

ON THE MOVE



ATRC On the Move Presents:

PERSPECTIVES 2022

WEBINAR SERIES

OCTOBER 6, 2022

Poll Question #1

Please tell us who you are representing today:

- Non-profit/community-based organization
- State or local agency
- City or county staff
- School or school district
- Private firm
- Community member

Poll Question #2

Are you currently engaging with any of the following groups to support your Safe Routes to School efforts? (select all that apply)

<ul style="list-style-type: none">• Youth and/or parents	<ul style="list-style-type: none">• Neighborhood groups
<ul style="list-style-type: none">• Schools and/or district staff	<ul style="list-style-type: none">• Health clinics
<ul style="list-style-type: none">• Bicycle/pedestrian organizations	<ul style="list-style-type: none">• Businesses
<ul style="list-style-type: none">• Other community or faith-based organizations (non-bike or pedestrian)	<ul style="list-style-type: none">• City or county agencies



***Safe Routes to School Programs:
Benefits for the Whole Community***

ATRC Webinar Logistics

- Share your questions throughout the meeting by using the “Q&A” function
- Please complete post-webinar attendee survey
- The webinar will be recorded and posted to the ATRC website:
<https://caatpresources.org/1621>

Learning Objectives

Participants will:

- Learn two ways to build strong, self-sustained SRTS programs.
- Learn techniques to empower a community to advocate for safe biking and walking for the whole community.
- Learn how to manage challenges when working with communities in SRTS programs.



Jordan Grimaldi

Civic Thread

Safe Routes to School

Bridging ATP Non-Infrastructure and Infrastructure Programming
through Equity-Centered Community Engagement



Who we are

Our mission is to elevate institutionally underserved voices and priorities to co-create communities, neighborhoods, and places where everyone can thrive.



Key Questions:

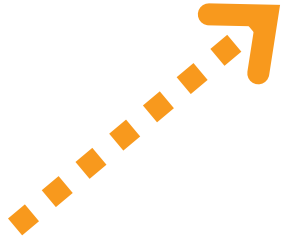
- How can SRTS support community health and safety?
- Why is equity-centered community engagement important?
- How can SRTS bridge ATP Infrastructure and Non-Infrastructure?



How can SRTS support community health and safety?



Encouraging families to walk, bike, and roll

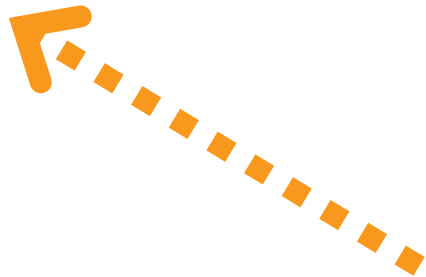


Advancing Community Health

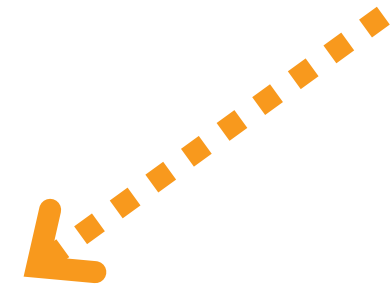


Improved air quality
& reduction in
chronic diseases

Reduction
in VMT



Increase in regular exercise



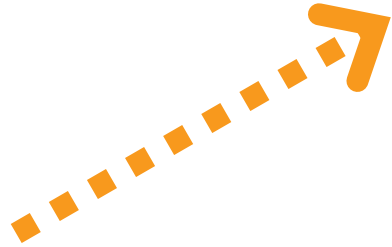
ATP Non-Infrastructure (Engineering)



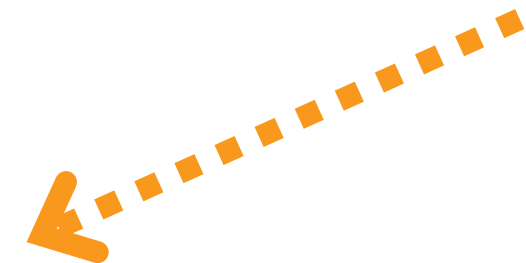
Demonstrated
community
support for AT
improvements

Advancing Community Safety

Complete
streets & "8-80"
benefits



Resources directed to EJ
communities



Why is equity-centered community engagement important?





How can SRTS bridge ATP Infrastructure and Non-Infrastructure?

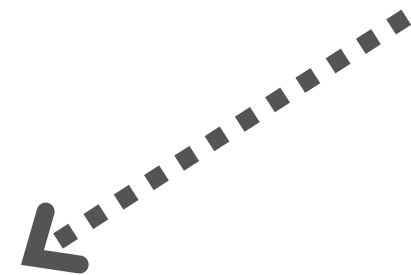
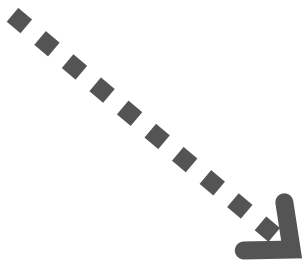


School-Focused Strategies

- Engagement and Equity
- Engineering and Education
- Cultivating school champions

Agency-Focused Strategies

- Technical assistance
- Advocacy
- Letters of support



Breaking Down Silos

- Increasing transparency
- Sustaining dialogue
- Leveraging complementary projects



