



# Safe Routes To School



A NASHVILLE VISION ZERO INITIATIVE

## Program Toolkit

APRIL 2024



# ACKNOWLEDGEMENTS

This Safe Routes to School Program Toolkit wouldn't be possible without the dedication of the Nashville Department of Transportation (NDOT) staff, the invaluable guidance of the SRTS Steering Committee, who shared their perspectives and helped shape this program for the benefit of all Nashville students.

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# SAFE ROUTES TO SCHOOL HISTORY & BACKGROUND

The Safe Routes to School (SRTS) program began in the United States in the late 1990s, following its successful implementation internationally. Safe Routes to School promotes active transportation options for students commuting to and from school through the Five Es - Engineering, Evaluation, Encouragement, Education, and Enforcement – with Equity as a central focus.

Since its grassroots origins in the Bronx borough of New York City and the state of Florida, SRTS has expanded its reach into all 50 states by solidifying federal funding and community-wide support. As it stands, SRTS is eligible to compete for federal funding alongside other programs via the Transportation Alternatives program, which began in 2012. Momentum for the program continues to build as communities seek out walking and biking options and safer infrastructure for their children to navigate to school.

# WHY SRTS IN NASHVILLE?

Nashville has long been poised to offer such a program to students and parents alike, enhancing safety measures for students traveling to and from school and increasing the population of students who are able to walk, bike, or roll to school. Nashville was one of the first cities to observe Walk to School Day. In 2022, Nashville adopted a [Vision Zero Action Plan](#) and [Implementation Plan](#). The Vision Zero Implementation Plan identifies implementing a Safe Routes to School program as an Education and Encouragement Programmatic Action item. The SRTS program will fall in line with NDOT's efforts to take proactive steps towards a safer Nashville, joining existing programs like Neighborhood Traffic Calming and Signal Improvements. Another benefit of having a SRTS program in Nashville is

to help decrease truancy rates in Metro Nashville Public Schools (MNPS). Truancy, or chronic absenteeism, is defined as the percentage of students who missed at least 10% of the instructional days. By working with schools, parents, and students to provide resources for safe options to and from school, MNPS can work to decrease the rate of truancy with the help of a SRTS Program.

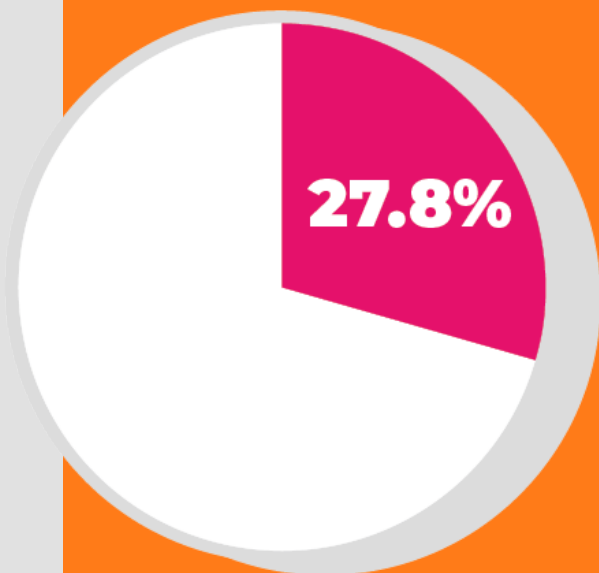


Figure 1. 2022-23 MNPS Truancy Rate

# GUIDING PRINCIPLES

The guiding principles presented below were created to inform the program's standards and project selection criteria.

**1 Vision-Zero Focused:** SRTS will align with the goals of the Vision Zero Plan, including working towards zero traffic fatalities, increasing connectivity, and fostering safer streets. This will prioritize the safety of students walking, biking, rolling, and taking transit to school.

**2 Equitable:** Ensuring all students have access to safe routes to school, regardless of their neighborhood, income level, or abilities.

**3 Data-Driven:** The program should be data-driven and use real data to identify safety needs, prioritize projects, and evaluate the program's effectiveness.

**4 Comprehensive:** Address the full range of SRTS issues, including infrastructure improvements, education and outreach, enforcement, and policy changes.

**5 Collaborative:** Collaborate with schools, transportation agencies, and community organizations to achieve the program's goals. The SRTS program will involve the community in all aspects of planning and implementation.

**6 Sustainable:** Implement sustainable solutions that will benefit students for years to come. Develop strategies that utilize transportation and non-transportation funding sources for project implementation.

# PROGRAM STANDARDS

Nashville is dedicated to safeguarding our students in an equitable way, recognizing that those residing in areas with heightened vulnerability or students with disabilities face increased risks of harm on our roads. In prioritizing actions to enhance safety for these young community members, we aim to create an environment that safeguards their well-being and minimizes risks.

The development of Nashville's SRTS program standards is rooted in a comprehensive approach, aligning with the foundational principles of the Nashville Vision Zero program, encapsulated by the five Es: Engineering, Education, Encouragement, Enforcement, and Evaluation.



## FIVE Es OF NASHVILLE'S SRTS PROGRAM

### ENGINEERING



The program standards emphasize the importance of infrastructure enhancements through thoughtful engineering solutions. This involves the creation of safe and accessible routes for students, including features like well-designed crosswalks, sidewalks, and traffic calming measures. These engineering aspects are aligned with Vision Zero's focus on creating a safer physical environment for all road users.

