



Winter 2016 • Active Transportation Resource Center (ATRC)¹ Quarterly e-News for Non-infrastructure Projects

This quarterly e-news provides a summary of key news and training opportunities to support your Active Transportation Program (ATP)—non-infrastructure work in California. To sign up for e-news, to view our e-news archive, or to find out about more resources and training opportunities, visit www.CAsaferoutestoschool.org.

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ATP Awardee Corner

Caltrans Division of Local Assistance is developing tools to assist local agencies in procuring Architectural and Engineering (A&E) contracts. They have just posted on the [Consultant Selection and Procurement web page](#) three templates you will find helpful when writing Requests for Proposals (RFP) and Requests for Qualifications (RFQ). Check them out in the links below.

- [RFP - Example](#)
- [RFP - Example \(Non AE\)](#)
- [RFQ - Example](#)

Feedback on these templates is greatly appreciated.

You will also find other useful guidance and resources on the [Consultant Selection and Procurement web page](#) including online training modules on Procuring A&E contracts.

Contact Felicia Haslem at Felicia.haslem@dot.ca.gov or 916-653-7759 with any questions.

¹ Supported by the California Department of Transportation's (Caltrans) Active Transportation Program (ATP), the Active Transportation Resource Center (ATRC) provides technical assistance and resources to Caltrans ATP awardees. As part of the ATRC, the California Department of Public Health (CDPH) staff assist local communities with creating active transportation non-infrastructure programs, including Safe Routes to School (SRTS), through targeted trainings, technical assistance, and resources to implement safe and successful strategies throughout California.



UC Berkeley Expands Transportation Planning Online Training Series

The [Technology Transfer Program](#) (Tech Transfer), a division of the [Institute of Transportation Studies](#) at the [University of California, Berkeley](#), is the California transportation community's source for professional training, expert assistance, and information resources.

Tech Transfer provides professional training, workshops, conferences, technical assistance, and informational resources in the transportation-related areas of planning and policy, engineering, project development, infrastructure design and maintenance, pavement, and safety and environmental issues for motorized and non-motorized roadway traffic, aviation, and rail. They hold over 80 events every year, attended by over 3,000 people, online and in classrooms around the state, and send safety experts to more than two dozen local agencies each year to help improve traffic, pedestrian, and bicycle safety. They serve more than 25,000 public and private transportation agency personnel working for our state's 476 cities, 58 counties, over 50 regional transportation planning agencies, the California Office of Traffic Safety, and the California Department of Transportation, with most offerings subsidized or free for California's local agencies.

For the academic year 2016-2017, Tech Transfer is expanding its [Transportation Planning](#) training series to include the hottest topics in professional practice today—including safe pedestrian facilities, innovative bikeways, and much more. Tech Transfer's updated and recently expanded Transportation Planning training series addresses a critical need for professional development among the rank and file, as well as management levels, of public agencies throughout California (and beyond). Those who are tasked with planning future land use developments or programming future transportation investments will greatly benefit from this training. Below is a quick summary of Tech Transfer's new or updated courses, most of which are available online. All of the following courses are subsidized for California local agency employees under the Caltrans Cooperative Training Assistance Program.

- [TE-32 Pedestrian Facility Design](#)
- [TE-34 Bikeway Facility and Master Planning](#)
- [TE-52 Bikeway Facility Design and Safety Improvements](#)
- [PL-61 Transit-Oriented Development: Putting it all Together](#)
- [PL-60 Bus Rapid Transit: Planning, Design, and Operations](#)
- [TE-53 VMT Metrics Application & Analysis for SB 743 Compliance](#)
- [TE-43 Multimodal Transportation Operations: Evaluation Methods & Performance Measures](#)
- [TE-55 Parking Management for Sustainable Development](#)
- [TE-54 Commercial Development Site Design and Traffic Impact Analysis](#)

DATA CORNER

Motor Vehicle-Involved Pedestrian Traffic Collisions: A Public Health Issue

A recent [report](#) in the San Francisco Examiner newspaper indicates that between 2012 and 2014, 50% of all injuries treated in Zuckerberg-San Francisco General Hospital were traffic collisions, adding up to more than \$35 million in medical costs annually. The average cost of treatment per patient was \$25,200, with a total of more than 10,000 hospitalization days. **Of note is the alarming percentage of pedestrians injured in traffic collisions, who comprised almost half of those costs at 44%**, followed by motor vehicle occupants (drivers/passengers) at 22%. Motorcyclists comprised 18% of costs, and bicyclists represented 16% of hospitalization costs. This report puts into perspective the importance of motor vehicle-involved pedestrian traffic crashes as a public health issue and the need for investment in prevention strategies and educational awareness.

