



Safe Routes to School Program

Transportation Agency for Monterey County

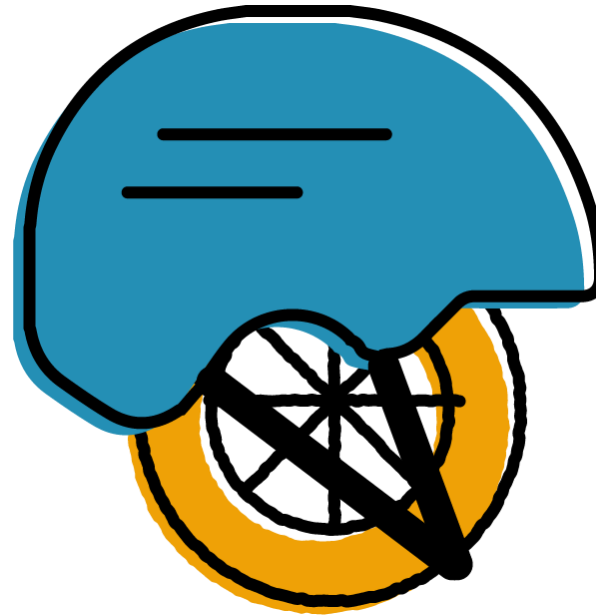
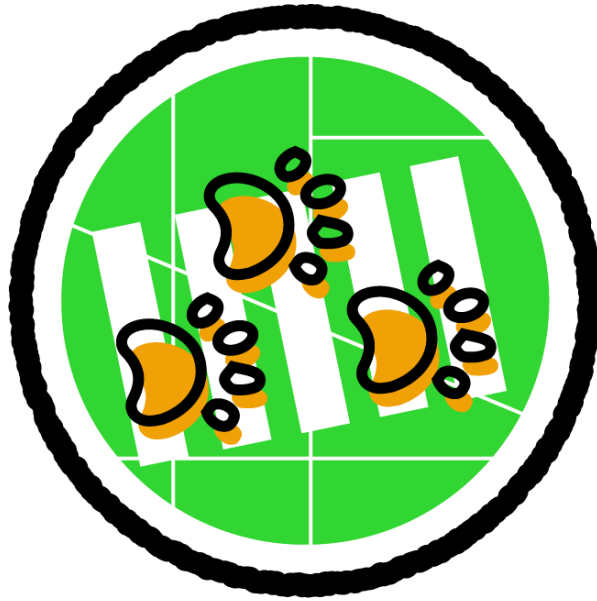
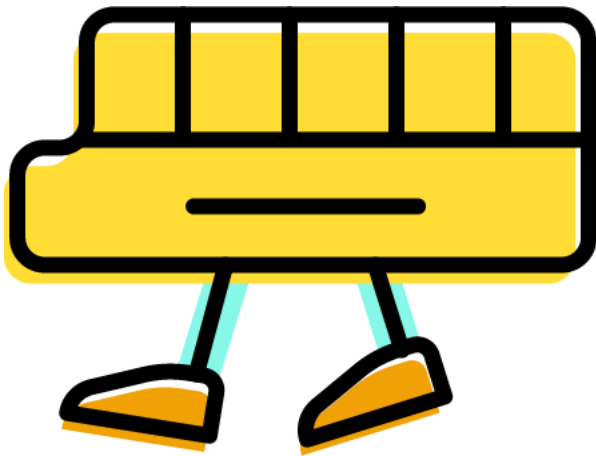


