

Neighborhood Connections

Refreshing Your Community Engagement Toolbox

October 1, 2025

Kori Johnson

Senior Manager, Program and Engagement
Safe Routes Partnership



Colorado Safe Routes to School Webinar Series

Safe Routes Partnership



The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.

Welcome!

Say hello in the chat!

- Name
- Location
- Connection to Safe Routes
- Who are some of your primary community partners?



Photo Credit: Living Streets Alliance



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Reminders



Photo Credit: Schuylkill Vision

- Webinar is being recorded
- Resources linked in the slide deck
- Recording and slides posted after the webinar
- Questions in the Q&A box, general comments in the chat box

We're Here to Help!



Safe Routes Learning Center Workshops and Trainings Catalog

- Customizable workshops, trainings, and presentations
- Provided by the Partnership's technical assistance team
- Virtual and in-person
- Email consulting@saferoutespartnership.org

Workshops, Trainings, and Technical Assistance

- Safe Routes to School
- Active Transportation Planning, Policies, and Programming
- Community Engagement
- State Network Support
- Design Your Own





SAFE ROUTES TO SCHOOL **SUMMIT 2025**



Our Path Forward

Tuesday, October 28 – Thursday, October 30, 2025
Virtual Summit via Zoom

saferoutespartnership.org/summit





Community Engagement Overview



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Colorado Community Engagement Guide



- Outlines a community engagement framework
- Highlights engagement best practices
- Guiding questions for each section
- Features Colorado programs
- Links to tools, worksheets, and additional resources
- Emphasis on equity

Community Engagement Framework



- **Reflect** on your role as a community partner
- **Research** the community where you are working
- **Partner** with other organizations to build community relationships
- **Plan** thoughtful, culturally-responsive community engagement experiences
- **Implement** your community engagement experiences and events
- **Sustain** your community engagement beyond a single project

A Tale of Two Communities



Photo Credit: Cassie Gallegos

Denver, Colorado



[Photo Credit](#): Barry Stevenson

Basalt, Colorado



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Denver Public Library



- Libraries are great program partners
- Library staff have diverse skill sets
- Library staff know their communities



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Polls



- Have you used GIS maps for a Safe Routes project?
- Have you partnered with a library on a Safe Routes project?

Welcome Aileen Ayala!

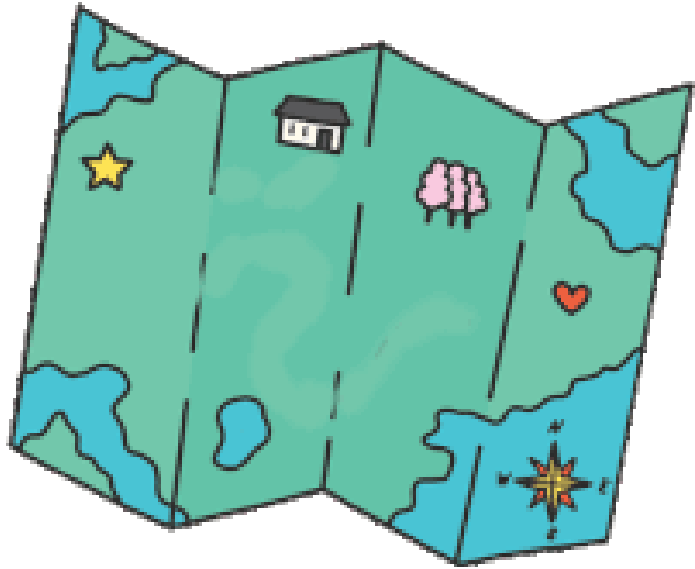


Management Analyst Supervisor
Strategy & Evaluation
Denver Public Library



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Key Takeaway #1: Use Maps to Inform Safe Routes Programming