[EpiCenter](#) offers a versatile and comprehensive web-based source of data on all types of injuries that result in death, hospitalization, or an emergency department visit in California in addition to linked crash medical outcomes data. EpiCenter is operated by CDPH—Safe and Active Communities Branch, and constructed by CDPH’s Information Technology Services Department.

[Please contact us](#) if you have local or regional data to share!

Innovative Solution in Rural Community

Lack of safe walking and bicycling infrastructure is a common barrier to promoting Safe Routes to School programs in rural communities throughout California. In Humboldt County, a Countywide Task Force addressed this barrier by working directly with the Humboldt County Public Works Department. The result was a unique and innovative solution (pictured) to improve walking and bicycling connectivity by creating marked walking AND bicycling paths on the shoulder of a route between a local high school and elementary school. This new infrastructure is a great example of what can work to make walking and bicycling more viable options for residents in a rural area.



Photo by Jennifer Weiss, Senior Planner, Redwood Community Action Agency

Road to Zero: New Partnership Aims to End Traffic Fatalities within the Next 30 Years

U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration, and Federal Motor Carrier Safety Administration are joining forces with the National Safety Council to launch the Road to Zero coalition with the goal of ending fatalities on the nation's roads within the next 30 years. The Department of Transportation has committed \$1 million a year for the next three years to provide grants to organizations working on lifesaving programs.

“Every single death on our roadways is a tragedy,” said NHTSA Administrator Mark Rosekind. “We can prevent them. Our drive toward zero deaths is more than just a worthy goal. It is the only acceptable goal.”

The year 2015 marked the largest increase in traffic deaths since 1966 and preliminary estimates for the first half of 2016 show an alarming uptick in fatalities - an increase of about 10.4% as compared to the number of fatalities in the first half of 2015.

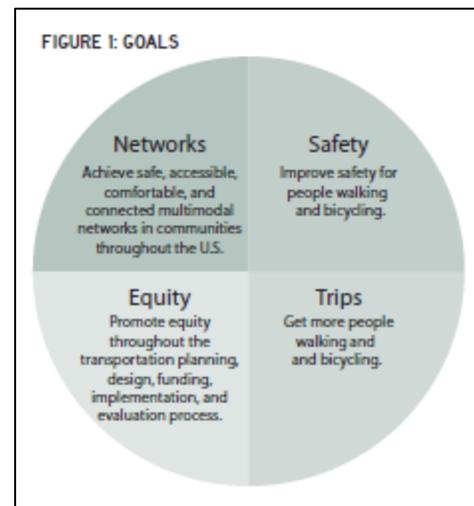
Read the full story at the [U.S. Department of Transportation](#).

Federal Highway Administration (FHWA) Announces Strategic Agenda for Pedestrian and Bicycle Transportation

This Strategic Agenda for Pedestrian and Bicycle Transportation is a framework to guide the United States Department of Transportation (USDOT) Federal Highway Administration's pedestrian and bicycle initiatives and investments during the five year period from Federal Fiscal Year (FFY) 2016-17 to FFY 2020-21.

Developed with input from a broad range of technical experts, transportation agency staff, and stakeholders from across the nation, the Agenda articulates goals and supporting actions to promote safe, accessible, and comfortable, and connected bicycle and pedestrian networks; ensure the safety of nonmotorized travelers; advance Ladders of Opportunity and Community Connections, equitable access for everyone to jobs, schools, and essential services; and to expand transportation options and choices for all.

Read the full report at the [Federal Highway Administration](#).



California Schools Participate in Walk to School Day!

Paso Robles Joint Unified School District Walk to School Day: Ten Schools Involved



The Paso Robles Joint Unified School District (PRJUSD), in San Luis Obispo County, had an extremely successful Walk to School Day event this year. The PRJUSD put the District Safety Supervisor in charge of all SRTS activities for their district which facilitated good coordination, communication, and smooth implementation and evaluation. In addition, PRJUSD has made SRTS events competitive – especially this Walk to School Day event - between all the schools in the district. The competitive spirit got everyone at the schools excited, including the principals! Ten schools participated in this year's big event – six elementary schools, two middle schools, and two high schools.