Challenges

- Engaging schools
 - Limited capacity
 - Turnover
- Funding processes
 - Short-term program cycles, long-term issues
 - Funding allocations and scopes of work
- Planning processes
 - Silos within and between agencies



Success Stories

South Sacramento SRTS
--> ATP Cycle 5 funding
and \$2.2M Congressional
earmark



Resource Spotlight

ChangeLab Solutions
changelabsolutions.org

Creative Reaction Lab
crxlab.org



**EQUITY-CENTERED
COMMUNITY DESIGN
FIELD GUIDE**

Thank you!



civichread.org



jgrimaldi@civichread.org



CIVIC THREAD

Sources

- <https://www.cityofsacramento.org/-/media/Corporate/Files/Public-Works/Transportation/VisionZero/Vision-Zero-Action-Plan-Adopted-August-2018.pdf?la=en>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1470658/#:~:text=Exercise%20improves%20mental%20health%20by,self%2Desteem%20and%20cognitive%20function.>
- <https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm#:~:text=Regular%20physical%20activity%20is%20one,ability%20to%20do%20everyday%20activities.>



**Alisa Campbell,
Santa Clara County Public
Health Department**



Santa Clara County
**PUBLIC
HEALTH**

GILROY MOVES! SAFE ROUTES TO COMMUNITY HUBS

Alisa Campbell, MPH
Santa Clara County Public Health Department

Gilroy Moves! California Active Transportation Grant

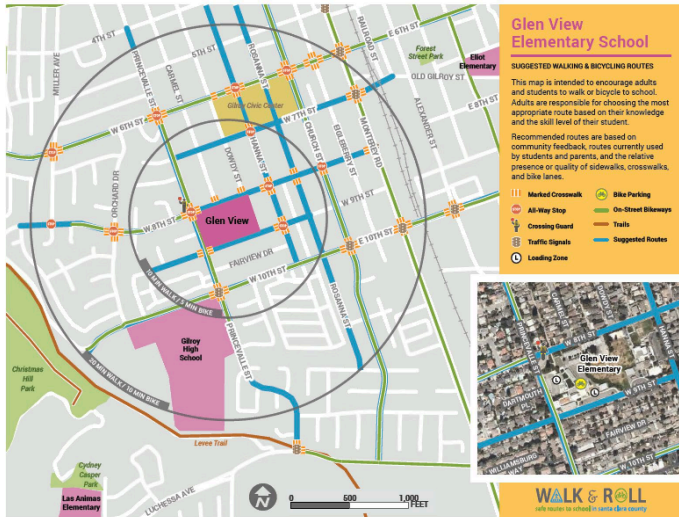


Santa Clara County Public Health- Safe Routes to School Program

- ❑ Safe Routes to School Project funded by ATP Cycle 1 grant
- ❑ April 2016 - March 2020
- ❑ Supported 11 Gilroy schools:
 - ❑ School walkability/bikeability audits
 - ❑ Walk and Roll to School Days
 - ❑ Pedestrian and Bike Safety Education
 - ❑ Bike Rodeos and Bike Repairs Events



Safe Routes to School Program Highlights



SRTS Maps developed for all GUSD schools

Established Stakeholder Meetings



Parent Engagement & Training on Implementing Safe Routes to Schools



Gilroy Safe Routes to School Action Plan

JUNE 21, 2018



WALK & ROLL
safe routes to school in santa clara county

Citywide SRTS Action Plan



Provided Bike Repair Fix-It Stations

Community Engagement & Sustainability

Safe Routes to School Trainings

The purpose of these trainings are to train staff and community leaders to teach other parents about Safe Routes to School.

To request a training or for more information contact Santa Clara County Public Health Department— Safe Routes to School Program at (408)793-2700 | www.sccphd.org/traffic

Safe Routes to School 101

Training Time: 30 minutes

- Safe Routes to School Program overview
- Six E's model: Education, Encouragement, Engineering, Enforcement, Evaluation, and Equity
- Benefits of walking and bicycling

How to Start and Lead a Walking Group

Training Time: 60 minutes

- Learn how to start and lead a walking group
- Identify safe routes for the walking group
- Ways to make it fun and engaging
- How to prepare for rainy weather

Bike Rodeo

Training Time: 60 minutes

- Learn how to educate, engage, and organize a bicycle safety skills course for families and children

How to Organize a Bicycle Train

Training Time: 60 minutes

- Learn how to start and lead a bike train
- Plan the route and schedule
- Getting ready for the ride
- Review safety tips

Pedestrian Safety Education

Training Time: 30 minutes

- Benefits of walking
- Review traffic safety vocabulary
- Review safety tips for pedestrians

Use Your Head, Wear a Helmet

Training Time: 35 minutes

- Learn how to properly wear a helmet
- Learn the 4 steps for the right fit
- Choosing the right helmet
- Review helmet fitting Tips

Engage beyond the school!

