



LT. JOB LANE
ELEMENTARY SCHOOL

ANNUAL REPORT

July 1, 2021 - June 30, 2022

SAFE ROUTES TO SCHOOL

massDOT
Massachusetts Department of Transportation



MASSACHUSETTS
Safe Routes to School
MASS.GOV/SAFE-ROUTES-TO-SCHOOL

EVENT DATES

- July-September, 2021 ► SUMMER PROGRAMMING WITH SCHOOLS, DAY CAMPS, AND COMMUNITY ORGANIZATIONS
- August 18, 2021 ► SIGNS & LINES GRANT LAUNCH AND WEBINAR
- August 25, 2021 ► LAUNCH OF STAKEHOLDER NETWORKING CALLS
- September 10, 2021 ► SAFE STREETS SMART TRIPS HIGH SCHOOL VIDEO CONTEST LAUNCH AND WEBINAR
- October 6, 2021 ► INTERNATIONAL WALK, BIKE, AND ROLL TO SCHOOL DAY (iWALK)
- October 15, 2021 ► SRTS INFRASTRUCTURE GRANT LAUNCH AND WEBINAR
- October 29, 2021 ► SRTS FALL SUMMIT
- December 9, 2021 ► SAFE STREETS SMART TRIPS HIGH SCHOOL VIDEO CONTEST WINNERS ANNOUNCED AT MOVING TOGETHER CONFERENCE
- January 26, 2022 ► WEBINAR FOR MUNICIPALITIES
- February 2, 2022 ► MASSACHUSETTS WINTER WALK, BIKE, AND ROLL TO SCHOOL DAY
- February 28, 2022 ► YARD SIGN DESIGN CONTEST LAUNCH
- March 23, 2022 ► CROSSING GUARD APPRECIATION DAY AND WINNERS ANNOUNCED
- April 13, 2022 ► NEW TOOLS FOR SCHOOLS WEBINAR
- May 4, 2022 ► MASSACHUSETTS WALK, BIKE, AND ROLL TO SCHOOL DAY
- June 3, 2022 ► ANNUAL AWARDS CEREMONY





EXECUTIVE SUMMARY

At MassDOT, we are passionate about safety—especially for our youngest residents. The Massachusetts Safe Routes to School (SRTS) Program, now in its 17th year, is our statewide initiative that works to improve safety and promote active trips to and from schools for our students. During the 2021-2022 project year, MassDOT's SRTS Program served **463,142 students in 260 communities** across the Commonwealth with outreach programs, bike and pedestrian safety sessions, educational webinars, and more. We advanced safe infrastructure in 14 school zones by awarding more than **\$11 million in Infrastructure and Signs & Lines grants**. As a result of changes included within the federal Bipartisan Infrastructure Law, we are thrilled to announce the expansion of our SRTS programming to provide more services for high school students. This report summarizes our efforts, activities, resources, and events designed to support students, parents/guardians, schools, and the communities of Massachusetts.

Jamey Tesler
Secretary and Chief Executive Officer, MassDOT

LETTER FROM DIRECTOR

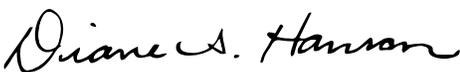
Dear Friends,

We are very excited to share this Annual Impact Report for 2021-2022. Our dedicated MassDOT team visited hundreds of schools across the Commonwealth to encourage and empower students to take safe and active commutes to school. The numbers you will see in this report are **so much more than numbers for us...**they represent a child learning how to properly wear a bike helmet, a teacher giving a hands-on demonstration of how to safely use a crosswalk, or a community coming together to improve the infrastructure around their school. Here are some highlights from a very eventful year:

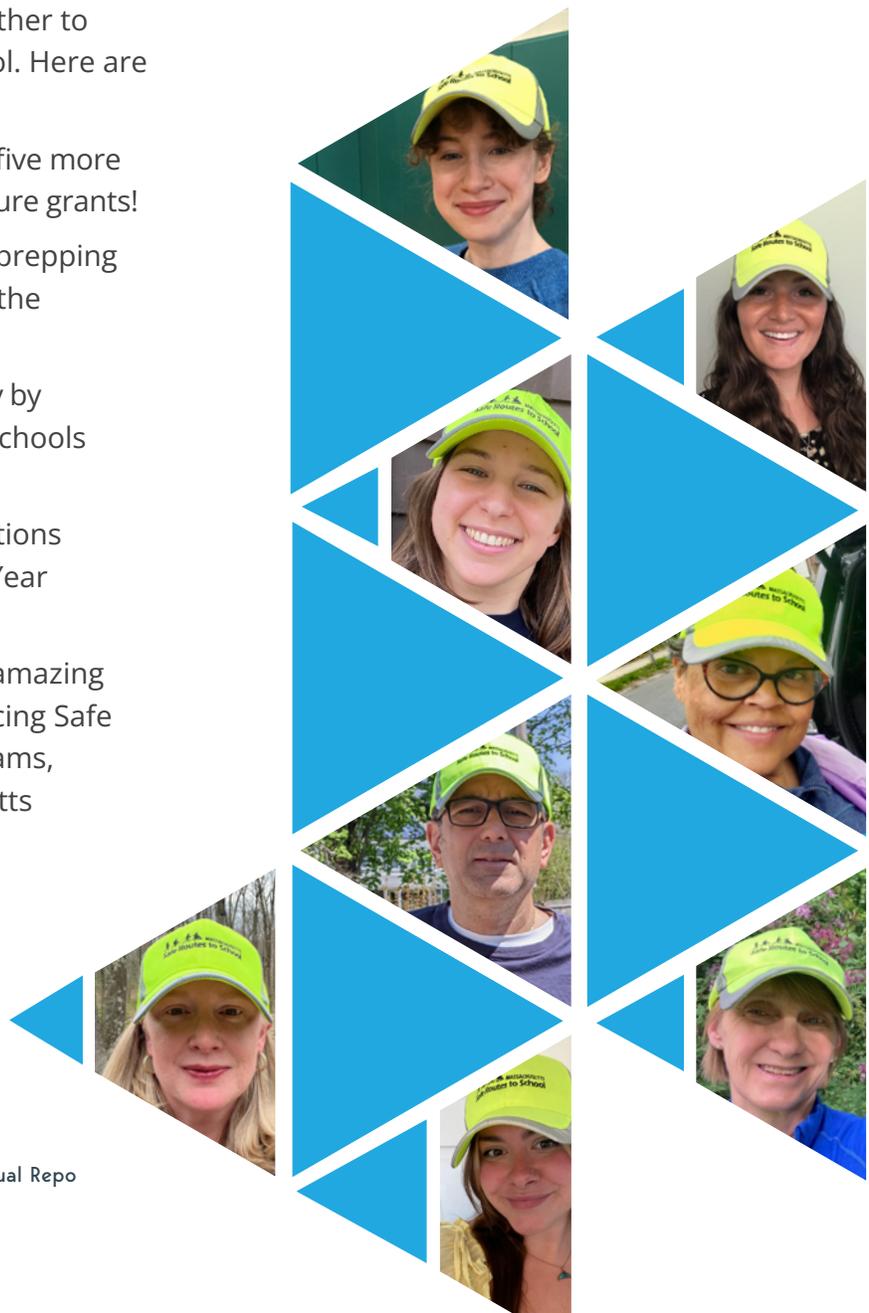
- MassDOT engineered change by awarding five more Signs and Lines grants and nine Infrastructure grants!
- Here comes high school! The team began prepping for the formal inclusion of high schools in the SRTS Program.
- We strengthened our commitment to equity by analyzing and prioritizing engagement for schools in environmental justice communities.
- With a more than 40% increase in nominations from last year, the Crossing Guard of the Year award gained momentum.

I would like to give special recognition to our amazing 1,200 School and Alliance Partners for embracing Safe Routes to School and helping us create programs, activities, and resources to make Massachusetts safer for our children.

Sincerely,
Diane S. Hanson



Program Director



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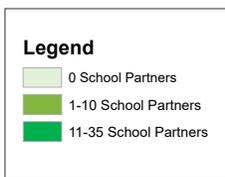
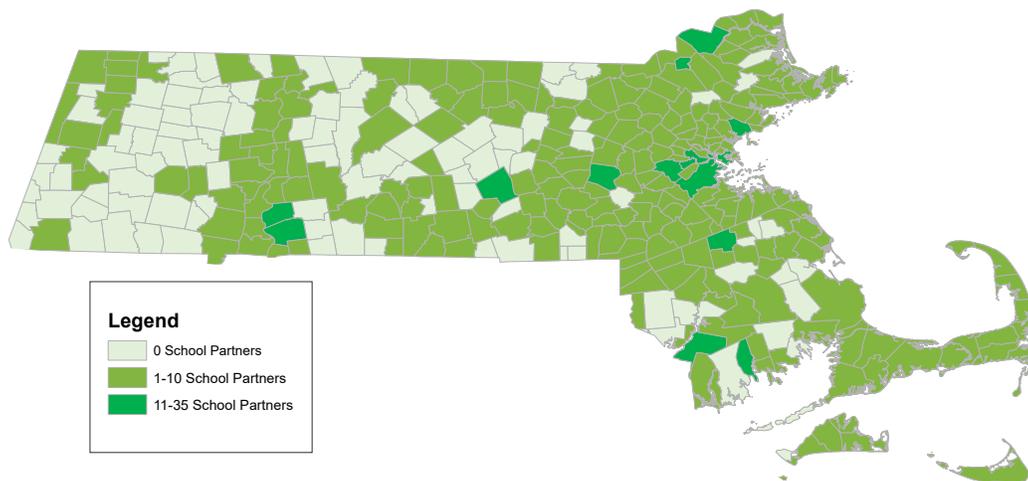
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BACKGROUND & REACH

MassDOT's Safe Routes to School (SRTS) is a federally funded program that works with students, schools, educators, law enforcement, parents/guardians, and communities. We are always focused on the six E's of SRTS: Education, Encouragement, Engagement, Evaluation, Engineering, and—in all areas—Equity. Across Massachusetts, our outreach coordinators match resources to student and school needs. Additionally, investing in the safety of our students has several other positive benefits, including: healthier students, better air quality, reduced congestion, and higher academic achievement.

Leg



SRTS SERVES 70% OF MASSACHUSETTS PUBLIC & CHARTER K-8 SCHOOLS!

