



Greetings from the California Safe Routes to School (SRTS) Technical Assistance Resource Center (TARC)! TARC is a program within California Active Communities, a joint Unit of the University of California, San Francisco and the California Department of Public Health and is funded through a SRTS Non-Infrastructure award from the California Department of Transportation. This monthly email provides a summary of news, research, and training opportunities 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 when your next regional network teleconference call is, check out our website at www.CAsaferoutestoschool.org.



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NEWS

SRTS National Partnership receives CDC's "Game Changer" Award

The Centers for Disease Control and Prevention presented the [Safe Routes to School National Partnership](#) with the 2012 Game Changer Award at the May 2012 Weight of the Nation Conference in recognition of their seven years of work promoting safe walking and bicycling routes to school for children and fighting obesity.

The Game Changer Award acknowledges work that has led to paradigm shifts that have advanced obesity prevention efforts. Today, more than 12,000 schools and five million children benefit from Safe Routes to School programs throughout the U.S. This national obesity prevention award helps elevate walking and bicycling to school as a key public health prevention effort to reduce overweight and obesity among youth. Read the [press release](#).

'The Weight of the Nation' Documentary Debuts Free on HBO.com

For this groundbreaking documentary highlighting America's obesity epidemic, HBO teamed up with the Institute of Medicine, Kaiser Permanente, The Centers for Disease Control and Prevention, and other national partners. Walking and bicycling to school is discussed as one way to reduce the alarming trend of obesity and overweight among children. View the documentary for free and access a variety of resources about the obesity epidemic at [The Weight of the Nation](#).

Read TARC's [article](#) providing an overview of California-specific obesity data and data on how SRTS has been shown to increase daily physical activity.

Walk Friendly Communities Now Accepting Applications

The Pedestrian and Bicycle Information Center (PBIC) announces the opening of the fourth round of Walk Friendly Communities' (WFC) application process. WFC is a national recognition program to encourage towns and cities across the United States to establish or recommit to a high priority for safe walking. Communities are able to submit applications to the program by visiting the [Walk Friendly Communities website](#). Applications are due June 15, 2012.

California Bikes to School!

A whopping 134 California schools registered for the inaugural Bike to School Day, held May 9th, on the new [International Walk and Bike to School website](#)! Showcase your Bike to School Day events by downloading photos and sharing your stories [here](#), and visit [TARC's website](#) for tips and resources to help with your bike to school event.

San Francisco Celebrates 15 MPH Speed Limits in School Zones

San Francisco recently completed the process to create 15-mile-per-hour speed zones around all 181 of its schools. Read more about this success [here](#)!

More Health Departments Nationwide Embracing Social Media

This [article](#) from the American Public Health Association's Journal, *The Nation's Health*, highlights how health departments across the country are utilizing social media to get their message out. From a Boston campaign that uses online videos to talk to teens about sugary drink consumption to an oversized Louisiana stork who reaches out via Facebook and Twitter about healthy pregnancies, health departments around the nation are embracing social media as a new way to connect with the public.

FUNDING OPPORTUNITIES

Caltrans Announces a Combined Call for Projects: Cycle 5 of HSIP and Cycle 3 of HR3

Caltrans Division of Local Assistance announced a combined Call for Projects for the Cycle 5 Highway Safety Improvement Program (HSIP) and Cycle 3 High Risk Rural Road Program (HR3). This Call for Projects is targeted for approximately \$100 million for HSIP and \$15 million for HR3. Applications are due by Friday, July 20, 2012. For program guidelines, application form and other useful documents, please visit [Caltrans' program website](#).

NEW RESOURCES

New Customizable Walk, Bike and Roll Poster!

Download your free, customizable [Walk, Bike and Roll Poster](#) on TARC's website! This is the first of a series of customizable marketing materials that will be available to download at TARC's website in the coming months. Stay tuned for more!

New Bicycle Safety Materials from the National Highway Traffic Safety Administration

As part of National Bike Month, the National Highway Traffic Safety Administration and the American Automobile Association are launching their annual [Be A "Roll Model"](#) public awareness campaign to encourage everyone to model safe behaviors to enhance the safety of all road users. Download child, youth and parent pledges, a colorful helmet fitting instructional sheet, and youth and parent tips for bicycle safety!

New Resource Offers Guidance on Prioritizing Infrastructure Projects

The National Center for SRTS has prepared a new resource, *Safety-based Prioritization of Schools for SRTS Infrastructure Projects: A Process for Transportation Professionals*, that describes a straightforward prioritization process for pedestrian infrastructure projects. The guide also includes an Excel worksheet to track and document information gathered about each school and its relative priority for pedestrian improvements. To learn more, please access this resource at the [National Center for Safe Routes to School website](#).

Video: How the Netherlands teaches children about safe bicycling and bicycle commuting

Check out this [video](#) showcasing an educational Traffic Garden in the Netherlands!

Two New Resources from [Bridging the Gap](#): *Income Disparities in Street Features that Encourage Walking and Using Local Land Use Laws to Facilitate Physical Activity*

Bridging the Gap has released two new issue briefs. [Income Disparities in Street Features](#) explores key components of walkability and pedestrian safety in low-income communities and finds that people living in low-income communities are less likely to encounter sidewalks, street/sidewalk lighting, marked crosswalks and traffic calming measures. [Using Local Land Use Laws](#) examines how local land use laws require structural improvements that facilitate physical activity and whether such requirements vary based on community income.

Where the Rubber Meets the Road: Promoting Active Transportation in Rural Areas

Webinar presentations and resources are now available for download! Sponsored by the Public Health Institute and Dialogue4Health, this April webinar highlighted ways small towns and rural communities can embrace active transportation as a path to health, economic development, and environmental stewardship. Download the webinar resources or listen to the recording [here](#).

WORKSHOPS AND WEBINARS

May 22 – SRTS Coaching Action Network Webinar: Lessons from 2011 SRTS Award Recipients

This webinar is part of the SRTS Coaching Action Network Webinar Series, developed by America Walks and the National Center for SRTS. Listen in to this 60-minute webinar to learn from two local award

winning programs recognized by the National Center for SRTS for outstanding achievement in promoting safe walking and bicycling to school. Register [here](#) or visit the National Center for SRTS [website](#) for more information.

May 23 – California Interregional Blueprint (CIB) Summit

Caltrans is sponsoring the CIB Summit to share critical information about the long-term future of California’s transportation system and receive valuable feedback from you. Topics of discussion include the coordination of State and regional planning efforts and California’s near-term transportation needs. Learn about new tools, partnerships throughout the State, and the California Transportation Commission’s Statewide Transportation Needs Assessment. Participants will also have the opportunity to speak with representatives from State agencies, metropolitan planning organizations, regional transportation planning agencies, and the private sector. Complete details on the Summit and the CIB process are available on the [Caltrans website](#).

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