Highlights:

- Over 1,800 students participated;
- Winifred Pifer Elementary School had over 50 kids dropped off about four blocks from the school and had three staff members, including the Assistant Principal, walk them and some of their parents to school;
- Pifer Elementary had EVERY student participate in a Track Walk during the first hour of school with the Principal dressed as their school mascot, holding a bullhorn in her hand, telling students about the importance of walking to school and their support of SRTS; and
- Pat Butler Elementary School won the overall participation percentage rate of students in comparison with their total enrollment with over 40% of their students walking to school on Walk to School Day.



Community Now Collaborates with the Safe Routes to School National Partnership

Community Now, a community-based organization in Riverside County that provides support and programs to sustain safe and healthy environments, facilitated Walk to School Day 2016 activities at two school districts, Moreno Valley Unified School District (Moreno Valley USD) and San Jacinto Unified School District (San Jacinto USD).

Community Now's CEO and Founder Shor Denny had worked with Moreno Valley USD SRTS and Walk to School Day activities in the past. Because of his experience, he felt they really needed to provide targeted support to San Jacinto USD, which was new to SRTS and Walk to School Day. They did this by collaborating with the Safe Routes to School National Partnership on a "Let's Get Moving" workshop to present steps to a successful Walk to School Day and how to organize ongoing walking programs. The result was all San Jacinto USD elementary schools participating in Walk to School Day activities!



Lesson learned:

Take time to organize and empower school site volunteers! They may already be excited about SRTS and are looking for ways to make their commute to school safe and fun.

Community Now is contracted by City of San Jacinto through an ATP Cycle 1 award. Email contact: communitynow@outlook.com.

We want to hear from you! Do you have a resource to share? What about a favorite curriculum or media campaign? Do you have resources you've translated into a language other than English? Or a success story to share?

Please contact your ATRC Coordinator.

Santa Cruz County Bike/Walk to School Day Events: A Huge Success!



Ecology Action hosts Santa Cruz County's Bike/Walk to School program on a biannual basis every Spring and Fall. The 2016 Bike/Walk to School events were a huge success with 5,000 students participating this past Fall and nearly 5,300 students participating last Spring. Santa Cruz County partners with 40+ school sites from across the county to host Bike/Walk to School events on the same day, and organizers report that it's truly inspiring and exciting to see all the families and kids biking/walking/skating/scooting to school. As one 5th grade student noted, **"I love riding my bike to school and this morning I rode with my whole family and we saw more people on bikes than I ever saw before. I would like to wave at all of them and see if they want to bike every day like this. It's so much fun!"**

Bike/Walk to School events vary from school site to school site but all entail positively incentivizing students to use active forms of transportation whether it's through a free breakfast, snacks and/or fun raffle gear prizes such as free helmets, bikes, locks, lights, gift certificates to local bike/skate shops, and more. As one parent noted, **"My son looks forward to this event at his school every year. He now rides his bike to school more regularly as he's a 5th grader this year but this event helped him gain confidence and ride with other neighborhood kids to school when he was just beginning to ride as a second grader. It's a great way for our kids to learn positive habits that will serve them well over their life."** Some of the schools that participated this year included Bay View Elementary School, EA Hall Middle School, Live Oak Elementary School, and Bradley Elementary School.

"It's a great way for our kids to learn positive habits that will serve them well over their life."

-Parent of a 5th grader

Tips for success:

- Buy-in from parents and school administrators facilitates effective events;
- Outreach to parent groups like Parent Teacher Associations (PTA) to try and recruit as many parent volunteers from the school sites themselves to run the actual events;
- Utilize parent volunteers as liaisons between the school administration and event organizers leading up to each event to ensure word is getting out to the parent and student community. Parent champions can facilitate coordination with the school sites (a real time saver!) and ensure higher student participation and overall success;
- In-person parent volunteer recruitment is worth the initial staff time investment! Promote your event at Back to School Nights, PTA meetings, and other parent groups associated with the schools; and
- In the absence of parent volunteer support, try not to rely on community volunteers or school administrators to run the event. Instead, try creative ways to recruit parent volunteers, such as attending parent Zumba classes and other community events where parents from a particular school are already plugged in.