- Work with neighborhood groups, community organizations, non-profits, city agencies, and others
- Link to resources that align with their interests
- “Train-the-trainers” workshops with agencies that can continue sustainability of bicycle and pedestrian education after the grant

Gilroy Partner Outreach & Engagement

- Hire Bilingual staff
- Familiarize yourself with the community needs and concerns
- Make contact by physically going to sites (don't just email)
- Engage with the community (not just for your own needs)
- Find opportunities to connect your work with theirs

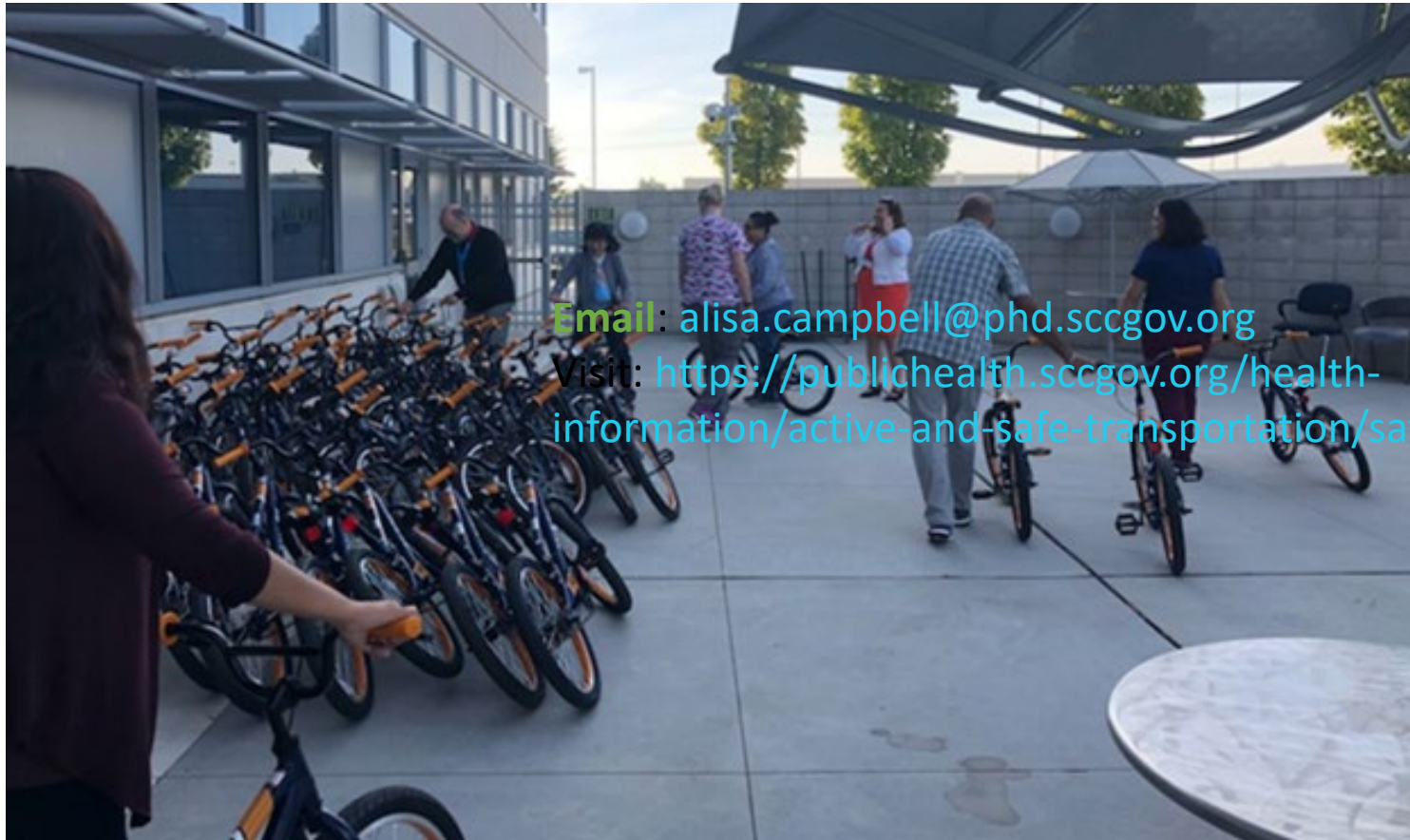


Improve Bike Safety Education for Partners



Provide local police tools and strategies to enhance their pedestrian and bicycle safety education & outreach

Collaborations with Local Health Clinics



Local Health Center to train staff on Helmet Fitting Education and ABC Bike Quick Check during their bike Giveaway events

Local Non-Profits & Family Resource Centers



Families with young children receive helmet safety education

Working with City Commissions and Staff



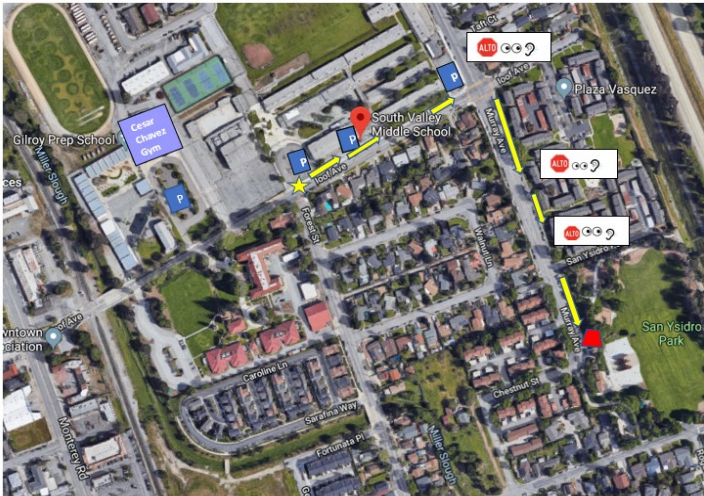
Local Bicycle and Pedestrian Commission member providing helmet education and training

San Ysidro Nueva Vida Neighborhood Group

Ruta Para la Caminata en Grupo

¡Reunase en la esquina de IOOF y Forest St. (South Valley Middle School).