In 2022-2023, MassDOT will add
high schools to our partnership roster.



EDUCATION



ENCOURAGEMENT



ENGAGEMENT



EVALUATION



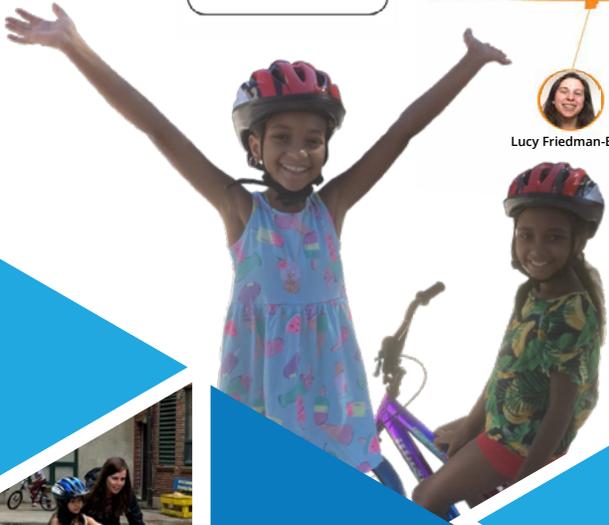
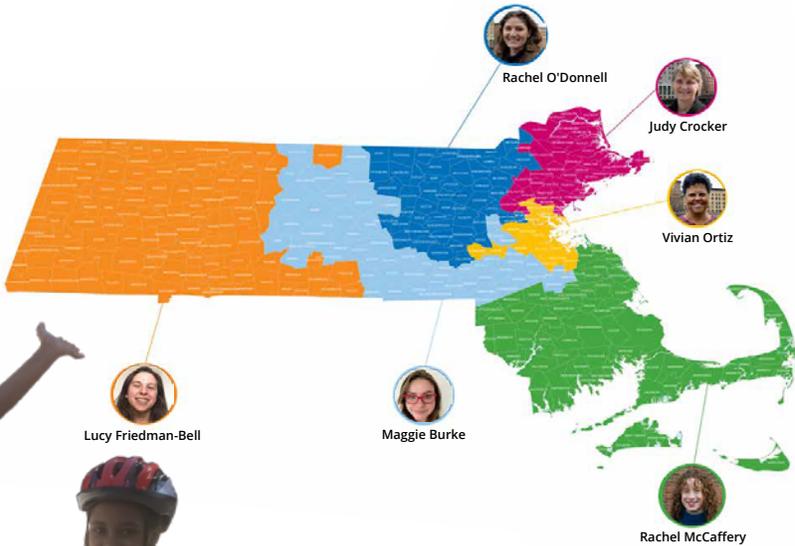
ENGINEERING



EQUITY

LEGEND
SRTS Territories

- Northern
- Metro West
- South/Central
- Western
- Cape & The Islands
- Boston



463,142
STUDENTS REPRESENTED

260
COMMUNITIES SERVED

171
PED AND BIKE SAFETY TRAININGS

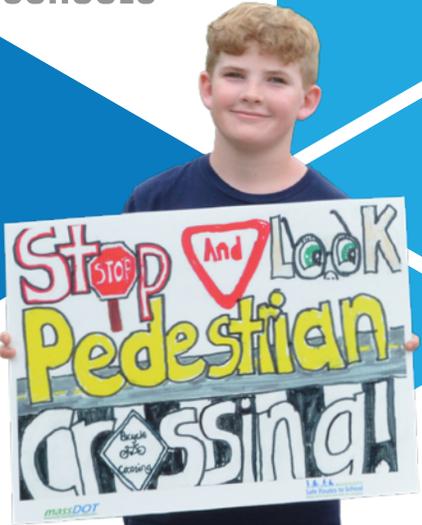
1,003
PARTNER SCHOOLS



488
FLAGSHIP EVENT REGISTRATIONS



197
ALLIANCE PARTNERS



173 iWALK

116 MA WINTER WALK

199 MA WALK, BIKE, & ROLL TO SCHOOL DAY

EDUCATION





111

SCHOOLS WITH A WALKING SCHOOL BUS,
BIKE TRAIN, OR PARK, WALK, & ROLL

173

SCHOOL PARTNER CERTIFICATES

267

BIKE HELMETS DISTRIBUTED

“

My son actually got that pedestrian safety class from Safe Routes to School last year in 2nd grade! We don't always hear tons of details from him about school but that stood out, so he made sure to mention it.

”

ANNE SARGENT, PARENT,
DR. ALBERT ARGENZIANO SCHOOL

WINS:

- Thanks to the generosity of **Falmouth Bike Lab**, Mullen-Hall School in Falmouth received new bikes for students to use. MassDOT held a special Bike Rodeo for students with special needs and they practiced what they learned on campus. Now, when they need a break from their studies, they get to use the new bikes!
- Our “**Bike-Friendly Driver**” backpack flyer (in nine languages!) educated families on bike traffic signals, lane markings, hand signals, and the ways drivers can safely share the road with bicyclists. This flyer was shared with the Registry of Motor Vehicles and with high school students as they created videos in this theme for our annual High School Video Contest.

