



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 electronic newsletter provides a summary of news; research and resources; job opportunities; conferences and summits; and webinars 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 TARC monthly networking teleconference call, visit our website at www.CAsaferoutestoschool.org.



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NEWS

August 31, 2014: 2014 Pedestrian and Bicycle Professionals Survey

The Association of Pedestrian and Bicycle Professionals (APBP) is conducting a survey that will allow APBP to document professional progress, needs, and challenges. The survey should take about ten minutes to complete and confidentiality of individual survey responses will be respected. Non-APBP members whose work involves pedestrian and bicycle issues are invited to complete the survey as well. Click [here](#) to begin the survey. Your response is requested by August 31, 2014.

September 15, 2014: Call for Nominations—Sustainable Transport Awards

The Sustainable Transport Award recognizes profound leadership, vision, and achievement in sustainable transportation and urban livability. Established in 2005, the Sustainable Transport Award has been given annually to a city that has implemented innovative sustainable transportation projects in the preceding year. These strategies improve mobility for all residents, reduce transportation greenhouse gas and air pollution emissions, and improve safety and access for pedestrians and bicyclists. Finalists are selected by an international committee of development experts and organizations working on sustainable transport. Nominations will be accepted until September 15, 2014. For more information, please visit the [Sustainable Transport Award website](#).

September 17, 2014: Funding Opportunity from Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation (RWJF) is offering the RWJF Culture of Health Prize, which is awarded to communities that have placed a priority on health and creating powerful partnerships within communities to make a change. The \$25,000 prize honors those communities that are committed to not only providing access to good quality care, but also to addressing the barriers to better health by transforming our neighborhoods, schools, and businesses so that good health flourishes. The cash prize will be designated to a local United States governmental or tax exempt public charity. Up to ten communities will be awarded this prize. Phase I applications are due September 17, 2014. For full details on how to apply please visit the [RWJF website](#).

September 28, 2014: Healthy Active Places Tour Begins

The Healthy Active Places Tour (HAP) is an event to promote healthy and active youth, families, and communities and advance community-based efforts to create SRTS in a region of America with huge needs. It will be held from September 28, 2014 to October 4, 2014. A small but ambitious group of women will crisscross California's Central Valley by bicycle, riding approximately [300 miles from Sacramento to Fresno](#) in one week to connect with communities on the ground and better understand the concerns of their residents. Along the ride, the HAP Team will stop at schools to promote local efforts, celebrate grant awards, and advocate for more resources to improve walking and bicycling conditions in those communities in the coming years. The HAP Tour is co-organized by [Ride America for Safe Routes](#) and the enthusiastic staff of the [Safe Routes to School National Partnership](#) (National Partnership), and will expand the National Partnership's network and capacity to advance policies and funding for Safe Routes to School in the Central Valley of California. In addition, the HAP Team will fundraise to [support more of the National Partnership's work in communities across America](#). To learn more, visit the HAP [website](#).

October 8, 2014: Walk to School Day

October 8, 2014, is International Walk to School Day, a global event that involves communities from more than 40 countries walking and bicycling to school on the same day. Over time, this event has become part of a movement for year-round SRTS programs and a celebration—with record breaking participation—each October. Today, thousands of schools across America—from all 50 states, the District of Columbia, and Puerto Rico—participate every October. To register your event or for more information, please visit the [Walk Bike To School website](#).

October 12, 2014: Garden Grove Open Streets Event

The City of Garden Grove will offer an Open Streets event, entitled "Re:imagine Garden Grove," on October 12, 2014, where there will be over three miles of car-free streets for walking, bicycling, skating, and playing. For more information, please visit the event [website](#).

Fire Up Your Feet

Fire Up Your Feet is a core program of the National Partnership, available to any elementary and middle school in grades K-8 nationally. Made possible in partnership with Kaiser Permanente, Fire Up Your Feet offers free resources, an online activity tracker, a school fundraising organizer and more, all aimed at increasing physical activity before, during, and after school for students, parents, school staff, and teachers. The National Parent Teacher Association is the family engagement partner. [Register now](#) for the October Fire Up Your Feet challenge and you will receive reminders as the school year approaches. In addition, Fire Up Your Feet offers a [healthy fundraising option](#) for school fundraisers.

RESEARCH AND RESOURCES

2014 National Prevention Strategy Annual Status Report

In July, 2014, the National Prevention, Health Promotion, and Public Health Council (National Prevention Council) published the [2014 Annual Status Report](#). The National Prevention Council leverages the work of 20 executive departments and agencies to align and integrate health and

prevention into policies, practices, and programs. The National Prevention Council engages leadership from across sectors to improve the health of the nation and advance the National Prevention Strategy's goal to "increase the number of Americans who are healthy at every stage of life." The achievements listed throughout the report demonstrate the nation's progress and highlight the collective impact of the federal government and its partners to improve the health and quality of life for individuals, families, and communities.

