



East Central Regional Safe Routes to School Action Plan - 2012 DRAFT

Student Engagement

Long Term Goal: Engage and empower students on all levels to develop and implement walking, biking, and other active lifestyle initiatives.

Initiative	Metric	2012 Status
Form clubs at schools that promote walking, biking, and other active lifestyles.	Overall: By 2016, 50% of SRTS school districts /communities will have at least 1 bike/walk club. 2012: 1-2	
Organize parents, grandparents, and community members to chaperone ongoing walking and biking initiatives.	Overall: By 2016, 25% of SRTS schools will have walk or bike programs organized by neighborhoods (parents, grandparents, etc.). 2012: 5	
Facilitate student membership in SRTS committees (including advisory committee).	Overall: By 2016, 100% of all SRTS committees will have at least 1 student member.	
Develop partnerships with after school programs (YMCA, Boys & Girls Club, etc.)	Overall: Meeting and presentations with these organization and continued communication. 2012: 1-2 meetings/presentation	
Youth Engagement program - Middle School leadership groups.	Overall: 50% of the middle schools will participate in this program in 5 years. 2012: 5-10 schools	
Fire Up Your Feet Program	Overall: 50% of schools participating in 5 years 2012: 5-10	

Policy, Planning, & Infrastructure Leadership

Long Term Goal: Provide resources, leadership, and expertise to foster diverse collaboration and a framework to build a healthy and active community.

Initiative	Metric	2012 Status
Establish written hazardous bussing policy/criteria that may be uniformly adopted and applied by all ten counties within the East Central region.	Finalize the report on existing hazardous busing situations in the area. Set up a meeting with appropriate decision-makers to discuss findings.	
Engage in local Bicycle and Pedestrian Plans.	Incorporate SRTS into Bike/Pedestrian plan; Work to implement its goals, objectives, and recommendations.	
Hire a full-time Bicycle/Pedestrian Coordinator for the Region.	Position funded and filled by 2013.	
Revise and/or create land use, neighborhood development, and street design standards to include bicycle/pedestrian considerations (i.e. complete streets).	<p>Overall: 25% of participating communities have adopted a local or countywide "Complete Streets" policy.</p> <p>Overall: 50% of participating school district have enacted language that supports: retrofitting of schools; developing new schools to be centrally-located, walkable; establishing smaller acreage requirements; giving preference to sites along low volume/speed streets.</p> <p>Overall: 25% of participating communities have revised their zoning and/or subdivision ordinance(s) to require bike/pedestrian facilities in new development.</p> <p>Overall: 75% of participating incorporated communities require sidewalks to be constructed with all new development</p> <p>Number of workshops held on the impact of school site selections.</p>	
Partner with non-profits and local businesses to increase infrastructure linkages to school.	Build at least one mile of sidewalk/trail near schools each year.	
Develop a comprehensive approach to planning and funding: public/private partnerships; multi-disciplinary (health/law enforcement/schools).	Complete Local SRTS Action Plans and present recommendations to Common Council (or similar) and School Board.	

Robust Partnerships

Long Term Goal: We will create and strengthen both public and private partnerships, resulting in increased advocacy, sustainable funding, and corporate participation in SRTS.

Initiative	Metric	2012 Status
Develop partnerships with businesses, non-profits, and business organizations for support.	Each year we will complete 5 presentations/meetings with local business organizations on SRTS.	
Engage more family participation by working with organizations such as SHRM (Society of Human Resource Managers).	Number of presentations for businesses. 1-2 presentations a year for appropriate companies.	
Increase collaboration with health care partners on community events - bike helmet programs, etc.	Create 5 healthcare partnerships by 2016.	
Leverage relationships with local partners to increase programming: bike dealers, bike repair shops, park and rec., YMCA, bike vendors	Create 1 new partnership each year and continue to strengthen existing partnerships.	
SRTS presentations to government entities.	At least 1 presentations per year to government entities from each county in the SRTS Region. (10 presentations per year total)	

Communication

Long Term Goal: through frequent and consistent outreach, SRTS will offer accessible communications, increase awareness, educate stakeholders, and engage communities.

Initiative	Metric	2012 Status
Meetings held with elected officials to communicate key themes, targets, and objectives.	2012: 2 meetings	
Engage media through increased frequency, expansion to national media to promote regional brand.	2 news releases each quarter (increased placement) Ratio: media request vs. placement	
Engage site champions as advocates to increase SRTS influence in communities and schools	List of site champions develop by SRTS Staff Develop video testimonials from site champions and post a new one every 2 months on the website and social media sites.	

Regional Sustainability and Evidence Based Practice

Long Term Goal: Regional SRTS will be the leader in establishing evidence-based criteria to support and sustain SRTS community cultures.

Initiative	Metric	2012 Status
Develop a performance evaluation analysis that shows the SRTS benefits of: health, economic, and environment	Develop a Performance Evaluation Analysis (i.e. Fidelity Chart).	
Implementation of regional guidelines via annual safety assessments.	Evaluate current bike and walk audit tool. If necessary, revise tool and pilot with schools late 2012-2013.	
Influence region wide practices through policy/media advocacy.	Work with public relations consultant to develop a method of tracking. Track number of policy changes.	
Establish consistent messaging that demonstrates effectiveness of SRTS to policy makers.	Performance Evaluation Analysis results and a communication plan in 2015.	
Develop and promote the use of cost-benefit widgets to help schools with ROI calculations.	Develop a widget for bus vs. sidewalk ROI comparison in 2012	
Research financial sustainability options for the Regional SRTS Program.	Develop a sub-committee in 2012 and research financial sustainability options.	



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