



Greetings from the California Safe Routes to School (SRTS) Technical Assistance Resource Center (TARC)! TARC is a program of California Active Communities, a joint Unit of the University of California, San Francisco and the California Department of Public Health (CDPH), and is funded by the Federal Highway Administration (FHWA) through a SRTS Non-Infrastructure award from the California Department of Transportation (Caltrans). This monthly email provides a summary of news, research, funding announcements, and professional development and training opportunities to support your SRTS work in California. For more information on SRTS in California, to view our monthly E-News archive, or to find out the date and time of the next network teleconference call, visit our website at www.CAsaferoutestoschool.org.



[U.S. Surgeon General Announces Walking Campaign](#)

[Register for National Bike to School Day](#)

[May is National Bike Month!](#)

[Development Director Position Open at Marin County Bicycle Coalition](#)

[Bicycle Safety Instructor Position Available in Santa Cruz, California](#)

[Action for Healthy Kids School Grant Deadline Extended to May 3, 2013](#)

[The Public Health Institute Releases Request for Applications for *Creating*](#)

[*a Climate for Health* Pilot Projects](#)

[Childhood Obesity Conference 2013](#)

[2013 SRTS National Conference to be Held in Sacramento, California](#)

[2013 Walking Summit](#)

[April 30th and May 2nd – National Center for Safe Routes to School Training in Three Southern California Locations](#)

[May 8th - School Siting Webinar: "Understanding the Challenges and Opportunities for Communities and Decision-Makers"](#)

[May 16th Webinar - "Maximizing District-Wide Impact of Safe Routes to School: Educating Principals and School Boards"](#)

[June 19th Webinar - "What's in There for Me: Mining National Data for Information on Walking and Bicycling"](#)

[June 20th Webinar - "Maximizing City Involvement in Safe Routes to School: Educating Municipal Transportation Departments and Practitioners"](#)

NEWS

U.S. Surgeon General Announces Walking Campaign

In a video address marking the start of National Public Health Week, U.S. Surgeon General Regina Benjamin announced the launch of the "Everybody Walks" campaign. The new national initiative, which will encourage citizens to take steps toward better health, supports the goal of achieving a healthier and fitter nation. The U.S. Surgeon General's announcement kicked off a week of activities

that she said was “dedicated to recognizing the tremendous value that a strong public health system brings to protecting the health of Americans in communities all across our country.”

A 30-day public comment period on the U.S. Surgeon General’s call to action on walking is open until April 30, 2013. Published in the federal register, the [notice requests information](#) on ways to increase walking and community walkability, including barriers to walking and evidence-based strategies for overcoming those barriers. The notice can be found [here](#).

Register for National Bike to School Day

Bike to School Day, May 8, 2013, is a national event that gives communities across the country the opportunity to join together in bicycling to school. Registration is free and open to all individuals and/or organizations planning a 2013 Bike to School Day event in the United States. There are already more than 800 events registered from all 50 states and the District of Columbia. Take a look at the [“Who’s Biking” Map](#) to see who’s planning to ride and roll to school in this nationwide event. And please encourage others to join the celebration! Schools, community members, and parents can register a Bike to School Day event now at www.walkbiketoschool.org.

May is National Bike Month!

In 2013, Bike to Work Week is May 13-17th and Bike to Work Day is Friday, May 17th. For more information, please visit The League of American Bicyclists [website](#).

JOB OPPORTUNITIES

Development Director Position Open at Marin County Bicycle Coalition

The Marin County Bicycle Coalition's (MCBC) management team is seeking an experienced, creative, and energetic fundraiser to join their growing staff of professional bicycle advocates. Reporting to the Executive Director, the Development Director will be responsible for developing and implementing a multi-year fundraising strategy. Key responsibilities include cultivating and stewarding a donor base, managing gift giving database, identifying corporate partnerships and building strategic relationships. Growing the portfolio of local business partnerships and major donors will be the immediate priority. Initial emphasis will be on working with the Executive Director to plan and execute a \$100K 15th Anniversary fundraising campaign in 2013 with support from the MCBC Staff and Directors. The campaign will primarily focus on major donors and business sponsor fundraising efforts, with secondary efforts to 'step up' long term donors. This is a part-time position with a plan to expand to full-time permanent position. For more information, please visit the MCBC [website](#).

Bicycle Safety Instructor Position Available in Santa Cruz, California

Ecology Action (EA), an environmental non-profit based in Santa Cruz, CA is seeking a qualified Safe Routes to School Youth Bicycle Safety Program Specialist/Instructor to join their Transportation Team. The Program Specialist will focus on EA’s Bike Smart! Youth Bicycle Safety Program, working with students on how to be safe, responsible, and confident bicyclists. This includes conducting bicycle safety trainings, classroom presentations, hands-on bicycle skills obstacle courses (“rodeos”) and

community rides (on-street training), as well as bicycle education booths at schools and community events. For more information on Bike Smart!, visit www.bikesmart.org. The Program Specialist will also be responsible for assisting with additional transportation related projects, such as Bike to Work/School Day, distributing bicycle loans, and tracking emergency ride home vouchers. To view the complete job description and apply, please click the following link: <http://ecoact.iapplicants.com/ViewJob-420483.html>.

FUNDING OPPORTUNITIES

Action for Healthy Kids School Grant Deadline Extended to May 3, 2013

Action for Healthy Kids is extending the deadline for the School Grants for Healthy Kids application to schools until May 3, 2013. Action for Healthy Kids is partnering with CSX Transportation, Kellogg Company, and the Walmart Foundation to offer grants for the 2013-2014 school year to support the enhancement of school breakfast or physical activity initiatives. Awards will be given to over 400 schools ranging from \$1,000 to \$5,000. For more information, please visit the Action for Healthy Kids [website](#).

