Kansas Safe Routes to School

Strategic Action Plan

February 2025



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Introduction

As part of its ongoing commitment to active transportation and a renewed commitment to Safe Routes to School, the Kansas Department of Transportation (KDOT) has been steadily growing its Safe Routes to School program over the past year and a half. This Strategic Action Plan (the "Plan") documents the program's vision and goals and creates a clear path forward for future years with priority strategies and actions for implementation.





What is Safe Routes to School?

Safe Routes to School (SRTS) is an international movement that uses a combination of programs, policies, and projects to encourage students to walk, bike, and roll to school. Nationally, walking, biking, and rolling to school has declined dramatically, from nearly 50% of K-8th grade students in the 1960s to around 10% today. In Kansas, with many rural communities and typically low density development, the numbers may be even lower.





The SRTS program works to reverse this trend through a holistic set of strategies commonly known as the "Es":



Education

Ensure that everyone learns how to travel safely through classes, training, and events that teach the skills needed to walk, bike, and roll safely.



Encouragement

Promote and generate enthusiasm around walking and bicycling as ways to travel using events, activities, and programs.



Engineering

Provide infrastructure like sidewalks, paths, and crossings that allow people to walk, bike, and roll safely within the community and to and from schools.



Engagement

Listen to and empower students, families, teachers, community groups, and school leaders in creating a SRTS program that works uniquely for them.



Evaluation

Track progress toward achieving goals by reporting on and assessing what approaches work (or don't) and identifying program changes that can improve outcomes.



Equity

Having, or not having, access to multiple transportation options is an equity issue, especially for school children who may not have an option to be driven in a car or take a bus. Ensuring safe, accessible and pleasant routes for walking and biking should be a priority in every community and neighborhood.



Enforcement

Deter unsafe behaviors of drivers, pedestrians and bicyclists and encourage all road users to obey traffic laws and share the road safely.



The Benefits of Safe Routes to School

SRTS programs are focused on improving safety for students during their trip to and from school by making streets safer and supporting programs that help them—and their families—feel safe about walking, biking, and rolling to school and in their communities. That said, the benefits of a successful SRTS program can go beyond safety improvements and include:



Save Families Money

Families can reduce car use and gas expenses when students walk, bike, or roll to school.



Improve Air Quality

Less driving leads to cleaner air, which reduces the number of student asthma attacks.



Improve Traffic Safety

Street improvements and student education can reduce crashes and make roads safer for walking, biking, and rolling.



Increase Academic Performance

Students who are active before school have better focus and concentration in the classroom.



Increase Personal Safety

There is less harassment, bullying, and violence when students walk, bike, or roll together or with adults.



Make Students Healthier

Walking, biking, and rolling increases students' physical activity and can improve physical and mental health.



Create Community

Walking, biking, and rolling together fosters stronger friendships and builds social connections for families.



Safe Routes to School in **Kansas Then and Now**

The Kansas SRTS program has been around for nearly two decades, although it has ebbed and flowed in terms of staffing, outputs, and statewide familiarity. In 2023, building on the momentum and directives of the newly adopted Kansas Active Transportation Plan, KDOT hired a full-time SRTS Coordinator, and the program has grown dramatically in size and in function since then. Currently, the Kansas SRTS program conducts the following activities:

Communications

Given that the Kansas SRTS program was scaled back over the past decade, many communities in Kansas are unfamiliar with the program and what it has to offer. To help communicate and share program news, there is currently a three-part communication strategy that includes a website (saferoutes. ksdot.gov), a quarterly e-newsletter, and social media. These regular communication methods are complemented by press releases for time-sensitive events and actions (e.g., grant information or one-day events).