### EDUCATION

Nashville's SRTS program recognizes the significance of educating students, parents, and the community at large. Educational initiatives include workshops, interactive sessions, and campaigns to instill road safety knowledge and proper walking and biking techniques and foster a culture of responsible commuting for Nashville students. This aligns with the educational component of Vision Zero, striving to raise awareness and promote safety-conscious behavior.



### ENCOURAGEMENT



Encouraging active transportation and fostering enthusiasm for walking and biking are key components of the SRTS program. Through engaging events, challenges, and incentives, the program seeks to make active commuting an appealing choice for students. This encouragement aligns with Vision Zero's goal of promoting positive behavior and choices on the road.

### ENFORCEMENT

Enforcement aspects can be inferred from the SRTS program's emphasis on safety. This involves adherence to traffic rules, cooperation with local law enforcement, and a commitment to creating a secure environment for students. Integrating enforcement aligns with Vision Zero's emphasis on responsible and law-abiding road use, particularly in areas where students are walking, biking, and rolling to school.



### EVALUATION

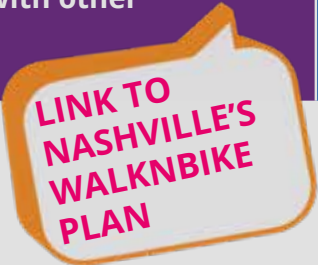


The program incorporates a robust evaluation process aligned with the Vision Zero approach. This involves ongoing assessment and data-driven analysis to measure the program's impact on safety, active transportation rates, and community engagement. Evaluation ensures that the program remains effective and responsive to the evolving needs of Nashville's students and communities.

# PROJECT SELECTION

Procedures for project selection will fall to the responsibility of NDOT and Vision Zero staff and will follow in accordance with the following recommended selection criteria. These were selected based on the evaluation of Steering Committee feedback, project team meetings, and internal team analysis of all feedback gathered.

<b>Students who live within 1-mile of school</b>	Enhance safety during arrival and dismissal times for schools with a high concentration of students living within a 1-mile radius. By understanding student population density, we can prioritize projects that directly address the needs of these high-traffic areas.
<b>Schools within 0.25-mile radius of High Injury Network (HIN)</b>	Prioritize projects on the HIN that directly impact the routes commonly taken by students walking or biking to neighborhood schools.
<b>School area demographics</b>	Prioritize projects that address areas with typically underserved populations. This could include low-income households, no-vehicle households, number of students with free/reduced lunch, and other demographic considerations.
<b>Percent of students who walk, roll, take public transit, and/or bike to school</b>	Prioritize areas that have higher numbers of students walking, rolling, biking, and accessing public transit, particularly those using roads/intersections with a history of crashes or high traffic volumes.
<b>Project cost</b>	Evaluate the cost-effectiveness of each project, considering available budget and resources.
<b>Project timeline</b>	Assess and prioritize projects that can be implemented efficiently and effectively, considering available resources and timelines.
<b>Crashes and speed limit data</b>	Evaluate the safety impact of the proposed project on students and other road users. Projects that address high-risk areas should be a priority.
<b>Community input</b>	Consider feedback from parents, students, teachers, and the broader community through surveys, workshops, and public meetings to fund projects that align with the community's preferences and needs.
<b>Integration with other initiatives</b>	Consider how SRTS projects align with and complement other ongoing NDOT or community development initiatives. Projects that contribute to a comprehensive and integrated approach to community safety and well-being should be considered.





# SRTS PARTNERSHIPS



**Collaborations with local organizations, businesses, and neighborhood associations will raise awareness, advocate for safety improvements, and foster a sense of shared responsibility for student well-being.**

A local non-profit and advocacy group, [Walk Bike Nashville](#), runs SRTS programming with certain focus schools and provides a toolbox for encouraging SRTS at schools. As the Vision Zero Plan recommends, NDOT is currently partnering with Walk Bike Nashville and similar organizations to expand its existing program.





WALK BIKE NASHVILLE

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WALK BIKE NASHVILLE

NDOT



WALK BIKE NASHVILLE

NDOT

METRO NASHVILLE PUBLIC SCHOOLS



# ENGINEERING

Collaborating with NDOT, other transportation authorities, and local organizations can **bring diverse expertise to the table**, ensuring that infrastructure improvements cater to the specific needs of different neighborhoods. The SRTS Program can leverage resources, technical knowledge, and community insights through partnerships to design and implement engineering solutions that enhance pedestrian and cyclist safety.

Whether it involves enhancing or constructing crosswalks, or improving intersections, a collaborative engineering approach ensures that the **SRTS Program can effectively address the unique challenges presented by Nashville's diverse urban landscape**.

## ENGINEERING GOALS

- 1. Safe, accessible routes:** Build well-designed crosswalks, sidewalks, and traffic calming measures to prioritize student safety.
- 2. Vision Zero collaboration:** Align infrastructure improvements with Vision Zero's goal of creating a safer environment for all road users.
- 3. Equity focus:** Ensure infrastructure enhancements address the needs of all communities and neighborhoods throughout Nashville.