The Public Health Institute Releases Request for Applications for *Creating a Climate for Health Pilot Projects*

With funding from the Kresge Foundation, Public Health Institute will support pilot projects in three geographically diverse, urban communities in California to demonstrate approaches to incorporate climate change into current public health program practice and/or to enhance public health participation in on-going local climate change mitigation, adaptation, and resilience work. Each grantee will be awarded \$20,000 for 12 months of work within the state of California. The purpose of the pilot projects is to develop models that can be replicated that simultaneously address climate change and community health and health equity. Projects can be new or complement existing projects.

The deadline for applications is July 1, 2013. The Request for Application can be found at the Center for Public Health and Climate Change [website](#).

CONFERENCES AND SUMMITS

Childhood Obesity Conference 2013

CDPH, California Department of Education, the University of California, Berkeley, Dr. Robert C. and Veronica Atkins Center for Weight and Health, The California Endowment, and Kaiser Permanente are hosting the [2013 Childhood Obesity Conference](#) scheduled for June 18-20, 2013, at the Long Beach Convention Center in California. The 7th biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2013. The Conference will showcase the latest research, evidence-based best practices, and policy/environmental change strategies.

2013 SRTS National Conference to be Held in Sacramento, California

The 4th SRTS National Conference will take place in Sacramento, California on August 13-15, 2013, and will be hosted by the [Local Government Commission](#) (LGC) in partnership with the CDPH, Caltrans, Sacramento Metropolitan Air Quality Management District, Sacramento Area Council of Governments, Sacramento Area Bicycle Advocates, and WALKSacramento to build on the successes of past conferences and make this an extraordinary learning opportunity for SRTS practitioners, advocates, school officials, policymakers, and government employees. Mark your calendars and sign up for updates from the conference organizers at www.saferoutesconference.org.

2013 Walking Summit

Join the movement about movement. Save the date for the Every Body Walk! 2013 Walking Summit, October 1-3rd, in Washington DC. This event sets the stage for fresh and inspiring conversations that will develop strategies, build capacity, increase momentum and showcase best practices in walking and walkability. We'll send you updates on participating and registering for this important summit.

WEBINARS AND TRAINING

April 30th and May 2nd – National Center for Safe Routes to School Training in Three Southern California Locations

The National Course is designed to help communities establish a common understanding of the comprehensive nature of SRTS that will enable them to create sound programs that are based on community conditions, best practices and responsible use of resources.

The one-day course, developed by the Pedestrian and Bicycle Information Center and maintained by the National Center for Safe Routes to School, combines safety, health and transportation issues. It was developed through a partnership of funding from the Federal Highway Administration, the National Highway Traffic Safety Administration, the Centers for Disease Control and Prevention and the Environmental Protection Agency.

Courses are offered on April 30th in Mira Loma and May 2nd in Rancho Cucamonga and Claremont, California. Registration, which is free with lunch provided, will be open until Friday, April 26th. For more information, please click [here](#).

May 8th - School Siting Webinar: “Understanding the Challenges and Opportunities for Communities and Decision-Makers”

Time: 10:00 a.m. -12:15 p.m.

The School Siting Webinar, a panel of U.S. EPA experts will help districts, schools, and communities understand the importance of school siting and the impacts on economic development, communities, public health, and the environment. A panel of experts from U.S. EPA, Suzi Ruhl, J.D., M.P.H, Senior Attorney Policy Advisor in the Office of Environmental Justice; Regina Langton, Senior Policy Analyst, Office of Sustainable Communities; and Suganthi Simon, Pollution Prevention Coordinator, Region 4, will provide participants with information and tools that can help districts, schools, and communities weigh-in on school siting decisions.

Register now at: <https://esbuildings.webex.com/esbuildings/onstage/g.php?t=a&d=290358887>

May 16th Webinar - "Maximizing District-Wide Impact of Safe Routes to School: Educating Principals and School Boards"

On May 16, 2013 from 11:00 a.m. to 12:00 a.m. PST the Safe Routes to School National Partnership hosts guest speakers Sara Zimmerman, Senior Staff Attorney and Program Director, National Policy & Legal Analysis Network to Prevent Childhood Obesity: ChangeLab Solutions; Priscilla Cox, President, Elk Grove Unified School District Board of Education; and Dave Cowan, Program Manager, Safe Routes to School National Partnership who will discuss policies, procedures and projects that have been advanced at the school and district level that address parental concerns to improve safety, increase physical activity and get more students walking and bicycling to school. For details and to register, please visit <http://www.saferoutespartnership.org/resourcecenter/National-Partnership-Webinars>.

June 19th Webinar - "What's in There for Me: Mining National Data for Information on Walking and Bicycling"

On June 19, 2013, from 12:00 p.m. to 1:00 p.m. PST the Association of Pedestrian and Bicycle Professionals will host a webinar entitled "What's in There for Me: Mining National Data for Information on Walking and Bicycling." For details and to register, please visit <http://bit.ly/14UTwSK>.

June 20th Webinar - "Maximizing City Involvement in Safe Routes to School: Educating Municipal Transportation Departments and Practitioners"

On June 20, 2013, from 11:00 a.m. to 12:00 p.m. PST the Safe Routes to School National Partnership will host a webinar entitled "Maximizing City Involvement in Safe Routes to School: Educating Municipal Transportation Departments and Practitioners." For details and to register, please visit <http://bit.ly/ZfxWMB>.

[Top of Page](#)