Bicycle Mode Share in 700 Cities List

In August 2014, City Clock Magazine posted an article entitled "Cycling Mode Share Data for 700 Cities." With just under 700 cities in 40 countries, the article includes a table that ranks and summarizes the percentage of total trips done by bicycle in urban areas across the globe, with Davis, California, ranked 43rd. To view the data, please visit the [City Clock website](#).

Collaborations Between SRTS and School Busing

In July 2014, the National Partnership published a report entitled "[Buses, Boots, and Bicycles: Exploring Collaboration Between Safe Routes to School and School Busing Professionals to Get Children to School Safely and Healthily](#)" that presents a comprehensive look at student transportation in the United States and proposes ways SRTS professionals and transportation directors could collaborate more effectively to ensure that all children safely access their local schools. For more information, please visit the [National Partnership website](#).

Estimating Pedestrian and Bicycle Demand

In 2014, the Transportation Research Board of the National Academies released the "[National Cooperative Highway Research Program Report 770—Estimating Bicycling and Walking for Planning and Project Development: A Guidebook](#)" that contains methods and tools for practitioners to estimate walking and bicycling demands as part of regional-, corridor-, or project-level analyses. Please visit the [Transportation Research Board website](#) for details.

Federal Highway Administration Human Environment Digest

FHWA's Office of Human Environment has initiated the Human Environment weekly email digest that shares the latest information from a range of Federal and non-Federal sources addressing transportation and its relationship to the human environment. Through this information exchange, FHWA hopes to foster dialogue at all levels and continue to further the state of the practice on these important topics. To view or subscribe to the digest, visit [FHWA's Livability Initiative website](#).

FHWA Releases Bicycle Safer Journey

FHWA has released "[Bicycle Safer Journey](#)," a tool to educate teens and children about safe bicycling behaviors. Bicycle Safer Journey is a free online education tool designed to help educators, parents, and others who care about bicycle safety to get the conversation started with children and youth. The modules provide the information and education needed to help children and teens become safer bicyclists. The resource consists of three videos—one for each of three age groups: 5-9, 10-14, and 15-18—accompanied by a quiz or discussion and an educator's resource library. The tool can be used as an introduction to bicycle 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 bicycle and the importance of being alert.

Bicycle Safer Journey is the second part of FHWA's effort to better inform children and teens about safe non-motorized travel. FHWA released [Pedestrian Safer Journey](#) in 2013 to offer similar educational tools directed toward walking.

To access Bicycle Safer Journey, go to www.pedbikeinfo.org/bicyclesaferjourney.

FHWA Questions and Answers: Design Flexibility for Pedestrian and Bicycle Facilities

In July 2014, FHWA's Offices of Planning, Environment, and Realty; Infrastructure; Safety; and Operations jointly developed Questions and Answers related to the National Association of City Transportation Officials Urban Street Design Guide as a follow-up to FHWA's [Bicycle and Pedestrian Facility Design Flexibility memorandum](#) published on August 20, 2013. The questions and answers are intended to clarify issues regarding design flexibility. FHWA does not intend to release separate design flexibility memoranda addressing individual guides or applications of flexibility. Please visit the [FHWA website](#) for details.

Lack of Physical Activity, Not Diet, Linked to Rise in Obesity

In July 2014, Stanford Medicine News published an article entitled "[Obesity, Abdominal Obesity, Physical Activity, and Caloric Intake in U.S. Adults: 1988-2010](#)." According to a study by a team of Stanford University School of Medicine researchers, examination of national health survey results suggests that inactivity, rather than overeating, could be driving the surge in America's obesity. Examining national health survey results from 1988 through 2010, the researchers found huge increases in both obesity and inactivity, but not in the overall number of calories consumed. Please visit the [Stanford Medicine website](#) for more information.

Pedestrian Crossing Laws: 50 State Summary

In May 2014, the National Conference of State Legislatures posted an article entitled "Pedestrian Crossing Laws: 50 State Summary." The article reveals that in 2012, pedestrian deaths rose to their highest level since 2006, increasing by 6.4 percent from 2011, to a total of 4,743 pedestrian fatalities. Injuries rose by 10 percent during the same time period. Furthermore, pedestrian deaths now make up 14 percent of the total traffic deaths in the United States, up from 11 percent in 2011. This is partly the result of decreasing motorist deaths and increasing amounts of Americans walking for transportation and recreation. To combat the rise in pedestrian injuries and fatalities and create more walkable communities, state legislatures have been toughening laws regarding the circumstances when a motorist must stop or yield to a pedestrian crossing at an uncontrolled crosswalk. Please see the article on the [National Conference of State Legislatures website](#) for a description of each state's laws and listings of states with Must Stop or Must Yield legislation.

