

February 29, 2016

Active Transportation Program (ATP) Non-Infrastructure Projects- Stories from the Field

**BONUS: Safe Routes to School Programs in Rural
California: A Guide for Communities and Partners**



Active Transportation Resource Center

Housekeeping

- Please use your phone for audio for this webinar:
Call 888-557-8511
Access code 7231603
- We will mute your phones for you.



Housekeeping

- Webinar recording will be posted here:
www.casaferoutestoschool.org/tools
- Q & A period will be at the end
 - Questions are encouraged! Enter questions into the **chat** feature any time.



Agenda

- Stories from the Field
 - Jeanne LePage, Ecology Action – Transportation Programs, Santa Cruz
 - Amber Wier, Del Norte Local Transportation Commission’s Safe Routes to School (SRTS) Program
- *Safe Routes to School Programs in Rural California*
 - Justine Hearn, California Department of Public Health—Safe and Active Communities Branch
- Q & A



Background

- The Active Transportation Program (ATP) established by SB99, with intent to “provide broad spectrum of projects to benefit many types of active transportation users.”
- Non-Infrastructure (NI) allowable activities described in the California Transportation Commission’s (CTC) ATP Guidelines and Caltrans’ Local Assistance Procedures Manual (Chapt.22)



Background (continued)

- CTC's priority for ATP NI projects in Cycles 1 and 2 has been on pilot and start-up projects.
- Infrastructure projects with NI components are eligible.
- NI projects are not limited to those benefiting school students.

This webinar features ATP SRTS NI projects only.





Ecology Action



Ecology Action is an award-winning nonprofit environmental consultancy that has been helping people create positive change for the community, the economy, and the environment for over four decades.

We help people act now.

Programs That Deliver



Our Sustainable Transportation Group has been delivering Safe Routes to School programs for the past 20 years to Santa Cruz County and in Monterey County for the past 4 years.



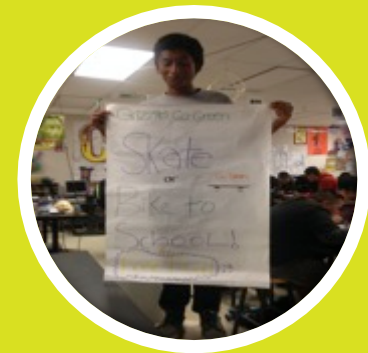
Bike Smart!
Youth Bicycle Safety
Education



**Bike/Walk
to School**
Day Biannual and
Monthly
Encouragement



Active4Me
Daily Student Active
Transportation
Encouragement



Peer to Peer
High School
Encouragement

Bike Smart! Youth Bicycle Safety Program



Program Overview



Bike Smart offers a comprehensive program that pairs classroom presentations with bicycle safety obstacle courses (rodeos) to give students a hands-on opportunity to practice newly acquired knowledge.

Presentations



- Benefits of Cycling
 - Helmet Use
 - Basic Bike Maintenance
 - Visibility
 - Common Traffic Laws and Rules of the Road
-
- Where to Ride
 - How to Navigate Intersections
 - Common Potential Conflicts
 - And Much More!



Rodeos



- Led by 2 LCIs, with help from additional adult volunteers
- Fleet of Bicycles and Helmets
- Unique Intersection-Based Layout



Rodeos are organized so that students must cross paths as they navigate the intersection. Each student must ride in the correct manner to avoid potential traffic conflicts.



Lessons Learned



- Diversify Funding Sources
- Utilize Volunteers
- Economize and use Assembly-style Presentations rather than Classroom
- Know your Low-Income areas and Work to Serve Them
- Be Flexible



Teacher Comments:



“Thank you for bringing this important and engaging activity to my school. I definitely saw an increase in bike ridership. We look forward to participating next year!”

– Brian Hayes, Principal, Monterey Park Elementary

“Parents were thrilled this was provided for their child.”

– Teacher, MLK Jr. Academy



“We began to have discussions about not only bike safety, BUT bike riding as it is related to health to not only ourselves BUT our planet! :)”

– Teacher, Fremont Elementary

Student Comments:



“There should be lots of bike rodeos so people can learn.”

