<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Discussion</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductions</td>
<td>In attendance: Joanna Wilkinson (DPH), Pearl Lopez (GRID), Cathy Bird, Kayla Gilbert (DEH), Matt Baker (DPS), Rachael Bronson (DPW), Gosia Kung (WalkDenver), Sam Lauer (BikeDenver), Jenna Berman (Bicycle Colorado), Stephanie L (Bicycle Colorado), Susan Yates (Children’s Colorado), Dan McNulty (DPD)</td>
<td>NA</td>
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<tr>
<td>CDOT Application</td>
<td>The infrastructure application has been put on hold for the next round of funding that should come out in August 2016. The RFP calls for shovel ready projects which Denver does not currently have. The education application was submitted for 10 Denver schools. The proposal was to implement the CommuteDPS travel plans at schools with some education and encouragement help provided to parents.</td>
<td>Ashley will update the group on progress once the CDOT committee releases information on awards.</td>
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<tr>
<td>Sub-committee break outs</td>
<td>The DPS ACTIVATION sub-committee decided to focus their efforts on the school district. Their goal is to gain some type of salaried position at the district level that would act as the SRTS Coordinator and own the priority matrix developed for grant proposals. The COMMUNITY ACTIVATION sub-committee decided to focus on community engagement around some prioritized schools (yet to be determined). Their 3 goals are: Goal #1 - To increase community awareness and support of SRTS in the areas surrounding priority schools Goal #2 - To increase awareness of SRTS in the places where students and parents of those selected schools gather. Goal #3 - To support the efforts of CALC in gathering ‘WALKScope’ data on the walkability, bike-ability and transit-ability of our priority school neighborhoods.</td>
<td>All coalition members shall read the attached notes from each sub-committee. Please let the leads know if there is a task where you can help.</td>
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<tr>
<td>School prioritization</td>
<td>Since one group decided to focus on the district instead of individual schools the Community Activation sub-committee will decide on their priority schools by the next meeting.</td>
<td>Community Activation Sub-committee</td>
</tr>
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<tr>
<td>Next Steps</td>
<td>What is each sub-committee aiming to achieve by the April meeting? See attached sub-committee documents</td>
<td>Everyone</td>
</tr>
<tr>
<td>Next Meeting</td>
<td>April 12, 2016 Location: TBD</td>
<td></td>
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</table>
Safe Routes to School Coalition 2016 Goals

Vision: Every child in Denver can walk and bike to school safely

Mission: To promote safe routes to school education and encouragement programs throughout the Denver metro region via school and community outreach and engagement.

History:

The SRTS Coalition was broken up into two sub-committees during the October 2015 meeting. One sub-committee, titled DPS Activation, will focus their strategies and activities on School administration and parent-teacher organizations (including PTAs, wellness committees, etc.). The second sub-committee, titled Community Activation, will focus their strategies on neighborhood and community organizations. During the January 2016 meeting the coalition will select which schools they will target during the 2016 calendar year. Both sub-committees will implement their strategies and activities in and around the selected schools. Each sub-committee shall decide their 2016 goals for each of the schools and their communities, strategies to help reach goals, and activities to be implemented during the calendar year. Please use the following worksheets to layout and finalize the sub-committee goals.

Terminology to Guide Discussion:

Goals are broad statements of what the organization hopes to achieve and are qualitative in nature. Although your organization can have short-term and long-term goals, it is important that each goal is clear and can be supported by measurable objectives.

Strategies describe a major approach or method for attaining objectives and resolving specific issues. Strategies begin to answer the question, “How will we go about accomplishing our objectives?” Strategies describe a general approach or method; they don’t describe specific activities or projects — that’s the work of tactics.

Tactics are the definitions for the strategies. They are the specific ways you do things in order to execute the strategies. As such, they are actionable in nature and are the “concrete” things your organization will do to implement the strategies and achieve the objectives.

Priority Schools for 2016:

(To be completed after January meeting)
DPS ACTIVATION SUB-COMMITTEE

DPS Activation Vision: Denver Public Schools will support Safe Routes to School in Denver by dedicating salary support to a SRTS Coordinator position within the district.

