

Achieving the Safe Routes Mission with a Modern Digital Tool Kit

There are several opportunities with Safe Routes to School to improve the efficiency of data collection from parents and children, especially data on the routes they are taking to get to school and which parts of their routes are the most unsafe and most in need of improvement.

Efficient Data Collection and Analysis

Safe Routes to School professionals can now gather and access route safety information for each of the schools in their area and do this at a much lower cost than traditional data collection methods, both in terms of person-hours and budget.



Using app-based technology and an easy-to-use user experience for parents and children, we can:

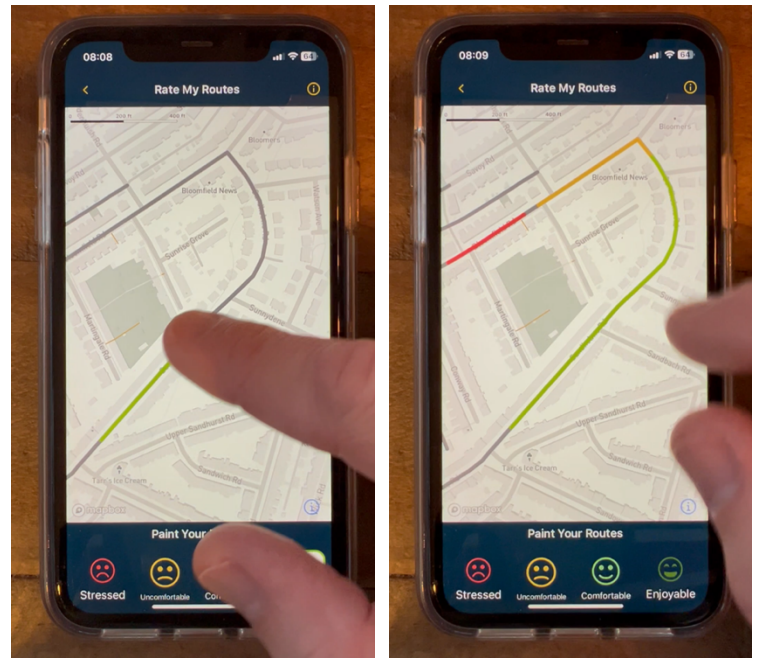
- 1) **More easily identify the most dangerous parts of the routes** that children and parents are taking to get to school.
- 2) **Access data to help prioritize funding** and focus on the parts of the road network should be improved first.
- 3) **Access data to help make the case for funding** for these safety improvements to happen.
- 4) **Save SRTS professionals time** in gathering and processing data.
- 5) **Make it easier for parents and children to have their voices heard** and to participate in feeding back on the safety of the routes they use to get to school.
- 6) **Increase parental contribution to route safety audits** through technology which enables parents who cannot spare 2 hours for an in-person route safety audit to still participate in the data collection and provide feedback.
- 7) **Make it easier to engage in-need schools** that lack the resources and bandwidth among both teachers and parents.