Story contributed by Emily Gomez, Program Specialist, Sustainable Transportation Group, EcologyAction, (831) 426-5925, egomez@ecoact.org.

California Stories from Fire Up Your Feet

Fire Up Your Feet, a core program of the Safe Routes to School National Partnership, is excited to announce that 44 California schools earned a total of \$39,500 in awards during the Fall 2016 Activity Challenge. Find the winners on the Fire Up Your Feet [website](#) and mark your calendars for the Spring 2017 Activity Challenge which will take place April 15 through March 15, 2017!

Fire Up Your Feet is invested in creating healthy, thriving communities and schools. K-8 schools in California can earn a portion of more than \$190K in cash awards during biannual Activity Challenges (Fall and Spring) offered by Fire Up Your Feet. To be eligible for cash prizes, anyone associated with a school (parent, PTA leader, PE teacher, classroom teacher, family member, administrator, etc.) simply needs to register at www.fireupyourfeet.org, then track at least one physical activity during the Activity Challenge. Schools with the most participation and activity will win cash awards at the end of the Challenge. The following stories represent different perspectives on how Safe Routes to School programs integrated Fire Up Your Feet to create healthy school communities in California during the 2016 Fall Activity Challenge.

1. Will Rogers Middle School in Fair Oaks, CA created a program to teach students about bike safety, repairs and maintenance, and giving back to the community. Their story is quite impressive! This [link](#) contains a short video about their program.

2. Live Oak Elementary School in San Ramon, CA received a \$500 "School Champion" award in California. This award is to honor those individual "Champions" that help their schools reach success in Safe Routes to School and/or Fire Up Your Feet programming. To be eligible, schools submitted a narrative about how their school's "Champion" made a difference to their school community through Safe Routes and/or Fire Up Your Feet. Here is their [story](#) about an inspiring parent advocate who improved safety in her community.

3. Blossom Hill Elementary School in Los Gatos, CA, in partnership with Los Gatos-Monte Sereno Safe Routes to School received a \$500 national "Share Your Story" award. To be eligible, schools submitted narratives about how Fire Up Your Feet helped their school increase physical activity and/or created new champions for health and wellness. Here is their [story](#) about an outstanding community collaboration.



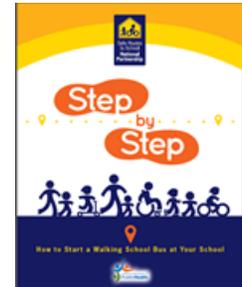
Los Gatos-Monte Sereno SRTS, Sam and his Pedometer

For more information, please visit www.fireupyourfeet.org or contact info@fireupyourfeet.org.

Learning opportunities from the ATRC

WEBINAR: [Step by Step: How to Start a Walking School Bus Program at Your School](#)
January 11, 2017, 10-11 AM PDT

Please join us for this presentation hosted by the Safe Routes to School National Partnership, with an introduction by the ATRC. Attendees will learn about the Safe Routes to School National Partnership's new toolkit, [Step by Step: How to Start a Walking School Bus at Your School](#), an easy-to-follow guide to getting a walking school bus up and "walking" in your community. A walking school bus program can help reduce air pollution, increase the number of students walking and bicycling, give children and adults an opportunity to socialize, and manage student transportation costs, all while getting to school on time! This webinar will cover the concept of a walking school bus, review how to use the toolkit, and provide time for communities to ask questions about planning their program.



[Register to attend](#)>

Recorded Webinars and Trainings

In case you were unable to attend the ATRC webinar on December 9, 2016, *Public Health Partners in California's Active Transportation Program Development and Implementation*, a recording will be available on the ATRC website. The slides and recording provide a great overview on the public health approach to active transportation promotion, and are available [here](#). The ATRC has a library of recorded webinars and trainings available covering topics from engaging public health, school crossing guard training guidelines, to school wellness policies. Find a presentation that can help take your program to the next level [here](#).

We are here to support you!

Please contact your ATRC coordinator with any questions about your non-infrastructure work, or information you have to share. Do not know in which district you are located? [Find out here](#).

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***Justin Hearn** is currently on leave until March 2017. In her absence, **Kristin Haukom** will be covering districts 1 and 2.