- El primer grupo sale a las 4:50 p.m.
- El segundo grupo sale a las 5:30 p.m.



FUNDAMENTOS DE CAMINAR Y CRUZAR LA CALLE

- ¿Dónde es el mejor lugar para cruzar la calle?
- ¿Qué se considera como una orilla?
- ¿Qué hacer cuando llega a una esquina u orilla?
- Después de detenerse en una esquina u orilla, ¿qué debe hacer?!"

IZQUIERDA - DERECHA - IZQUIERDA



Train-the-Trainer Workshop:

- Walk Audit
- Pedestrian Safety Education
- Implement walking group for events at the park



Party In the Park Day-- Leading Walking Group of families to Park

Outcomes & Opportunities

- Collaborative and Shared Leadership
- Authentic Partnerships with Spanish Speaking Community
- Developed Trust and Future Collaboration Efforts
- Built Relationships to Expand “Safe Routes” Model Beyond Schools

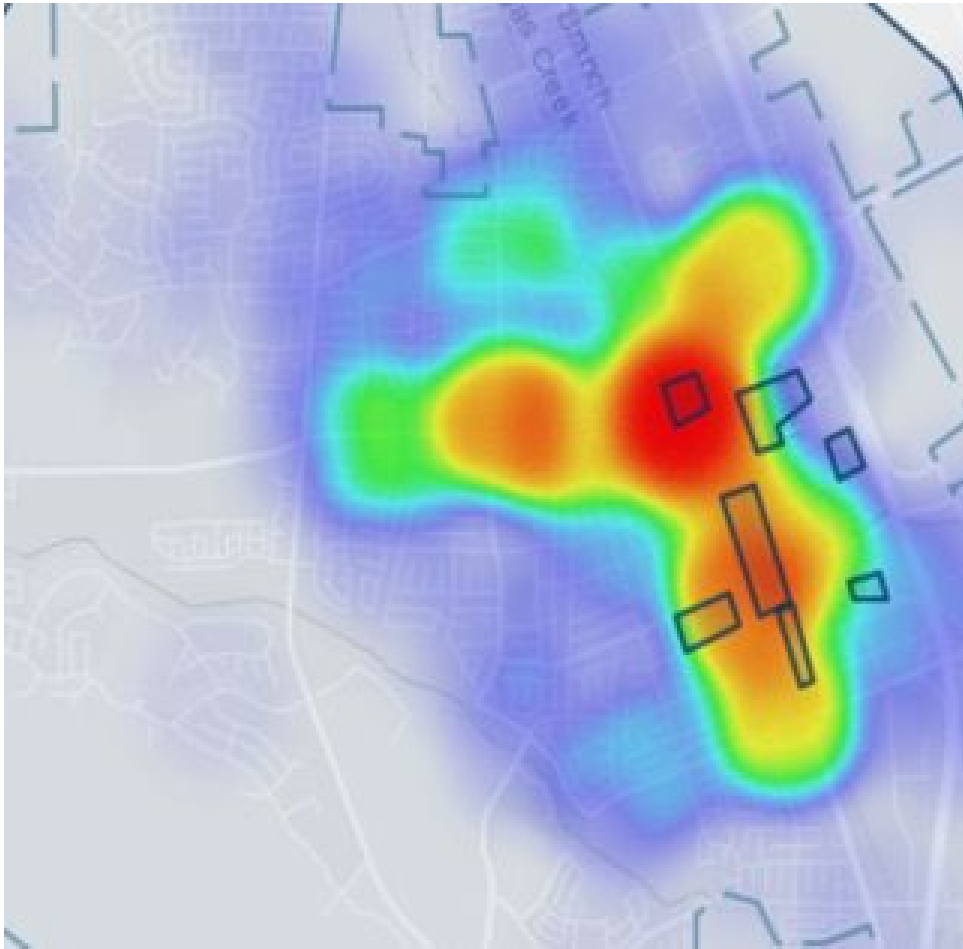


Gilroy Moves- Active and Safe Routes to a Healthier City

