



Greetings from the California Safe Routes to School (SRTS) Technical Assistance Resource Center (TARC)! TARC is a program within California Active Communities, a joint Unit of the University of California, San Francisco and the California Department of Public Health (CDPH), and is funded through a SRTS Non-Infrastructure award from the California Department of Transportation. This monthly email provides a summary of news, research, 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 when your next regional network teleconference call is, check out our website at [www.CAsaferoutestoschool.org](http://www.CAsaferoutestoschool.org).



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## NEWS

### **Resources for October 3<sup>rd</sup> Walk to School Day**

International Walk to School Day is just around the corner! Remember to register your program and access resources such as planning tools and event ideas on the new [International Walk to School](#) website. Get inspired by [success stories](#) on California's Walk to School Headquarters website, where you will also find [multi-lingual materials](#) such as parent letters, safety tips, and a walkability checklist.

TARC has also released several [new Walk, Bike, and Roll encouragement materials](#) that can be used to promote Walk to School Day and activities year round. All materials are customizable by local programs, and the parent flyer is now available in multiple languages.

### **The American Planning Association outlines the “Anatomy of a Pedestrian Fatality”**

While the number of pedestrians killed in motor vehicles collisions has been inching downward, it is still above 4,000 per year with thousands more injured. In this [article](#) the American Planning Association breaks down the details, including some of the costs of both the fatal crashes and of avoiding them.

### **New Requirements for California State SR2S Program**

The Department of Transportation (Caltrans) is now requiring local agencies to meet specific delivery timelines for the state-legislated SR2S Program. A New Quarterly Program Status Report and California State SR2S Program Delivery Requirements are now [online](#) . Agencies with existing SR2S projects that are not meeting these timelines will not be able to compete for additional funds during a future funding cycle until their projects are back on schedule. Questions or comments regarding this change should be directed to your Caltrans [District Local Assistance Engineer](#).

### **America Walks Announces the Launch of Their Newly-Funded Program**

America Walks is funded by the Centers for Disease Control and Prevention to bring workshops, technical assistance, and other support services to local communities to help in implementing projects and campaigns that further walkability. Visit the America Walks [website](#) to find more information about these services and to request a workshop for your community.

### **Safety and Injury Among the Nation’s Children**

[Safe Kids](#) recently released a [report](#) examining the trends in motor vehicle-related pedestrian injuries and deaths among children in the United States. The report notes both significant positive and negative statistics regarding the safety of walking in our nation’s neighborhoods.

### **SRTS National Partnership Releases Air Quality Report**

The SRTS National Partnership is pleased to announce the release of a new [resource guide](#), SRTS and Traffic Pollution: Get Children Moving and Reduce Exposure to Unhealthy Air, produced with Consulting for Health, Air, Nature, & a Greener Environment, LLC (CHANGE). This publication examines: the health impacts on children from exposure to traffic pollution, how SRTS programs can potentially impact children’s exposure to traffic pollution, and strategies and practice approaches that can mitigate exposure to traffic pollution.

## **FUNDING OPPORTUNITIES**

### **New California Kids’ Plates Request for Applications – Due October 11<sup>th</sup>**

CDPH’s Safe and Active Communities Branch is soliciting applications from eligible entities to develop, implement, and evaluate a set of small-scale, low-cost educational interventions with underserved California schools. The goal of the project is to build school interest and capacity to conduct year-

round interventions to improve safety for walking and bicycling in the neighborhoods surrounding their school campuses. Up to \$375,000 is available for two years. This funding opportunity is open to all eligible firms that meet the qualification requirements, including government agencies, non-profit organizations, state or public universities (including auxiliary organizations), and other entities. Letter of intent is due September 21. Please see the [RFA](#) for additional eligibility criteria.

#### **Funding for Health Impact Assessments (HIA) – Due in September/October (Deadline extended)**

The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, announced a call for proposals for grants to conduct HIA. The call will support two kinds of awards: demonstration project grants of up to \$75,000 and HIA program grants of up to \$250,000. HIA program grant proposals are due September 28<sup>th</sup> and proposals for demonstration projects are due October 12<sup>th</sup>. More information is available at the [Health Impact Project Website](#).

#### **Fuel Up to Play 60: Call for Applications – Due in October and January**

Fuel Up to Play 60 has issued a call for applications for local schools to receive up to \$4,000 in grant funds to increase: student awareness of the importance of healthy eating and increased physical activity; student access to and consumption of nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables and whole grains; student opportunities for and participation in physical activity in school; and sustainable changes in making schools a healthier place. These funds can be used to expand existing initiatives in a school or to roll out a new program. Schools must participate in the National School Lunch Program and be enrolled in Fuel Up to Play 60 to apply. Funding application deadlines are due October 1, 2012 and January 15, 2013. For further information about applying for the grant visit this [website](#).

### **NEW RESOURCES**

#### **New Customizable California Poster**

TARC has created a new customizable, California-themed poster that local programs can edit to promote their walk, bike and roll events! The poster can be printed to 11x17 size and is editable in Microsoft Word. Visit the [Tools Page](#) on TARC's website to download the poster and other materials you can use for Walk to School Day 2012.