### EXAMPLES OF POTENTIAL PARTNERS

 - NDOT

 - TDOT

 - MNPS

 - WeGo Public Transit

 - Walk Bike Nashville

 - Civic Design Center

## Focus on Equity

**Equitable engineering involves considering factors such as neighborhood demographics, socio-economic conditions, and varying mobility requirements, ensuring that infrastructure improvements benefit every student regardless of their background or ability. This approach not only promotes safety but also contributes to building a more connected and inclusive community. Equitable engineering in the SRTS Program helps eliminate transportation barriers, fostering a sense of equality and unity among students as they travel to and from school.**



## ENGINEERING STRATEGIES

1. Tactical Urbanism Projects
2. School Zone Signing & Marking
3. New Sidewalks & Sidewalk Improvements
4. New Bikeways & Bikeway Improvements
5. Improve Street Crossings
6. Bus Stop Improvements
7. Traffic Calming Projects



# ENGINEERING STRATEGIES

LINK TO  
TACTICAL  
URBANISM  
GUIDE

## 1. TACTICAL URBANISM PROJECTS

Purpose – To test solutions by installing temporary measures to improve safety in the public realm near schools.

**COST LEVEL: QUICK BUILD**

### ACTION ITEM

#### IDENTIFY ISSUES

Identify problem areas and specific issues through walk/bike audits.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### DEVELOP SOLUTIONS

Brainstorm creative solutions and ideas to resolve issue(s).

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### COMMUNITY SUPPORT

Determine community need and gather support for actions.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### FOLLOW GUIDE

Follow the [Tactical Urbanism Guide](#) application process.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members





# ENGINEERING STRATEGIES

## 2. SCHOOL ZONE SIGNING & MARKING

Purpose – Install or replace signage and marking to better indicate school zones and nearby crossings.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - CAPITAL**

### ACTION ITEM

#### IDENTIFY NEED

Identify the problem or need through student, parent, and school staff observation.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, Students, School staff with Walk Bike support if needed,

### ACTION ITEM

#### HUBNASHVILLE

Submit a [hubNashville request](#) in order to report the issue to NDOT.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, Students, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### REVIEW & PRIORITIZE

Collect and review signage and/or marking requests, and prioritize the list of improvements.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT

### ACTION ITEM

#### MAKE IMPROVEMENTS

Improve school zone signage and markings based on the collected data.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT



# ENGINEERING STRATEGIES

## 3. NEW SIDEWALKS & SIDEWALK IMPROVEMENTS

Purpose – To provide a safe and comfortable walking experience for students of all abilities.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - TRANSFORMATIONAL**

### ACTION ITEM

#### **SURVEY STUDENTS/ID PROBLEM**

Conduct travel safety surveys to students and identify problem(s).

#### **AUDIENCE**

Students

#### **KEY STAKEHOLDER(S)**

School staff with Walk Bike support if needed

### ACTION ITEM

#### **SIDEWALK TRACKER**

Check the [online sidewalk tracker](#) to see if project is planned.

#### **AUDIENCE**

School Staff

#### **KEY STAKEHOLDER(S)**

School staff with Walk Bike support if needed

### ACTION ITEM

#### **HUBNASHVILLE**

Submit a [hubNashville request](#) in order to report the sidewalk issue to NDOT.

#### **AUDIENCE**

Community, Students

#### **KEY STAKEHOLDER(S)**

Students, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### **DETERMINE PRIORITIES**

Use a data-driven approach to determine sidewalk priorities while coordinating with existing plans and projects.

#### **AUDIENCE**

Students, Schools

#### **KEY STAKEHOLDER(S)**

NDOT



# ENGINEERING STRATEGIES

## 3. NEW SIDEWALKS & SIDEWALK IMPROVEMENTS (CONTINUED)

### ACTION ITEM

#### INCREASE CONNECTIVITY

Increase sidewalk and bikeways connectivity within 1-mile radius of schools for NDOT.

#### AUDIENCE

Students, Schools

#### KEY STAKEHOLDER(S)

NDOT

### EXAMPLES



Repairing cracks or broken ramps



Sidewalk widening



Clear obstacles from path



# ENGINEERING STRATEGIES

## 4. NEW BIKEWAYS & BIKEWAY IMPROVEMENTS

Purpose – To provide a safe and comfortable biking experience for students of all abilities.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - TRANSFORMATIONAL**

### ACTION ITEM

#### **SURVEY STUDENTS/ID PROBLEM**

Conduct travel safety surveys to students and identify problem(s).

#### **AUDIENCE**

Students

#### **KEY STAKEHOLDER(S)**

School staff with Walk Bike support if needed

### ACTION ITEM

#### **BIKEWAY TRACKER**

Check the [online bikeway tracker](#) to see if project is planned.

#### **AUDIENCE**

School Staff

#### **KEY STAKEHOLDER(S)**

School staff with Walk Bike support if needed

### ACTION ITEM

#### **HUBNASHVILLE**

Submit a [hubNashville request](#) in order to report the bikeway issue to NDOT.

#### **AUDIENCE**

Community, Students

#### **KEY STAKEHOLDER(S)**

Students, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### **DETERMINE PRIORITIES**

Use a data-driven approach to determine bikeway priorities while coordinating with existing plans and projects.

#### **AUDIENCE**

Students, Schools

#### **KEY STAKEHOLDER(S)**

NDOT



# ENGINEERING STRATEGIES

## 4. NEW BIKEWAYS & BIKEWAY IMPROVEMENTS (CONTINUED)

### EXAMPLES



Pavement markings (sharrows)



Protected (fixed or flexible delineators)



Bike racks at school



Bikeway striping



# ENGINEERING STRATEGIES

## 5. IMPROVE STREET CROSSINGS

Purpose – To improve visibility and safety during crossings for students traveling to school.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - CAPITAL**

### ACTION ITEM

#### SURVEY STUDENTS/ID PROBLEM

Conduct travel safety surveys to students and identify street crossing problem(s).

