



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 and resources; meetings, conferences, and summits; and webinar 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](http://www.CAsaferoutestoschool.org).



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## NEWS

### **4th SRTS Conference PowerPoint Files and Highlights Are Now Available**

The Local Government Commission has announced that the PowerPoint presentations given at the [4th Safe Routes to School National Conference](#) held in Sacramento, California, are now available for free download at the following link: <http://saferoutesconference.org/program/presentations>. In addition, the conference web site now has a page that highlights what participants and speakers were saying and doing during the event, pictures, and video interviews. To view highlights, please click [here](#).

### **SRTS Data Collection System Has New Look and More Functions**

The National Center for Safe Routes to School has made changes to their data system and the way in which school travel data and parent surveys results are entered and reports are generated. New features of the data system include:

- Allowing users to submit data with a “pending” status, which reduces barriers to data submission.
- Making the school grouping function more intuitive for users with multiple school entries.
- Tagging schools within a group, which allows users to build sub-groups of schools to examine.
- Tagging data collection time periods, which allows users to compare before and after periods for evaluating engineering, encouragement, education, and enforcement strategies.
- Allowing any user to view information for any school that is collecting data which provides transparency for data collection efforts across the nation.

The previous functions of the data system, such as entering survey results, running a variety of reports, updating SRTS program funding, and grouping schools together for easier management, all remain. To learn more, see the “Help” section for instructions on all the system’s capabilities. The web address and login location remains unchanged: [www.saferoutesdata.org](http://www.saferoutesdata.org).

### **International Walk to School Day Is Quickly Approaching**

International Walk to School Day will be held on October 9th this year. Learn more about how to host a Walk to School Day event or register your event at <http://www.walkbiketoschool.org/>.

### **Apply for Technical Assistance to Advance Campaigns in Underserved Communities**

The [Safe Routes to School National Partnership](#) (National Partnership) is partnering with the Robert Wood Johnson Foundation and the American Heart Association (AHA) to reverse childhood obesity by 2015 through the [Voices for Healthy Kids: Active Places](#) initiative. The Active Places initiative is providing technical assistance for local and statewide campaign efforts that will result in more shared use agreements and street scale improvements in underserved communities. Organizations and communities can apply before October 18, 2013, for technical assistance to support their campaign efforts through the National Partnership’s Voices for Healthy Kids: Active Places initiative. For more information, please click [here](#).

## **Bay Area Bicycle Share Program**

The Bay Area Bike Share is a pilot project in partnership among local government agencies including the Air District, San Francisco Municipal Transportation Agency, Sam-Trans, Caltrain, the County of San Mateo, the City of Redwood City, and the Santa Clara Valley Transportation Authority. Bicycles are available at solar-powered electronic kiosks where memberships are available. For more information, please visit the [Bay Area Bike Share website](#).

## **RESEARCH and RESOURCES**

### **SRTS Infographic**

Take advantage of TARC's newest resource and share how SRTS programs benefit our communities! Print and post this eye-catching [infographic](#), a colorful compilation of California landmarks and easy-to-read facts. Inspire walking and bicycling to school through evidence that SRTS programs improve students' health and well-being, reduces traffic congestion and air and noise pollution, increases physical activity for the whole community, and more! For more downloadable resources visit the SRTS TARC website: [www.casaferoutestoschool.org](http://www.casaferoutestoschool.org).

### **Walk to School Day 2013 Newsletter**

For the next few weeks, the Walk Bike to School website will publish a Walk to School Day e-newsletter to help event organizers plan and publicize their events. To view their first issue, please click [here](#).

### **Sign Up for a Free Clif Kid Kit to Support Your School's Walk to School Day Event**

The National Partnership is partnering with Clif Kid to encourage schools participating in Walk to School Day by providing free Clif Kid Kits to motivate students. Each kit supports 250 students, with a promotional banner, activity and safety tip sheets, and Clif Kid fruit ropes. There are 200 kits available – first come, first serve – so please sign up [here](#).

