

During implementation you will put into effect the activities, programs and projects in your SRTS Travel Plan. Your SRTS team will need to work together closely to engage other local partners. Keep your School Outreach Coordinator (SOC) at the Georgia Resource Center informed about your successes and ask for help if needed. Contact the Resource Center at 1.877.436.8927 or www.SafeRoutesGA.org.

Reach out to other members of your community. Your team members can start to implement the Plan, but you will likely need the participation of experts and local partners from several different groups with different perspectives to make your plan effective.

Momentum - Building on Early Successes

Use your early successes to keep things going. You have probably already hosted a successful Walk and Bike to School Day or another SRTS event. You have also secured endorsements for your SRTS Travel Plan (See Chapter 4), including letters of support from some key people such as your mayor, school district superintendent and school principal. Interest in your SRTS program is riding high.

Don't let this energy go to waste. Immediately move to implement new activities and projects. Make every Wednesday Walk and Bike to School Day. Look for ways to promote SRTS as part of other events such as school fundraisers and festivals. You want to be known as a group that produces results.

Building a Long Term Implementation Strategy

Incorporate SRTS in the institutional mission of your local partner agencies. Short term, early successes are energizing, fun and are needed for getting a SRTS off the ground. However, to fully implement your Plan and create a permanent and ongoing SRTS program that changes how kids get to school for years to come, you must eventually involve the entire community in a way that creates sustainability beyond the involvement of your SRTS team. This means involving the school district, local community groups or neighborhood associations, the local business community, your local law enforcement agency, local public health agencies, not-for-profit civic groups, and, your county and municipal governments beyond a one-time event. It means making SRTS part of the 'institutional mission' of these agencies and organizations so that they embrace SRTS in their annual policies, projects and programs.



Involving Your Local Partners

Each of your SRTS team's local partners has something unique to offer. The key is to identify what they have to offer and then come up with a strategy that makes their involvement on-going and sustainable over time. The objective is to secure an on-going commitment so that you don't have to search for resources over and over. For example, your local grocery may agree to provide juice drinks each year for your Walk to School Day event.

Every local partner has existing projects and programs that offer opportunities. An important strategy is to identify existing projects and programs that offer opportunities to implement your SRTS Travel Plan. For example, your local police department may have existing enforcement patrols that can be moved to locations on school walking routes. Your local government may have a sidewalk repair program that can be used for sidewalks near your school.

A description of potential local partners and how they can participate in your school's SRTS program is included in Appendix D.

Final Thoughts on Implementation

Implementing some of the things in your SRTS Travel Plan will be complex and will take several years to complete.

- Don't be discouraged. Focus on some of the easy projects each year as a way of keeping the momentum going.
- Once you engage your local partners, you will be amazed at the success you achieve. Remember, the old adage "the squeaky wheel gets the grease" is true. Building relationships for the long term now will help you implement changes in years to come.
- SRTS can be a big umbrella for many things. Continue to look for ways to connect existing activities to your SRTS program.
- Keep track of your successes and make them public. Always, always, always give out a lot of thank you notes, emails, letters, cards, awards and plaques. Take every opportunity to publicly recognize your champions – the people who provide the vision and energy to get things done.

