

Jared Morford

About Jared:

- I grew up in N.E. South Dakota
- I walked to school everyday until the 8th grade
- Have bachelor's in History from ISU
- I have been in the Outdoor industry and Advocacy for the last 10 years.

What is Safe Routes to School (SRTS)?

SRTS is a movement established to create safe, convenient, healthy, and fun opportunities for children to walk and bike to/from school.

- Infrastructure
- Non-Infrastructure (SRTS Focus)



Why SRTS Matters

- Help pave ways to get to school to increase the numbers of those walking/ biking.
- Decrease health issues/ inactivity
- Reduce car pick up before and after school = Safer Streets
- Bringing families & neighbors together

Why (Continued)

Fewer kids are biking and walking. More parents are driving

2001: 16% walked

1969: 42% walked

(CDC,2005)



Why do kids walk less? Barriers

- Distance/Location
- Traffic- related danger
- Weather
- Crime/Danger (Perceived?)
- Opposing School Policy



Best Part?

It's FREE!

(I provide the knowledge and you provide the people.)

What Is the Framework for SRTS?

- The 6 E's
 - Evaluation
 - Education
 - Encouragement
 - Engineering
 - Enforcement
 - Equity



Programs

- Workshops (Evaluation)(Equity)(Enforcement)(Engineering)
- Rodeos (Encouragement)
- Walking School Buses (Encouragement)
- In Classroom - Safety Education (Education)
- Distance Learning (Education)

Making a change!

- Parents
- Students
- Principal
- Teachers
- Neighbors
- City or County Staff
- Elected Officials
- Businesses



Local Success Stories

- Perry Library - WSB
- Dallas Center - Connectivity
- Desoto - Wellmark Grant



How can MPO/RPAs work with SRTS?

- We can help take the planning document to the next step.
Through education and helping mobilize community members.
- Start talking about Safe Routes to School. Put SRTS in Plan!
- Also consider a section in TAP grant for SRTS criteria.
- Travel Tally: We have one built.

Upcoming Events



Interested in Safe Routes To School?

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Questions?

Thank you!