Timeline of the Kansas Safe Routes to School Program

- Robust SRTS program for grades K-8 using federal **SAFETEA-LU funds**
- Two full-time KDOT staff
- Advisory Committee

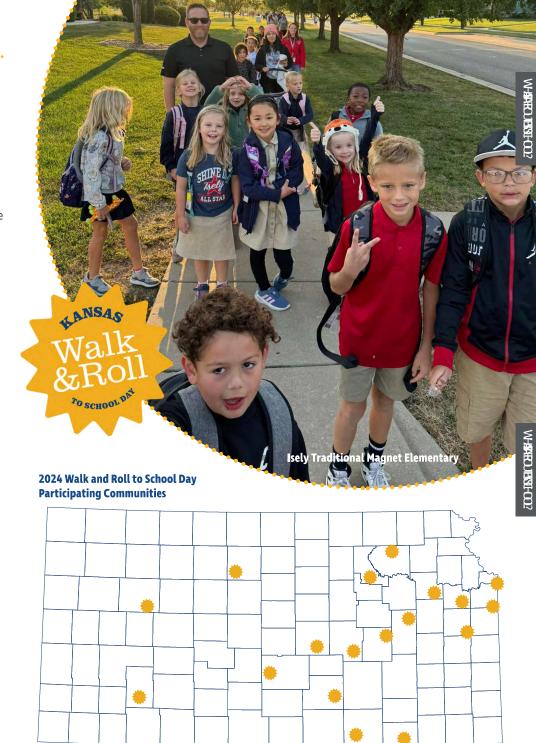
2012

- The Moving Ahead for Progress in the 21st Century Act (MAP-21) ended SRTS as a stand-alone program and made SRTS eligible under Transportation Alternatives
- · KDOT scaled back to two part-time staff

Kansas Walk and Roll to School Day

Every October, schools across
Kansas, the country, and the world
celebrate International Walk and
Roll to School Day (IWR2SD). The
celebration is designed to encourage
students, families, and school
communities to walk, bike, and roll
to school.

In 2024, for the first time, the Kansas SRTS program worked to encourage a statewide Walk and Roll to School Day event by offering materials such as an event planning toolkit, posters, flyers, incentives, and communications templates to help make planning an event easier. Nearly two dozen communities throughout the state participated in the Kansas Walk and Roll to School Day event; many of these communities were past or current recipients of Planning and Programming (P&P) Grants.



2021

- Infrastructure Investment and Jobs Act (IIJA) did not re-establish the federal SRTS program but did emphasize SRTS in other bill elements and made high schools eligible
- KDOT began to hold discussions with internal staff and partners to strategize about SRTS
- Kansas Active Transportation Plan work began which included SRTS-related conversations

2023

- KDOT hired a full-time SRTS Coordinator
- KDOT hired a consultant to help staff and manage the SRTS program
- First year of the Planning and Programming Grants
- Launched communication strategies including a website, e-newsletter, and social media
- SRTS Advisory Committee member recruitment began

Planning and Programming Grant Recipients 2023–2025





Planning and Programming Grants

Using state transportation funds, KDOT's Planning and Programming (P&P) Grants provide resources to assist communities throughout the state in creating SRTS Plans, which can help them plan for future SRTS efforts and build community momentum around walking, biking, and rolling to school. Over the 2023-2024 and 2024-2025 school years, a total of eleven communities were awarded planning grants and consultant services to help organize community outreach, conduct planning and engineering audits, and develop infrastructure recommendations to make walking, biking and rolling safer for students and their families.

"Kick Start" grants were also provided in the 2023-2024 school year to help support communities' efforts to implement or improve SRTS encouragement efforts, such as safety education, helmet giveaways, bike trains, or walking school buses. More about the P&P Grants program can be found at saferoutes.ksdot.gov/grants-and-funding.

Transportation Alternatives Program

The federally funded Transportation Alternatives (TA) program was originally established by Congress in the Moving Ahead for Progress in the 21st Century Act of 2012 (MAP-21). The Bipartisan Infrastructure Law (BIL) continues the program beginning Federal Fiscal Year 2022 with greater investments in active transportation infrastructure and planning.

TA provides funding for surface transportation projects and programs defined as "transportation alternatives," such as on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; Safe Routes to School projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

In Kansas, the TA program is administered by KDOT and funds have provided and continue to provide resources, technical assistance, and project funding to encourage and enable students in grades K–12 to walk, bike, or roll to school using infrastructure or non-infrastructure countermeasures and programs. More about the TA program can be found at www.ksdot.gov/bureaus/burtransplan/TransAlt.asp.