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### HUBNASHVILLE

Submit a [hubNashville request](#) in order to report the issue to NDOT.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

Students, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### REVIEW & PRIORITIZE

Collect and review service requests, and prioritize list while coordinating with existing plans and programs.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT

### EXAMPLES



Clearly marked crosswalks



Pedestrian refuge islands



Accessible pedestrian-activated flashing lights and countdown timers



# ENGINEERING STRATEGIES



## 6. BUS STOP IMPROVEMENTS

Purpose – To provide separate and safe waiting areas at bus stop locations for students.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - TRANSFORMATIVE**

### ACTION ITEM

#### **SURVEY STUDENTS/ID PROBLEM**

Conduct travel safety surveys to students and identify stop locations for improvement.

#### **AUDIENCE**

Transit Riding Students

#### **KEY STAKEHOLDER(S)**

School staff with Walk Bike support if needed

### ACTION ITEM

#### **CONTACT WEGO**

Submit a [customer comment](#) to report the issue to WeGo.

#### **AUDIENCE**

Community, Transit Riding Students

#### **KEY STAKEHOLDER(S)**

WeGo, NDOT

### ACTION ITEM

#### **COORDINATE WITH WEGO**

Coordinate with WeGo to prioritize projects and find opportunities to incorporate stop improvements in paving, WalknBike, or other existing plans and projects.

#### **AUDIENCE**

Transit Riding Students

#### **KEY STAKEHOLDER(S)**

NDOT, WeGo

### ACTION ITEM

#### **INITIATE IMPROVEMENTS**

Increase the number and improve waiting areas for stops used by students and around schools.

#### **AUDIENCE**

Transit Riding Students

#### **KEY STAKEHOLDER(S)**

NDOT



# ENGINEERING STRATEGIES

LINK TO TRAFFIC CALMING PROGRAM

## 7. TRAFFIC CALMING PROJECTS

Purpose – To provide effective physical traffic measures that improve walking, biking, and rolling conditions for students.

**COST LEVEL: CAN RANGE FROM QUICK BUILD - TRANSFORMATIVE**

### ACTION ITEM

#### IDENTIFY ISSUES

Identify problem areas and specific issues.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### DEVELOP SOLUTIONS

Brainstorm creative solutions and ideas to resolve issue(s).

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### COMMUNITY SUPPORT

Determine community need and gather support for actions.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members

### ACTION ITEM

#### FOLLOW GUIDE

Follow the [Balloting Process](#) defined on NDOT's webpage.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed, Community Members





# ENGINEERING STRATEGIES

## 7. TRAFFIC CALMING PROJECTS (CONTINUED)

### ACTION ITEM

#### IMPLEMENTATION

Implement traffic calming around schools as feasible.

#### AUDIENCE

Community, Students

#### KEY STAKEHOLDER(S)

NDOT

### EXAMPLES



Curb extensions or bulb outs



Traffic circles



Chicanes



Speed tables

# EDUCATION

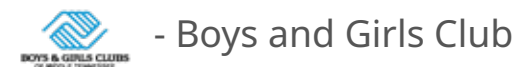
**Knowledge is power**, especially when navigating the city streets safely. Implementing an educational component enriched by partnerships becomes crucial. **Imagine classrooms buzzing with interactive lessons on pedestrian safety, bike maintenance workshops led by local cycling clubs**, and tactical urbanism workshops to show students and the community how to create flexible and short-term projects.

These partnerships can cultivate a generation of informed and empowered students equipped with the skills and knowledge to navigate their environment confidently. This, in turn, **leads to improved school attendance and a sense of ownership** over the program's success.

## EDUCATION GOALS

- 1. Knowledge for safety:** Equip students, parents, and the community with essential road safety knowledge and safe walking/biking techniques.
- 2. Responsible commuting culture:** Foster a culture of responsible walking, biking, and rolling to school among students and the community.
- 3. Vision Zero alignment:** Raise awareness and promote safety-conscious behavior, as outlined in Vision Zero's educational component.

## EXAMPLES OF POTENTIAL PARTNERS



## Focus on Equity

**Nashville's Safe Routes to School program recognizes that equal access to educational resources is the cornerstone of success and inclusivity. By crafting educational materials and initiatives tailored to the diverse needs of all students, the program fosters safety, physical activity, and community engagement. This ensures everyone, regardless of background or ability, has the opportunity to benefit.**



## EDUCATION STRATEGIES

1. Safety Workshops, Popups, and Assemblies
2. Student Safety Ambassadors
3. Take-Home Resources
4. School Safety Challenges and Competitions
5. After-School Safety Program



# EDUCATION STRATEGIES

## 1. SAFETY WORKSHOPS, POPUPS, AND ASSEMBLIES

Purpose – Provide educational opportunities with interactive elements, guest speakers/experts, group discussions, role-playing scenarios, engaging presentations, and hands-on activities to make learning and engaging practical and fun.

