如果你在走路时需要过马路或横穿，你要做什么？
    - 停下来，看看左右，看看左右，确定没有车辆通过后再过马路。
  - 在路上行走时，你如何使行人更容易看到你？
    - 穿着颜色鲜艳或发光的衣服，或者带上手电筒。

你知道吗？
- www.safetytips.org 有更多关于安全行走的信息。

Walking Bingo - Spanish
亡命赌注

¿Qué ves cuando sales a caminar?
- Una persona en bicicleta
- Una mascota
- Un buzón
- Una caza de basquetbol
- Un pájaro
- Una tienda de esquina
- Una casa áspera
- Un camión de comida
- Un mural
- Un portabici
- Un jardín de flores
- Un camión
- Una bandera
- Un restaurante
- Una escalera de entrada
- Una persona a pie o en patinetas
- Decoraciones festivas
- Un vecino amistoso
- Un semáforo
- Un arco iris
- Una biblioteca o centro de recreación
- El horizonte de la ciudad
- Un avión en el cielo

挺身而出 | 一同前行
We Belong Here: The Takoma Park Equity Walk

• Takoma Park, MD – $1500 Community Change Grant from America Walks

• Painted stations on the sidewalk – each has a physical activity and a discussion prompt

• Route connects to schools, library, community center, and transit

• Interactive website in English, Spanish, and Amharic

• Resources for parents, caregivers, and teachers

• Collaboration between Planning, Public Works, Safe Routes to School, School District, Library, and community partners

• Takoma Park Equity Walk Video
Map of Activity Stations
Kori Johnson, Program Support Manager
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Have an idea for a Safe Routes to School webinar topic? Email Kori or share in the chat!