Building Community Support within Diverse Communities to Increase Walking & Biking Rates through Grassroots Outreach

Emma Pachuta. Neighborhoods Program Director
emma@smart-trips.org. 651-224-8555 x22
Smart Trips Neighborhoods Program
Program Year:

- January: Plan for program
- May: Pre-survey
- July: Engage community
- November: Post-survey
When we left, the work stopped.
When we left, the work stopped.

This model will not work for every St. Paul Neighborhood.
Future Neighborhoods Program Model

-- Engage communities who are not traditionally engaged in walking & biking advocacy

-- Increase the depth of community partnerships and buy-in

-- Create a model that will leave tools, resources, and/or skills in the community well after the completion of the program
The Frogtown Neighborhood
Does the community even want us to work on walking and biking issues in their community?

If so, what do they want to see?
It all started at a BBQ.

Empower low-income youth, youth of color, and girls to change their world through science.
Formalize partnerships

Hire adult & youth Frogtown staff
Youth learn sustainable transportation & community content. Youth poised to lead program.
2014 Youth-Led Community Outreach

- January: Plan for program
- February: Pre-survey
- March: Engage community
- April: Post-survey
Saturday Block Parties

June 14
July 26
July 12
June 28
June 21
August 16
August 9
August 2
August 23

Green Line Opening:
- Victoria Avenue station
- Minnehaha Rec Center
- On Aurora, between St. Albans and Dale
- On Fuller, between Oxford and Chatsworth
- On Lafond, between Elfelt and Galtier
- On Fuller, between Western and Virginia
- On Edmund, between Kent and Arundel
- On Edmund, between Oxford and Chatsworth
- On Lafond, between Avon and Victoria

Paint the Pavement
Join the community for a Paint the Pavement party at the intersection of Charles and Avon in September

Frogtown Crew is a program of St. Paul Smart Trips in partnership with the Kitty Andersen Youth Science Center at the Science Museum of Minnesota.

This program is funded in part by the Center for Prevention at Blue Cross and Blue Shield of Minnesota, the Central Corridor Funders Collaborative, Congestion Mitigation Air Quality, and Youth Job Corps.

Find the Frogtown Crew on Facebook!

To awaken and educate the minds of Frogtown through arts and outreach on sustainable transportation while staying rooted in community.

www.smart-trips.org/frogtown
Find the Frogtown Crew on Facebook

Turn over for summer event information
Challenges

-- Relinquishing control & ownership of program

-- Working with youth

-- Timelines
Successes

-- Whole-heartedly accepted in the community

-- Youth stepping up into leadership roles

-- Engaged communities who are traditionally not engaged in walking, biking, and/or neighborhood issues
Thank You!

Emma Pachuta
St. Paul Smart Trips
651-224-8555 x22
emma@smart-trips.org