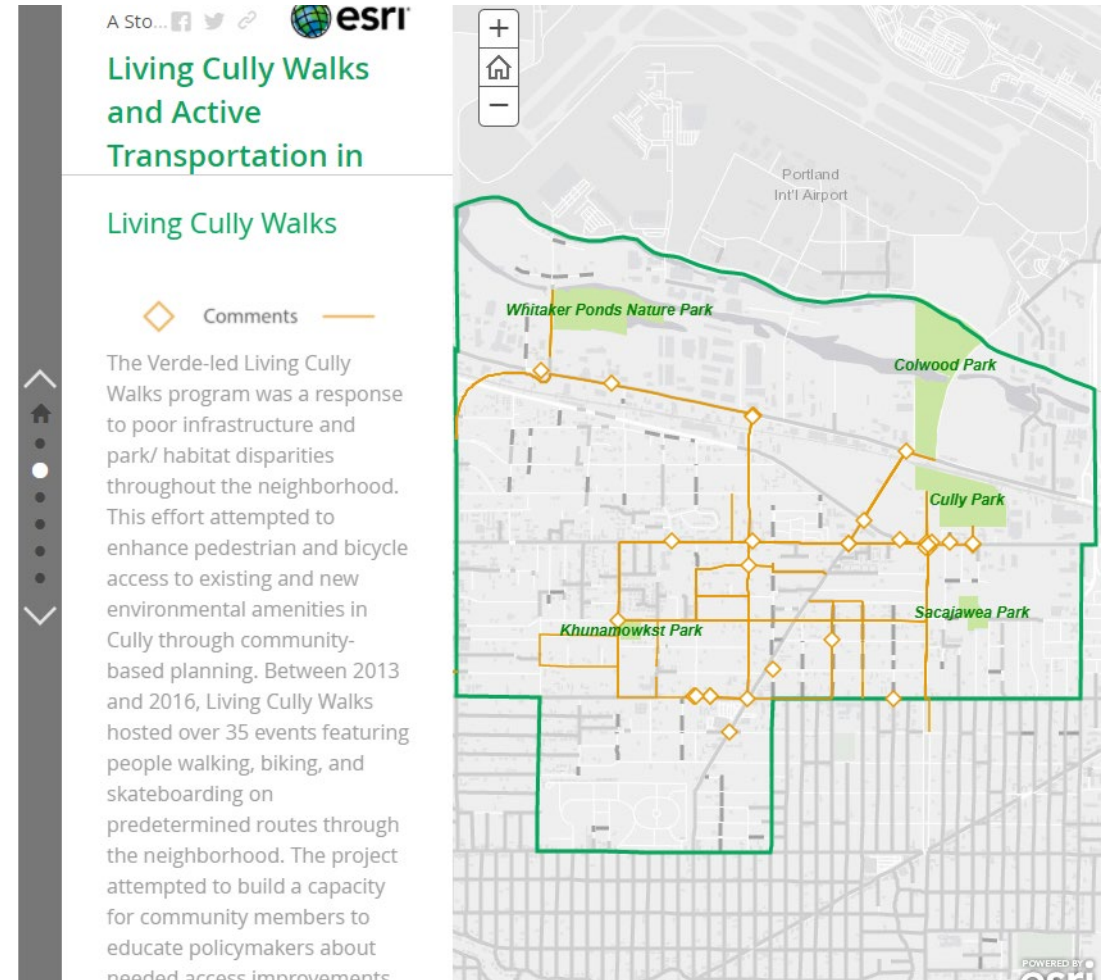
- Plot safe walking and rolling routes
- Get to know everyday community destinations
- Understand local history
- Explore health and demographic data
- Identify gaps in engagement and program participation
- Prioritize schools for Safe Routes projects

Maps can be used for...

- Walk audits
 - Schools to libraries
 - Schools to transit
- Find program partners
- Gather demographic data
- Organize a historical or cultural walk
- Recommend safe routes
- Identify infrastructure gaps



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Find Mapping Experts in Your Community



Pop-up artistic crosswalk in Washington, DC

- Local agency staff – transportation, public health
- Colleges and universities
- Historical societies
- Trail experts
- Library staff

Key Takeaway #2: Partner with a library

- Data and research
- Outreach tabling
- Walk and Roll to School Day
- Walk audits
- Education campaigns
- Strategic planning
- [Learn more about Safe Routes to Libraries](#)