Recommendations for Improving Pedestrian Safety

The American Public Health Association has identified five steps for making pedestrian safety a priority in neighborhoods based on the report "[Dangerous By Design](#)" published in May 2014, by [Smart Growth](#)

[America](#) and its [National Complete Streets Coalition](#) that documented pedestrian injuries and fatalities and showcased ways communities can make walking safer for pedestrians. Please find the tips [here](#).

Recommendations for Modeling and Data Collection to Improve Active Transportation

To better understand the current state of active transportation data collection and modeling in California, the National Partnership regional network project staff conducted a series of structured interviews with modeling professionals across California in the Fall of 2013. In May 2013, the National Partnership compiled the results from these interviews into a report entitled "[Improving Modeling and Data Collection to Improve Active Transportation](#)" to provide policy makers a series of recommendations they can implement to improve data collection and modeling for active transportation. While this report specifically focuses on efforts in California, many of the recommendations will apply to states across the nation.

Role of Regional Planning Organizations in Transportation Planning Across Boundaries

FHWA has released a report entitled "[Role of Regional Planning Organizations in Transportation Planning Across Boundaries](#)" that explores the implications of transportation planning partnerships and projects in megaregions and the role of rural areas in supporting those efforts. For more information and to view this report, please click [here](#).

Sustainable Sport of Bicycling Through Education

In June 2014, Youth Educational Sports, Inc. (YES, Inc.) presented a session at the Shape America Conference about a new secondary Physical Education Unit "YES-BIKE and YES-BLAST" that meets all the educational requirements of the Common Core State Standards and the National Physical Education Standards. The curriculum also incorporates the four essential components for a successful sustainable Physical Education bicycle program: 1. A skills building curriculum with high reaching goals, 2. Professional Development for Physical Education Teachers/Coaches, 3. Special low maintenance school bicycles and equipment, and 4. Funding/grants. Contact YES, Inc. at info@yesports.org to start a Physical Education Bicycle Unit at your school.

Technical Guide for Conducting Pedestrian Safety Assessments

In September 2013, the University of California, Berkeley, Institute of Transportation Studies Technology Transfer Program released a guidebook entitled "[A Technical Guide for Conducting Pedestrian Safety Assessments for California Communities](#)." The guidebook reports that during the past ten years, California has averaged over 620 pedestrian fatalities per year, reflecting a downward trend since the first publication of this guidebook in 2007. Nonetheless, pedestrian safety continues to be a challenge to many California communities, and improvement is a top priority. The first edition of this guidebook was based on material contained in the FHWA report, Pedestrian Road Safety Audit Guidelines and Prompt Lists (July, 2007). The award-winning California Pedestrian Safety Assessments (PSA) Program updated this second edition to incorporate current best practices and the collective experience of a team of evaluators who have conducted 78 PSAs in California over the past five years.

Three Feet for Safety Act

The [Three Feet for Safety Act](#) goes into effect on September 16, 2014. The law requires motorists to give at least three feet of clearance when passing a bicycle in the same lane. The California Bicycle

Coalition (CalBike) is implementing an outreach plan with three components to educate and ensure enforcement of the Act. For more information, please visit [CalBike's website](#).

JOB OPPORTUNITIES

Alta Planning + Design, Various Jobs in California

Alta Planning + Design, Inc. is an international consulting firm with a mission to create active communities where walking and bicycling are safe, healthy, fun, and normal daily activities. They specialize in pedestrian, bicycle, trail, park, greenway, and roadway planning, design, and implementation in addition to outreach and education programs. Alta Planning + Design currently has four positions available in California:

- Planning Associate (Los Angeles, California)
- Programs and Planning Assistant (Los Angeles, California)
- Level I Engineer (Oakland, California)
- Level II Engineer (Oakland, California)

For other open positions, plus details and application instructions, please visit [Alta Planning + Design's website](#).

Silicon Valley Bicycle Coalition, Communications Coordinator, San Jose, California

Silicon Valley Bicycle Coalition is hiring a Communications Coordinator to lead their communications and media efforts and assist with other outreach and communications activities that will support their development, advocacy, and programs. The Communications Coordinator will create and maintain an active and effective marketing, communications, and public relations program for the organization. Applications are considered on a rolling basis until the position is filled. For more information, please visit the [Silicon Valley Bicycle Coalition website](#).