### ACTION ITEM

#### CREATE AN EVENT THEME

Provide a theme for events or activities targeted at educating students or parents on SRTS activities.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, Parent Teacher Association

### ACTION ITEM

#### COORDINATE GUEST SPEAKERS

Organize bike rodeos, obstacle courses, or bike maintenance workshops by collaborating with local bike shops, cycling clubs, and SRTS partners for activities and events. Bring guest speakers to speak to school students and/or parents regarding pedestrian and bicycle safety.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff, Walk Bike Nashville, Bike Fun, NDOT, Civic Design Center



# EDUCATION STRATEGIES

## 1. SAFETY WORKSHOPS, POPUPS, AND ASSEMBLIES (CONTINUED)

### ACTION ITEM

#### PREPARE PROMOTIONAL MATERIALS

Develop promotional materials to disseminate to parents and caregivers for SRTS events and activities.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### SET UP SAFETY STATION BOOTHS AT FESTIVALS OR EVENTS

Have a presence at school-based events and festivals to promote the school's SRTS program.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### ORGANIZE PARENT WORKSHOPS

Hold workshops aimed at educating parents about SRTS programming and activities at school.

#### AUDIENCE

Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### INTRODUCE PLANNING CONCEPTS

Introduce urban planning and street design concepts to make students and parents aware of various countermeasures.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff, Walk Bike Nashville, Bike Fun, NDOT, Civic Design Center



# EDUCATION STRATEGIES

## 2. STUDENT SAFETY AMBASSADORS

Purpose – Identify and train student leaders in effective communication skills to promote safety initiatives and organize peer-to-peer safety programs.

### ACTION ITEM

#### STUDENT SAFETY AMBASSADOR PROGRAM

Establish a student safety ambassador program with training sessions for on leadership, effective communication, and organizing peer-led initiatives.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### ELIGIBILITY REQUIREMENTS

Determine eligibility requirements for student participation. Identify/select student ambassadors.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### RECORD STUDENT EXPERIENCES

Provide opportunities for student ambassadors to organize activities and communicate initiatives.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA



# EDUCATION STRATEGIES

## 3. TAKE-HOME RESOURCES

Purpose – Provide website/social media, informative pamphlets, and resource kits for parents, encouraging ongoing conversations about safety at home.

### ACTION ITEM

#### DEVELOP INFORMATIVE MATERIALS

Create educational materials for students and parents.

#### AUDIENCE

Students, Teachers, Parents/Caregivers

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### CREATE, POPULATE, AND PROMOTE WEBSITE

Establish an SRTS Program website that promotes the program guidelines, materials, and updates.

#### AUDIENCE

Students, Parents/Caregivers, MNPS

#### KEY STAKEHOLDER(S)

NDOT

### ACTION ITEM

#### CHOOSE SAFETY CAMPAIGN THEMES

Establish a school-wide theme that is appealing to students and parents.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed



# EDUCATION STRATEGIES

## 4. SCHOOL SAFETY CHALLENGES AND COMPETITIONS

Purpose – Use friendly challenges and competitions to educate students on safety.

### ACTION ITEM

#### CHALLENGES & COMPETITIONS

Design challenges and competitions around safety education.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### INCENTIVIZE STUDENT PARTICIPATION

Determine and provide incentives for students who participate in SRTS programming and activities.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### RECOGNITION

Recognize outstanding achievements.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed





# EDUCATION STRATEGIES

## 5. AFTER-SCHOOL SAFETY PROGRAM

Purpose – Offer a structured after-school program to educate students on active transportation safety.

### ACTION ITEM

#### DEVELOP CURRICULUM

Provide educational material aimed at education students about safe walking, biking, and rolling to school.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### DETERMINE PROGRAM STRUCTURE

Determine program structure (length of program, staffing needs, location, transportation needs).

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### PROMOTION

Promote the program.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

# ENCOURAGEMENT

Nashville's Safe Routes to School program shouldn't just offer safe paths, it should also **ignite excitement for walking, biking, and rolling!** Implementing an encouragement component powered by partnerships is crucial to the program's success. Imagine students cheering each other on during walking school buses, community events boosting enthusiasm for active travel, and local businesses offering incentives for participation.

These partnerships can weave encouragement into the fabric of daily life, motivating students, families, and the community to embrace active and healthy journeys to school. **It's not just about infrastructure; it's about fostering a culture of joy and support,** ensuring the program beats with the vibrant energy of Nashville itself.

## EXAMPLES OF POTENTIAL PARTNERS

 - NDOT

 - MNPS

 - Walk Bike Nashville

 - Civic Design Center

 - Bike Fun

 - Oasis Center

 - Transit Alliance

## ENCOURAGEMENT GOALS

- 1. Active transportation appeal:** Make active commuting fun and rewarding through engaging events, challenges, and incentives for students.
- 2. Positive choices aligned with Vision Zero:** Encourage positive behavior and choices on the road, mirroring Vision Zero's goals.
- 3. Sustainable enthusiasm:** Build long-term enthusiasm for walking, biking, and rolling to school, promoting healthier and more active lifestyles.

## Focus on Equity

**Equitable encouragement resources are integral to the success of the SRTS Program in Nashville, ensuring that all students have access to opportunities that promote active and safe commuting. Equitable resources enable schools to implement encouragement initiatives that resonate with diverse student populations, encouraging active transportation options such as walking, biking, and rolling.**



## ENCOURAGEMENT STRATEGIES

1. Contests and Incentives
2. Walking and Biking Group Activities
3. Community-Wide and/or School-Wide Celebrations



# ENCOURAGEMENT STRATEGIES

## 1. CONTESTS AND INCENTIVES

Purpose – Encourage students to walk, bike, and roll to school by providing various contests and/or incentives to motivate participation in a school’s SRTS program.

