

Safe Routes to School Forum 2018

The 7 P's of Policy Change



Policy Change

- Create Supportive Environments for Walking and Bicycling to School
- Goal: To Change Priorities on how Walking and Biking to School is Perceived
- Policy Change Takes Time

Policy Change

- Use Powerful Language to Identify Goals
 - Unambiguous
- Keep Up with Efforts and Changes
 - A New Administration Can Drop Policy
- Realize There are Layers
 - May Have to Keep Working 'Up' to Engage the Right People to Change Pieces Lower on the Ladder

The 7 P's of Policy Change

- Power
- Philosophy
- Policy
- Procedure
- Project
- Partnerships
- Promotion



Power

- Who are the Key People
- Include Yourself
- Who is Responsible for the Various Areas/Aspects
- Identify and Engage Stakeholders
 - Who is Interested and Invested
 - County
 - City
 - School System
 - Schools
 - Parents

Philosophy

- What is the Vision and Where will it be Documented
 - Creating Healthier and More Walkable/Bikeable Areas
 - Communities Coming Together
 - Getting Students/Families Active
 - Creating Safer Routes to School
 - Vision 0

Policy

- How do Policies and Regulations Need to be Addressed
 - Do they Exist Already
 - Are they Part of an Existing Policy and Need to be Changed or Enhanced
 - Will New Policies Need to be Created
 - Will Old Policies Need to be Revised

Procedure

- What Processes and Procedures Would Enable and Support the Community
 - Understand the Internal Working
 - How are Sidewalks Established
 - Who Decides Walk/Bike Rules
 - What are the Standards for Change
 - Ask LOTS of Questions
 - Find the 'Right' People
 - Add Those People and Organizations to Your Power List

Project

- What Activities and ‘On The Ground’ Solutions can be Planned and Implemented
 - Differ by Community
 - Walk Audits – Accessibility and Infrastructure
 - Education
 - Walk/Bike to School Days
 - Community Walk/Bike Days
 - Bike Rodeos
 - Education Events – Health Fairs, In Class Ed, Career Days
 - Helmet Fittings and Demonstrations

Partnerships

- What Partnerships and Internal/External Resources will Help Support the Change
 - Local Businesses
 - Local Government
 - Local Community Groups
 - Local Law Enforcement
 - PTA/PTO/PTSO
 - Safe Routes to School & DOT
 - Safe Kids
 - Georgia Bikes!
 - Peds

Promotion

- Share and Promote!
- Share and Promote!
- Share and Promote!
 - Goals
 - Activities
 - Ideas
 - Community Outreach



Resources

- National Safe Routes Policy Guide
 - https://www.saferoutespartnership.org/sites/default/files/pdf/Local_Policy_Guide_2011.pdf
- Minnesota Policy
 - <https://www.centerforpreventionmn.com/our-approach/how-we-work/influencing-policy/safe-routes-to-school>
- Sonoma Policy
 - <https://sonomasaferroutes.org/content/policy-and-sustainability>
- San Diego Policy
 - <http://www.livewellsd.org/content/dam/livewell/Partners/PartnerPDFs/Schools/Safe-Routes-To-Schools-Resource-Guide.pdf>