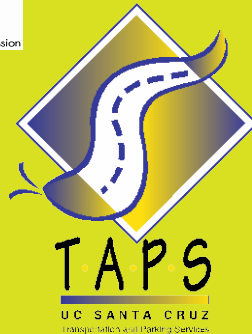
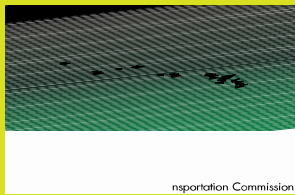
“I learned how to ride a bike!”

“I learned that it’s important to wear a helmet.”

“I learned that you have to follow the same rules as cars.”

Partnership is the name of the game!

- ◆ Schools
- ◆ City Public Works Departments
- ◆ County Public Health
- ◆ Regional Transportation Districts



We've Got Big Plans

- Where We're Headed Next.
- Walk Smart: Pedestrian Safety Program.
- Family Fun Events: a day of all things active transportation.
- Continue to engage parent involvement in Safe Routes to School movement.



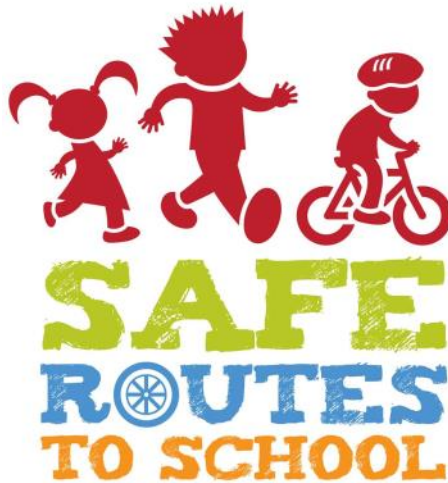


Questions?

Jeanne LePage
Ecology Action
Senior Program Specialist
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jlepage@ecoact.org

Del Norte County Walk and Roll to School Program

A little about how our program is structured.
Request for Proposal (RFP) for Independent
Consultant



Del Norte County Walk and Roll to School Program

Getting Started.

1. Create a baseline for measuring our success. Conducted the onsite school surveys at each focus school.
2. Meetings with school staff, principals and partners
3. Meetings with Parent Teacher Student Organizations (PTSO's)
4. Recruit volunteers



Del Norte County Walk and Roll to School Program

Activities

- National Walk to School Day
- Delivering in-classroom curriculum
- Walking Wednesdays
- Starting a Walking School Bus



Del Norte County Walk and Roll to School Program

Things I have learned

- How to invoice the state
- Purchasing items via a procurement process
- Schools' schedules and how they greatly influence events
- Knowing the right teacher or contact can greatly help you in getting into the classrooms and in front of the kids
- Develop partners with other programs





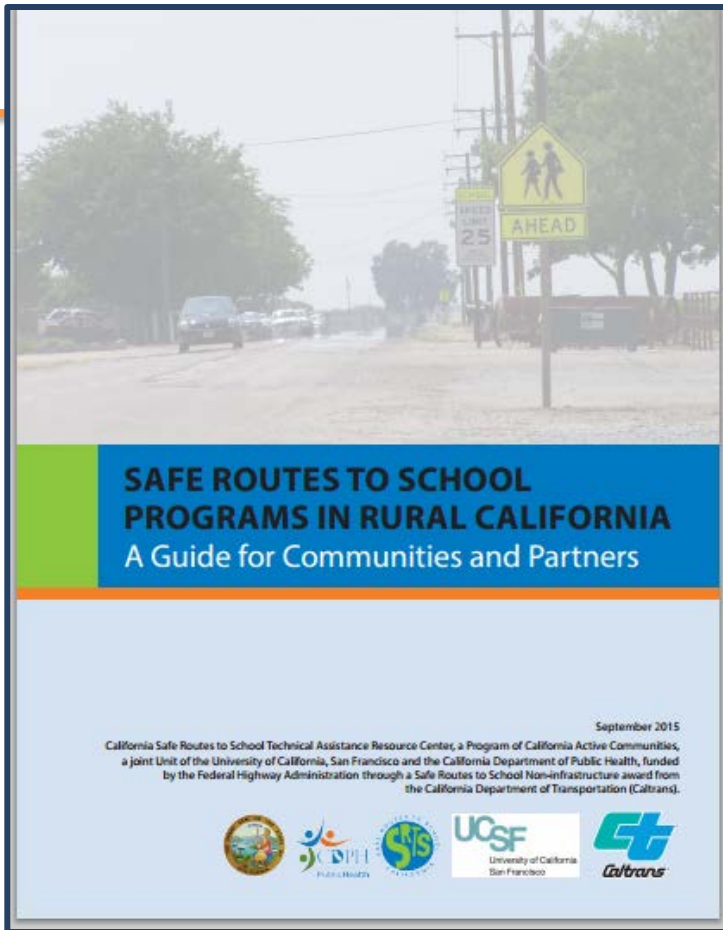
Del Norte County Walk and Roll to School Program