CONFERENCES AND SUMMITS

September 5, 2014: Mobility 21 Summit—"Embracing Our Transportation Future"

Mobility 21 and partners will be holding a one-day transportation conference entitled "Embracing Our Transportation Future" on September 5, 2014, in Anaheim, California. To register and for more information, please visit the [Mobile 21 website](#).

September 7-11, 2014: Pro Walk/Pro Bike/Pro Place 2014

The [Pro Walk/Pro Bike/Pro Place 2014](#) conference will take place on September 7-11, 2014, in Pittsburgh, Pennsylvania. The conference includes nine breakout periods, and includes more than 100 presentations and mobile workshops. Additional formats include poster displays, peer problem solving sessions, and "pecha kucha"-style presentations. For the latest conference news, including a comprehensive list of all pre- and post-conference meetings and a link to register, please visit the [Project for Public Spaces website](#).

June 29-July 2, 2015: Childhood Obesity Conference

The 8th Biennial Childhood Obesity Conference will take place on June 29-July 2, 2015, in San Diego, California. The Biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015. The conference will offer opportunities to share and discuss emerging research, best practices, community-based efforts, and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents, and their families. Please visit the [2015 conference webpage](#) for detailed conference information.

WEBINARS

September 12, 2014—“Walk to School 101”

On September 12, 2014, from 10 a.m. to 11:30 a.m. PT, the California Department of Public Health, Safe and Active Community Branch’s Prevention First Program will host a free webinar entitled “Walk to School 101.” This webinar will provide an introduction on how to conduct Walk to School activities. During the webinar, participants will learn more about: the basics of conducting a “Walk Audit;” events and activities appropriate for school readiness, physical environment, and volunteers experience; where to find free downloadable tools and resources to create a successful activity or event; and, how to receive ongoing technical assistance for Walk to School and SRTS efforts. To register for this webinar, please click [here](#).

September 17, 2014—“Optimize Signals for Pedestrians and Bicyclists”

On September 17, 2014, from 12 p.m. to 1 p.m. PT, the Association of Pedestrian and Bicycle Professionals (APBP) will host a webinar entitled “Optimize Signals for Pedestrians and Bicyclists.” The cost is \$50 for APBP members and \$85 for non-APBP members. For details and registration, please visit the [APBP website](#).

September 23, 2014—“Public-Private Partnerships”

On September 23, 2014, from 11 a.m. to 12 p.m. PT, [Advocacy Advance](#), a dynamic partnership of the [Alliance for Biking & Walking](#) and the [League of American Bicyclists](#) to boost local and state pedestrian and bicycle advocacy efforts, will host a free webinar entitled “Public-Private Partnerships.” As all levels of government face budget constraints, many are looking to the private sector as a partner in new infrastructure investments. Public-Private Partnership (P3) can be used to promote walking and bicycling in a variety of ways. Common public-private partnerships that benefit active transportation including private sponsorship of bicycle share systems, private funding of trail networks, and public-private collaboration in community bicycle shops or transit-related bicycle stations. [Register](#) for this webinar to learn about the ways in which the private sector and public sector are working together to promote active transportation and lessons from those collaborations.

October 1, 2014—“Transit and Protected Bike Lanes”

On October 1, 2014, from 12 to 1 p.m. PT, APBP will host a webinar entitled “Transit and Protected Bike Lanes.” The cost is \$50 for APBP members and \$85 for non-APBP members. For details and registration, please visit the [APBP website](#).

October 15, 2014—“Design Treatments to Transition from Trails to Roadways”

On October 15, 2014, from 12 to 1 p.m. PT, APBP will host a webinar entitled “Design Treatments to Transition from Trails to Roadways.” The cost is \$50 for APBP members and \$85 for non-APBP members. For details and registration, please visit the [APBP website](#).

October 21, 2014—“MAP-21 2.0”

On October 21, 2014, from 11 a.m. to 12 p.m. PT, Advocacy Advance will host a free webinar entitled “MAP-21 2.0.” The current federal transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), expires on October 1, 2014. [Register](#) for this webinar to learn about how MAP-21 was implemented for walking and bicycling, and what's next in the federal transportation landscape.

November 18, 2014—“Health Funding”

On November 18, 2014, from 11 a.m. to 12 p.m. PT, Advocacy Advance will host a free webinar entitled “Health Funding.” Advocates and agency staff have traditionally focused on using transportation dollars for walking and bicycling, but there's another set of funds out there from health agencies focused on reducing chronic diseases and obesity. In this webinar, learn about funding opportunities available from health agencies, how federal health dollars applicable for walking and bicycling are administered, and steps for collaboration among transportation and health advocates and agency staff. To register for this free webinar, please click [here](#).

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