EDUCATION:

BUILD UNDERSTANDING WITH HANDS-ON TRAINING

Working with 1,003 School Partners across Massachusetts gives MassDOT a bird's eye view to a full array of the best educational practices. We adopt many of these techniques for our hands-on bike and pedestrian safety trainings, videos, and other education resources.

Keeping curriculum in mind, MassDOT structured turnkey lesson plans for teachers. Through our webinars, we bring innovative, relevant content to schools and stakeholders.



Webinar for Municipalities: Supervising Project Manager Linda Walsh highlighted the Right of Way components of a successful SRTS infrastructure project

SRTS Fall Summit: This half-day event concentrated on arrival and dismissal, walk audits, and professional development and featured guest speakers from the Safe Roads Alliance and MassBike

New Tools for Schools Webinar: Deputy Secretary of Policy, Jackie DeWolfe, and Chris Falcos, Traffic Operations Engineer, shared an overview of the recently launched Safe Speeds resources

Transportation Innovation Conference: The team hosted a booth during our two-day conference in Worcester

Every year we look forward to celebrating the MANY SRTS champions from all over Massachusetts at our **Annual Awards Ceremony**. There is no shortage of nominations—our partners make it very difficult to choose just a few winners! At this year's ceremony, Secretary and CEO Jamey Tesler and Statewide Program Coordinator Derek Krevat presented MassDOT's accomplishments and applauded the winners. We awarded **Partner Level Certificates to 173 schools**. We honored our Crossing Guard of the Year winners. And we welcomed SRTS enthusiasts and guest speakers Paul Guerin from Burgess Elementary School in Sturbridge, Elecia Miller and Betsy Goodrich from the Lawrence Mayor's Health Task Force, and Lisa Robinson from City of Somerville Office of Food Access & Healthy Communities.



SRTS WINNERS

Exemplary Program Winners by Region

- John R. Fausey Elementary School, West Springfield (Western)
- Joseph L. Mulready Elementary School, Hudson (Central)
- Mullen-Hall Elementary School, Falmouth (Southeast)
- Beverly Elementary Schools, Beverly (Northeast)
- Mildred Avenue K-8 School, Boston (Honorable Mention)

Community Collaboration Winner

- Let's Move Hampden County 5210

Nikki Tishler Memorial Award

Nikki Tishler, one of MassDOT's greatest SRTS champions, continues to inspire us. This SRTS "Superhero" award is dedicated to her memory.

- Winner: Paul Guerin, Burgess Elementary School, Sturbridge



ENCOURAGEMENT



**WE ARE SO GRATEFUL TO
BREAKSTONE, WHITE & GLUCK**

PROJECT KidSafe

THE BREAKSTONE, WHITE & GLUCK FUND FOR CHILD SAFETY

This year, they donated 360 bike helmets to kids across the Commonwealth. Since partnering with MassDOT, Project KidSafe has donated thousands of helmets!



“

Once you establish flagship days focused on active transportation, youth fitness, and improved attendance rates, encouragement becomes easier as the years go by. After 11 years in a row of 100% participation in Walk to School/flagship days by Fall River’s 16 public schools, even new principals who are unfamiliar with these annual initiatives enthusiastically join in with very little encouragement.

”

**MARCIA PICARD, SCHOOL WELLNESS
COORDINATOR, FALL RIVER PUBLIC SCHOOLS**

WINS:

- An impressive 100 people turned out for Reingold Elementary’s iWalk, including the Fitchburg Police Department and the principal...dressed as a traffic cone!
- The Lawrence community celebrated Bay State Bike Month with a special Ciclovía bike event.
- We created the On-Campus Activity Guide, full of strategies for schools that have limited options for walking and rolling to school.
- At South Street Elementary School, students love to collect charms for every Walking Wednesday they attend.
- Hancock Elementary turned Winter Walk & Roll to School Day into a combination celebration for Winter Carnival, the Olympics, and the Paralympics—they even hosted a torch relay!
- WGBH public radio interviewed MassDOT for a story on Walking School Buses. Check out the story at <https://www.wgbh.org/news/education/2021/11/15/walking-to-school-gains-renewed-interest-in-pandemic>.

ENCOURAGEMENT: INSPIRING STUDENTS AND EDUCATORS THROUGH EXPERIENCES

MassDOT embraces our role as the statewide “cheer squad” for active and safe trips to school! Whether we are joining a school for a Walking Wednesday, delivering bookmarks for a flagship event, or selecting winners for one of our annual contests...we always get energized by encouraging students. Massachusetts students showed up in crowds (and sometimes costumes!) for three statewide events to put into practice what they’ve learned about walking, biking, and rolling to school.



Flagship Days

iWALK

173 schools registered for this October event—more than double of last year’s iWalk!

MASSACHUSETTS WINTER WALK & ROLL TO SCHOOL DAY

Participants from 116 schools didn’t let the February weather stop them from walking and rolling to school.

MASSACHUSETTS WALK, BIKE, & ROLL TO SCHOOL DAY

This May 4th event garnered 199 school registrations and shared the limelight with Star Wars Day.

High school students became film directors, creating inspiring videos around the theme “Being a Bike-Friendly Driver” for our **High School Video Contest**. We received 46 entries from 12 different schools! Secretary Jamey Tesler announced the winners of the 8th annual contest at our Moving Together conference. Check out the winning videos at www.mass.gov/service-details/roadway-safety-video-contest-results.

