

OAKS AND SPOKES

SAFE ROUTES TO SCHOOL

FIRST QUARTER CONTRACT REPORT

DATE

OCTOBER 18, 2022

PREPARED BY

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INTERIM EXECUTIVE DIRECTOR
OAKS AND SPOKES



Oaks and Spokes is pleased to submit our first quarterly report reflecting our work on the Safe Routes to School contract from August, 1 2022 through September 30, 2022.

Oaks and Spokes is a Raleigh based organization committed to advancing transportation options and equity in our community. Founded in 2012, and incorporated as a non-profit in 2016, the organization adding its first staff 2020. Our role in Raleigh is to advocate for safer streets for people of all ages and abilities.

Oaks and Spokes has two-part time staff who manage the contract. These staff are Sara Ellis, the Interim Executive Director and Mary-Jo Gellenbeck the Safe Routes to School Program Manager. Mary-Jo handles the programming, outreach and day to day work. Sara manages the administration and reporting.

Oaks and Spokes partnership with Wake County Safe Routes to School (SRTS) dates back several years, and was recently formalized through this contract in July of 2022. The goal of this contract is to support Wake County SRTS Staff's work and help grow their programming in Raleigh. The project scope consists of five (5) program areas:

1. Outreach to New Schools for Walk and Roll to School Day
2. Law Enforcement Officer (LEO) Training
3. Learn to Ride Event
4. Traffic Garden Pilot Project
5. Kickoff to Kindergarten

We had a very productive first quarter, and completed the Kickoff to Kindergarten deliverable. The team also began planning outreach for Walk and Roll to School day, in October. The following report details the work completed, number of community members engaged and lessons learned.

With Gratitude,

Interim Executive Director

Sara Ellis

Safe Routes to School Program Manager,
Mary-Jo Gellenbeck



KICKOFF TO KINDERGARTEN

The first contract deliverable was a practice crosswalk and education table at the Marbles Kids Museum Kickoff to Kindergarten. This event is held annually to prepare rising kindergartners to start school. Staff and volunteers helped rising kindergartners practice looking both ways before using the crosswalk, and being aware of their surroundings. Volunteers dressed up as cars to further simulate the experience of being in a crosswalk. Once rising kindergartners crossed, they could spin the pedestrian and bike safety wheel to answer a trivia question and win a prize.



Event Approach

Based on the principles used in traffic garden education, the team added play-based learning to its Kickoff To Kindergarten by simulating a traffic street crossing. By adding a miniature crosswalk and volunteers dressed in car costumes, children practiced looking for vehicles in the direction of traffic flow, watched as vehicles stopped to prioritize pedestrian traffic, held hands with family & friends as they crossed, and walked with heads up and eyes on the cars' positions. Some crosswalk users gave a friendly wave to the driver or held their hand up to say, Stop, both showing a sign of communication between road users. By adding visceral education to the program, it stimulates the human sensory system and bolsters the learning process. This was a great volunteer activity for high school students for its ability to enhance their learning of traffic markings and road user interactions.

KICKOFF TO KINDERGARTEN

Lessons Learned

- Adding play-based learning increased participation.
- Parents expressed appreciation from seeing their children practice pedestrian skills.
- Activate Good connected the event with a broader range of the community.
- Participating volunteers enjoyed the experience and learned from it.

Event Summary:

- **10 Volunteers**
- **150+ rising kindergartners learned how to cross the street safely**
- **15 Hours Oaks and Spokes Staff time**



Mom and daughter volunteering together.

WALK & ROLL TO SCHOOL DAY

Walk & Roll To School Day is a national event that encourages walking and rolling to school as healthy ways for kids and families to make their daily commutes. Oaks and Spokes in partnership with Wake County Safe Routes to School developed an outreach strategy to invite schools who historically have not participated to get involved.

This report includes work completed on Walk & Roll To School Day from September 1, 2022 - September 30, 2022. The event itself took place on October 12th, and reporting on participation will be included in the 2nd quarter report and invoice.

September's Walk & Roll To School preparation included tabling at the Fall Parent Teacher Leadership Conference to introduce the program. As well as an analysis of the schools in Raleigh to prioritize lower income schools for outreach. Three email campaigns were prepared and distributed to 76 schools. The team also used its social media platforms to encourage participation.

As a result of our outreach, three new elementary schools registered. Oaks and Spokes provided consultation to Stough Elementary School, to help them establish a park and roll to school day. Not all of Stough's students have safe routes to walk or roll to school day, but parking nearby and walking is a great alternative. The kids still have the opportunity to exercise and the parents aren't in the carpool line.

The 2nd Quarter report will include a summary of the annual Walk & Roll To School day event.

- **Oaks and Spokes Staff Time: 25 Hours**



Stough Park & Walk Lot

WALK & ROLL TO SCHOOL DAY

Lessons Learned

- Principal support greatly impacts participation
- Identify Year Round Schools to adjust the campaign to meet their school calendar
- Park & Roll events such as Stough enabled more families to participate
- Park & Roll events become Walking Wednesdays, a monthly or weekly event organized by PTAs
- Some school PTAs feature a Health & Well-Being Team Leader
- Social media boosts exposure and engaged parents' interest for the event

Outreach Summary

- Three distinct email campaigns to Wake County Public Schools:
 - Announcement: WRTS - Wake County Prize Promotional Kit
 - Be Inspired: Examples of success for both To School & At School events
 - Not Too Late: Walk & Roll To School is a month long event
- 76 WCPSS Schools based in the City of Raleigh received O&S email campaign that included the following recipients:
 - Principals
 - PE Staff
 - PTA team leaders
- Three new Raleigh-based Elementary Schools registered for the event
- Met with the Director of Family & Community Engagement with Wake County Public Schools to discuss inclusive engagement and multimodal infrastructure challenges.