Kansas Safe Routes to School Advisory Committee

The SRTS Advisory Committee (SRAC) helps guide KDOT's SRTS program by providing feedback, advice, and knowledge gained through professional expertise and lived experience. The committee was established in 2024 and is composed of 17 volunteer members representing interests including state agencies that work with or whose missions align with SRTS work, bicycle and pedestrian advocacy organizations, Safe Routes to School practitioners, school districts, public health professionals, parents, and equity and safety representatives, among others. The SRAC has met quarterly since spring 2024. The current members and information on past meetings can be found at saferoutes. ksdot.gov/advisory-committee.

This Plan builds on these existing efforts to strategically identify the most important tasks, programs, and actions to grow the program and meet the needs of K-12 students and their families across Kansas.



Understanding Equity in Safe Routes to School

SRTS, nationally and in Kansas, is grounded in the belief that every student should have safe places to walk and bike, and be able to participate in the program and reap its benefits, independent of their race or ethnicity, gender, abilities, income, or other socioeconomic factors. The Kansas SRTS "equity lens" also focuses on ensuring the program is applicable for students who live in urban, suburban, or rural environments. We know that, especially in very rural or "frontier!" communities, walking, biking, and rolling to school might not be a realistic option and, therefore, the program should look at opportunities outside of to/from school travel to encourage and educate students and their families about active transportation and recreational opportunities.

Partnerships

SRTS is a collaborative program. The Kansas SRTS program is led by KDOT and relies on a variety of stakeholders to help implement, publicize, and support the program. The following is a list of essential partners needed for the success of the SRTS program:

- School districts
- Public health departments
- City and county planning and engineering groups
- Bicycle and pedestrian advocacy organizations (e.g., Bike Walk KC or Bike Walk Wichita)
- · Hospitals and health care organizations
- Child health-focused non-profits (e.g., KC Healthy Kids, The Family Conservancy)
- State universities
- · Law enforcement agencies
- Parent Teacher Associations (PTAs)
- · Caregivers and students



Plan Development

This Strategic Action Plan was developed during the second half of 2024. The Kansas SRTS team led a robust stakeholder involvement process that included four major components that helped shape and guide the Plan's vision, goals, and strategies:



Statewide Online Survey

In August and September, 2024, Kansas residents and SRTS stakeholders were invited to complete an online survey that asked about current SRTS efforts, barriers, opportunities, and needs to help develop the plan. The survey was publicized through press releases, social media, e-newsletters, and word-of mouth, and resulted in **over 200 responses**.



Safe Routes to School Advisory Committee Workshops

The SRTS Advisory Committee is a statewide group that meets regularly to help guide the next five years of the Kansas SRTS program to create a responsive, robust, organized, and mission-driven program that responds to the needs of Kansas communities. This group participated in a workshop in summer 2024 where **members** reviewed and commented on the proposed vision and goals, discussed strategies and identified opportunities. At the fall 2024 meeting, the group reviewed proposed action items and offered feedback on prioritization.



Best Practice Review

At the beginning of the planning process, the SRTS consultant team **reviewed existing SRTS strategic planning documents from Colorado, Florida, Minnesota, and Virginia.** These plans were reviewed and assessed for content, presentation, and reference citations. This work helped form the outline for the Kansas work, and offered guidance for the final plan.



Organizational Focus Groups

There are a number of organizations that enable and support SRTS programs in their communities. It is important to understand what these organizations do, know any key opportunities or barriers they have encountered, and determine KDOT's role in supporting efforts across the state. The project team held four focus groups that were attended by PTA representatives and parents, public health professionals, transportation planners and engineers, and school administrators and teachers. Nearly 60 stakeholders participated in these discussions.



Vision, Goals, and Strategies

The vision, goals, and strategies outlined on the following pages reflect what Kansas communities, active transportation advocates, state agencies, local partners, stakeholders, and KDOT staff identified as priorities for the Kansas SRTS program over the next five years.

