

ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: SAFE ROUTES TO SCHOOL AND FACILITIES OUTREACH COORDINATOR

BASIC FUNCTION:

Under the direction of the Chief Facilities Officer and/or designee, serve as the Elk Grove Unified School District Safe Routes to School and Facilities Outreach Coordinator. This position serves to organize and implement Safe Routes To School (SRTS) programs to encourage safe transportation that promotes walking, bicycling, and carpooling among students, parents, and staff at all EGUSD schools. Serve as the primary communication liaison between the Facilities Department, the public, and other stakeholders regarding existing school renovations and new school construction projects.

ESSENTIAL FUNCTIONS:

The Safe Routes to School Outreach Coordinator is to support safer and more efficient utilization of EGUSD school sites, provide districtwide support for “active transportation” and reduced student car trips based on the 6 E’s (education, encouragement, enforcement, engineering, evaluation and equity).

Education

Oversee partnerships with local hospitals and law enforcement to facilitate bike helmet safety education and free helmet distribution. Implement and oversee two-unit pedestrian education for all EGUSD second graders as part of the annual physical education curriculum. Coordinate pedestrian and bicycle safety information, including the health and academic advantages of active transportation to school communities, via school assemblies and presentations. Develop school-site SRTS safety maps upon request.

Encouragement

Support individual school sites’ SRTS efforts to include assistance with setting up walking school buses, remote drop-off sites, and improved traffic flow around the school. Coordinate with school staff, volunteers, and parents. Promote and provide support for annual Walk to School Day (October) and Bike to School Day (May). Implement districtwide annual Carpool to School Day. Develop a program to increase the number of families/students who carpool to school.

Enforcement

Participate in and help set agenda for quarterly School Traffic Safety Committee meetings in partnership with the City of Elk Grove and the City of Rancho Cordova. Coordinate district task force on Crossing Guard training for all EGUSD staff who assume crossing duties.

Engineering

Work with local public works and traffic engineers to explore changes to the physical environment that increase the safety of walking and biking around EGUSD school sites. Support state and federal funding applications that these agencies put forward to develop Safe Routes to School projects, as well as opportunities for EGUSD to be a project partner.

Evaluation

Conduct biennial assessments of student transportation modes to school as well as parent attitudes related to SRTS. Conduct and/or coordinate walk audits at school sites where significant obstacles to safe walking and bicycling are identified. Conduct school site SRTS safety visits upon request. Coordinate with District Transportation, Police Services, and Facilities and Planning staff to identify and prioritize engineering solutions needed to remove obstacles to safe walking and bicycling; promote these projects for appropriate funding and grant submissions. Collect other data and information for strategic use. Analyze and interpret data to support safe routes to school communicating results clearly and efficiently to a varied audience.

Equity

Participate in interdisciplinary groups to make sure all students are equipped with what they need to be able to travel to/from school safely. Network with community groups to better understand the obstacles to walking, biking, and carpooling that students experience based on geographic location, neighborhood dynamics, income, gender, race, and other factors.

Community Networking & Communications

Maintain comprehensive SRTS District website to serve as a resource for EGUSD parents and staff who want to implement SRTS efforts locally. Utilize online presentation and video formats to disseminate SRTS information across the district. Communicate and coordinate on SRTS issues with community organizations, law enforcement, advocacy groups and city/county officials. Coordinate with District Communications staff to publicize program successes and milestones, as well as utilize social media for outreach.

General

Develop a written SRTS outreach plan detailing methods and timeline of activities. Maintain awareness of new trends and developments in the fields related to school transportation and safety. Maintain and monitor program budget. Ensure accountability and compliance with all current and applicable state and federal laws, District policies and procedures, rules and regulations. Participate in developing funding, identifying grant opportunities and securing other funding for the future sustainability of the program. Evaluate outreach plan at minimum annually to improve reach and efficiency of communications.

The Facilities Outreach Coordinator serves as the primary point of contact between the Facilities Department and community stakeholders impacted during the planning, design, and construction phases of EGUSD construction projects. Develop a written Facilities Outreach Plan detailing methods and timeline of communication activities. Keep informed of construction projects by attending the department construction team meetings, communicating with staff, and visiting construction sites as needed.

Provide information on projects – both written, visual, and in-person -- to school sites, local jurisdictions, businesses, residents, and other community members via Facilities Department website, written materials like construction alerts, fact sheets and newsletters, social media posts (e.g., Facebook, Twitter, blogs), in-person one-on-one visits, small group meetings (i.e., Citizen’s Oversight Committee), community meetings, and mass mailings.

Develop and maintain the Facilities Department website.

Utilize and track social media to disseminate timely project updates; writes blog posts, tweets, and other social

media activities as needed; monitor online channels for mentions of Facilities projects (i.e. blogs, Twitter, Facebook newsfeeds, etc.) and archive findings.

Oversee mass mailings as necessary and supervise other staff members to support the dissemination of information to keep constituents informed of District construction activities related to Measure M.

Help plan and participate in various District and community sponsored meetings, events, and information booths to get disseminate Facilities project updates (e.g., community open houses, public hearings, presentations to community organizations).

Respond to public inquiries via email and phone from citizens with questions, comments, or complaints about District construction projects; work to resolve complaints in an efficient, timely and courteous manner.

Take and distribute photographs of construction work, public meetings, and other subjects as necessary or appropriate; archive photos for future retrieval.

Work with cooperating staff, editors, graphics and print specialists to get outreach materials copied and distributed in a timely manner; obtains necessary approvals when required.

Coordinate Facilities outreach efforts with the EGUSD Communications Department particularly on the department website and social media.

Evaluate outreach plan at minimum annually to improve reach and efficiency of communications.

Drive a vehicle to various sites to conduct work.

Perform related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Public speaking preferably with specific classroom/instruction presentation experience

Business English, spelling and writing, present day office methods, procedures and equipment

Microsoft Office applications

Prefer Adobe CS Design Suite (i.e. InDesign, Illustrator, Photoshop, etc.) and Adobe Contribute

Prefer basic experience with web site design (i.e. HTML, Java, etc.)

Using social media for a business or professional organization

Professional communications capacity: writing press releases, media advisories, drafting key messages and conducting online research

Familiarity with school facilities construction processes, political climate and funding mechanisms

SRTS goals and principles including the 6 E's of SRTS (education, encouragement, enforcement, engineering, evaluation, and equity)

Bicycle and pedestrian safety training desired

SRTS advocacy groups and State agencies desired

ABILITY TO:

Demonstrates excellent communication and interpersonal skills with the public, community groups and the media.

Build and maintain good relations with partners, constituents and stakeholders

Communicates effectively with people of all ages, abilities, cultural groups, economic statuses, disabilities and sexual orientations

Prepare District and other reports and evaluations related to program activities and programs

Meet schedules and timelines.

Operate standard office equipment

Work effectively under the direction of a supervisor and as part of a collaborative team

Understand and show respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of District students

Work independently with little direction.

Plan and organize work.

Follow oral and written instructions

Maintain consistent, punctual and regular attendance.

Sees to read a variety of materials, including paper and electronic mediums

Move hands and fingers to operate a computer keyboard.

Bend to the waist, kneel or crouch to file materials.

EDUCATION AND EXPERIENCE REQUIRED:

Bachelor's degree in public health, health education, communications, journalism or related field

Master's degree preferred

Two years of public education experience preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California Class C Drivers License

WORKING CONDITIONS:

Indoor and outdoor environment, including inclement weather.

Driving a vehicle to conduct work.

BOARD APPROVED: June 13, 2017