Freshman/Sophomore Category

- First Place: Newton North High School
- Runner Up: Apponequet Regional High School
- Honorable Mention: Maynard High School

Junior/Senior Category

- First Place: Sharon High School
- Runner Up: Nauset Regional High School
- Honorable Mention: Dartmouth High School

ENGAGEMENT





JESSI BYRNE, HEALTH AND WELLNESS COORDINATOR,
NORTHERN BERKSHIRE COMMUNITY COALITION

“

**MAJOR MILESTONE!
MASSDOT SIGNED OUR
1,000TH
SCHOOL PARTNER!**

The Northern Berkshire Community Coalition and Safe Routes to School are both committed to student health and safety, and our partnership has given us many opportunities to work together towards our shared goals. We have collaborated to host Bike Rodeos and walk and bike to school events; create walk and bike route maps; and conduct safety assessments at schools. We are grateful to have SRTS as a partner in this important work!

”

ENGAGEMENT: PARTNERING FOR SUCCESS

We will never stop growing! MassDOT met with schools, districts, municipalities, law enforcement, and community organizations to share the mission of SRTS and engage them with the Program. And we were successful—with **52 new School Partners and 25 new Alliance Partners** joining this year.

Our three **Stakeholder Networking Calls** brought together SRTS advocates from urban, rural, and suburban areas to dig a little deeper into a variety of topics, including arrival/dismissal best practices, engaging parents/guardians in SRTS programming, and launching and sustaining Walking School Buses.

One of our most popular events of the year is also one of the newest. Our **2nd Annual Crossing Guard Appreciation Day** flooded our inboxes with 244 nominations for Crossing Guard of the Year—40% more than last year. We celebrated and showed our gratitude to these safety heroes all over the state on March 23. At MassDOT’s annual SRTS Awards Ceremony, we announced the winners, who received additional commendations in their communities.



Crossing Guard of the Year Winners

- Crossing Guard of the Year: Frantz Antoine, Cambridge
- Honorable Mention: Richard Spearin, Taunton
- Crossing Guard Champions: Marilyn Johnson, Franklin; Hank Hryniewicz, Brookline

Elementary and middle school students showed their artistry and safety knowledge in the 6th year of the **Yard Sign Design Contest**. We received an amazing 331 entries and selected winners from Fowler School in Maynard, Winn Brook Elementary School in Belmont, and Pierce Elementary School in Brookline. The winning yard signs were delivered to schools statewide and displayed proudly on campuses and in family yards.



EVALUATION



massDOT
Massachusetts Department of Transportation

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Massachusetts Department of Transportation

32 WALK ASSESSMENTS

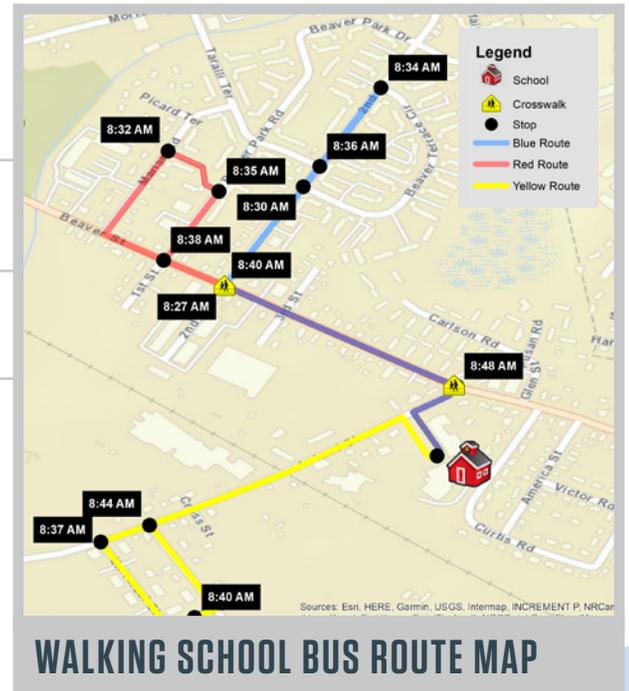
86 ARRIVAL/DISMISSAL OBSERVATIONS

89 MAPS CREATED FOR WALKING, BIKING, & MORE

32 PARENT/GUARDIAN TRAVEL SURVEYS

514 - STUDENTS REPRESENTED

42 - SCHOOL DISTRICTS REPRESENTED



JEAN LEWIS, TRANSPORTATION
MANAGER, FOXBOROUGH
REGIONAL CHARTER SCHOOL

“

The arrival/dismissal observation conducted by Safe Routes to School helped our school reimagine our traffic pattern. Having a second set of eyes followed up by a formal report with specific recommendations highlighted concerns and offered suggestions to improve safety.

”

WINS:

- MassDOT’s GIS and IT teams advanced our [Program Dashboard](#) by adding real-time functionality for registrations and connectivity with our partner database.
- At our Transportation Innovation conference, Program Director Diane Hanson and subconsultant UrbanTrans presented details on the use of StreetLight Data to evaluate SRTS Program impacts.