#### **California Press Kit for Walk to School Day**

New resources are available for Walk to School Day! Visit TARC's [Walk to School 2012](#) page to access a press kit for local programs including customizable materials such as a press release, op-ed template, and talking points to help your program get the word out about your Walk to School activities this October. Links to local data sources are included so you can tailor the materials to speak to your community. You'll also find a link to our recent webinar, *Great Ideas for a Great Walk to School Day*, and other resources for your Walk to School Day events.

#### **Creating Walkable + Bikeable Communities: A User Guide to Developing Pedestrian and Bicycle Master Plans**

The Center for Transportation Studies at Portland State University has released a [guidebook](#) designed to help communities strategically plan for bicycle and pedestrian transportation.

### **Steps to a Walkable Community: A Guide for Citizens, Planners and Engineers**

America Walks and their partner Sam Schwartz Engineering have released a new book, workshop series, and [downloadable PDF](#) that provides a collection of innovative tactics that have successfully improved and encouraged walking in communities around the country. This resource serves as the basis for a series of webinars, phone discussion groups, trainings, and walking campaign workshops™ also launching this month.

### **Bike Sharing in the United States: State of the Practice and Guide to Implementation**

The Federal Highway Administration (FHWA) has released an objective analysis of bike share programs and documented early lessons learned. This [guide](#) is intended to serve as a resource for transportation planning professionals, as well as public officials considering implementation of a bike sharing program. The guide presents a snapshot of current municipal bike share systems where local jurisdictions (including cities, counties, etc.) are engaged in the funding, managing, administering and/or permitting of bike share implementing practices.

### **New SRTS Data System Reporting Feature Available**

The National Center for SRTS recently launched a new Student Travel Tally reporting feature that allows direct comparison of student travel data from two data collection periods for the same school. Log-in to the [Program Tracking System](#) and click on the “Report” page to access.

### **Support Your Walk to School Day Efforts with Clif Kid**

Clif Kid is supporting schools around the country with Walk and Bike to School Day kits complete with tips for great SRTS activities, reflective stickers, 250 Clif Kid snacks, and a congratulations banner kids can sign. Clif Kid is helping build awareness for Walk to School Day through a contest and promotions available on [their Facebook page](#). Visit the SRTS National Partnership’s [website](#) and share the link to the landing page with your contacts to receive one of a limited number of kits.

### **New Website: Federal-Aid Essentials for Local Public Agencies**

In partnership with the American Public Works Association, the FHWA launched a new transportation resource website called [Federal-aid Essentials for Local Public Agencies](#) that puts key information about federal-aid requirements on a single public website. Local public agency staffers now have a centralized hub for guidance, policies, procedures, and best practices for administering Federal-aid projects. The website’s main feature is a library of videos covering key aspects of the project development and delivery process.

## **CONFERENCES**

### **2013 SRTS National Conference to be Held in Sacramento**

The 4<sup>th</sup> SRTS National Conference will take place in Sacramento, California on August 13-15, 2013 and will be hosted by the [Local Government Commission](#) (LGC). Together with the SRTS National Partnership, LGC brings many valuable partners to the table, including the California Department of

Public Health, the California Department of Transportation, the Sacramento Metropolitan Air Quality Management District, the Sacramento Area Council of Governments, Sacramento Area Bicycle Advocates and WALKSacramento, who will build on the successes of past conferences and make this an extraordinary learning opportunity for SRTS practitioners, advocates, policymakers and government employees. So mark your calendars and sign up for updates from the conference organizers at [www.saferoutesconference.org](http://www.saferoutesconference.org).

## WEBINARS

### **September 25 –The Community Connection: School Travel Plans and Building Community Support**

SRTS Coaching Action Network presents a webinar outlining how school travel plans can provide a road map for schools to build successful walking and bicycling programs and also strengthen community support for SRTS. This webinar will discuss two different approaches to travel planning, starting at the school district level in Ohio contrasted with a small town approach in Vermont. Both cases demonstrate the value of engaging the larger community during the planning process. Register for this webinar [here](#).

### **September 26 – Implementing a Pedestrian Safety Education Campaign in Your Community – It’s Up to All of Us!**

Please join CDPH’s PedSafe Program for a follow-up webinar on the “It’s Up to All of Us” campaign. This webinar will focus on PedSafe’s local implementation efforts, highlight best practices, and will be a great opportunity to gain a few creative ideas. If you are interested in applying for a CDPH PedSafe mini-grant next year, this will assist you in learning what can be accomplished with small, grassroots funding! Visit the [PedSafe Website](#) to view an archive of the first webinar in this series. Space is limited so [reserve](#) your webinar seat now!

### **September 27 – Local School Wellness Policies: Healthy Schools Mean Healthy Kids, Families, and Communities**

Join California School Boards Association to find out how to update your school wellness policy to meet federal requirements established in the Healthy, Hunger-Free Kids Act of 2010. Hear from school district colleagues who will share their best practices and lessons learned and learn about resources that will provide practical tools to help you design a meaningful process and effective policy. Register [here](#).

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