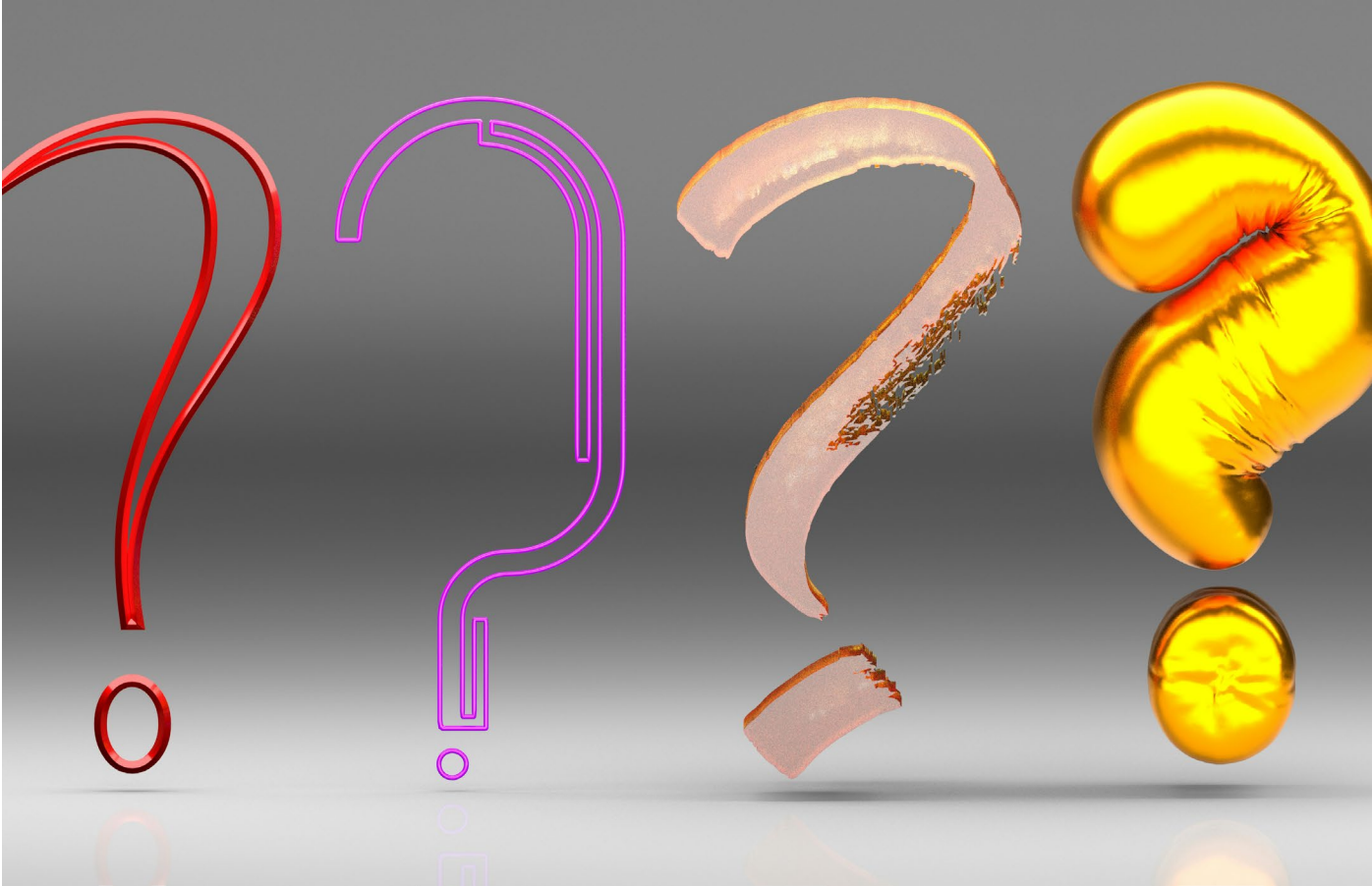
SAFE ROUTES PARTNERSHIP

Town of Basalt



- Safe Routes projects are possible in small towns!
- Build capacity through local partnerships
- Lots of opportunities to be creative

Polls



- Have you organized a Safe Routes to School demonstration project?
- I would love to organize a demonstration project but...