EVALUATION: WHERE METRICS AND MEASUREMENTS ALIGN WITH NEEDS

Our boots-on-the-ground approach gives us the insight we need to facilitate change. This year MassDOT completed 86 **Arrival/Dismissal Observations** and provided tangible recommendations to schools to improve safety and reduce traffic congestion. To assess infrastructure issues and walkability around schools, we joined school staff, city planners, maintenance teams, and other stakeholders in 32 formal **Walk Assessments**. Findings from these audits yielded clearer sidewalks, safer paths, and better routes to school, as well as the formation of Walking School Buses, Bike Trains, and Park, Walk, & Roll locations. We compiled learnings from almost two decades of observations to launch a 20-page **Arrival/Dismissal Toolkit** of best practices.

Maps are another key tool for MassDOT. Our GIS and mapping experts created **Student Radius Maps**, Arrival/Dismissal Maps, Park, Walk, & Roll Maps, and more for schools to use in planning and procedures. Honing our internal evaluation tools was also a focus. We created a handy **Walk Audit Checklist** to serve as guidance for our outreach coordinators. We also explored **Field Evaluation Tools** to improve data gathering through technology. As always, we worked continually with our partners to create participation plans and relied on their feedback through the annual **Partner/Stakeholder Survey**. More than 70 partners representing 42 districts weighed in on SRTS programming. Parents and guardians contributed as well through school travel surveys.



ENGINEERING



ENGINEERING: THE INTERSECTION OF PLANNING AND PEOPLE

At MassDOT, we are building change. We believe strongly in the “Engineering” E—so we back it with additional funding. Through two of our grant programs, we are creating better, safer infrastructure around our schools. Our resources, observations, and guidance help schools and districts identify hazards, safety issues, and areas for improvement. Partner Schools can apply for grants through **Signs and Lines**, which provides low-cost design and construction funding for projects such as crosswalk improvements and sign installation. In this fourth year of the program, we awarded five Signs and Lines grants totaling

about \$30,000. Our **Infrastructure Grants** are designed for larger projects, such as sidewalk improvements, traffic calming measures, and bicycle facilities. In this project year we awarded nearly \$11 million to nine Massachusetts municipalities.

To assist with scoring applicants, MassDOT’s mapping team updated the SRTS Risk Explorer map to prioritize projects that provide the greatest safety impact to a school community. We also created an **Infrastructure Mini-Guide** to aid project managers and contracted design firms throughout launch and construction. We also hosted informational webinars for both grant programs to explain the application process, and conducted field studies as part of the needs assessment for selected projects.



JAMEY TESLER, SECRETARY AND CEO, MASSDOT

“

MassDOT is proud to prioritize funding for SRTS infrastructure projects. Combining education, encouragement, and engagement efforts with engineering promotes safer walking, biking, and rolling for our students in the Commonwealth.

”

Signs and Lines Grants

SCHOOL	MUNICIPALITY	PROJECT DESCRIPTION
Avery Elementary School	Dedham	Improve safety by enhancing crosswalk visibility, creating a new crosswalk, and managing traffic flow to reduce conflicts
Tilton Elementary School	Haverhill	Enhance crosswalk visibility, calm traffic speeds, repair existing flashing school zone speed limit signs, and limit specific turns for drivers
Lincoln Elementary School	Melrose	Enhance crosswalk visibility, calm traffic speeds, and reinforce the presence of the school zone
Oakhill Middle School and Brown Middle School	Newton	Enhance crosswalk visibility, reinforce no parking and standing in the traffic circle, calm traffic, and manage traffic flow to reduce conflicts
Rumney Marsh Academy	Revere	Enhance crosswalk visibility, reinforce no parking and standing, and manage traffic flow to reduce conflicts