Amber Wier

Walk and Roll to School Program Manager

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Safe Routes to School Programs in Rural California: A Guide for Communities and Partners

A decorative graphic on the left side of the slide consists of two vertical lines: a green one on the far left and a blue one to its right. A horizontal orange arrow points from the left edge of the slide towards the right, passing behind the text area.

Safe Routes to School Programs in Rural California: A Guide for Communities and Partners

- SRTS Programs in Rural California Overview
- Strategies for Successful SRTS Programs in Rural California
- Tools for Improving Infrastructure Around Rural Schools
 - Rural Walkability Audit Guide and Tool
 - Tool for Equitably Prioritizing Rural SRTS Projects
- Highlights from rural communities throughout document

Safe Routes to School Programs in Rural California: A Guide for Communities and Partners

Overview

- Rural communities are diverse
- Rural communities are walking and bicycling!
- Challenges to and opportunities for SRTS in rural communities
- County Highlights give examples of how issues being addressed
- Call-out boxes list resources that support each topic area



Refer to the SRTS TARC's [SRTS Programs in Rural California: A Guide for Communities and Partners](#) online resource page section for web addresses, resources, and tools that support the strategies described in this section:

- [Cultivating Support for Safe Routes to School: A Guide to Building Relationships with School Board Members and Superintendents](#)
- [Healthy Students, Thriving Districts: Including Safe Routes to School in District Policies Key Facts for School Board Members and Superintendents](#)
- [Crosswalk: Where the Needs of School Principals and Safe Routes to School Programs Intersect](#)
- [California Pedestrian and Bicycle Safety Curriculum for Grades 4 and 5](#)
- [Incorporating Safe Routes to School into Local School Wellness Policies](#)

Safe Routes to School Programs in Rural California: A Guide for Communities and Partners Strategies

- Developing a SRTS Task Force
- Incentivizing Parent and School Participation
- Remote Drop-Off Locations for Students Who Live Too Far to Walk or Bicycle



Safe Routes to School Programs in Rural California: A Guide for Communities and Partners Rural Walkability Audit Guide and Tool



- What is a Walkability Audit?
- How is a Walkability Audit Different in Rural Areas?
- Who Should Attend a Walkability Audit?
- How Does a Rural Walkability Audit Work?
- Group Meeting and Field Exercise
- What to Look for During a Walkability Audit
- After the Walk: Bringing it All Together

RURAL WALKABILITY AUDIT TOOL

School: _____
Date: _____ Time: _____ Weather Conditions: _____

Section 1: School Drop-Off/Pick-Up Area	YES	NO	N/A	NEEDS ACTION
a. Are students entering and exiting vehicles protected from other cars?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Is there a continuous raised curb separating vehicles from pedestrians?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Are there existing Americans with Disabilities Act (ADA) accessible curb ramps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If so, do ramps have tactile warning strips or textured concrete?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If so, can people using walkers or wheelchairs easily maneuver through the ramps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Are there clearly posted signs directing vehicular traffic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Are drivers following drop-off/pick-up protocol/procedures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Are there clearly posted pedestrian signs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Is the drop-off/pick-up area lighted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Is traffic congested or does it move freely?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safe Routes to School Programs in Rural California: A Guide for Communities and Partners

Tool for Equitably Prioritizing Rural SRTS Projects

Offers insights on three categories of criteria to assess:

- School capacity
- School internal need
- School external need

A. SRTS PRIORITIZATION METRICS TOOL

This matrix relies on the information gathered from the tools in Appendix B and C along with other data sources as indicated within the matrix. Using this matrix as a guide creates an overall school capacity score for each school and generate a prioritization list.