The goals and strategies, in particular, were chosen to both align with the vision and be implementable. KDOT's SRTS staff and the Advisory Committee should regularly review the goals and action items to ensure and confirm that they continue to reflect the Program's needs and are adjusted as necessary.

Vision

A vision delivers a compelling message that sets the stage, intent, and tone for the program. All goals and strategies should, together, help to make this vision a reality.





Goals

The following goals were identified as essential to supporting the vision established above:



GOAL 1

Increase the knowledge of and participation in the Kansas Safe Routes to School program.

Through strategic communications and engagement efforts, grow the number of stakeholders who are aware of the Kansas SRTS program and actively participate in achieving its vision.



GOAL 2

Increase the number of students and families that have access to Safe Routes to School resources and education.

Every Kansas student and family should have access to education and materials about walking, biking and rolling. This knowledge is important to every Kansas student and family, and is essential to increase transportation safety and the health of communities throughout the state.



GOAL 3

Support Kansas communities in Safe Routes to School planning and infrastructure efforts.

The Kansas SRTS program, through grants, technical resources, and expertise, will assist and partner with communities to develop and adopt SRTS Plans and implement SRTS projects.





GOAL 4

Establish and sustain partnerships to advance the Safe Routes to School program.

The Kansas SRTS program will work with state agencies, organizations, communities, and advocates that focus on health, education, and transportation throughout the state to collaboratively increase the support of and capacity for SRTS work.



GOAL 5

Ensure that the Kansas Safe Routes to School program is accessible for Kansas students and families of all backgrounds and abilities.

The Kansas SRTS program will ensure that its programs and resources are available to and meet the needs of all communities, especially communities that disproportionately lack access to walking, biking, and rolling, such as rural communities; English language learners; Communities of Color; students and families with disabilities; and low-income residents.



GOAL 6

Track the progress of Safe Routes to School efforts to keep the program relevant and impactful.

Using qualitative and quantitative methods, evaluate and report on SRTS efforts' impacts on student safety, active transportation knowledge, and rates of walking, biking, and rolling. Evaluation results will be used to adjust the program in the future and make the program more effective.

Strategies

Strat strate it has	Strategies are concrete tasks that will lead to accomplishing program goals and, ultimately, help meet the program's vision. The strategies are sorted by the proposed time frame when they will be completed, include performance metrics that will measure whether it has been completed, and identify partners that will need to be encaced in order to successfully implement the strategy.	GOALS		a	8	4	i -	©
Sh		Performance Metric(s)	Increase knowledge of and participation in STS2	Increase the number of Students	gninnald propous and infrastructure efforts	Establish nisteus bns eqiderantraq	Ensure program access	Track program progress
S. 1	Develop resources such as toolkits for events (bike rodeos, traffic gardens, walking school buses, etc.) and more detailed handbooks or lesson plans for pedestrian and bicycle safety. Partners: Local and regional advocacy groups and health organizations, PTAS, KSDE, KDHE	Number of toolkits/resources developed Requests for toolkits/resources Use of toolkits	>	>		>	>	
Ω ες	Continue to grow the number of communities that receive information about the SRTS program through the website, e-newsletter, and social media. Partners: KDOT Communications, Media - statewide and local	• Listserv members • Visits to website • Hits on social media	>	>		>	>	
ις ε	Build relationships with statewide and local media organizations to help promote and share information on SRTS programs, projects, and events. Partners: KDOT Communications, Media - statewide and local	• Press releases • Requests for information • Articles or news stories	>			>	>	
& 4.	Identify new and creative ways to communicate with local communities about the benefits of SRTS and how they can start or expand a SRTS program. Partners: KDOT Communications, Local and regional advocacy groups and health organizations, KDHE, KSDE, BikeWalk KC, Bike Topeka, Bike Walk Wichita	 Number and type of communication resources developed Utilization of resources 	>	>		>	>	
შ	Continue to distribute the Planning and Programming Grants annually to increase the overall number of completed and adopted SRTS Plans in Kansas Partners: Municipalities	• Number of P&P Plans awarded	>		>	>	>	>
S.6	Continue to integrate equity metrics into selection criteria for grants and funding allocation processes. Partners: School districts, KDHE, KSDE, SRTS Advisory Committee	 Presence of equity-related criteria on grants and/or funding applications and use in selection process 		>	>	>	>	
Ω.	Ensure that Kansas SRTS materials and events are accessible to individuals and families of Kansas K-12 students and families of all backgrounds and abilities. Partners: School districts, KDHE, KSDE, SRTA Advisory Committee	 Increase in the number of Kansas SRTS resources that are available in multiple languages Create new resources and update existing resources to ensure visual representation of Kansan's diverse populations 	>	>	>	>	>	
& &	Build formal relationships with municipal partners by identifying SRTS contacts at each MPO and municipality. Meet with municipal contacts regularly to update them on SRTS efforts and offer participation opportunities.	• Identification of municipal contacts • Regular meetings with contacts	>		>	>		
85 6.	Build relationships with school partners through initiatives such as creating a SRTS superintendent and/or principal committee, creating a formal relationship with school wellness committees, working with physical education teachers and school staff, and identifying opportunities to present to and work with the statewide PTA network. Partners: KSDE, PTAs, School districts and individual schools, KAHPERD	 Creation of a SRTS superintendent committee Standing check-ins with existing statewide school wellness, physical education and/or PTA committees 	>	>		>	>	
S.10	 Work with communities that have adopted SRTS Plans that were created using P&P Grants to track progress. Partners: Planning and Programming Grant Recipients 	Continued communication with past P&P Grant communities. Implementation of projects and programs identified in SRTS Plans		>	>	>	>	>