### ACTION ITEM

#### ORGANIZE CONTESTS

Organize art and writing contests for students to express their active transportation experiences.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### SHOWCASE PARTICIPANTS

Showcase active participants and winning entries in school newsletters or bulletin boards.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### PARTNER WITH BUSINESSES

Collaborate with local businesses to provide vouchers/coupons/incentives.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### CHALLENGES & COMPETITIONS

Introduce challenges and competitions between classes or schools.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed



# ENCOURAGEMENT STRATEGIES

## 2. WALKING AND BIKING GROUP ACTIVITIES

Purpose – Through ongoing programs, promote safety in numbers and/or under adult supervision.

### ACTION ITEM

#### WALKING SCHOOL BUSES

Organize and facilitate walking school buses and bike trains.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### WALKING/BIKING CLUBS

Establish school-based walking and/or biking clubs.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA





# ENCOURAGEMENT STRATEGIES

## 2. WALKING AND BIKING GROUP ACTIVITIES (CONTINUED)

### ACTION ITEM

#### FAMILY EVENTS

Host family-centric events to encourage parents to walk/bike to school with their children.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### RECOGNITION

Recognize club members in school events/activities.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed



# ENCOURAGEMENT STRATEGIES

## 3. COMMUNITY-WIDE AND/OR SCHOOL-WIDE CELEBRATIONS

Purpose – To foster a sense of community and excitement around active transportation.

### ACTION ITEM

#### WALK TO SCHOOL DAY EVENT

Organize a school-wide formal Walk to School Day/Bike to School Day event.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA

### ACTION ITEM

#### CELEBRATE WALK TO SCHOOL DAY

Recognize and celebrate International Walk to School Day/Bike to School Day through notifications and announcements to students and parents.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, PTA



# ENCOURAGEMENT STRATEGIES

## 3. COMMUNITY-WIDE AND/OR SCHOOL-WIDE CELEBRATIONS (CONTINUED)

### ACTION ITEM

#### DECORATE SCHOOL

Decorate school entrances with banners, posters, and sidewalk chalk.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### SRTS THEMED DAYS

Promote SRTS during spirit week or other themed weeks in schools.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### SRTS PARTNERSHIPS

Collaborate with SRTS partners for event participation and supervision.

#### AUDIENCE

Students, Partners

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### COMMUNITY EVENTS

Organize a community event/parade/activity to promote active transportation.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed, Community Partners





# ENFORCEMENT

Collaborative efforts with local law enforcement agencies, community organizations, and school administrators enhance the program’s ability to enforce traffic regulations and ensure safe commuting routes. By fostering partnerships, the **SRTS Program can benefit from shared resources, expertise, and community trust**, resulting in a more effective implementation of enforcement measures.

This collaborative approach strengthens safety protocols and helps build positive relationships between law enforcement and the community, **fostering a sense of security for students** as they travel to and from school.

## EXAMPLES OF POTENTIAL PARTNERS

 - NDOT

 - MNPD

 - MNPS

 - MDHA

## ENFORCEMENT GOALS

- 1. Safety through enforcement:** Promote adherence to traffic rules and collaboration with local law enforcement to create a secure environment.
- 2. Responsible road use:** Align with Vision Zero’s emphasis on responsible and law-abiding road use, particularly around students.
- 3. Shared responsibility:** Build partnerships with MNPD and the community to ensure a safe and secure school commute for all.

## Focus on Equity

**By working with SRTS partners to prioritize equity in enforcement measures, the program can address potential disparities in how rules are implemented, particularly in diverse neighborhoods and communities. This approach is crucial in promoting social cohesion, trust, and a shared commitment to the safety of all students and community members, regardless of socio-economic background or geographical location.**



## ENFORCEMENT STRATEGIES

1. MNPD Involvement
2. Vision Zero Measures
3. Neighborhood & Residential Safety Watch



# ENFORCEMENT STRATEGIES

## 1. MNPD INVOLVEMENT

Purpose – Expand current MNPD crossing guard program and police officer training to create positive safety enforcement tactics.

### ACTION ITEM

#### CROSSING GUARD PROGRAM

Enhance promotion and appreciation efforts for Crossing Guards in order to increase participation.

#### AUDIENCE

Crossing Guards

#### KEY STAKEHOLDER(S)

MNPD, NDOT, MNPS

### ACTION ITEM

#### OFFICER EDUCATION & TRAINING

Maximize police officer bike/ped education and training protocol (speed monitoring, police presence in school zones, positive reinforcement strategies beyond ticketing and traffic stops).

#### AUDIENCE

Police Officers

#### KEY STAKEHOLDER(S)

MNPD, NDOT, MNPS





# ENFORCEMENT STRATEGIES

## 2. VISION ZERO MEASURES

Purpose – Work towards implementing Vision Zero enforcement tactics in school zones and prioritize the High Injury Network (HIN) for enforcement efforts.

### ACTION ITEM

#### IMPLEMENT VISION ZERO TACTICS

Implement Vision Zero enforcement tactics (speed feedback signs and neighborhood traffic calming measures).

