

SR2S Team¹

Easy Win:

Show the SR2S video at Walk to School Day and to stakeholder groups to build support. Recruit a diverse team of law enforcement officers, non-motorized design specialists, city council members, school administrators, and other decision makers early. Mobilize parent support.

Outcomes:

SR2S champion and team leader

Team that includes community leaders

Wide SR2S visibility and support

Ready to educate, encourage, enforce, engineer and evaluate SR2S

WHAT IS THE SR2S TEAM?

- A core school team with community support (e.g., a community task force)
- Different perspectives and abilities needed to achieve SR2S objectives
- One (or more) passionate SR2S champion(s)
- A group of volunteers that plans and carries out SR2S activities and the 5 Es (education, encouragement, enforcement, engineering and evaluation)
- May be an existing team (e.g., Coordinated School Health Team)

WHO IS ON THE TEAM?

- A small core team of parents, students, teachers and a few others
- A larger community team or task force representative of key stakeholder groups

WHY HAVE IT?

- To accomplish the 5 Es and advocate for SR2S in the community

WHEN DOES THE TEAM MEET?

- Evenings, before school or any time members can meet
- Regular e-mail or phone communications between meetings
- Year 1 meetings are often monthly
- Year 2 and beyond meetings may be less frequent but are critical to sustain the effort and oversee long-term objectives

WHERE?

- Any convenient location
- At school or nearby, if possible
- Walk to School Day and walking/biking assessments of routes require larger meeting spaces, such as gymnasiums, cafeterias or libraries

¹ The Safe Routes to School team is both a small, core group of individuals who meet regularly and carry out the SR2S activities, and a larger group of stakeholders who provide specialized knowledge and expertise. In some communities, the larger group is called the Safe Routes to School Task Force. A task force may provide guidance to several schools or an entire school district. However, each school needs a core team of volunteers.

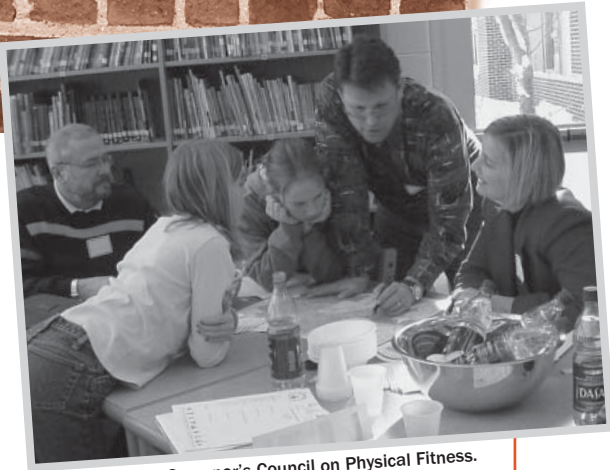


Photo courtesy Governor's Council on Physical Fitness.

Materials:

- SR2S Team Invitation Letter (CD)
- Who's Missing Checklist (CD)
- Visioning Activity
- Teamwork Tips
- Win-Win Responses to Doubters
- Your Role in SR2S—Appendix Y
- Fast Facts—Walk to School Day module
- SR2S general intro PowerPoint (CD)
- SR2S DVD—binder pocket
- SR2S Newsletter, Volume 1 (CD)
- Order Resources for SR2S—Appendix O
- Market SR2S—Appendix M

Communication Power:

- Have a SR2S kick-off assembly for staff, students and parents
- Send invitations to join the SR2S team to parents, law enforcement, trail and bicycling groups, local government officials, road authority, non-motorized design experts and others

Remember:

The SR2S champion is very important member of the team. She/he cares passionately about improving the safety of walking and bicycling routes to school and is a committed advocate of the importance of physical activity.