GOALS 1 2 4 6 Medium Term (2027-2028)

9	Strategies	Performance Metric(s)	Increase knowledge of and participation in RTS	Increase the number of Students	Support planning and infrastructure efforts	dallish as bastain sqidanentaed	Ensure program access	Drogress Track program
	Create an evaluation template for communities to use to evaluate participation, the effectiveness of SRTS programs, and tools (such as student surveys or hand tallies) that can help in data collection efforts. Partners: Local municipalities, schools and districts	• Creation of a community SRTS evaluation template • Use of template in communities throughout the state			>	>	>	>
× ⊆ ø	Develop and implement school lesson plans for elementary, middle, and high school students that are age-appropriate and relevant to urban, suburban, rural, and frontier experiences. Partners: KSDE, schools and districts, KAHPERD	Presence of lesson plans Number and types of schools where lesson plans are used	>	>		>	>	
# g	Create a library of Kansas SRTS case studies, success stories, and best practices to help inspire and support efforts throughout the state. Partners: Planning and Programming Grant recipients, Kansas SRTS Advisory Committee	Presence of case study, success story, and best practices library Number of case studies profiled	>					>
ĭ 5 ₫	Continue to identify and connect funding opportunities to local communities to help build walking, biking, and rolling projects and implement projects identified in Safe Routes to School Plans. Partners: KDHE, Statewide foundations - Sunflower Foundation, AARP, etc.	Increase in funding dedicated to building SRTS infrastructure Number of projects identified in SRTS plans that are completed	>		>	>	>	
ıĭ ĕ ø	Conduct a statewide crossing guard study to help understand the current training, recruitment, placement, and funding processes for crossing guards across the state. Use this knowledge for future crossing guard efforts. Partners: KDOT Transportation Safety, KDHE, Statewide foundations - Sunflower Foundation, AARP, etc.	Creation of a crossing guard strategy Increase in number of schools/school districts with trained crossing guards		>	>	>	>	>
= _ g	Create additional opportunities for individuals and communities that have been historically underserved to participate in and/or serve on formal Kansas SRTS committees. Partners: KSDE, KDHE, Schools and districts, Kansas Governor's Commission on Racial Equity and Justice	Increased representation on the SRTS Advisory Committee by people of color, residents of rural areas, people with disabilities, and other vulnerable populations. Inclusion of equity criteria for any new SRTs committee	>	>		>	>	
. — .S ∈ . @	Create a Kansas-specific planning and engineering toolkit that describes a variety of SRTS infrastructure (e.g., high visibility crosswalks, RRPBs, pike boulevands, school zone signage, markings, etc.), their purpose, placement recommendations, and engineering standards as a resource to local municipalities. Partners: City, County, and KDOT Planners and Engineers	• Completion of toolkit • Use of toolkit by local municipalities and KDOT			>	>		
= = ē	Build modules as part of a virtual "Kansas SRTS Academy" for planners, engineers, and other municipal staff to attend and increase their knowledge on how to design for and implement SRTS projects. Partners: Education and health partners, Local and regional advocacy groups and health organizations, Municipalities	Creation of "Kansas SRTS Academy" Participation numbers in Kansas SRTS Academy	>		>	>		