#### AUDIENCE

Students, General Public

#### KEY STAKEHOLDER(S)

NDOT, MNPD, MNPS

### ACTION ITEM

#### PRIORITY PROJECTS

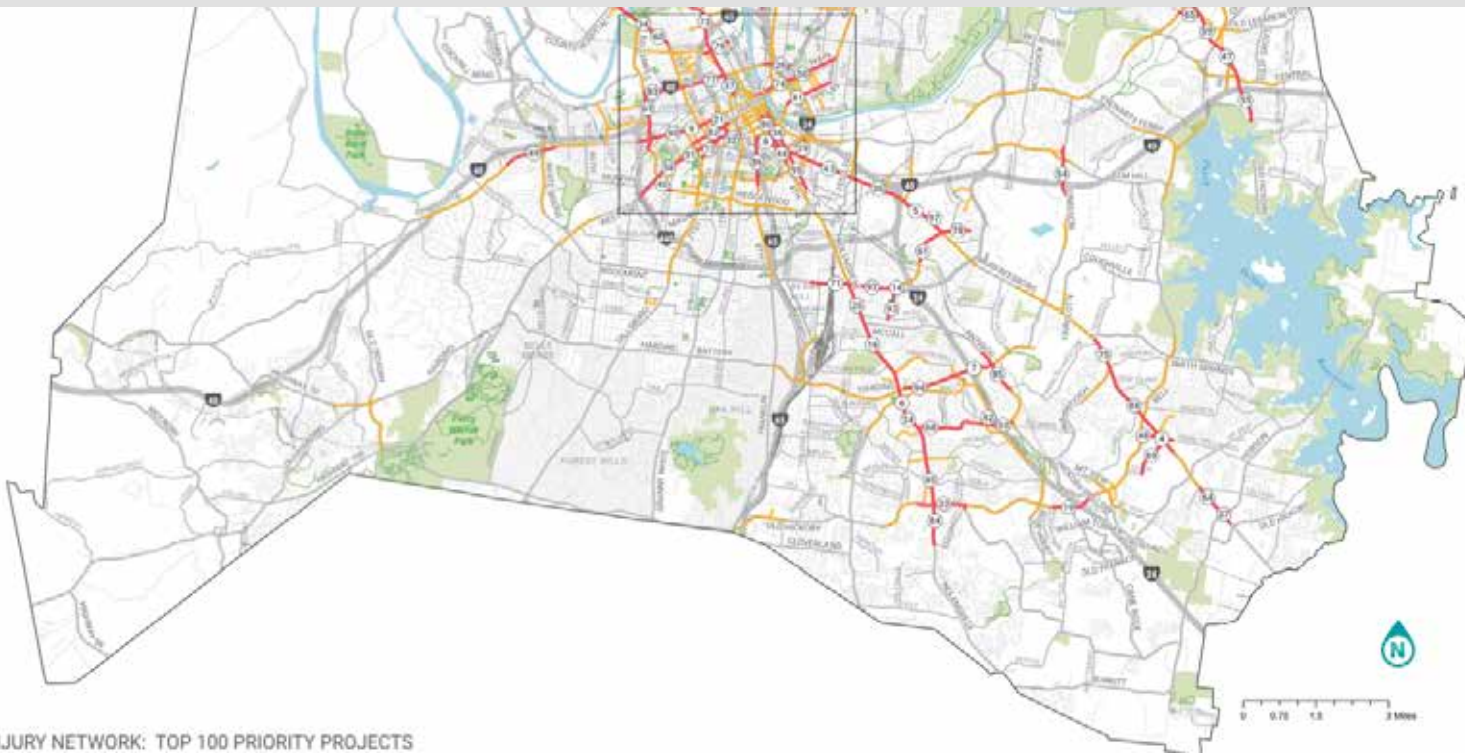
Identify priority school zones according to the High Injury Network (HIN) to increase enforcement.

#### AUDIENCE

Students, General Public

#### KEY STAKEHOLDER(S)

NDOT, MNPD





# ENFORCEMENT STRATEGIES

## 3. NEIGHBORHOOD & RESIDENTIAL SAFETY WATCH

Purpose – Develop a community-led safety patrol effort, including student safety ambassadors, to monitor routes and ensure safe travel for students through surrounding neighborhood.

### ACTION ITEM

#### WORK WITH PTA

Create a safety subcommittee within the PTA to gather neighborhood involvement.

#### AUDIENCE

General Public, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff, PTA

### ACTION ITEM

#### INCIDENT REPORTING

Establish incident reporting procedures for consistency.

#### AUDIENCE

General Public

#### KEY STAKEHOLDER(S)

School staff and PTA with Walk Bike support if needed

### ACTION ITEM

#### COLLABORATE WITH NEIGHBORHOOD GROUPS

Contact and collaborate with existing neighborhood groups in order to increase participation.

#### AUDIENCE

General Public, Parents/Caregivers

#### KEY STAKEHOLDER(S)

School staff and PTA with Walk Bike support if needed



# EVALUATION

Implementing an evaluation component, empowered by partnerships, becomes crucial. Imagine community leaders, parents, and students collaborating to gather data on program reach, safety impacts, and student well-being. These partnerships ensure diverse perspectives are heard, leading to a richer understanding of program effectiveness. **The evaluation shouldn't stop at numbers; qualitative feedback from users and partners can identify areas for improvement and celebrate successes.**

This collaborative evaluation allows for targeted adjustments, ensuring the program truly meets the unique needs of each neighborhood and community. **It's not just about measuring progress;** it's about charting a course toward a safer, healthier future for all Nashville students.

## EVALUATION GOALS

- 1. Data-driven impact assessment:** Measure program effectiveness on safety, active transportation rates, and community engagement.
- 2. Vision Zero partnership:** Align evaluation with Vision Zero's approach for continuous improvement and data-driven decision-making.
- 3. Responsive adjustments:** Use evaluation findings to tailor the program to the evolving needs of Nashville's students and communities.