Plan
Fund
Build
Program

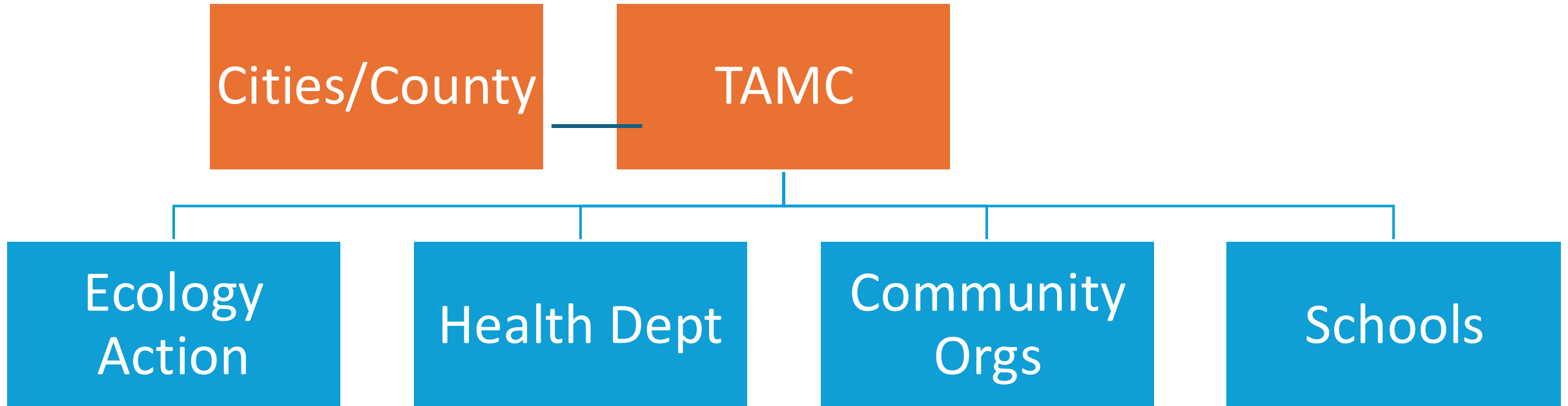
Funding



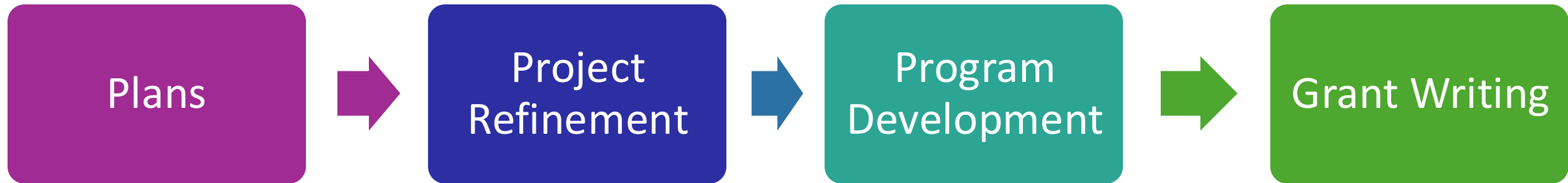
Programs



Partners



Application Development



Opportunity to Pilot/Innovate



Better Projects

- More competitive applications
- Community Engagement
- Comprehensive & diverse programming



Non-Infrastructure is a Need not a Want



Infrastructure
is not enough.



If you build it,
they may not
come...



Photo credit: <https://napabike.org/local-street-projects-improving-walking-and-rolling/>

Healthy Habits for Life



Contact

Ariana Green

Principal Transportation Planner

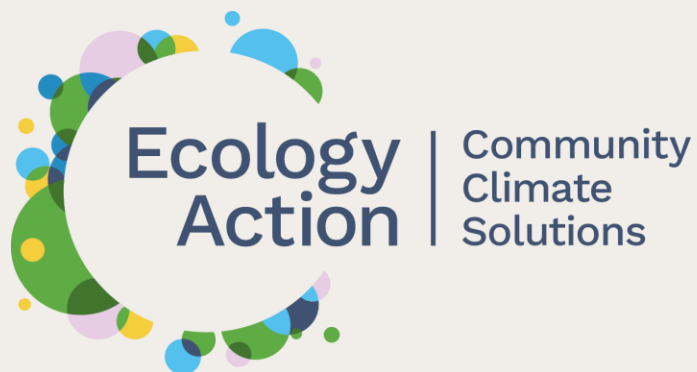
Transportation Agency for Monterey County

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**Safe Routes
to School**



Inspiring Change Through Active Transportation





Hello, we're Ecology Action

Our Mission: Advance equitable community climate solutions in high-GHG-emitting sectors (including transportation).