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Welcome Catherine Christoff



Town Engineer

Town of Basalt, Colorado



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Safe Routes to School

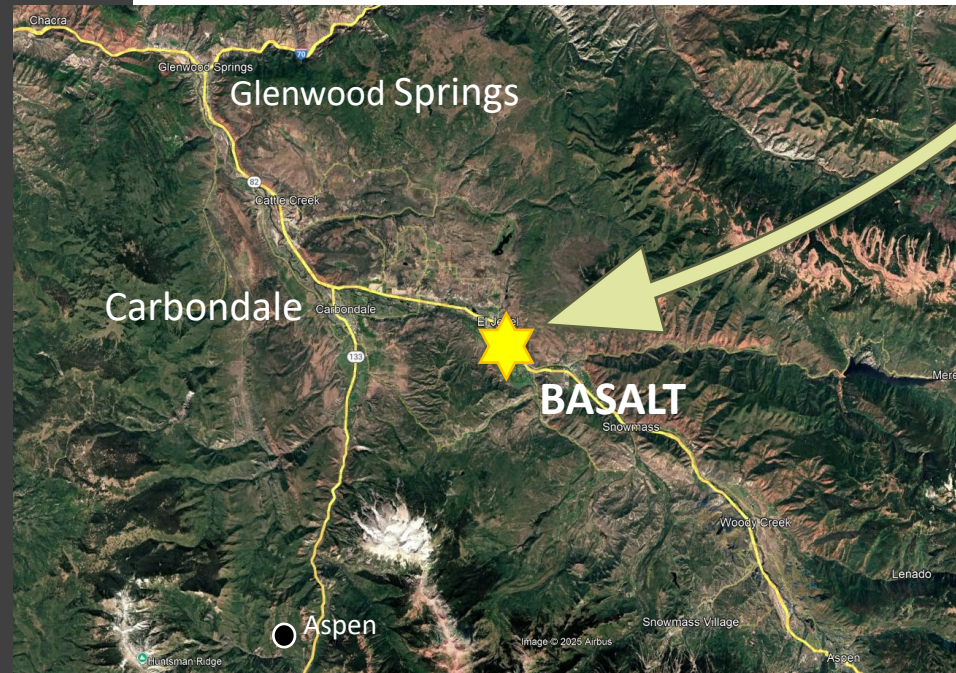
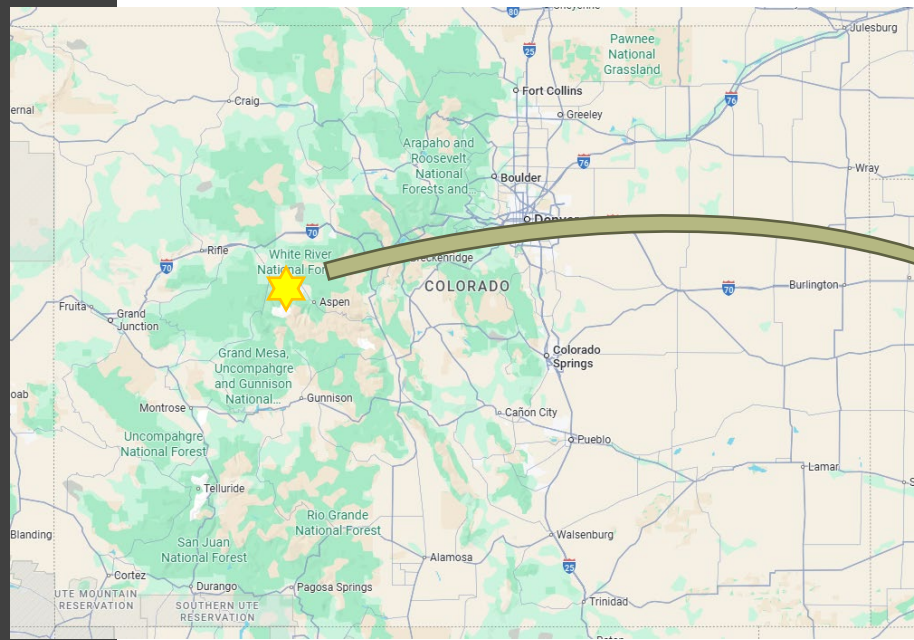
Town of Basalt, Colorado

