

Cypress Elementary Safe Routes to School (SRTS) Planning Process

Phase I: Organization and Data Collection

1. **Identification of SRTS Coalition:** This will include the full range of parties involved in both the planning process and program implementation.
2. **Establish Working Committees:** Committees will be smaller groups (no more than 5 people) comprised of members of our broader coalition plus parents and/or residents who are responsible for managing different aspects of the planning process.
 - (1) Core Project Management Committee: Responsible for overseeing the planning process and assembling the planning document.
 - (2) Data Collection Committee: Responsible for assembling the data outlined in Phase I of this process.
 - (3) Communications and Community Engagement Committee: Responsible for communications with the community about the process and program and for planning and executing public engagement activities, as outlined in the Communications and Engagement Plan.
 - (4) Project Implementation and Evaluation Committee: Responsible for preparing an implementation and evaluation strategy based on the program developed in Phase II.
3. **Development of Policy Statement Defining Project Intent:** Prepared by Core Project Management Committee. Will be used to guide program development in Phase II.
4. **Descriptive Data**
 - (1) Type of school
 - (2) Location of school
 - (3) Description of neighborhood environment
 - (4) Definition of attendance area
 - (5) School enrollment
 - (6) Student SRTS participation data:
 - Percent students within 2 miles of school
 - Percent students walking or bicycling
 - Potential walking/biking outside 2 miles (possibly n/a)
 - % participating in free and reduced lunch program

5. Baseline Student Transportation Data (i.e. # of bus riders, walkers, bikers, car riders)

- (1) Methods of collection
 - Student tallies
 - Car counts
 - School transportation info

6. Traffic Data

- (1) Road designations
- (2) Traffic counts
- (3) Crash data
- (4) Speeding data
- (5) Hazardous routes data

7. Identification of Walking and Biking Routes

- (1) The following characteristics will be used to identify the safest routes:
 - Minimum traffic crossings
 - Existing signalization
 - Slower speed limits
 - Crosswalks and sidewalks
 - Lower traffic volumes
 - Existing traffic calming measures
 - Existing bike paths, trails, or lanes

8. Inventory of Existing Relevant Plans and Past Efforts:

- (1) Capital improvement plans
- (2) Road maintenance plans
- (3) Bike/pedestrian/trail plans
- (4) Park plans
- (5) Sidewalk maintenance plans
- (6) LISD Hazardous Routes and Bus Service Plans
- (7) Summary of past efforts (MUD/County)

9. Identification of Problem Areas and Needs

- (1) Methods of collection:
 - Walk audits
 - Parent surveys
 - Student input
 - Resident input

- 10. Coalition Meeting:** A meeting of all coalition members to review findings from Phase I and prepare for Phase II: Program Development

Phase II: Program Development

- 1. Establish Program Development Focus Groups:** Groups will be comprised of up to 10 individuals with interest or expertise in the respective program area.
 - (1) Education
 - (2) Enforcement
 - (3) Encouragement
 - (4) Engineering
 - (5) Equity
- 2. Focus Groups Develop Program Strategies Associated with Assigned Area:** Groups will meet on one or more occasions, as needed, to develop strategies for addressing SRTS goals.
- 3. Develop Implementation and Evaluation Strategy:**
 - (1) Identify partners and coalition members responsible for implementing various aspects of the plan
 - (2) Develop strategy for monitoring, reviewing, and updating SRTS program and plan and indicating measures of success.
- 4. Prepare Plan Document:** Final plan will include all data collected in Phase I and recommended program and implementation and evaluation strategies developed in Phase II. The Texas Department of Transportation's SRTS guide will be used to ensure the plan has all components necessary for eligibility to receive state SRTS funding. The draft of the plan will be circulated to all members of the working groups and focus groups for comment to ensure the final document represents the outcomes of the planning process.
- 5. Present SRTS Program to Community and Key Groups:** This step may include one or more public presentations, as determined necessary at this phase of the process.

Communication and Engagement Plan

Central to the success of our SRTS program will be understanding the barriers to increasing the number of children walking and biking to school and developing actionable and appropriate strategies for addressing those barriers. This will require

significant input from the community, including parents, students, and residents of the surrounding neighborhoods.

The main goals of our communication and engagement plan are:

1. Gather diverse input into understanding why parents and children choose whether or not to walk or bike to school.
2. Identify safety concerns along the routes children use to get to and from school.
3. Inform and educate the community about our SRTS program.

Communication and Engagement Strategies Implemented Throughout the Planning Process:

- 1. Working Committees:** Committees comprised of coalition members and parents and/or residents that drive the planning process.
- 2. Ongoing Communications:** Sharing of information with the broader community about SRTS, the planning process, and opportunities to be involved. A range of media will be used to push communication:
 - (1) Facebook
 - Safe Routes Group page
 - Friends of AMW page
 - Neighborhood group pages
 - Cypress page
 - Cypress PTA page
 - LISD page
 - (2) Nextdoor
 - (3) Cypress website
 - (4) PTA communications
 - (5) Cypress Room reps
 - (6) Cypress newsletter
 - (7) LISD communications
 - (8) Wednesday folders
 - (9) WTCMUD1 newsletter
 - (10) WTCMUD1 website
 - (11) Water bill communications
 - (12) Signage (around and inside school)
 - (13) Girl Scout information video
 - (14) WTCMUD1 Marquee sign
 - (15) Email list

Communication and Engagement Strategies Implemented in Phase I of the Planning Process:

- 1. Public Presentation, Intro to SRTS: WTCMUD1 Board (completed 1/15/2020):** Video recording of presentation to be made widely available. Other formal presentations to key groups may be necessary and will be carried out as needed or as requested.
- 2. School Kick-Off Event: Walk and Bike to School Day (tentatively planned for spring 2020):** Campus-wide event intended to get the word out about our SRTS project and highlight the value of walking and biking to school.
- 3. Walk and Bike to School Day Conversation Cafe:** The morning of Walk and Bike to School Day, parents join SRTS project leaders for coffee and conversation about all things Safe Routes. This less formal event allows for more engaging and nuanced discussion about walking and biking to school.
- 4. Parent/Resident Questionnaire:** A brief and targeted survey intended to help the project team identify barriers to walking and biking to school.
- 5. Student Questionnaire:** Simple questionnaire given to students to gauge their perceptions of walking and biking to school and identify barriers from their perspective.
- 6. Walk Audits:** On-the-ground inventories of existing conditions along the routes children take to get to and from school. Audits should be conducted by groups comprised of coalition members as well as parents, residents, and students.

Communication and Engagement Strategies Implemented in Phase II of the Planning Process:

- 1. Focus Groups:** These groups will be somewhat larger than our working committees (up to 10 individuals) and will be comprised of coalition members and community members who have expertise and/or interest in the program area to which they are assigned (areas listed under Phase II, Step 1). The focus groups' task will be to develop strategies to achieve the key goals of the SRTS program.

- 2. Student Focus Groups:** Similar to the adult version of the focus groups, the purpose of the student focus groups will be to brainstorm strategies to achieve the goals of the SRTS program.
- 3. Public Presentation of SRTS Program:** The SRTS Plan will be presented to the community at one or more public meetings. This may include, for example, a presentation to the local community as well as a broader presentation to the District School Board.