Making it easy and fun

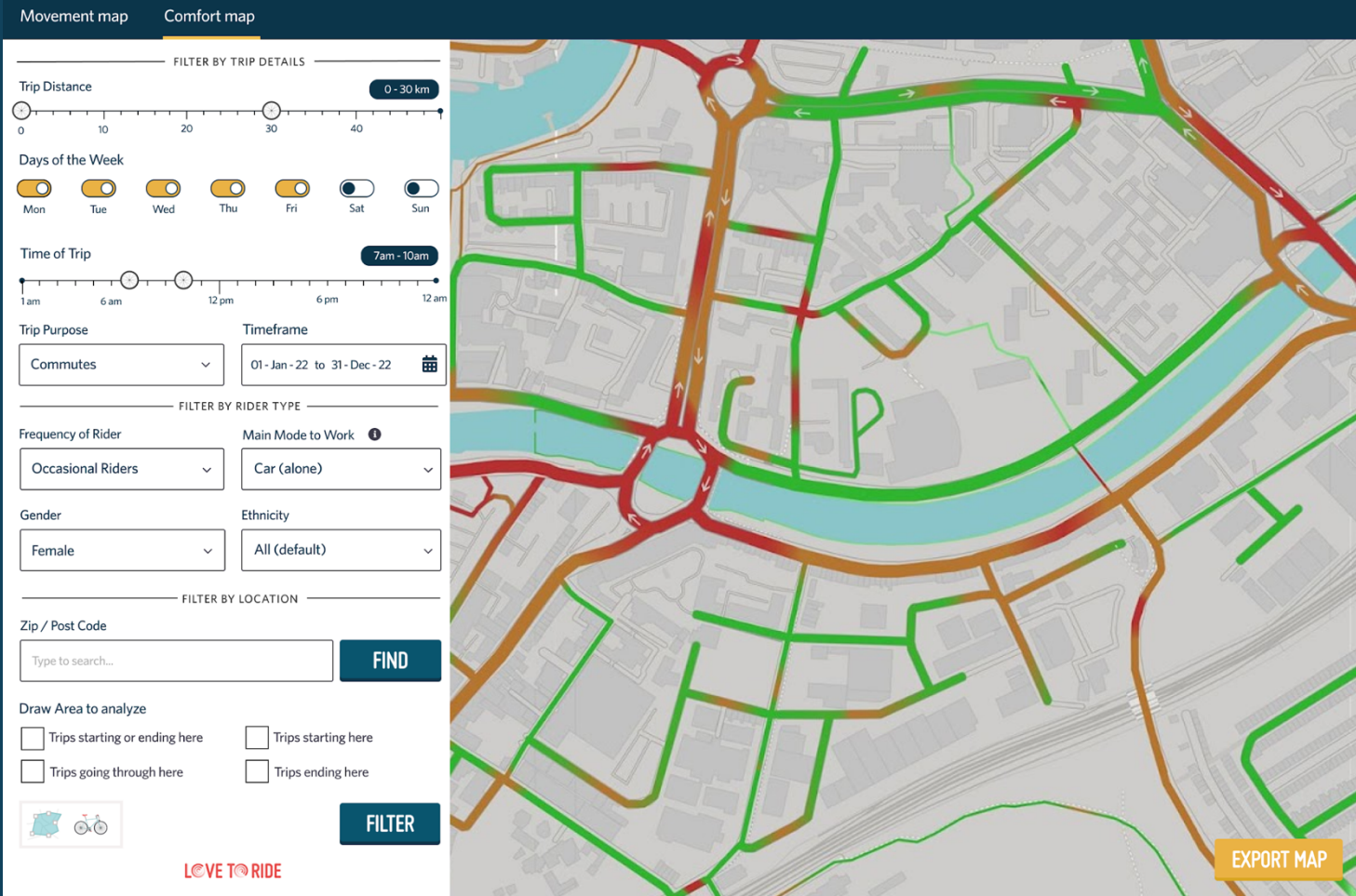
The 'Rate my Routes' feature on the Love to Ride makes it quick, easy and fun for people to provide feedback on which parts of their routes to school they felt safe and unsafe.

They simply 'paint' their routes with their finger, e.g. red for where they feel unsafe. There are four colors that people can choose for a rate, which relate to the 4 levels of traffic stress that planners use.



Overview of the User Experience

- 1) **Parents and children who are biking and walking to school will find out about the opportunity to help improve their route to school.** We will experiment with different approaches for different audiences and communities.
- 2) **Parents and children (9-12 grade) can download the app and record their route to school on the app** (including by turning on automatic tracking when they first download the app so they don't have to remember to track it).
- 3) **Parents and children can then rate their route** for how safe they felt on the different sections of their journey to school. They simply paint with their finger how safe they felt on each section of the route, e.g. red for unsafe, green for safe.
- 4) **This data is then aggregated and community maps are produced** which show the most popular routes to school that are being used and detail on which parts of these routes are the most concerning and unsafe for the parents and children who use and know these routes.



Data Outputs

We aggregated the data gathered from real people in each community who use the app to provide feedback on their routes and show it on a range of maps, including a 'Safety Rating Map' for each school.

These maps show the parts of the routes to each school that are the most unsafe and in need of improvement.

About Love to Ride

Love to Ride provides transportation professionals with the digital tools and data they need to achieve measurable results, improve road safety, and secure funding.

Love to Ride works with municipalities in 13 countries and is headquartered in Atlanta, GA. More than 715,000 adults and children have used the Love to Ride platform and program.

Next Steps

We are currently talking with potential partners who we could work with on a comprehensive pilot program. For Phase 1, we are looking to work with 10 SRTS programs across the country.

Interested in learning more?

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