### EXAMPLES OF POTENTIAL PARTNERS

 - NDOT

 - MNPS

 - MNP

 - WeGo Public Transit

 - Walk Bike Nashville



## Focus on Equity

**By embracing equitable evaluation, we gain a deeper understanding of the program's true impact on different student populations. This involves looking beyond raw numbers and considering factors like:**

- **Diverse demographics: Age, race, ethnicity, and disability status.**
- **Socio-economic factors: Income levels, access to transportation, and neighborhood infrastructure.**
- **Community needs: Specific challenges and priorities identified by residents.**



## EVALUATION STRATEGIES

1. Infrastructure Assessments
2. Community & Advisory Committee Feedback
3. Traffic Crash & Speed Data
4. Active Transportation Rates
5. Program & School Report Cards



# EVALUATION STRATEGIES

## 1. INFRASTRUCTURE ASSESSMENTS

Purpose – To identify infrastructure for maintenance or further modifications and report on the number of improvements made each year.

### ACTION ITEM

#### EXISTING INFRASTRUCTURE

Inspect/evaluate existing infrastructure.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT

### ACTION ITEM

#### TRACK PROGRESS

Keep track of improvements made throughout communities.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT

### ACTION ITEM

#### UPDATE AND REPORT

Keep project progress up to date and report out progress to community and schools.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT



# EVALUATION STRATEGIES

## 2. COMMUNITY & ADVISORY COMMITTEE FEEDBACK

Purpose – To gather feedback from students, parents, school staff, residents, and the Vision Zero Advisory Committee on the program’s effectiveness and areas for improvement.

### ACTION ITEM

#### COLLECT STUDENT DATA

Conduct student travel surveys for each school to develop a database of overall travel patterns.

#### AUDIENCE

School staff, Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### ENGAGEMENT

Host focus groups, community forums, workshops, and advisory committee briefings.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### RECORD FEEDBACK

Collect and record feedback to incorporate into SRTS report cards.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### CREATE STAKEHOLDER DATABASE

Grow stakeholder email list in order to quickly disseminate information and gather data.

#### AUDIENCE

Students, Parents/Caregivers

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed



# EVALUATION STRATEGIES

## 3. TRAFFIC CRASH & SPEED DATA

Purpose – To analyze crash and speed data to identify trends, patterns, and potential safety concerns and verify installed countermeasures are working or determine if adjustments are needed.

### ACTION ITEM

#### COLLECT & ANALYZE CRASH/ SPEED DATA

Collect crash and speed data using various resources. Analyze pedestrian and bicycle injury rates, and near-miss incidents.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT, MNPD

### ACTION ITEM

#### LOCATE TROUBLE AREAS

Locate high-crash and high-speed areas to help determine needs.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT, MNPD

### ACTION ITEM

#### DEVELOP REPORT

Determine speed differences in areas with improvements. Create a report, documenting updates to crash and speed data in school improvement areas.

#### AUDIENCE

NDOT

#### KEY STAKEHOLDER(S)

NDOT, MNPD



# EVALUATION STRATEGIES

## 4. ACTIVE TRANSPORTATION RATES

Purpose – To assess the program’s impact on promoting active transportation and identify concerns, needs, or wins within the program.

### ACTION ITEM

#### PERCENT WALKING/BIKING

Monitor the percentage of students walking or biking to school.

#### AUDIENCE

School staff, Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### CONDUCT SURVEYS

Conduct travel tally surveys to students.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

School staff with Walk Bike support if needed

### ACTION ITEM

#### PARENT FOCUS GROUPS

Host focus groups with parents to gather input and data.

#### AUDIENCE

Parents/Caregivers

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### DATA COLLECTION

Collect traffic count data to determine active transportation numbers.

#### AUDIENCE

School staff

#### KEY STAKEHOLDER(S)

NDOT



# EVALUATION STRATEGIES

## 5. PROGRAM & SCHOOL REPORT CARDS

Purpose – To measure the overall effectiveness of the SRTS Program in enhancing student safety, increasing active transportation rates, improving school attendance, and strengthening community engagement.

### ACTION ITEM

#### MEASURE/MONITOR PROGRESS

Conduct progress surveys at the beginning and end of the school year.

#### AUDIENCE

Students

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### DEVELOP REPORT HIGHLIGHTING SUCCESSES AND CHALLENGES

Compile all evaluation data into a report detailing program progress at schools and throughout Nashville.

#### AUDIENCE

MNPS, NDOT

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### EVALUATE

Determine successes, challenges, and opportunities.

#### AUDIENCE

MNPS, NDOT

#### KEY STAKEHOLDER(S)

NDOT, School staff with Walk Bike support if needed

### ACTION ITEM

#### PUBLISH REPORT CARDS

Publish report cards on NDOT website and/or MNPS/school website.

#### AUDIENCE

General Public

#### KEY STAKEHOLDER(S)

NDOT, MNP, School staff with Walk Bike support if needed

# CONCLUSION

Nashville's Safe Routes to School Program represents a collective commitment to the safety and well-being of its young learners. By combining infrastructure enhancements with engaging educational initiatives and community partnerships, the program aims to create a city where every student's journey to and from school is safe, accessible, and enjoyable. As we embark on this endeavor, we invite the entire Nashville community to join us in shaping a brighter future for our students, where every step they take towards learning is a step towards a safer and healthier future. Together, we can make Nashville a city where every student's journey is a safe and enriching experience.