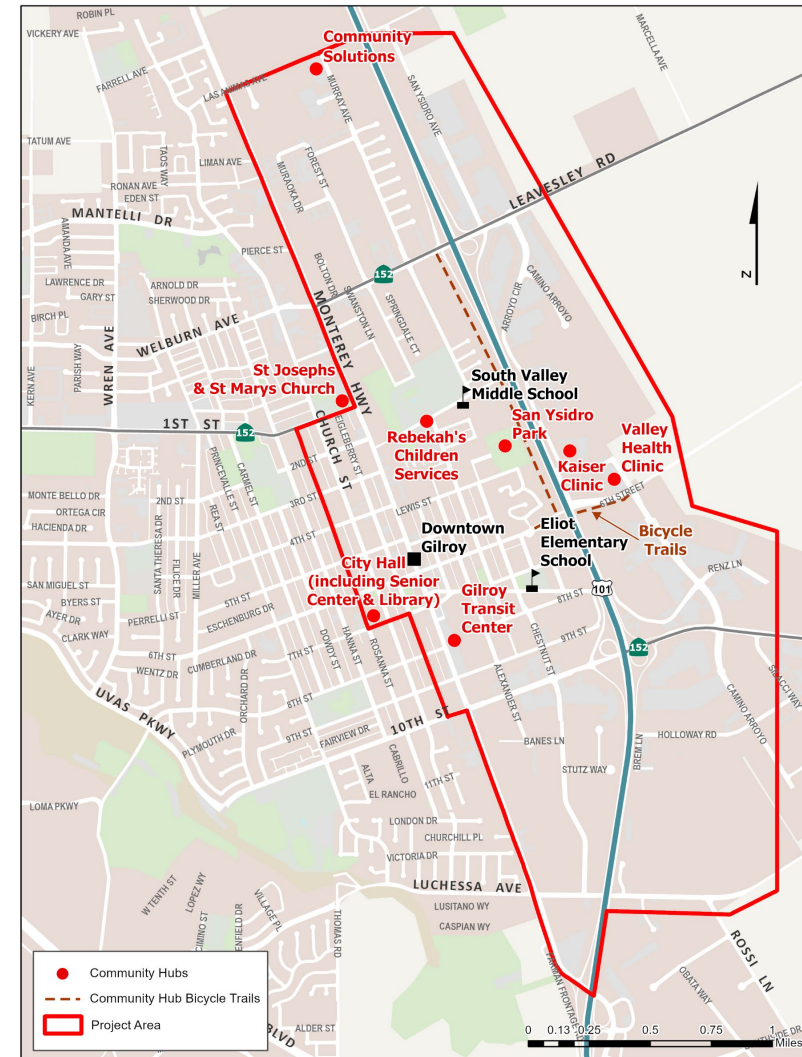


- PHD awarded Active Transportation Program (ATP) Cycle 5 funds from Caltrans
- Project Area: East Gilroy Neighborhood
- 3-year grant; tentative timeline of Jan 2022-Jan 2025
- Safe Routes to Community Hubs
 - transit, parks, clinics, schools, & community resource centers (libraries, senior center, churches, etc.)

Population Focus: East Gilroy



TIMS: Transportation Injury Mapping Systems, Community Heat Map, 2009-2019 Collision Data, Gilroy, CA, retrieved on 5/11/2020



“Safe Routes to Community Hubs” Framework



What is a Community Hub?

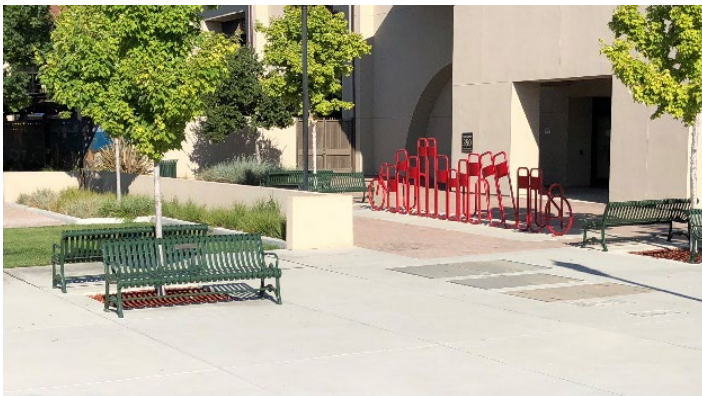
- Is a welcoming, open, and accessible public space, building, or place of business
- They serve as a gateway to connect residents and community agencies together to offer a range of activities, programs, and services.



