



## July 2016 • Active Transportation Resource Center (ATRC)<sup>1</sup> 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](http://www.CAsaferoutestoschool.org).

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### ATRC Resources

Join us on August 24, 2016, from 10 am-11 am for a webinar hosted by the Safe Routes to School (SRTS) National Partnership that will feature the new resource, [Safe Routes to School and Student Leaders: Facilitator's Guide to Engaging Middle School Youth](#). This guide offers practical tools for adult facilitators to support middle school students in the promotion of safe walking and bicycling. Registration information will be coming soon!

New to the website: [Bicycle and Pedestrian Safety Curriculum for Safe Routes to School and Non-Infrastructure Projects](#). This resource compiles some free, readily available curriculum online from across the country.

Wondering how to best use your summer months to benefit your SRTS program? Check out this webinar recording featuring a segment by City of Irvine, [Summer SRTS Activities](#).

You will find recordings of past [webinars](#) and many more [resources](#) on our website at [www.CAsaferoutestoschool.org](http://www.CAsaferoutestoschool.org).

<sup>1</sup> 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's (CDPH) Active Transportation Safety Program (ATSP) 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.



## Program Spotlight

### Shasta Safe Routes to School (SRTS) Partnership with Public Works

The Shasta SRTS program, based at the County Public Health Department, has partnered in various ways with Shasta County Public Works as well as the three incorporated cities within the County, Redding, Anderson, and Shasta Lake, to support active transportation and SRTS efforts around the County.

The Shasta SRTS program has helped the City and County identify streets and areas that need infrastructure improvements by sharing parent survey data and hearing testimonials from parents and teachers at schools, especially after holding events like Walk to School Day. The Shasta SRTS program has provided letters of support for grant funding applications and in turn, Public Works has supported SRTS proposals with support letters and input into the local non-infrastructure program. Recently the Shasta SRTS program collaborated with the City of Redding to conduct a series of walk audits to prepare for an ATP proposal and worked with the County to write the portions on the ATP application pertaining to school information and public health.

The Shasta SRTS program was invited to participate on a monthly Traffic Operations committee with the City of Redding in which Caltrans, Redding Police Department, and City staff also participate. This provides the opportunity to keep up to date with infrastructure changes around the City and provide feedback to the City from a walking/biking lens.



In the city of Anderson, the school worked with Public Works to find and implement a solution to a problem intersection that was difficult for students to cross in order to get to school. The intersection is two blocks from school, has a two-way stop and was challenging for students to cross. The students proposed a flag-crossing solution. Public Works installed baskets onto poles at each corner of the intersection. The SRTS program purchased safety flags, and the students designed the emblem on the flag. Pedestrians can now easily increase their visibility to car drivers by picking up a flag from the basket and holding it while crossing then depositing

the flag in the basket at the corner they have crossed to. The City of Anderson, Anderson Middle School, and Shasta Safe Routes held a ribbon cutting event and invited the media and community partners to celebrate the successful project.

The Shasta SRTS program is happy to share more information on partnering with your local Public Works Department. If you would like more information about this project, please contact Justine Hearn at [justine.hearn@cdph.ca.gov](mailto:justine.hearn@cdph.ca.gov).

(Provided by Sara Sundquist, Healthy Shasta)



## Conference Highlights

### Safe Routes to School National Conference 2016

The fifth SRTS National Conference took place in Columbus, Ohio, on April 5-7, 2016. This year's theme was *Intersections: Where Transportation + Health Meet*. The conference brought together local, regional, and national bicycle and pedestrian safety experts and public health and transportation planning professionals to learn, discuss, and collaborate on the intersection of health and the built environment.

The conference got off to an amazing start thanks to Keynote Speaker Kevin Carroll. Kevin is a well-known author, speaker, and social change agent. He is the author of the book, *Rules of the Red Rubber Ball*. In the book and his presentation, Kevin chronicles his childhood through sports and play. He stresses that play is a universal part of life and should continue into adulthood through the pursuit of passions and creativity. Kevin challenged conference attendees to incorporate more play into their work, including SRTS efforts, suggesting that this would lead to a creative and active revolution resulting in community-wide benefits.

There were many other informative and creative workshops, including a blind walk audit that allowed participants to experience the built environment in a new way and demonstrated how difficult it can be for both visually and physically impaired residents to navigate various street and crosswalks designs. Various other sessions on SRTS policies, partnerships, safety, and health informed participants of SRTS efforts underway across the U.S.

The first day's sessions ended with a grand party celebrating the life and work of Deb Hubsmith, the founder of the Safe Routes to School National Partnership. A new Deb Hubsmith Award will be given to current and future SRTS champions. More highlights can be found [here](#).

(Provided by Miha Tomuha, Walk Sacramento)

### PedsCount! Summit 2016

California Walks hosted the Pedestrians Count! (PedsCount!) Summit in Long Beach on June 6-7, 2016. PedsCount! Summits promote pedestrian safety and equity, data collection, transit access, healthy environments and sustainable communities by bringing together professionals, academics, and community leaders to share their current and most promising work. This year's Summit, *Unlocking Community Vibrancy, Health, and Prosperity for All Walks of Life*, meaningfully integrated equity throughout the program while featuring diverse voices from across the state—reflecting California's population and featuring community residents, youth, and other leaders.

One of many highlights was Monday's plenary which featured youth leaders and adult allies discussing their successes in advocating for safer walking conditions in their communities, the barriers they faced, and recommendations for how to meaningfully engage with residents to identify and prioritize active transportation projects.