### **Fire Up Your Feet Goes Back-to-School**

Fire Up Your Feet is a program that encourages families, students, and schools to work together and create active lifestyles that inspire all children to be healthy and physically active. The Fire Up Your Feet website provides a full range of age-appropriate resources and educational materials to encourage physical activity to, from, and at school. For more information, including webinars, presentations, and downloadable materials, please visit the Fire Up Your Feet [website](#).

### **New Resources Available - Highlight the Successes in Your Community!**

The National Partnership California Network in partnership with AHA has created resource sheets to help you educate your community and elected officials. The [Project Success Sheets](#) give a positive overview of projects already awarded through state and federal funds. Additionally, a collection of webinars, tip sheets, and more are available. To find out how much SRTS funding has been spent in your community, please visit [Funding Advocacy Resources](#).

## **FHWA Updates Pedestrian Safer Journey**

FHWA has released its updated version of Pedestrian Safer Journey, an educational tool designed to help educators, parents, and others better inform children and youth about safe walking skills. Pedestrian Safer Journey consists of three videos — one for each of three age groups: 5-9, 10-14, and 15-18 — as well as quizzes or discussions and an educator's resource library that can be used as an introduction to pedestrian safety skills or to augment a comprehensive curriculum. The age-appropriate videos, which are available in English and Spanish, address picking the safest places to walk and cross streets and the importance of being alert. The program can be used in a classroom or one-on-one. The videos and other resources, developed by the University of North Carolina Highway Safety Research Center and Vanasse Hangen Brustlin, Inc. staff, can be found [here](#).

## **The National Highway Traffic Safety Administration Announces New Tools to Improve Pedestrian Safety**

The National Highway Traffic Safety Administration (NHTSA) has created a one-stop shop for safety tips and resources for local leaders, city planners, parents, and others interested in pedestrian safety. The safety tips and resources can be found at the [NHTSA website](#).

## **The Impact of Being Driven to School on Physical Activity**

A research article that addresses the impact of being driven to school on physical activity, entitled "[Driving Down Daily Step Counts: The Impact of Being Driven to School on Physical Activity and Sedentary Behavior](#)," is now available for review. The findings show that being driven to school lowers physical activity levels amongst children aged 9-13 years, supporting a large body of evidence highlighting the need for interventions to increase active school transportation to improve weekday physical activity.

## **MEETINGS, CONFERENCES, AND SUMMITS**

### **2013 Mobility 21 Southern California Transportation Summit**

On October 29, 2013, Mobility 21, the Southern California Transportation Coalition, will host a one-day transportation conference and expo at the JW Marriott at L.A. Live in Los Angeles, California. This year's Summit will focus on the vital connections between transportation, water, energy, education, and healthcare. For more information or to register, please visit the Mobility 21 [website](#).

### **Youth for the Environment and Sustainability Conference**

The Spare the Air Youth program has announced that the Youth for the Environment and Sustainability (YES) Summit on climate change and transportation will be held on November 2, 2013, from 10:00 a.m. to 4:00 p.m. PT. This event is co-sponsored by the Bay Area Air Quality Management District and the Metropolitan Transportation Commission (MTC) and will be hosted by MTC in Oakland, California. For more information or to register for this free conference, please click [here](#).