Park



Transit Center



Library/Senior Center



**Community Resource Center
or Church**



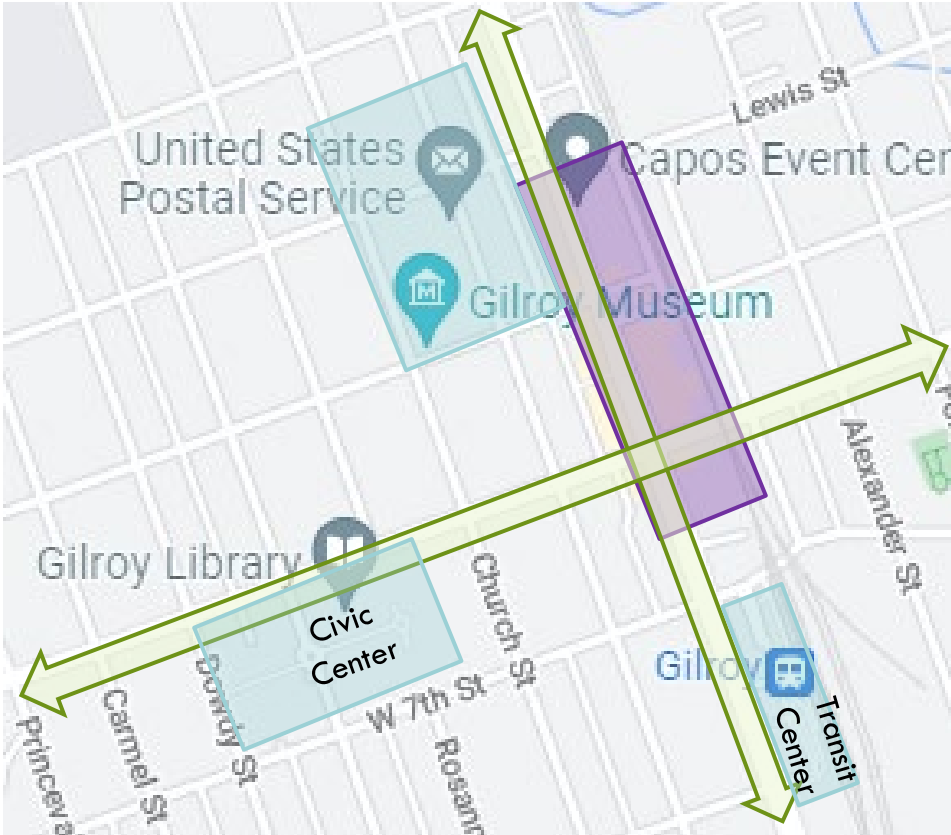
Clinic or Hospital

What Makes A Good Community Hub?

- ✓ Place that provides services and resources to community members
- ✓ Staff and leadership open and willing to:
 - ✓ Evaluate walkability & bikeability of their site location
 - ✓ Promote walking and bicycling to staff and/or clients
 - ✓ Improve opportunities for safe walking and bicycling behaviors