Another powerful talk was delivered by Genoveva Islas of [Cultiva La Salud](#) who discussed transportation as a civil rights issue and her program's efforts to address race and equity in active transportation in California's Central Valley.

In a special closing event, Debbie Hsuing and family were presented with an award for Leadership in Child Pedestrian Safety Advocacy for their work with an organization they started, Stop4Aidan [www.stop4aidan.org](http://www.stop4aidan.org) which honors their son who was struck and killed while crossing the street, and labors to stop future preventable tragedies.



## Upcoming Opportunities

### 9<sup>th</sup> Biennial Childhood Obesity Conference

The 9<sup>th</sup> Biennial Childhood Obesity Conference will be held May 30-June 2, 2016, in San Diego. Hosts invite you to submit a session proposal! Session proposals should address achieving greater levels of health equity, and should demonstrate improving outcomes for groups most affected by health disparities. Click [here](#) to learn more or to submit a session proposal!

### 20<sup>th</sup> Anniversary of Walk to School Day!

The National Center for Safe Routes to School is excited to announce that this summer they are launching a new, easier registration system in celebration of the **20<sup>th</sup> Anniversary Walk to School Day!** They are working to make the registration experience as simple and streamlined as possible. As a result, Walk to School Day registration will be opening later this summer. Stay tuned for more details coming soon!

### Fire Up Your Feet Fall Challenge

Active kids learn better in school, and Fire Up Your Feet ignites an early love of being physically active. Fun challenges and easy tracking can move an entire classroom. The SRTS National Partnership's Fire Up Your Feet team looks forward to connecting with you again for the Fall Activity Challenge scheduled for October 1-31, 2016. Over \$95K will be given to K-8 schools next fall, which can be used by winning schools to purchase playground equipment, walking school bus or bike train programs, the purchase of bike racks, incentives for walking and biking, traffic safety measures, and much more.

Register today at [www.fireupyourfeet.org](http://www.fireupyourfeet.org)!

## Research Row

Did you know that there is research to support the effectiveness of Walking School Buses? A study published in *Pediatrics* in 2011 evaluated the impact of a walking school bus program on children's rates of active commuting to school and their physical activity. The study found that children participating in the program increased both their active commuting to school and their daily moderate-to-vigorous physical activity. A full description of the study can be found at [Active Living Research](#).

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A report released in March 2016 by the National Center for SRTS, [Advancing Safe Walking and Bicycling for Youth](#), examines how the Federal Safe Routes to School Program provides a foundation for broader initiatives to improve safety for children and youth walking and biking throughout their communities.

This report highlights the progress made by the Federal SRTS Program, including how at least 6.8 million students have been reached by the program, and discusses the urgent need to use these achievements and strategies to better serve children and youth as they walk and bicycle beyond the trip to school.



## We're here to support you!

Please contact your ATRC coordinator with any questions about your non-infrastructure work, or information you have to share.

Mary Strode, M.S.  
Caltrans Districts 5, 6, and 9  
Phone: 916-552-9943  
[Mary.Strode@cdph.ca.gov](mailto:Mary.Strode@cdph.ca.gov)

Justine Hearn, M.A.  
Caltrans Districts 1 and 2  
Phone: 916-552-9822  
[Justine.Hearn@cdph.ca.gov](mailto:Justine.Hearn@cdph.ca.gov)

Jane Kemp, M.A.  
Caltrans District 3 and 10  
Phone: 916-552-9832  
[Jane.Kemp@cdph.ca.gov](mailto:Jane.Kemp@cdph.ca.gov)

Victoria Custodio, M.P.H.  
Caltrans Districts 4 and 7  
Phone: 916-552-9833  
[Victoria.Custodio@cdph.ca.gov](mailto:Victoria.Custodio@cdph.ca.gov)

Kristin Haukom, M.P.H.  
Caltrans Districts 8, 11, and 12  
Phone: 916-208-1885  
[Kristin.Haukom@cdph.ca.gov](mailto:Kristin.Haukom@cdph.ca.gov)

### More Resources

[Active Living Research's](#) popular infographic, *Safe Routes to School Programs Work*, is now available in [Spanish](#). This infographic features evidence on the barriers of walking and biking to school and the positive impacts of SRTS programs on physical activity levels and safety.

Each month SafeKids.org picks a video from the internet they believe is a must-see. This month features [Gary on the Street: Distracted Walking](#). Gary Karton hit the streets of Washington D.C. to talk with teens about the dangers of distracted walking.

Walkability and bikeability are essential to healthy communities. Complete streets policies change how streets are designed so that people of all ages and abilities can travel safely and easily, whether they are walking, biking, using transit, or driving. This "ask-the-expert session" by [ChangeLab Solutions](#) provided an opportunity to ask questions about active transportation. This session from May 25, 2016, was recorded and is available [here](#).

### ATP Awardees Corner

#### ATRC Non-infrastructure (NI) Needs Assessment Coming in July!

The ATRC is conducting an online survey of Cycles 1 and 2 SRTS and other NI ATP projects in order to: 1) identify your technical assistance and training needs; 2) determine your level of satisfaction with ATRC services; and 3) measure the effectiveness of ATRC services at helping you meet your project's goals. The short survey will be sent out the week of July 18th, so if you are an ATP Cycle 1 or Cycle 2 NI ATP awardee, be on the lookout for this excellent opportunity to share your needs and opinions, and relay your feedback!