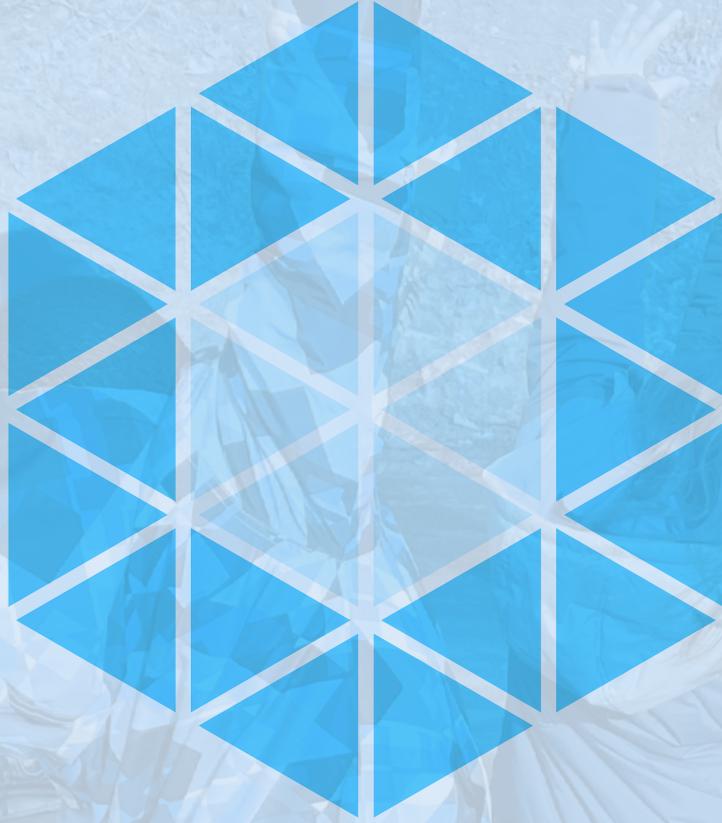


Infrastructure Grants

SCHOOL	MUNICIPALITY	PROJECT DESCRIPTION
William H. Lincoln School	Brookline	Improve pedestrian and bicycle safety and access, install a new raised intersection, make crosswalks/ramps ADA compliant, and add pavement markings
Mary C. Burke Elementary School Complex	Chelsea	Improve intersection and signals, make crosswalks/ramps ADA compliant, add a pedestrian refuge, and update signage
Avery Elementary School	Dedham	Construct a shared-used path, improve intersection, and change parking
Mountain View PK-8 School	Easthampton	Construct a 4,000+ foot shared-use path connecting the school to the Manhan Rail Trail
Memorial Middle School	Fitchburg	Install a new shared-use path, improve crosswalk/sidewalk
Harmony Grove Elementary School	Framingham	Install new sidewalks and shared-use paths, improve intersection
Dr. Elmer S. Bagnall Elementary School	Groveland	Install a new 3,000+ foot shared-use path and additional safe crossings
Cottage Street Elementary School	Sharon	Install new sidewalks and additional safe crossings
Burgess Elementary School	Sturbridge	Install a new boardwalk-style shared-use path



EQUITY



85% OF ENVIRONMENTAL JUSTICE COMMUNITIES REPRESENTED THROUGH MASSDOT PARTNERSHIPS

44% OF STUDENTS IN SRTS PROGRAM PARTNER SCHOOLS ARE CONSIDERED LOW-INCOME (AS COMPARED WITH 20% OF ALL MA YOUTH)

51% INCREASE IN ACTIVITIES AMONG RURAL SCHOOLS

28% INCREASE IN ACTIVITIES AMONG URBAN SCHOOLS



ELEGIA MILLER, COORDINATOR, CITY OF LAWRENCE MAYOR'S HEALTH TASK FORCE/CHNA 11, OFFICE OF PLANNING AND DEVELOPMENT

“

The collaborative, community-centric, and creative approaches of the Safe Routes to School Program have resulted in many significant safety and physical activity inroads that positively affect all K-12 Lawrence Public School students. Through the education, planning, and policy components of the program, we have developed a district-wide strategic plan to address both school and municipal-centered approaches to improving student safety in and around our school zones. SRTS has been a hands-on, engaged, and resourceful partner in designing these projects, ensuring that they are both equitable and sustainable for all students.

”

EQUITY:

ACTIONS THAT ADVANCE ACCESSIBILITY

ALL students...that's who we want to reach. So, with every project, every event, and everything we do at MassDOT, our very first step is ensuring equity and opportunities for every student. For us, this means continually improving accessibility of resources for students, regardless of:

- Where they live—in a city, in a rural area, or in the suburbs
- The language they speak—some materials are translated into nine languages, with family-friendly communication
- Abilities—we use the term “rolling” to encompass bikes and wheeled mobility devices and our online materials are accessible for those with disabilities
- Race, culture, and socio-economic status

Utilizing factors from the Massachusetts Department of Elementary and Secondary Education “Selected Populations” data and Census data, the the following five equity indicators were identified as a means to track how well the MassDOT SRTS programming was distributed during the 2021-2022 school year¹:

- **Students in rural environments**
- **Low-income students²**
- **Students with a disability**
- **Students identified non-White or Hispanic³**
- **Students with limited English proficiency**

Alongside the data and measurements, there are stories that shine the light on our commitment to equity,

THIS MOST IMPORTANT

“E.”

“

Soon after I began a pedestrian safety session, I noticed a teacher showing something on her phone to a student. She was using an app to translate my words into Spanish. From that point on, I presented the session in English and Spanish. I'm not sure who was more excited during the lesson! Students practiced using “sneak & peek,” a way to check for traffic when faced with an obstruction. My Spanish-speaking student even taught me the words *senda peatonal*—another way to say crosswalk.

”

VIVIAN ORTIZ, SRTS OUTREACH COORDINATOR

¹All school enrollment data was provided by the Massachusetts Department of Education (2021-2022)

²Note that this is an updated variable from past years' analyses, which reported the number of “economically disadvantaged” students. For more information about the data reporting change, visit: <https://www.doe.mass.edu/news/news.aspx?id=26820>

³Racial and ethnic minorities are more likely to live in areas with limited active transportation infrastructure (Dannenberg, et al. Making Healthy Places, Island Press, 2011) and are at a higher risk of being involved in a crash at a crosswalk (Coughenour, et al. Examining Racial Bias as a Potential Factor in Pedestrian Crashes, Accident Analysis & Prevention, 2011)