MONTEREY COUNTY ACTIVE TRANSPORTATION TEAM



1970
Founded on Earth Day

1987
Launched first county-wide Bike to Work Day

2004
Launched on-bike education

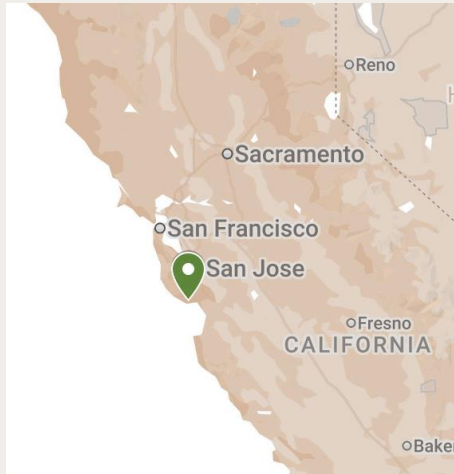
2012
Expanded to Monterey County

2023
Launched Modo

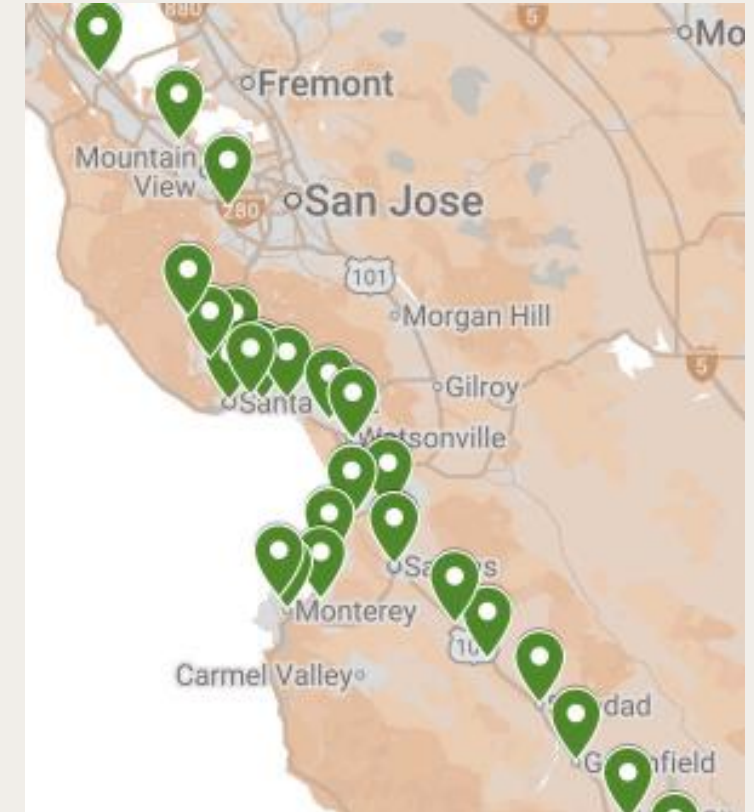
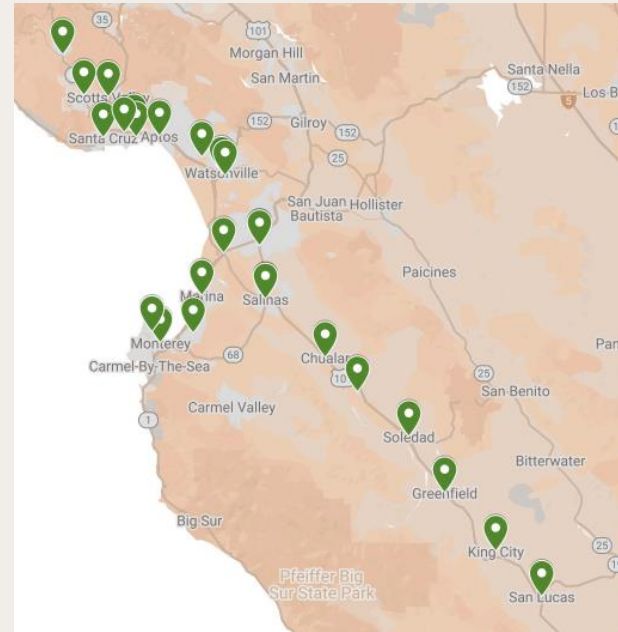
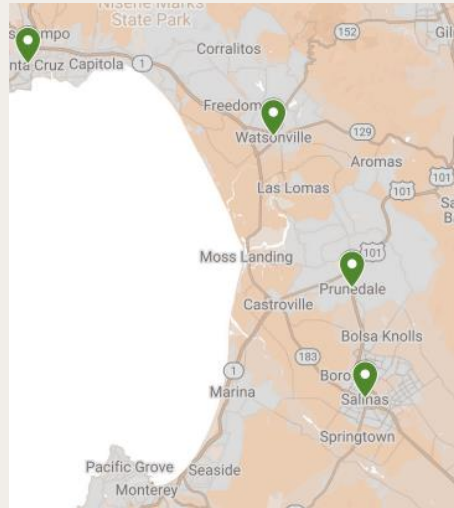
ACTIVE TRANSPORTATION FOR ALL

