WHAT IS VIVA ESCUELA?

- "Open/school streets" event
- One school block open for active transportation, closed to cars
- Community partners focused on healthy behaviors, community issues
- Opportunity to connect with local elected officials
Background

• U.K. schools experimented with closed streets during morning drop-off
• Resulted in 68% decrease in vehicle traffic
• 30% increase of walking students, 51% increase for biking students*

*Streetsblog USA: “Lessons from Britain’s ‘School Streets’”, Oct. 18, 2021
VIVA ESCUELA!
Elected Officials + Director of DOT
Outreach

• Postcard mailings
• Neighborhood Associations
• School flyers
• Council Member
• School District Administration
Collect interest from schools during June-Aug general school planning meeting

Confirm dates with schools

Host planning meeting with school, San Jose PD, SJ DOT engineers – discuss events, possible street closures, timing, staffing, other details

Special Events Application to be submitted before 45 days before event (we aim for at least 2 months in advance)

Submit tow away application with DOT after approval

Reach out to community partners/agencies for tabling opportunities

Postcards are sent out 2 weeks before event to notify ¼ mile area around the school of street closure

Tow away signs are posted 2 days in advance before the event
THANK YOU!

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