Comparison of Participation in the MassDOT SRTS Program

EQUITY INDICATOR	US CENSUS DATA	MASSACHUSETTS DEPARTMENT OF EDUCATION DATA			
	ALL MASSACHUSETTS YOUTHS	SRTS PROGRAM PARTNER SCHOOLS 2018-19	SRTS PROGRAM PARTNER SCHOOLS 2019-20	SRTS PROGRAM PARTNER SCHOOLS 2020-21	SRTS PROGRAM PARTNER SCHOOLS 2021-22
Students in rural environments	8.0%	9.1%	8.9%	8.9%	10.8%
Low-income students	19.7%	21.1%	32.7	37.3%	43.6%
Students with a disability	6.1%	17.2%	17.5%	17.6%	17.9%
Students identifying as non-White or Hispanic	40.2%	42.3%	42.6%	43.7%	43.9%
Students with limited English proficiency	4.3%	12.3%	12.5%	12.2%	12.8%

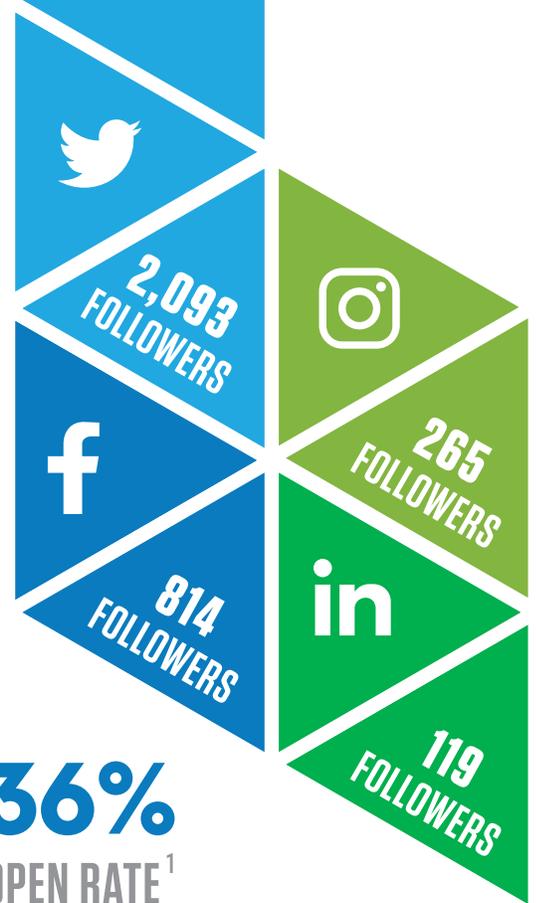


At the Worcester State Walkabout, I participated in an activity called the “Blindfold Walk.” While escorted by a sighted stranger, and with the aid of a cane, I wore a blindfold on a walking course to experience just a fraction of what a visually impaired person deals with daily. I felt incredibly vulnerable, and it was hard to trust my own feet because I couldn’t see the cracks in the sidewalk, uneven terrain, or where I could cross the street. I haven’t forgotten that feeling, and it has made me more aware of challenges facing those with different abilities.



MAGGIE BURKE, SRTS OUTREACH COORDINATOR

DIGITAL COMMUNICATIONS



4,000+
SUBSCRIBERS



29
EMAIL BLASTS

36%
OPEN RATE¹



¹Typical open rates for government sector emails average 28.77%. <https://mailchimp.com/resources/email-marketing-benchmarks/>

WHAT'S NEXT / SUBCONSULTANT ACTIVITY?

What's Next

Exploring is our informal “E” this year, as we are always looking for new opportunities and learning from our experiences. We’ve got a lot of excitement planned for the 2022-2023 project year, including:

- Adding outreach staff, additional marketing materials, and targeted programs for high school students, thanks to new funding from the federal Bipartisan Infrastructure Law
- The official launch of our Department of Elementary and Secondary Education approved Professional Development program, with many school and district-level sessions planned
- A new public digital catalog to house all SRTS resources and provide easy access
- Our popular annual contests for Yard Sign Design, High School Videos, and Crossing Guard of the Year
- Awarding more infrastructure funding through the Signs and Lines and Infrastructure Grants

Our Working Partners

Safe Routes to School is a team effort. MassDOT collaborates with industry experts and specialized providers to deliver excellence to Massachusetts schools, students, and communities. MassDOT would like to thank **AECOM** for providing comprehensive program management and diligent outreach efforts that have facilitated MassDOT’s SRTS Program ranking in the top tier of the annual National Safe Routes Partnership State Report Cards. This year, **UrbanTrans of North America** contributed their expertise to survey analysis, our Arrival/Dismissal Toolkit, webinar content, and other engaging materials. **Alta Planning + Design** prepared our equity analysis and provided content for the Fall Summit and webinars. We partnered with **MassBike** on bicycle safety education as well as Bike Rodeos and other events. Finally, the **Metropolitan Area Planning Council** maintained our parent/guardian travel survey website and completed database projects for the SRTS Program.



SAFE TURKEY TROT!

Turkeys visiting Winchester's Ambrose Elementary School received an impromptu pedestrian safety session thanks to a welcoming Crossing Guard.



MASSACHUSETTS DEPARTMENT OF TRANSPORTATION

Safe Routes to School

10 Park Plaza, Suite 4150

Boston, MA 02116

mass.gov/safe-routes-to-school

massDOT
Massachusetts Department of Transportation

 MASSACHUSETTS
Safe Routes to School
[MASS.GOV/SAFE-ROUTES-TO-SCHOOL](https://mass.gov/safe-routes-to-school)

AECOM