2025
100+ Employees
866,508+ people reached and directly served

Growing Our Educational Program Delivery



2004:
22 classes
6 schools



2025:
250+ classes
60+ schools

Developing Solutions

Ecology Action has **helped develop and win \$137M+ in Active Transportation** Program awards with a variety of Santa Cruz County Partners.

- 3 Non-Infrastructure-only awards
- 7 Combined IN/NI awards
- 5 Cycles of awards
- Partnerships with Public Health, Parks, Public Works, University of California, Law Enforcement, Consulting Firms and more.





TRANSPORTE ACTIVO PARA TODOS

Bringing together decades of active transportation expertise and programming in **planning, education and engagement** to make our programs accessible to more people.

→ **Learn more at letsmodo.org**



School Based Programs

- Welcome Kinder Packets
- Kinder Parades/Presentations
- Walk Safe Education K-3rd
- Bike Safe Education 3rd-5th
- Learn to Ride
- Walk and Roll to School Day
- Walking School Bus
- Scanner Program
- Family Fun Festival
- Bike Light/Helmet Distribution
- All Thing Bike Program 6th -7th
- E-Bike Assembly
- Group Rides



HELMET DISTRIBUTION

HIGH SCHOOL STUDENT
GROUP RIDE



Community Based Programs

- Trainings
 - Crossing Guard
 - Walking School Bus Volunteer
 - On Bike
- Presentations
 - Parent Education
 - Community/Urban Cycling + Bike Safety
- Of/By/For Women Bike Event
- Bike Repair Clinics
- Community Group Rides + Walks
- Family Rodeos/Group Rides
- E-Bike Demos
- Public Rodeos

CROSSING GUARD TRAINING



BIKE REPAIR CLINIC



Advancing Equity

Monterey County

The Communities We Serve

- Spanish is the primary language
- Lower resource communities
- Many are migrant farm workers
- Walking primary transportation
- Most students don't know how to ride a bike
- Few students have access to proper helmets



HIGH SCHOOL GROUP RIDE



HELMET DISTRIBUTION



Leading with Innovation

Partnership with TAMC

Transportation Agency for Monterey County

- In 2013, we served 9 classes with just over \$7K.
- Now, we support 72 classes annually under a \$3.6M, 6-year contract.