Goal: Cultivate support for Safe Routes to School beyond individual schools within Denver Public Schools

1. **Objective:** By December 31st, 2016 increase DPS Leadership awareness of, and participation in Safe Routes to School efforts.
   a. **Strategy:** Educate DPS decision makers on SRTS
      i. **Tactic:** Create SRTS Presentation
      ii. **Tactic:** Create one-pager on SRTS Coalition – include success stories from participating schools
      iii. **Tactic:** Create one-pager on school district policy language for SRTS
      iv. **Tactic:** Present to SRTS Steering Committee to gain internal support
      v. **Tactic:** Identify DPS Decision Makers – School Board, Superintendent, Other
      vi. **Tactic:** Present at school board meeting – invite SRTS coordinator from neighboring school district to participate
      vii. **Tactic:** Hold meeting with Superintendent
   b. **Strategy:** Engage DPS decision makers in SRTS
      i. **Tactic:** Identify DPS leaders to participate in Bike to School Day

2. **Objective:** By December 31st, 2016 the Denver SRTS School Prioritization Matrix will be housed within DPS
   a. **Strategy:** Engage DPS in SRTS planning
      i. **Tactic:** Identify position within DPS to take ownership of Prioritization Matrix
      ii. **Tactic:** Update Prioritization Matrix with most current data
      iii. **Tactic:** Use Prioritization Matrix to make the case for SRTS with decision makers
COMMUNITY ACTIVATION SUB-COMMITTEE

Example:
Goal 1: Increase the number of children who walk and bike to school
Strategy: Educate community on how to organize walking school buses
Tactic: Attend a neighborhood meeting and teach residents about walking school buses

Goal 1:
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_____________________________________________________________________________________
_____________________________________________________________________________________

Strategy 1:
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Tactic 1 (Time Specific?):
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Tactic 2 (Time Specific?):
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Goal 2:
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Strategy 2:
_____________________________________________________________________________________
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Tactic 1 (Time Specific?):
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Tactic 2 (Time Specific?):
_____________________________________________________________________________________
_____________________________________________________________________________________
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SRTS Coalition Meeting 1/13/2016 – Community Activation Sub-Committee Minutes

*SRTS Vision:* To ensure every child in Denver can walk and bike to school safely.

*SRTS Mission:* Promote safe routes to school education and encouragement programs throughout the Denver metro region via school engagement and community outreach.

SRTS Community Activation Sub-Committee will work toward SRTS’s Mission by focusing their strategies on neighborhood and community organizations.

SRTS Community Activation shall decide their 2016 goals for each of the schools and school communities, strategies to help reach goals, and activities to be implemented during the calendar year.

As a group, Rachel, Stephanie, Kayla and I discussed:

a) Increasing student awareness – where (outside of the school, which falls under the DPS activation subcommittee) do go to connect with them

b) Increasing community involvement by helping others see the school as a resource, helping neighbors make personal connections to the school, and working BOTH from the outside in (CommAct subcommittee) and from the inside out (DPS subcommittee) – neighbors, parents, businesses

c) Increasing awareness of safety along routes to school – neighbors, businesses

d) What are common community entities: neighborhood organizations, business organizations, city council representatives, event organizers, parks and rec

e) How to reach out to community entities:
   - one-on-one approach to businesses that are already connected to student/parent community;
   - presentations at business, event, or government meetings;
   - asking questions of local businesses – Were you aware that you are within a school ‘area’ where % of students walk/bike to school? Do you know any of the families? Are you willing to be the eyes and ears for our local travelers?
   - CREATE a tool kit on “How to outreach businesses” for future champions of SRTS

f) What are the community entities where students/parents gather: rec centers, libraries, parks, YMCA, Boys and Girls Clubs, coffee shops, after-school food stops (bagels, cupcakes, 7Eleven, fast food)

g) How do we manage the overwhelming nature of this task? The bigger the crowd the bigger the “bang for the buck.” Start with the groups where we can reach the most people.

h) Who else might want to help us with outreach? Bike shops might support bike trains, Walk2Connect might help us find walking school bus enthusiasts, My Way To Go’s School Pool

