

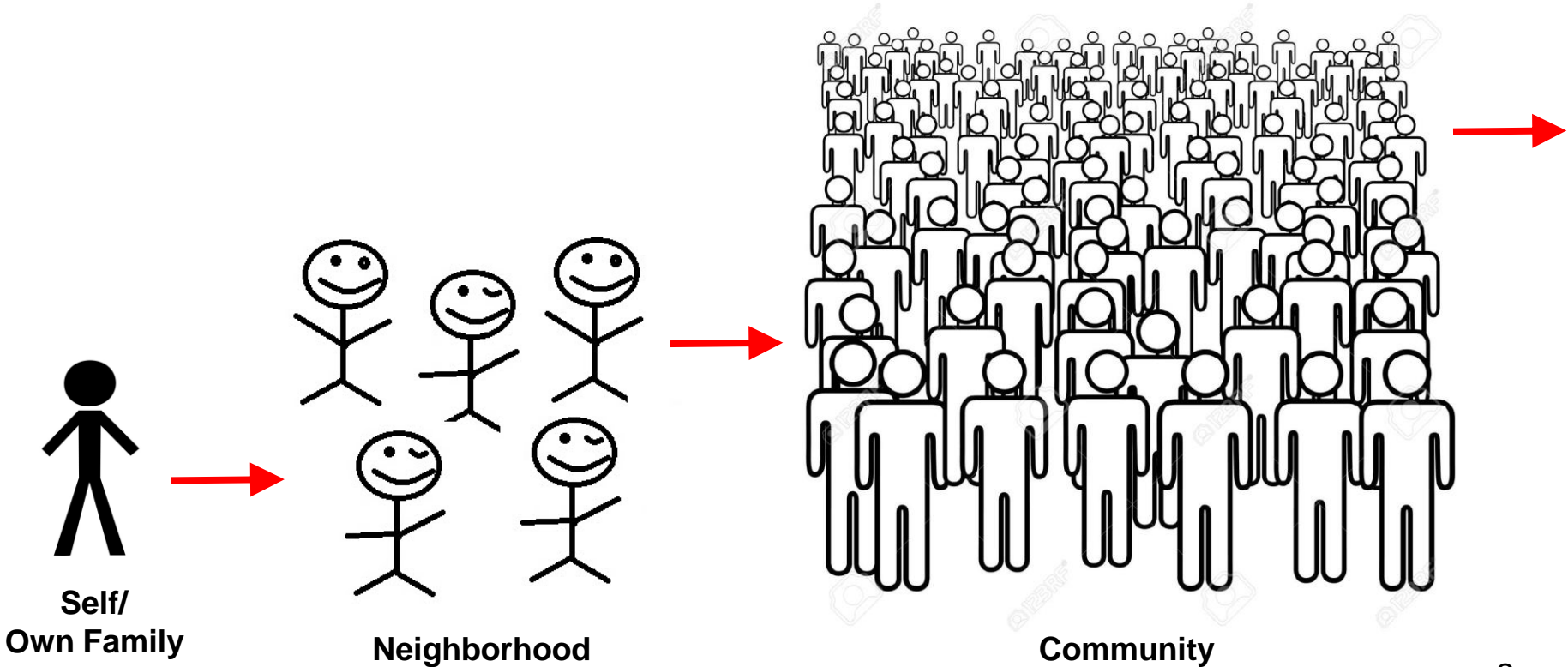


# Creating a Community Partnership

**San Mateo County BPAC**

April 2017

# Evolution of Advocacy

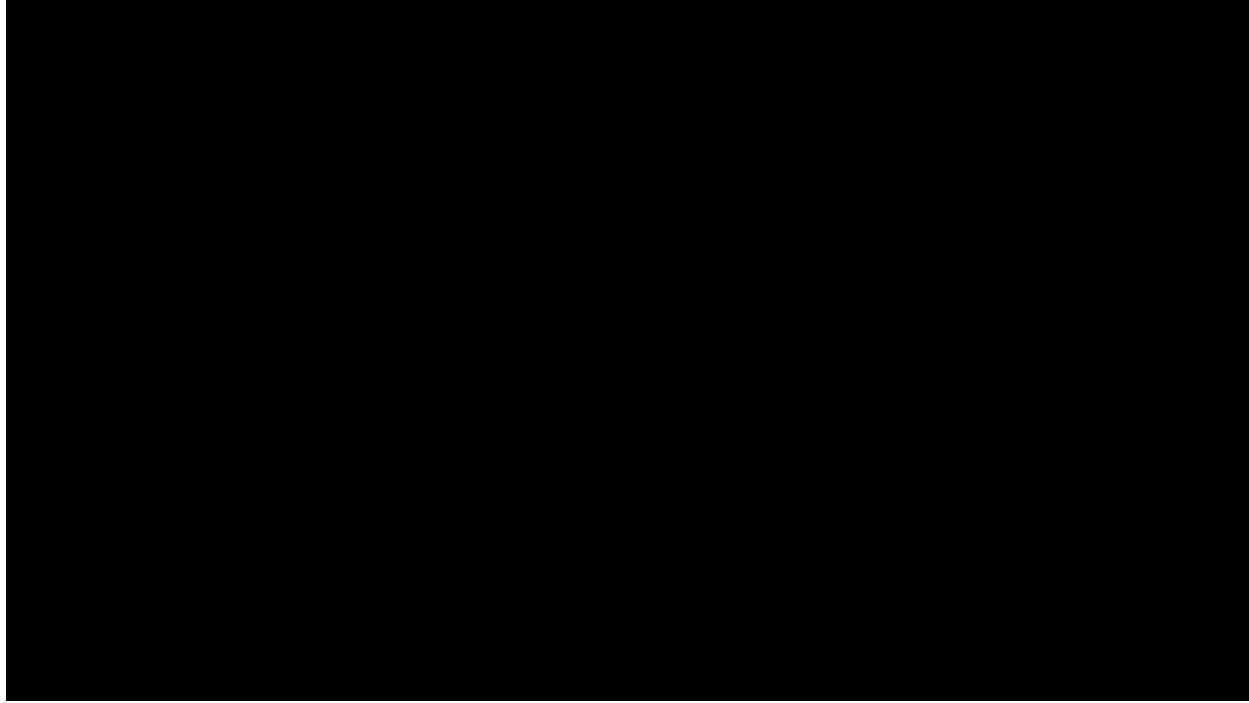


# Self - Jen Wolosin

- SMC resident for 12 years
- Stay-at-home mom to 2 kids
- Background in Market Research



# Neighborhood - Coleman Avenue



<https://youtu.be/Z96DHR22G5c>

# Community - Menlo Park and Beyond



# Parents for Safe Routes

*Parents for Safe Routes is committed to getting kids to school safely.*

Advocacy

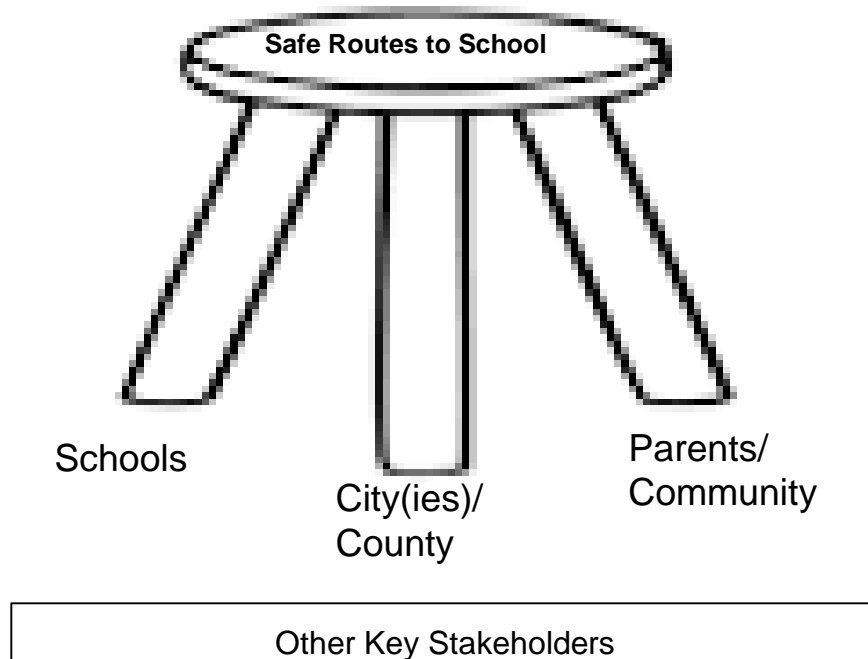
Greater good

Inclusive



# Community Partnership Model

- 3-legged stool
- Palo Alto's Model



# Community Partnership Members

- Multi-jurisdictional and complex.

**Schools**

- Las Lomas Elementary School District
- Menlo Park City School District
- Ravenswood Elementary School District
- Sequoia Union High School District
- Redwood City School District
- Private Schools
- Others?

*Stakeholders*

- Elected officials
- District-level staff
- School-level staff

**City(ies)/County**

- City of Menlo Park
- Town of Atherton
- City of East Palo Alto
- Others (Woodside, Portola Valley, and more)
- San Mateo County

*Stakeholders*

- Elected and appointed officials (City Councils, Board of Supervisors, Commissions, etc.)