SCANNER PROGRAM (ACTIVE4ME)



ART WALKS



WALKING SCHOOL BUS



Partnerships in Action

- County Public Health
- County Transportation Agency
- Community Based Organizations
- Police Departments
- Local Foundations
- Schools



WALKING FIELD TRIP



WALKING SCHOOL BUS

What makes Us Unique

- Bilingual/Bicultural Staff
- Youth empowerment
- Measurable impact



Leading with Innovation

Innovative Programming



35% of students don't know how to ride
362 students learned how to ride a bike in 2024



LET'S CONNECT & COLLABORATE



Leann Leon

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Strategic Development Director
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ecoact.org

BUTTE COUNTY PUBLIC HEALTH
(BCPH)

INJURY PREVENTION





AGENDA

ABOUT BUTTE COUNTY

THE BCPH INJURY PREVENTION TEAM

PROGRAMS & HISTORY

PARTNERSHIPS & GRANTS

CONTACT INFORMATION

About Butte County

Location

Northern California

Population

211,000

Landscape

Suburban & Rural

Landmarks

California State University, Chico

Poverty Rate

17.7%

- Chico 20.4%
- Oroville 23%



ABOUT BUTTE COUNTY



6.6% of Households do not own a vehicle

1,237 Unhoused Residents in Butte County

16.7% of the Population Lives With a Disability

18.5% of the Population is over the age of 65



Crash Category	VICTIMS KILLED & INJURED	OTS RANKING
Total Fatal and Injury	1046	23/58
Alcohol Involved	189	16/58
Had Been Drinking Driver < 21	25	8/58
Had Been Drinking Driver 21 - 34	82	20/58
Motorcycles	108	11/58
Pedestrians	71	8/58
Pedestrians < 15	6	18/58
Pedestrians 65+	12	9/58
Bicycle	55	15/58
Bicyclist < 15	6	25/58

ABOUT BUTTE COUNTY



BCPH INJURY PREVENTION TEAM





INJURY PREVENTION PROGRAMS & HISTORY

ATP

- Cycle 2
- Cycle 3
- Cycle 4- SR2S & Resource Center- Countywide; NI only
- Cycle 4, SR2S- Town of Paradise; I/NI
- Cycle 6- Oroville; I/NI

OTS BIKE/PED

- 2017-Present
- Bike & Ped Safety Education Outreach, Classes, & Events Across the Life Span
- Media Campaigns
- Safety Equipment Distribution

SS4A

- Safety Action Plan- 2024-2025
- Planning & Demo- 2025-2030

OTS CHILD PASSENGER SAFETY & SUICIDE PREVENTION

- All ATP, Bike Ped Staff are also CPSTs/I's
- SP Staff will join SS4A in 2026

WSB



Big Truck Safety



Ped Lessons



Pedal Karts



Colorful Crosswalk





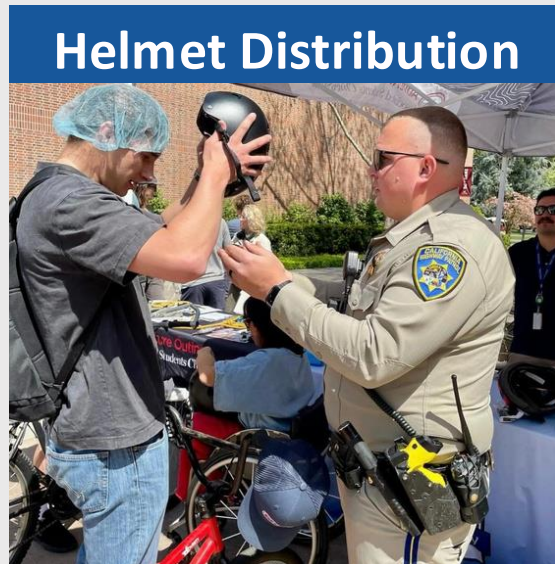
LCI Course



Walk Audit



Smart Cycling



Helmet Distribution



Bicycle Safety Class

PARTNERSHIPS



COLLABORATORS

- CHP
- Butte County Sherriff's Office
- Cal Fire
- Hmong Cultural Center
- African American Family Center
- Promatores & NVCSS
- Ability First Sports (Physical Disabilities)
- Work Training Center (Intellectual Disabilities)
- Jesus Center (Unhoused)
- Northern Valley Indian Tribal Health
- Feather River Tribal Health
- Osher Life Long Learning Institute
- Senior Centers and Living Facilities
- Chico Velo
- All Jurisdictions in Butte County- Public Works
- Butte County Associations of Government (BCAG)
- California State University, Chico
- Elementary, Middle, and High Schools
- Community Church's
- UC Extension
- Boys & Girls Club of the North Valley
- Head Start
- Sutter County
- Yuba County
- Glenn County
- Ampla Health Care
- Enloe Medical Center



GRANT ASSISTANCE

Verifying Process: Amount of Money for x Time Period; Worth it?