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ĭ	Long Term (2029 and beyond)	GOALS 1 2 3 4 5		<u> </u>	8	4	10	: 9
25	Strategies	Performance Metric(s)	Increase knowledge of and participation in STAS	Increase the number of Students	support phaning and infrastructure efforts	Establish and sustain partnerships	Ensure program access	Track program progress
ij	L.1 Publish an annual evaluation report for the statewide Kansas SRTS program which includes information on program participation, mode shift in participating communities, safety impacts, program and resources use, lessons learned and next steps. Partners: KDHE, KSDE, law enforcement, schools and districts	• Publishing of an annual report	>	>	>		>	>
L.2	2. Conduct research to better understand the unique challenges that students and families in underserved communities in Kansas face and how SRTS programs can impact health outcomes and school absenteeism. This research can be used to identify future action items for the statewide program. Partners: Kansas State University (or other academic partners)	- Participation in research efforts - Publication of findings - Implementation of findings into future program planning	>	>		>	>	>
ij	L.3 Create transportation planning and engineering lessons for teachers to use and integrate into classroom curriculum. Partners: KSDE, schools and districts, statewide professional organizations (ITE, APA, WTS)	 Presence and availability of planning and engineering lesson plans. Number of classrooms where lesson plans are used 	>	>	>	>	>	
À	L.4 Identify areas for improvement in the Kansas Driver's Licensing process that emphasizes safe driving skills to ensure the safety of people walking, biking, and rolling Partners: KS Department of Revenue, KDOT Transportation Safety	Neeting with Driver's Licensing process stakeholders Identification of where in the process walking, biking, and rolling awareness is appropriate Implementation of new lesson areas related to SRTS in Driver's Licensing process	>	>		>		
Ţ	L.5 Assist communities in identifying unique partners who can assist with and support SRTS programs such as libraries, senior centers, public health partners, and more. Partners: School districts and individual schools, libraries, senior centers (AARP), KDHE, local organizations (Elks Lodges, YMCAs, etc.)	• Number of connections made	>	>		>	>	



Moving Forward

The Kansas Safe Routes to School Strategic Action Plan recommends strategies that will continue to expand and strengthen the Kansas SRTS program. KDOT, working with statewide and local partners, will create annual work plans that detail what will be needed to implement the strategies detailed in the prior section and, in so doing, will continually strive to meet the Program's vision and goals. The program will look to grow and sustain partnerships, funding, and resources for communities, while ensuring that the program is implemented equitably to prioritize initiatives and programs that help all Kansas students and families participate in and realize the benefits of SRTS.

Laying the Foundation With Partnerships

SRTS is a collaborative movement that must have strong, sustainable, and diverse partnerships to succeed. Partners from throughout the state – in urban, suburban, rural, and frontier communities – who work in education, health, transportation, and equity are are vital participants in creating a successful SRTS program. The Plan's initial implementation efforts will focus on creating strong partnerships to build a solid foundation for program success.

Celebrating Future Successes

The Kansas SRTS program looks forward to celebrating its future successes—increased program participation, changing travel habits, building new and safer infrastructure, or creating and distributing the resources that communities need. We look forward to working collaboratively to create a Kansas SRTS program that we can be proud of and can make Kansas a better place for students and their families to thrive.