- City/County staff (Public Works, Transportation, Police, Sustainability)

**Parents, Neighbors and Community Members**

- Parents for Safe Routes
- PTO/A
- Neighborhood Groups

**Other Key Stakeholders** include (but are not limited to): Menlo Park Fire District, business owners, SamTrans, SMCOE, C/CAG, Menlo Spark, SVBC and other organizations related to kids, safety, traffic, obesity, environmental concerns and more.



# Example of Complexity (MPCSD)

- Buy-In and Ownership of E's

District			
Administration/Staff		School Board	
School-Level			
	Admin/Staff/Teachers	Safe Routes Parent Coordinator/Team	Parents
Laurel			
Encinal			
Oak Knoll			
Hillview			

# Community Partnership Roles

- Shared problem solving and accountability.

	<b>Schools</b>	<b>City(ies)/County</b>	<b>Parents</b>
<b>Engineering</b>			
<b>Education</b>			
<b>Enforcement</b>			
<b>Encouragement</b>			
<b>Evaluation</b>			
<b>Equity</b>			

# SM BPAC's Role in Partnership

Key to multijurisdictional cooperation

Coleman Avenue

Santa Cruz Avenue Corridor

Commitment to Community Partnership Model

Engagement with other community partners (meetings, etc.)

Engagement with community members

Shared responsibility/accountability

Other?



**Together, we can do so much!**  
**Join us!**

[www.parents4saferoutes.org](http://www.parents4saferoutes.org)