



## MEMORANDUM

**To:** Mayor and City Council

**From:** Kent Collins, Director of Public Works & Brad Reid, Director of Parks and Recreation

**Date:** September 25, 2018

**Reference:** Promoting/marketing the use of trails from home to parks and to schools & establishing safe routes to school.

**2030:** Special Place to Live, Sustainable City Government, Community Enrichment & Wellness

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### **Executive Summary:**

This is a memo addressing the City Council combined goals of promoting the use of trails from homes to schools & city parks and establishing safe routes to school. There are several measures staff has used in reaching this goal. We have created a marketing plan, a new webpage, and an interactive map in an effort to help our residents plan routes to schools and city events. We are constantly evaluating and improving upon the city's infrastructure that affects the safety and interconnectedness of the bike/ped transportation network. We are partnering with the school districts and Living Well in Coppell to implement various events related to walking and safety.

### **Marketing Plan:**

Trails provide a great way for people to stay healthy, live sustainably, and get to school in a safe way. We are developing a marketing plan that will publicize Safe Routes to Schools (and new trail connections or pieces of trail that open up) via print, digital and social media. It will include a detailed listing of the channels we plan to use to market the trails, including the City website and Facebook, as well as newspapers and other print sources. Marketing will encourage people to use the trails for recreation, but also as a way to live more sustainably. (i.e. to get to school or work – especially with the addition of the Champion trail connection which will provide a link to surrounding cities and allow people to get to work via bicycle a lot easier). Finally, we are coordinating with Living Well in Coppell to share social posts, since they also promote healthy living.

### **Webpage:**

A page has been created on the city's website. <http://www.coppelltx.gov/about-coppell/sustainability/routestoschool> Links to this page can be found on:

- a. The School's page <http://www.coppelltx.gov/residents/schools>
- b. The Sustainability landing page <http://www.coppelltx.gov/about-coppell/sustainability>
- c. Park's Trails Page <http://www.coppelltx.gov/residents/parks-trails>

**Interactive Map:**

An Interactive Map has been created. It is found on the aforementioned webpage. The map shows more detail as you zoom in. The first map displayed shows the city boundaries and the schools. As you zoom in, existing and proposed trails are included. Zooming in one step further, school zones, crossing guard locations and signalized intersections are included. In the final zoom, sidewalks are included. A link to the map is as follows:

[MAP LINK](#)

**Infrastructure:**

As seen from the interactive map, the infrastructure is in place for safe routes to school. A citywide trail system is in place, sidewalks are required with all new developments, school zones are in place, and crosswalks and crossing guard locations are established. The routes are constantly being evaluated for improvements. We have the regulations and policies in place to make the improvements (i.e. Subdivision Ordinance calling for sidewalks with all new development and calling for the dedication of easements to implement the Trail Master Plan). The recent approved or constructed improvements include:

- a. State-of-the-art Pedestrian Crossing with Ped-Actuated Flasher at Gifford and Parkway. Equipment has been ordered, and the flasher system and crosswalk should be implemented in the next 60 days.
- b. Trail Connection with Champion. (scheduled completion – end of October 2018)
- c. Pedestrian bridge over Denton Creek (Constructed in 2017)
- d. Crosswalk at Parkway and Cowboy. (Completed)
- e. School zone on Wrangler Drive for Ninth Grade Center (Approved September 2018).
- f. North side of Parkway planned to have a separated trail on north side and sidewalk on south side. This project will be implemented in conjunction with the Parkway Blvd. reconstruction project.
- g. East side of Hertz Road planned for an off-road Trail.
- h. West side of Moore Road planned for an on-road Trail.
- i. East Side of Freeport planned to have a 10’-wide off-road trail from W. Bethel to Wrangler.

**Communication with Coppell ISD**

Staff has met with the Assistant Superintendent of CISD in an effort to promote the safe routes to school and to ensure that the school district knows what the city is doing and vice a versa.

**Promotion of Events in Conjunction with the School Districts:**

National Walk/Ride to School Day is October 10. Cottonwood Creek Elementary is registered for the event. Cayce Williams of the Police Department has met with the Cottonwood Creek Principal in an effort to help promote the event and ensure it runs smoothly.

**Next Steps:**

The plan is to continue implementing the marketing component of the strategy, continue evaluating the infrastructure for safety improvements and connections and continue the open communication with the school district.

**Legal Review:** N/A

**Recommendation:** No recommendation given as this is informational.

**Attachments:** Trails Marketing Plan