School Capacity Criteria

DATA SOURCE	CRITERIA DESCRIPTION	MEASURED BY	VALUES	MAXIMUM SCORE
School Inventory Telephone Calls	School administration support	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Telephone Calls	SRTS activities/discussions/interest	Presence/Absence	Ongoing = 10 Present = 5 Absent = 0	10
School Inventory Telephone Calls	SRTS champion present at the school	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Telephone Calls	Active school/parent support organization (e.g. PTA/PTO, Booster Club, school site council)	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Telephone Calls	SRTS school district or school policy adopted	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Telephone Calls	Completed SRTS parent surveys	Annual Reporting	Present = 5 Absent = 0	5

Internal Need Criteria

DATA SOURCE	CRITERIA DESCRIPTION	MEASURED BY	VALUES	MAXIMUM SCORE
Ed-Data (http://www.cde.ca.gov/ds/sd/sd/filessp.asp)	Free and Reduced Price Meals	Schools scored based on percentage of students eligible as reported	75-100% or greater = 10 60-74% = 8 40-59% = 6 20-39% = 4 0-19% = 2	10
FitnessGram (http://www.cde.ca.gov/ta/tg/pt/ptfresults.asp)	Aerobic Fitness (% meeting Healthy Fitness Zone)	Schools are scored based on percentage of students achieving the benchmark fitness level	70-100% = 0 40-70% = 3 0-40% = 5	5
Ed-Data		Schools are scored	Above 300 = 5	

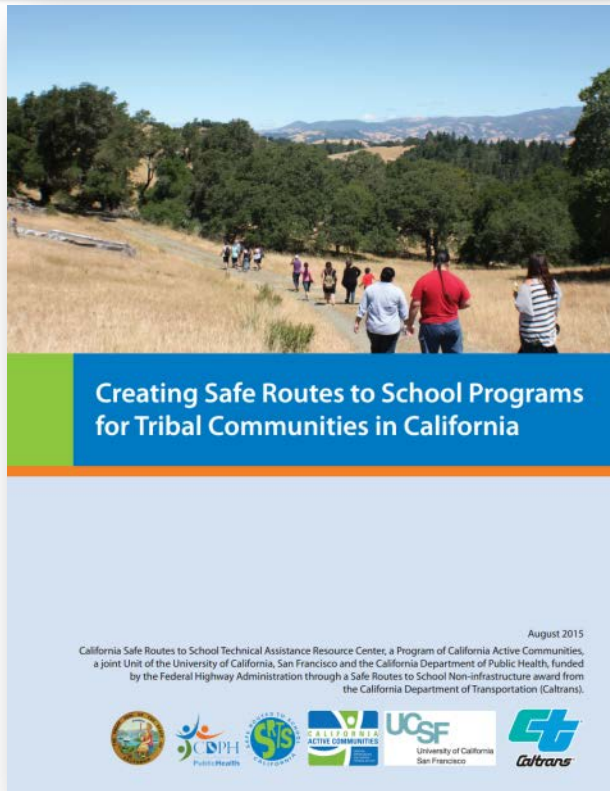
Safe Routes to School Programs in Rural California: A Guide for Communities and Partners

For more information:

- www.casaferoutestoschool.org/safe-routes-to-school-programs-in-rural-california-a-guide-for-communities-and-partners/ (Or click on Resources tab on our website)
- Contact Justine at justine.hearn@cdph.ca.gov
- Join our May webinar for in-depth review of the Guide's tools



Please join us for our next webinar



Creating Safe Routes to School Programs in Tribal Communities in California

To be held in March



Active Transportation Resource Center

Your feedback

- Look out for a SHORT Survey Gizmo email to solicit your feedback on today's webinar.



Questions for our presenters?

(please use the chat function)

Jeanne LePage, Ecology Action – Transportation Programs, Santa Cruz
Amber Wier, Del Norte Local Transportation Commission—SRTS Program
Justine Hearn, California Department of Public Health—
Safe and Active Communities Branch



ANNOUNCEMENT:

The California Department of Public Health, Safe and Active Communities Branch is soliciting applications from eligible entities to request:

- **convertible child safety seats,**
- **multi-sport safety helmets,**
- **life vests, and/or**
- **smoke alarms.**

*****APPLICATIONS ARE DUE ONLINE AT 11:59 PM ON SUNDAY,
MARCH 6, 2016*****

Please email kidsplates@cdph.ca.gov to request the RFA and application.



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