Catherine Christoff, PE
Town Engineer

October 1, 2025

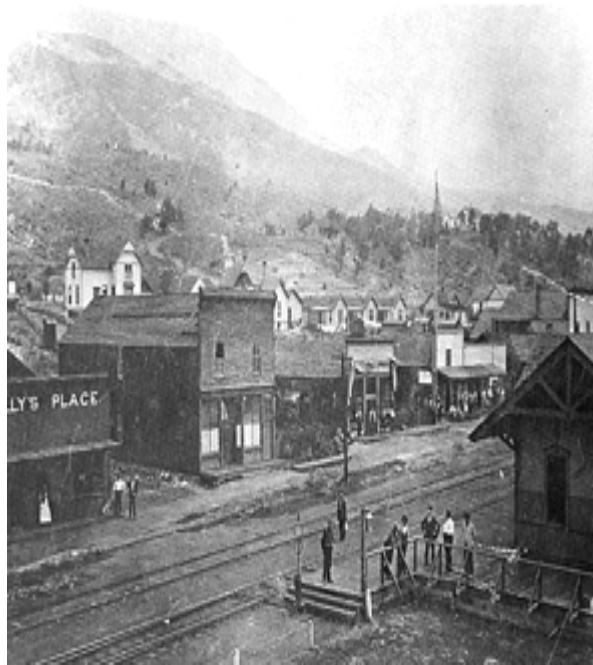


Basalt is a small mountain town (pop. 4,000) located at the confluence of the Fryingpan and Roaring Fork Rivers in the Roaring Fork Valley, about 20 minutes from Aspen. Known for its historic downtown, Gold Medal fly-fishing waters, and access to world-class outdoor recreation, Basalt blends its roots as a railroad and mining town with a progressive vision for sustainability and community.



Historic Downtown Basalt

From rails to... vehicles to... multimodal oriented design.



Innovation and Engagement



In January of 2024, Basalt-based **Design Workshop** donated its time and talent for the firm's annual Martin Luther King Jr. Day of Service. They collaborated with Basalt Girl Scout Troop 17080 for feedback and brainstorming.

Testing Concepts



The Town made temporary changes to the area to begin highlighting what is possible with temporary bulb outs, bollards to control traffic, and brightly colored rainbow crosswalks.

Improving Safety

Safe
Routes
to School
Project
Area



Invite the Community



 Basalt Education Foundation is in Basalt.
October 8, 2024 · 🌐

Get ready to Walk, Bike, & Roll to School tomorrow, October 9! Stop by our fun stations at Arbaney Park, the 7-11 Bridge, and in front of Basalt Elementary School for a high-five and some goodies on your way to class! Start your day with fresh air and smiles—see you there!

¡Prepárese para caminar, andar en bicicleta y rodar a la escuela mañana, 9 de octubre! ¡Pase por nuestras estaciones divertidas en Arbaney Park, el puente 7-11 y frente a la escuela primaria Basalt para chocar esos cinco y algunas delicias de camino a clase! Comience el día con aire fresco y sonrisas. ¡Nos vemos allí!

See translation




HOW DOES YOUR CHILD GET TO SCHOOL?
BIKE? WALK? BUS? CARPOOL?

**PLEASE TAKE OUR PARENT SURVEY SO
WE CAN IMPROVE SAFE AND FUN ACCESS
TO SCHOOL FOR ALL CHILDREN.**



COMO LLEGA SUS NIÑOS A LA ESCUELA?
BICICLETA? CAMINANDO? BUS? COMPARTIMÉNTO CARRO?

**POR FAVOR RESPONDA A LA ENCUESTA PARA
MEJORARÁ EL ACCESO A LA ESCUELA Y HACERLO
MAS DIVERTIDO Y SEGURO PARA TODOS LOS NIÑOS.**