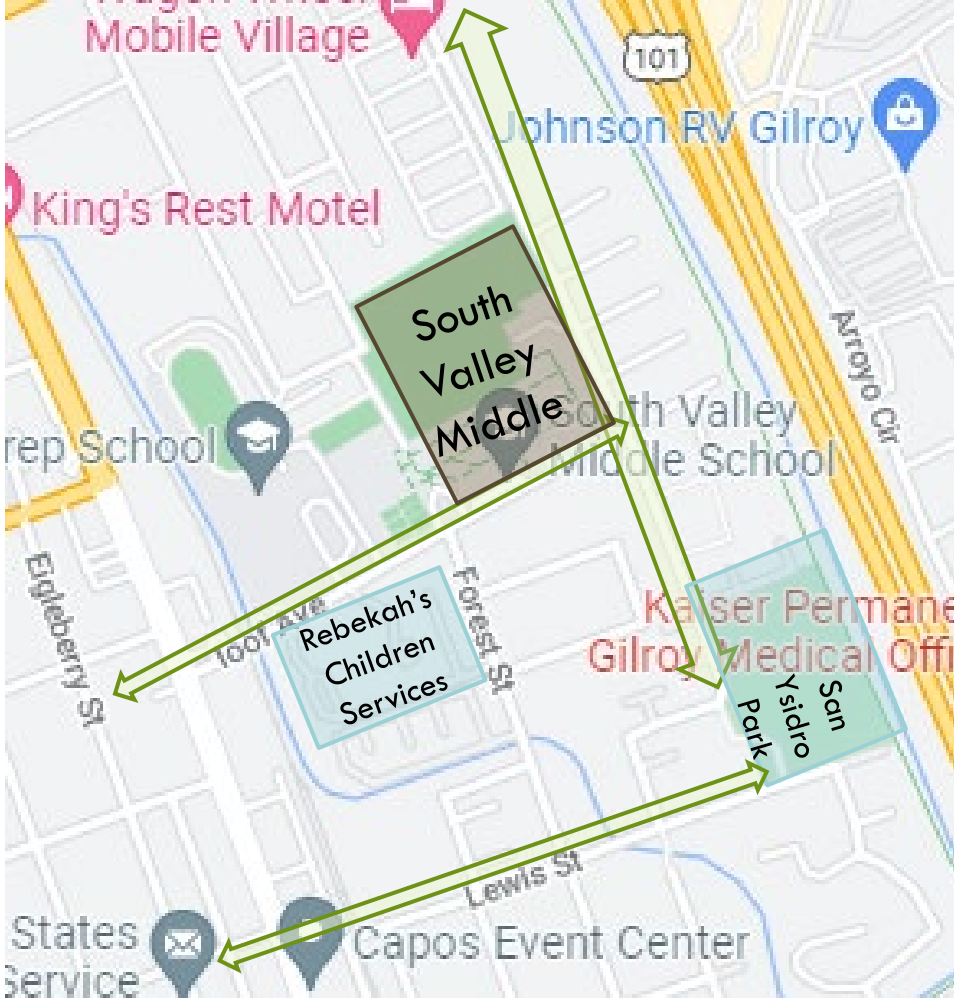


Community Hub Priority Area # 1



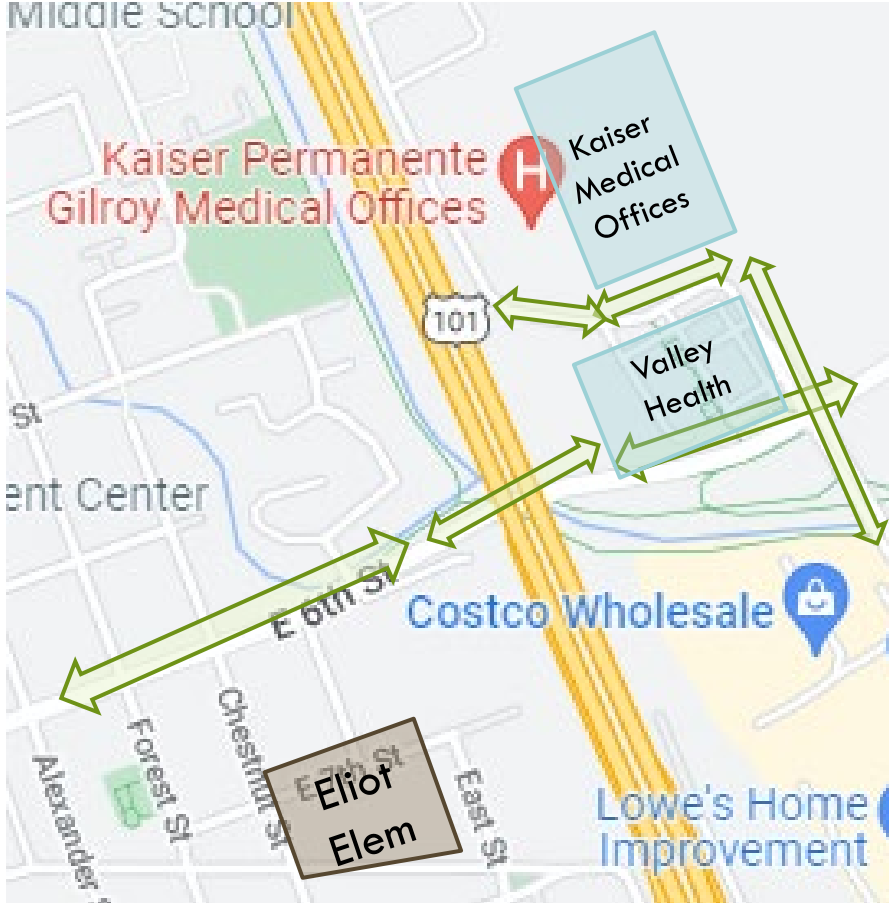
Civic Center- City Hall, Library, Senior Center