- Time Needed for Writing: Depends on the Application
- Authors: Directors, Managers & Supervisors
- Need: Data! Gaps, Justification of Importance

\$56.8 MILLION

Since 2017 and over 6 grants, we've helped secure \$56.8 million to complete infrastructure improvements across the county

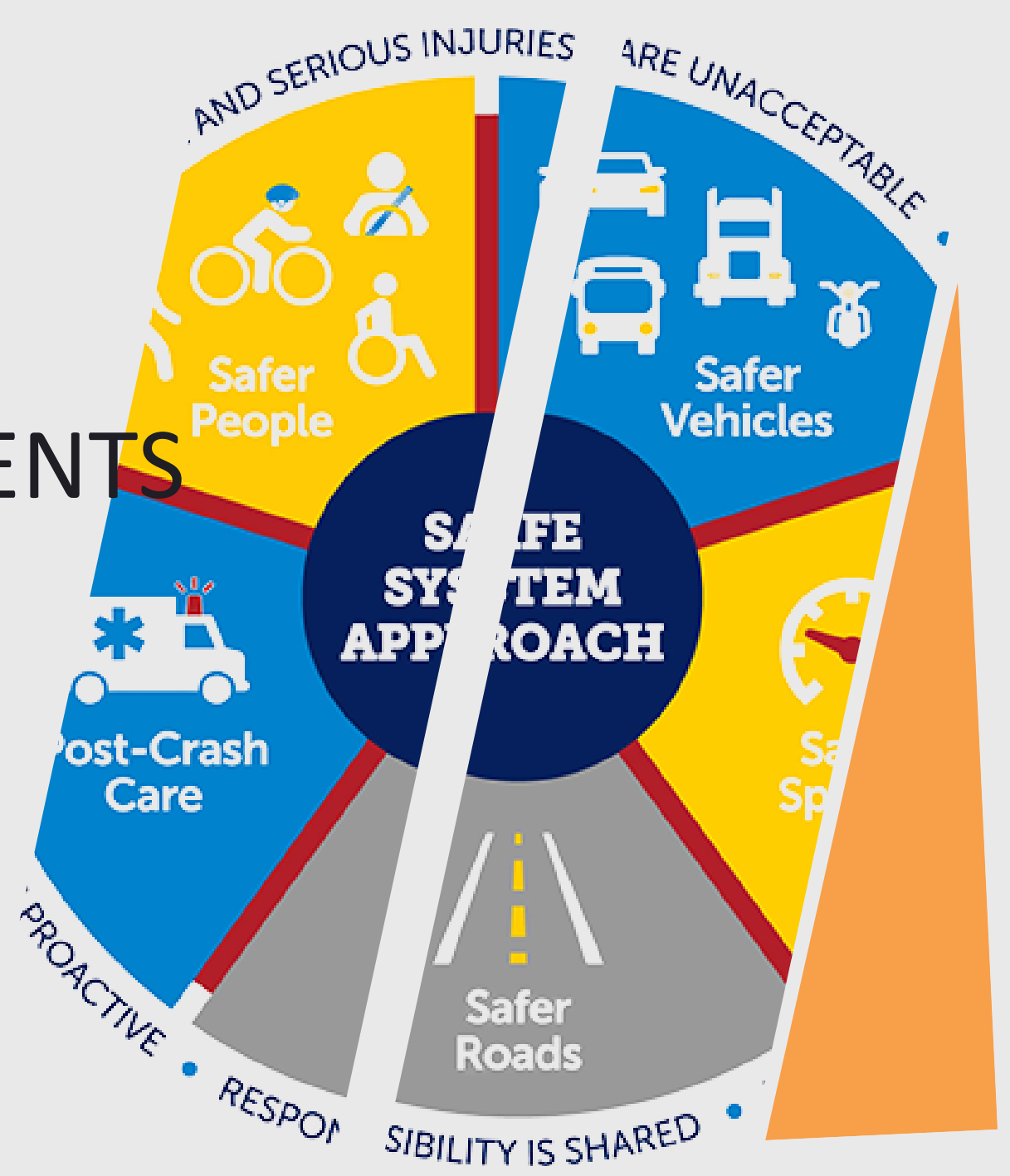
- This includes direct assistance with composing sections of applications, providing edits and recommendations, collecting data, and providing the public health perspective