ESCANEA AQUÍ PARA LA ENCUESTA
LA ENCUESTA ES ANÓNIMO + TOMA 5 MINUTOS

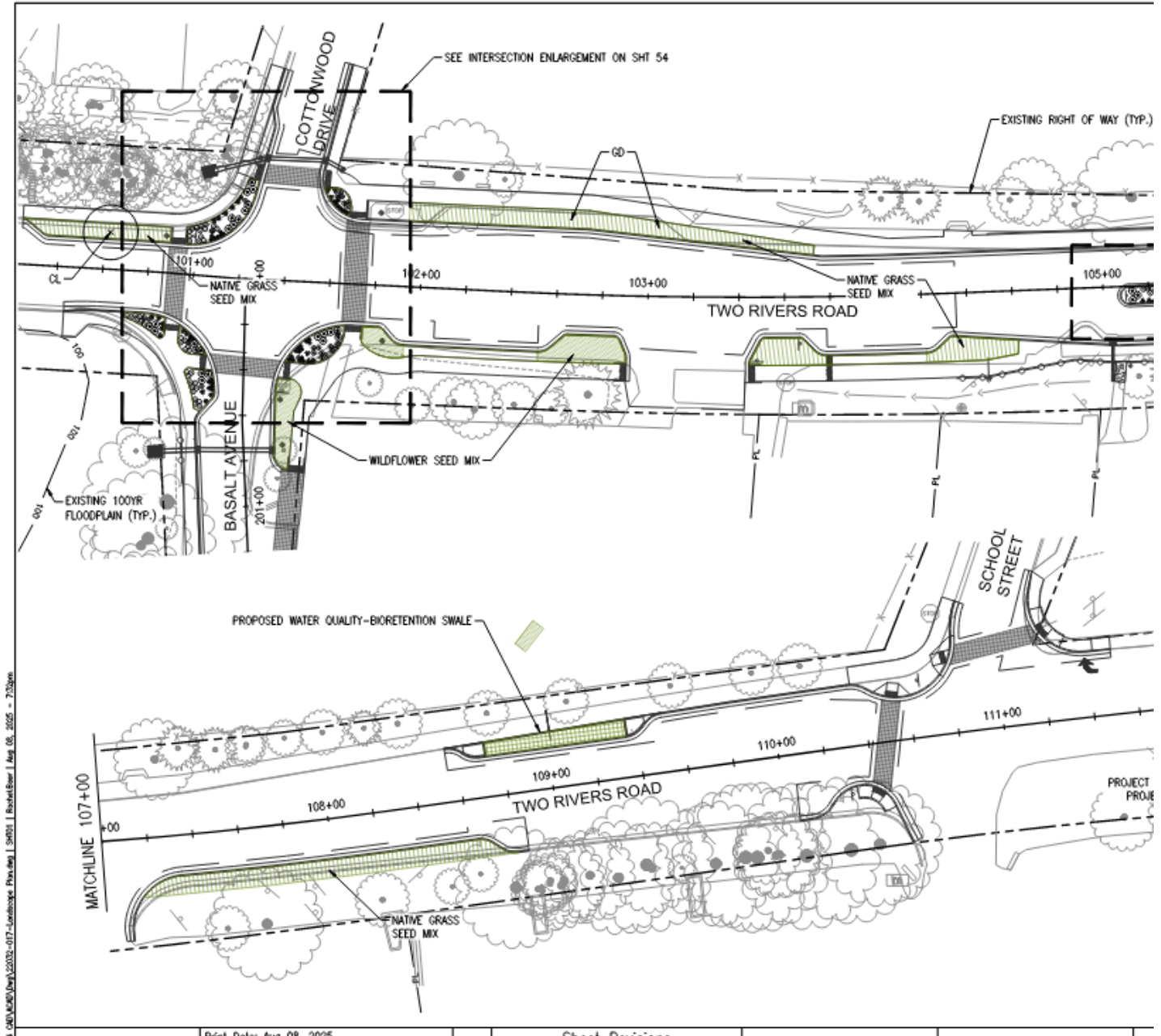


SCAN HERE FOR SURVEY
ANONYMOUS + TAKES 5 MINUTES



Project Timeline:

November 2024	SRTC Application
April 2025	Award Notification
June 2025	CDOT Kick-off Meeting
September 2025	CDOT 30% Plan Review
December 2025	CDOT 90% Plan Review
June 2026	Anticipated Ad Date



Questions?



CATHERINE CHRISTOFF, PE (she/her)
TOWN ENGINEER

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Key Takeaway #1: Start Early



Community planning in Portland, Oregon

Engaging Communities in Infrastructure Projects

- Gather community feedback
- Brainstorm project ideas with community members
- Demonstration projects – try before you buy!
- Apply for funding
- Find quick wins – easily implementable
- Link Safe Routes projects to other initiatives

Key Takeaway #2: Demonstration projects are powerful engagement tools

- Boost public support
- Incorporate community feedback
- Bring people together for a common goal
- Build a strong foundation for long-term projects



Pop-walk and roll lane in Little Rock, Arkansas



Pop-up artistic crosswalk in Indio, California

Key Takeaway #3: Use Your Network



Pop-up asphalt art in Wheatridge, Colorado

- Community groups – scouts, sports teams, rotary club
- Elected officials
- Parent and caregiver groups
- Day of Service/Corporate Volunteer Programs
- Library staff and Friends Foundations

Pop-up Project Resources



Preparing pop-up crosswalk in Scranton, Pennsylvania



Pop-up seating in Indio, California

- [Factsheet] [Try Before You Buy: How Pop-up Projects Lead to Big-time Investments](#)
- [Factsheet]: [Tactical Urbanism and Safe Routes to School](#)

Stay Connected



Questions?

Email kori@saferoutespartnership.org

Join the Safe Routes to School Google Group!

Email christina@saferoutespartnership.org

- Provide the email address you want to use to sign up