Community Hub Priority Area #2



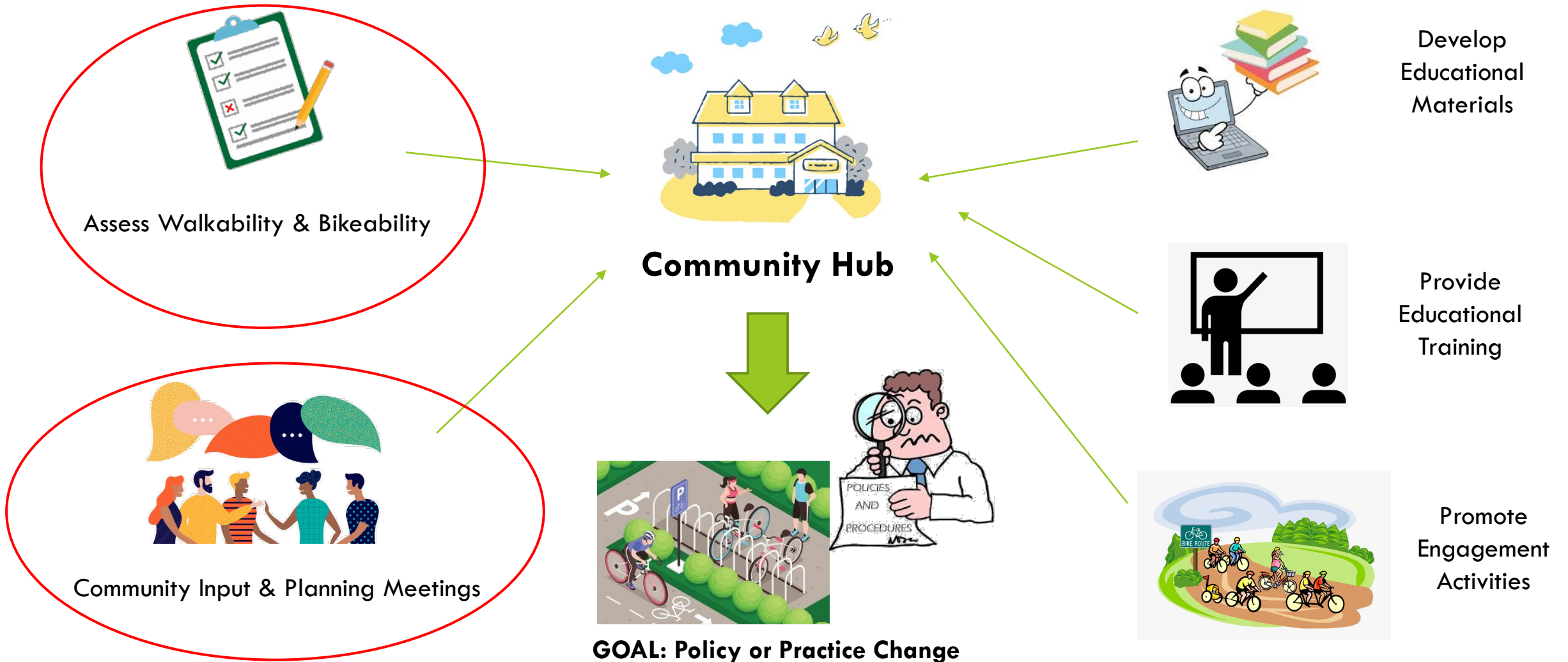
Park & Trail

Community Hub Priority Area #3



Clinic

Where is our program today?



COMMUNITY PLANNING SESSIONS DESCRIPTIONS



SESSION 1: WALK AND BIKE AUDITS

Participants will walk around the neighborhood(s) and identify challenges and opportunities to improve pedestrian and cyclist safety and comfort.



SESSION 2: REVIEW DATA

Participants will review data from the Walk and Bike Audits, and the Active Transportation Community Survey, aimed at gathering information on how residents and employees in the Downtown and East Gilroy neighborhoods participate in walking and biking.



SESSION 3: HANDS-ON MODEL BUILDING WORKSHOP

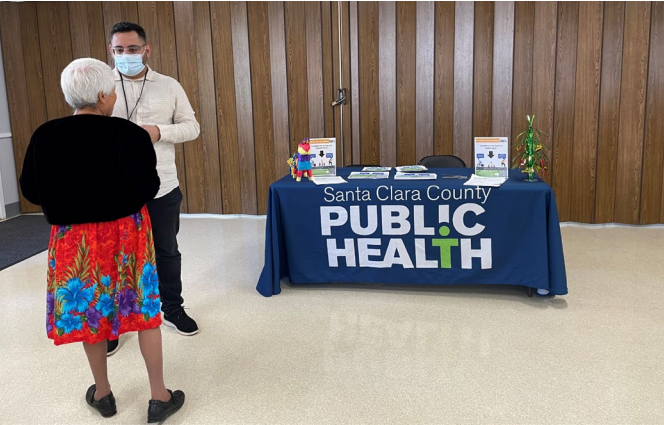
Participants will attend a hands-on model building workshop to build models of their memories and ideal places and spaces.



SESSION 4: REVIEW ACTION PLAN

The Public Health Department will create an Action Plan for each community hub based on community feedback from the planning sessions. Participants will review the Action Plan during this meeting.

Conducting Needs Assessments:



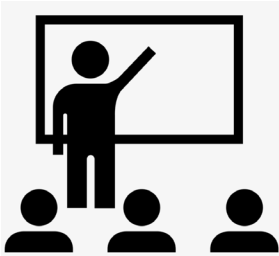
Community Survey & Outreach

Walkability and Bikeability Assessments

Community Planning Meetings



Develop Educational Materials



Provide Educational Training



Promote Engagement Activities

Goals and Outcomes

Develop a Community Action Plan focused on 6 E's Strategies

Takeaways & Next Steps

Takeaways:

- Be a part of the community!
- Plug yourself into meetings
- Link and leverage existing funding

Next Steps:

- Community-wide Events
- Work with clinics and families serving young children
- Media campaign



For More Information, Contact County Public Health:

Alisa Campbell, MPH (Pronouns: she/her/hers)

Prevention Program Analyst II

Countywide Safe Routes to School & Gilroy Active Transportation Program

Healthy Communities Branch | Santa Clara County Public Health Department

Email: alisa.campbell@phd.sccgov.org

Visit: <https://publichealth.sccgov.org/health-information/active-and-safe-transportation/safe-routes-school>



Questions and Answers

Please type your questions in the “Q&A” function.



Thank you, Jordan and Alisa!



Slides and recordings will be posted to the ATRC website. <https://caatpresources.org>

An email notification will be sent out once the slides and recording are available.

Active Transportation Resource Center Non-Infrastructure (NI) Team

Caltrans, Division of Local Assistance, Active Transportation Program

- Amanda Baker, ATP Assistant, ATRC NI Programs

California Department of Public Health, Injury and Violence Prevention Branch, Active Transportation Safety Program

- Victoria Custodio, ATRC NI Technical Assistance Team
- Judy Polakoff, ATRC NI Technical Assistance Team
- Marianne Hernandez, ATRC NI Technical Assistance Team

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Please Complete a 3-minute Survey

Immediately following the webinar please complete our evaluation survey to help guide us in future webinars.

The webinar recording, slides, and resources will be posted to the ATRC website:

<https://caatpresources.org/1621>



ANNOUNCEMENT

Early Bird - \$75.00 (sale ends 10/14/22) bit.ly/3RNy6pn



SAFE ROUTES TO SCHOOL
SUMMIT 2022



CONNECT — ENGAGE — INNOVATE
NOVEMBER 15-17

Presented By



ON THE MOVE



Thank You!