## **Announcing 2013 California Unintentional Injury Prevention Conference: Planning for a Safer Future**

The 2013 Unintentional Injury Prevention Conference is being hosted by [California Coalition for Children's Safety and Health](#) and [Advocates for Health, Economics, and Development](#) to develop an up-to-date statewide strategic plan focused on unintentional injury prevention. The conference will be held at the Hilton Sacramento Arden West in Sacramento, California, on December 9 and 10, 2013. At the 2013 injury prevention conference participants will:

- Learn about the very latest data, issues, and challenges regarding vehicle, bicycle, pedestrian, suffocation, burns, falls, poisoning, and other unintentional injury topics.
- Learn about the latest prevention emerging technologies, equipment, and devices, including distribution and financing.
- Make connections across interest groups and silos necessary to strengthen better outcomes of the many injury prevention issues, at the local, state, and federal levels.
- Develop new partnerships supporting unintentional injury prevention.
- Learn about cultural disparities regarding unintentional injury prevention.
- Support the development of a new up dated strategic plan for California toward reducing injury, disability, and death from unintentional injuries.

For general conference information, please click [here](#). For Conference rates, make a reservation through the [Hilton's website](#).

### **WEBINARS**

#### **October 2<sup>nd</sup> Webinar – SRTS TARC Monthly Networking Call**

TARC's networking calls are a valuable way to learn from other programs, share exciting news and resources, and network with and ask questions of SRTS peers. This month's call, which will take place on October 2, 2013, from 1:30 to 2:30 p.m. PT, will include information on SRTS Data and Evaluation resources, Walk to School Day/Month, and will offer a follow-up conversation about the August 2013 SRTS National Conference. Please visit the SRTS TARC [website](#) to register for the call.

#### **October 9<sup>th</sup> Conference Call – "Working with Police for Smarter Enforcement"**

On October 9, 2013, from 11:00 a.m. to 12:00 p.m. PT, the Alliance for Biking & Walking will host a conference call entitled "Working with Police for Smarter Enforcement." Pedestrian- and bicycle-friendly laws are important, but legal protection for pedestrians and bicyclists is only as effective as the enforcement of those laws. Hear from advocates who have implemented innovative ways to work with police departments for smart law enforcement for active transportation. To register, please click [here](#).

#### **October 16<sup>th</sup> Webinar - "Using Photo-enforcement to Improve Pedestrian Safety"**

On October 16, 2013, from 12:00 to 1:00 p.m. PT, Association of Pedestrian and Bicycle Professionals (APBP) will host a webinar entitled "Using Photo-enforcement to Improve Pedestrian Safety." The webinar will include information about how communities are using photo-enforcement to improve pedestrian safety including red light cameras, speed cameras, and other more innovative uses. The cost is \$50 for APBP members and \$85 for non-APBP members. For details and registration please visit <http://bit.ly/14at0cB>.

### **November 12<sup>th</sup> Webinar – “How to Add More Activity into the School Day”**

On November 12, 2013, from 12:00 to 1:15 p.m. PT, Action for Healthy Kids (AFHK) will host a webinar entitled “How to Add More Activity into the School Day” as part of the AFHK Parent Leadership Series. Experts recommend that kids get at least 60 minutes of moderate to vigorous physical activity every day. There are many opportunities for physical activity during the school day, and this webinar will address how parents can help promote and support more movement in the classroom, on the playground, and beyond. This webinar will provide talking points, ideas, and resources for parents to promote and support:

- More effective recess.
- Fitness breaks at school.
- Before and after school activities.
- Walking and biking to school.
- Physical activity for middle and high school students.

For details and registration, please visit the [Action for Healthy Kids website](#).

### **November 20<sup>th</sup> Webinar - "Is there Safety in Numbers for Cyclists and Pedestrians?"**

APBP will host a webinar entitled “Is there Safety in Numbers for Cyclists and Pedestrians?” on November 20, 2013, from 12:00 to 1:00 p.m. PT. The webinar will explore if evidence supports the suggestion that there is safety in numbers, or awareness in numbers, for vulnerable road users, as has been found by higher mode share and lower crash rates for pedestrians and bicyclists in some European cities. Several cities will share preliminary findings about the correlation between investments in walking and bicycling facilities and improved safety for pedestrians and bicyclists. The cost is \$50 for APBP members and \$85 for non-APBP members. For details and registration please visit <http://bit.ly/17j6b4y>.

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