NI IMPORTANCE &

PROUDEST ACHIEVEMENTS

- **Relationships built**
 - Leverage different grants, groups
 - Stay involved with communities after grants end
- **Support other agencies (PW) who don't have the capacity to:**
 - Compile stats
 - Lead activities that help inform work (e.g., walk audits)
 - Lead community engagement
- **Evolve over time**
 - Identify and address gaps
 - Use best practices/evidence-based strategies



OUR CONTACT

Rachel Tow & Kerri Vanderbom

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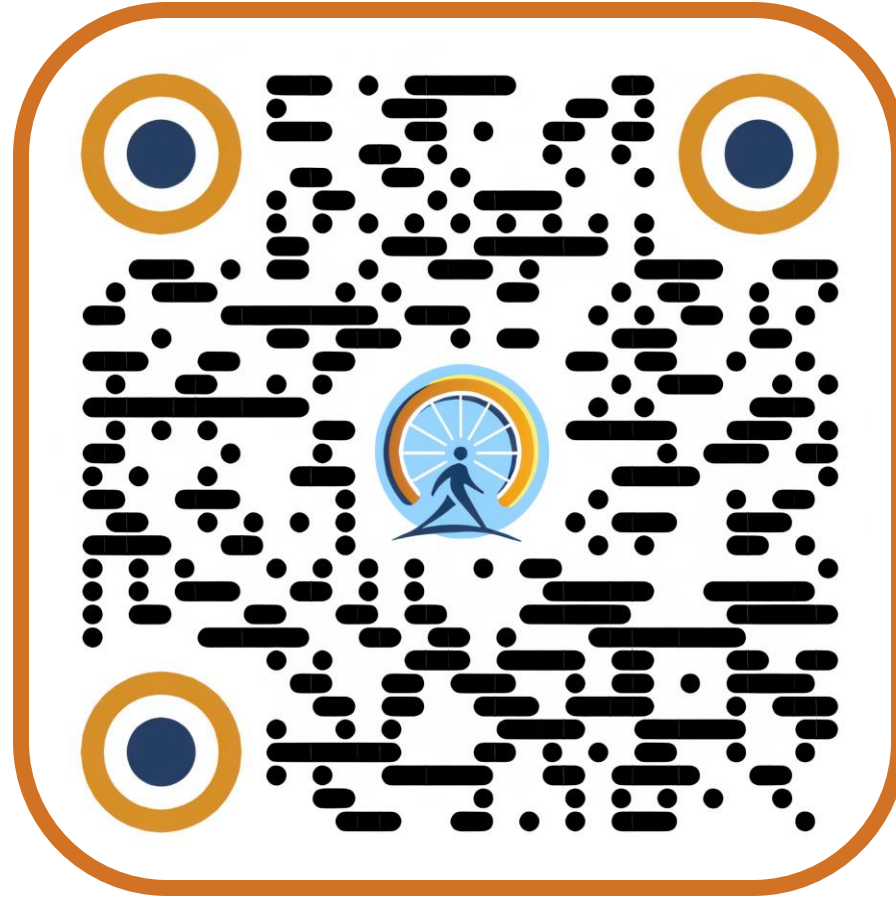
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WEBSITE

<https://www.buttecounty.net/1213/Pedestrian-Bicycle-Safety>



DAY 1 SESSION SURVEY



Please fill out this short survey to
provide feedback on a session.