

Coordinator Position Description

- 1. Assist with ongoing encouragement programs.** The Coordinator will work with the SR2S Teams on efforts to encourage increased levels of walking or bicycling to school. Examples are the establishment of a specific week day when walking or bicycling are encouraged (e.g. Walking Wednesdays), integration of walking into the curriculum (e.g. Walking across the U.S.A. or around the world). An event that has successfully been used in some schools to address common parent fears about children safety is to organize chaperoned walking or bicycling groups. Often called “Walking School Bus” or “Bicycle Train” initiatives, these require some coordinated effort to map out routes that are most commonly used by kids who walk or bicycle to school, organize adults or older children to be chaperones and publicize their availability. While the SR2S Teams at each participating school will be primarily responsible for implementing these initiatives, the Coordinator will assist them. The Coordinator will be primarily in a supporting role for the encouragement activities, providing resources such as helpful web sites or toolkits from other successful SR2S programs that can be modeled locally.

- 2. Build capacity in the community.** The Coordinator will work closely with the school Community Contacts to help establish and build the capacity of the SRTS program. The Coordinator will assist them with identifying potential stakeholders that will result in representation and buy-in from diverse members of the community. This would include the municipal government, local health/medical organizations, environmental organizations, law enforcement and other stakeholders who will help support this effort in an ongoing fashion. This task will include coordination with the School Health liaisons.

- 3. Provide assistance with communication.** Using material provided the SRTS program and through conducting independent research, the Coordinator will write articles for school newsletters, contact local media to cover special events, speak at public meetings about the goals and purpose of SRTS, and any other outreach/public relations opportunities.

- 4. Identify law enforcement issues.** The Coordinator will work to help identify barriers to walking and bicycling that could be solved by law enforcement. The goal of law enforcement’s involvement with the program is to provide targeted enforcement of traffic laws where local problems have been identified by the SRTS Plan or members of the school. The Coordinator will help identify resources to address these issues.

Deliverables

As part of this agreement, the Coordinator will provide:

1. A monthly invoice that includes a list of completed tasks and hours summary, accompanied by a progress report summarizing SR2S activities undertaken with participating schools.
2. A media file that includes any local newspaper or school newsletter articles about SR2S activities.
3. Copies of flyers or other promotional media used to encourage children to walk or bicycle to school.
4. School Travel Plan for each school.