

The New Safe Routes to School Web Experience

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MassDOT

MassDOT's Safe Routes to School Program

The Massachusetts Safe Routes to School (SRTS) Program works to increase safe biking and walking among elementary, middle, and high school students by using a collaborative, community-focused approach that bridges the gap between health and transportation.



Increase safety for students walking and rolling in their community



Help students stay active and build independence



Boost attendance and reduce tardiness



Decrease traffic congestion and improve air quality

Six E's of Safe Routes to School



EDUCATION



ENCOURAGEMENT



EVALUATION



ENGAGEMENT



ENGINEERING



BEFORE

AFTER



EQUITY

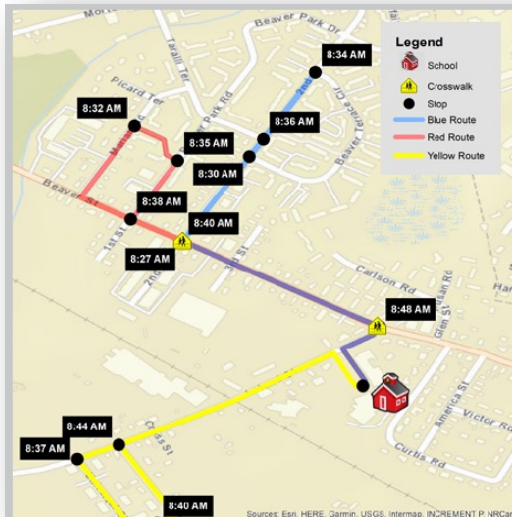
EQUITY VS. EQUALITY: Understanding the difference can *make all the difference*.

Equality is treating everyone the same.

Equity is giving everyone what they need to be successful.

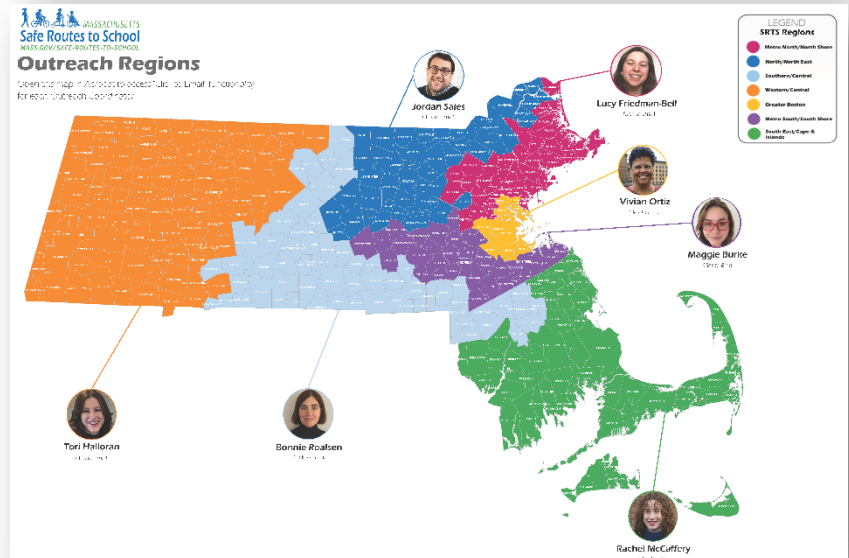
SRTS Mapping

- Student radius maps using anonymous address data
- Arrival/dismissal circulation maps
- Park, walk, and roll maps
- Walking school bus / bike train routes



SRTS Program Data

- Program started during 2005-2006 school year
- Serve **525,811+** students in over **270** communities
- Almost **1,080+** school partners (public/charter elementary, middle, and high schools)
- Launched the SRTS Dashboard Spring 2021
- Wanted to add/enhance features to help communities with SRTS grant applications and program history



Web Experience

Safe Routes To School Dashboard

Home Page Results

CITY/TOWN
Select or Search for a City

SCHOOL DISTRICT
Select or Search for a School District

SCHOOL
Select or Search for a School Name

SRTS COORDINATOR
Select or Search for a Coordinator

Results >

SRTS Partner
Massachusetts Highway District

Highway District
1
2
3
4
5
6

To view activities for selected schools
Click here >

Selected features: 0

- Interactive, public facing, multi-page dashboard
- Filter options based on affiliation
- Provides activity metrics
- Added features

Safe Routes To School Dashboard

Home Page Results

SCHOOLS
Sort: Ascending

1LT Charles W. Whitcomb Middle School
Date Joined: 1/9/2008
School District: Marlborough School District
EJ Community*: Yes
Total Students: 1,478
Address: 25 Union Street, Marlborough, MA 01752
SRTS Coordinator: Jordan Sales
Email: jordan.sales@seecom.com
Phone:
Infrastructure Project: No
Project Date:

A. C. Whelan Elementary School
Date Joined: 2/3/2011
School District: Revere School District
EJ Community*: Yes
Total Students: 752
Address: 107 Newhall Street, Revere, MA 02151
SRTS Coordinator: Lucy Friedman-Bell
Email: lucy.friedmanbell@aacom.com
Phone: (857) 383-3816
Infrastructure Project: No
Project Date:
MassDOT Project Info:
Signs/Links Project: No

A. Drawicz Elementary School
Date Joined: 2/13/2013
School District: Lynn School District

ACTIVITIES

SRTS: Registered for MWBSD
Location: Broadmeadow Elementary School
City: Needham
School District: Needham Public Schools
Start Date: 5/2/2023 8:00 PM
Status: Completed

SRTS: Registered for MWBSD
Location: Fred W. Miller Elementary School
City: Holliston
School District: Holliston School District
Start Date: 5/2/2023 8:00 PM
Status: Completed

SRTS: Registered for MWBSD
Location: Mary Fonseca Elementary School
City: Fall River
School District: Fall River School District
Start Date: 5/2/2023 8:00 PM
Status: Completed

SRTS: Registered for MWBSD
Location: B. M. C. Durfee High School
City: Fall River
School District: Fall River School District
Start Date: 5/2/2023 8:00 PM
Status: Completed
Coordinator: Rachel McCaffery

SRTS: Registered for MWBSD
Location: William S. Greene Elementary School

ACTIONS

EVENTS

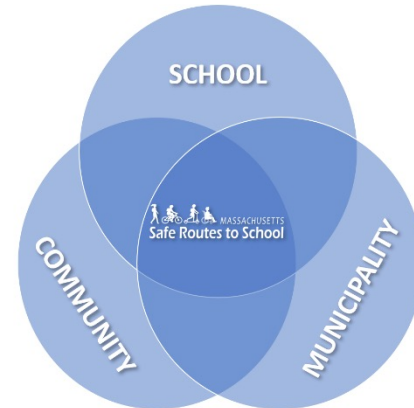
- SRTS: Bike Rodeo - OC-Taught
- SRTS: Bike Rodeo-MassBike
- SRTS: Bike Safety Assembly-MassBike
- SRTS: Bike Safety Assembly
- SRTS: Faculty/Staff Professional Development Session
- SRTS: Ped Mentor Training
- SRTS: Ped Safety Curriculum Training (Delivered to PE Teacher)

Powered by Esri

Web Experience: Users



- Parents/Caregivers (Perspective participants)
- School administration
- Community organizations
- Municipal staff
- Regional/MPO staff



Web Experience: Goals



- Educate the community
- Grow participation
- Help support SRTS grant applications
- Will add more features and resources

Live Demo