

Greetings from the California SRTS Technical Assistance Resource Center (TARC)! This monthly email provides a summary of news, research, and training opportunities to support your Safe Routes to School work here in California. For more information on the items below, and to find out when your next regional network teleconference call is, check out our website at www.CAsaferoutestoschool.org.



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TARC Releases a Request for Qualifications

TARC has released a Request for Qualifications (RFQ) seeking Consultants to submit qualifications for seven proposed projects. Application packages are due October 20, 2011. Visit our [website](#) for more information and to review frequently asked questions. For questions, please contact Patti Horsley at 916-208-1955 or patti.horsley@cdph.ca.gov.

Turning Your One-Day Event into Ongoing Success

Walk to School Day has come and gone. If you're like many local coordinators and volunteers, the amount of work you put into this one-day event is overwhelming. You're tired and want to move on to the next issue. But now that you've built this momentum for walking and bicycling to school, what happens next? Many schools use Walk to School events to kick-off a year-long promotion to encourage walking and bicycling. Visit [TARC's website](#) to read about some ideas to keep the momentum going all year long!

Free Training: Communication for Pedestrian Safety

The PedSafe Program at the California Department of Public Health (CDPH) is offering Communication for Pedestrian Safety trainings at no-cost to California communities. The trainings are designed for communities that have a high incidence of pedestrian injuries and fatalities or are looking to create a pedestrian risk communication plan. Participants will learn about risk communication and norm change and will create messages tailored to their community's concerns. The one-day training is free of charge and the hosting organization is responsible for recruiting participants and handling logistics. So far in 2011, PedSafe has held trainings in San Diego, Sacramento, Kern and Shasta counties. Please contact Holly Sisneros

(holly.sisneros@cdph.ca.gov) or Karissa Anderson (karissa.anderson@cdph.ca.gov) for more information.

***NEW* Pedestrian and Bicycle Injury Data Available from CDPH**

Visit the newly updated and improved [EpiCenter](#) website, a user-friendly on-line database of searchable California injury data. EpiCenter now includes [Crash Medical Outcomes data](#), which combines information from police traffic crash reports and medical data, and Emergency Department data for pedestrian and bicycle injuries! EpiCenter can be used to find data that may inform your current SRTS project or future grant applications, such as the type of crash (e.g., pedestrian), age of victim, and time of incident. TARC staff is available to provide technical assistance to assist communities with this valuable online resource.

Free Webinar on Bicycle Advocacy on October 19th

This webinar is part five of a six part webinar series hosted by the [Safe Routes to School National Partnership](#) that focuses on bicycling and Safe Routes to School. For more information and to register:

<http://www.instantpresenter.com/AccountManager/RegEv.aspx?PIID=E959DE87814C>

Join us at WALKSacramento's 2011 SRTS Conference

Presented by WALKSacramento and the Sacramento County Department of Transportation, this year's theme is "How to get your SRTS project funded." Attendees will have a hands-on opportunity to look at SRTS grant applications and discuss why they were successful. Open to people from throughout California, the conference is free to attend! For more information and to register: <http://sacramentosaferroutes2011.eventbrite.com/>

National Center for SRTS Accepting Applications for SRTS Award

The National Center for SRTS is now accepting applications for the 2011 James L. Oberstar SRTS Award. This annual Award recognizes a SRTS program for outstanding achievement in improving the health and well-being of an entire generation of school children. The application deadline is Wednesday, October 26, 2011. For more information, please see www.saferoutesinfo.org/data-central/success-stories/safe-routes-to-school-award.

Middle Schools Needed for Bike Safety Program Research

The Oregon Center for Applied Sciences is looking for 40 middle schools to evaluate their Wise Rides bicycle safety education program. To receive up to \$3,000 in compensation, schools will be asked to have students who ride bikes – either to school or recreationally – view the program (about 30 minutes) and take three surveys over the course of three months. Non-riding students will also have access to the program and there are optional lesson plans and discussion topics for teachers. The only requirement for participation is that the participating school should have at least 10 students who ride to school on a given day. To learn more, and/or if you know of any middle schools that might be interested in this opportunity, contact Kevin Prier at 541-349-4864 or kprier@orcasinc.com.

National Center for SRTS is Accepting Applications for Mini-Grants

The deadline for applications for the National Center for Safe Routes to School mini-grants is October 19th! The National Center is accepting applications for 25 mini-grants of \$1,000 each. Mini-grants may fund activities ranging from the nuts and bolts that help start or sustain a safe walking and bicycling program to new ideas that explore the range of benefits of safe walking and bicycling. For more information, please see www.saferoutesinfo.org/funding-portal/mini-grants/call-for-application.

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