Here are the goals that we mapped out for Ashley:

3 Goals -- 1 Strategy per goal -- 2+ Tactics per strategy

1. To increase community awareness and support of SRTS in the areas surrounding our priority schools
   1.1 Reach out to community entities in and around our priority schools
   1.1.1 Develop a fill-in-the-blank list of generic community contacts that can be used to gather contact information for each priority school’s area.
1.1.2 Develop a tool kit to GIVE to community contacts. This kit would include a flow chart of the city process for civic engagement. The kit would help the group and its members to become better supporters of their local school’s safety efforts, better neighborhood activators (eyes and ears for kids getting to school) and should help them to navigate the city’s processes to better address their concerns for SRTS issues.

1.1.3 Develop a PR kit to ASK the community to display (in windows and yards) in support of SRTS in the local school (similar to “Drive like your kids live here”)

2. To increase awareness of SRTS in the places where students and parents of those selected schools gather.

2.1. Work with Ashley to finalize the Three Ring Circus Activity that can travel to schools, rec centers, and local events (markets, street fairs, school fairs, Back To School night, Neighborhood meetings)

2.1.1. Develop a list of the area’s gathering places

2.1.2. Reach out to these gathering places and schedule a time to activate the Three Ring Circus Activity, where applicable

2.1.3. Enlist volunteers to run the Activity

3. To support the efforts of CALC in gathering WALKScope data on the walkability, bike-ability and transit-ability of our priority school neighborhoods.

3.1. –

3.1.1. –

3.1.2. –

**SRTS Community Activation Assignments** (due before April SRTS meeting)

1. Cathy – create template of potential community connections that can be filled in for each school; email to CommAct group for review
2. Rachel – proof and edit the template; email to CommAct group for review
3. Cathy & Rachel – fill in a template each based on a priority school; bring to next meeting or email to CommAct group for review. We will discuss pros/cons at the next meeting
4. Stephanie – describe what would be in the GIVE tool kit; email to CommAct group for review. We will discuss pros/cons/ideas and how to build the kit at the next meeting
5. Kayla – outline and/or design the ASK tool kit with examples of potential window and yard sign slogans; email to CommAct group for review. We will discuss pros/cons/ideas it at the next meeting
6. Mia – absent but willing

**Still to be done: 1) PRIORITY schools list and 2) evaluate SMART-ness of goals**

1. Define priority schools – This was originally supposed to happen during the second half of the meeting, but now might be better done as a list of suggested schools from Ashley and Kayla. Consider using schools from CDOT/SRTS grant? Do any overlap with CALC? What schools should be targeted in light of the DPS prioritization matrix? **With which DPS schools do we at SRTS have connections?** The connections can be through neighbors, friend, or business connections.

2. Evaluate CommAct’s 3 goals using the SMART acronym and adjust accordingly. See below
Goal #1 - To increase community awareness and support of SRTS in the areas surrounding priority schools

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<th>S</th>
<th>Specific</th>
<th>Maybe – since we are specifying which areas and which schools</th>
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<tbody>
<tr>
<td>M</td>
<td>Measurable</td>
<td>??? How do we measure??? Approach # community entities, whether they become supporters or not? May be better to say “To outreach # of comm…”</td>
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<tr>
<td>A</td>
<td>Attainable</td>
<td>???</td>
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<td>R</td>
<td>Relevant</td>
<td>Yes - only applies to priority schools</td>
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<tr>
<td>T</td>
<td>Time bound</td>
<td>Yes, in 2016 only</td>
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Goal #2 - To increase awareness of SRTS in the places where students and parents of those selected schools gather.

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<th>Specific</th>
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<tbody>
<tr>
<td>M</td>
<td>Measurable</td>
<td>??? How do we measure??? May be better to change to “at no less than 2 places where students and parents of those selected schools gather.”</td>
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<tr>
<td>A</td>
<td>Attainable</td>
<td>???</td>
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<tr>
<td>R</td>
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Goal #3 - To support the efforts of CALC in gathering ‘WALKScope’ data on the walkability, bike-ability and transit-ability of our priority school neighborhoods.

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