



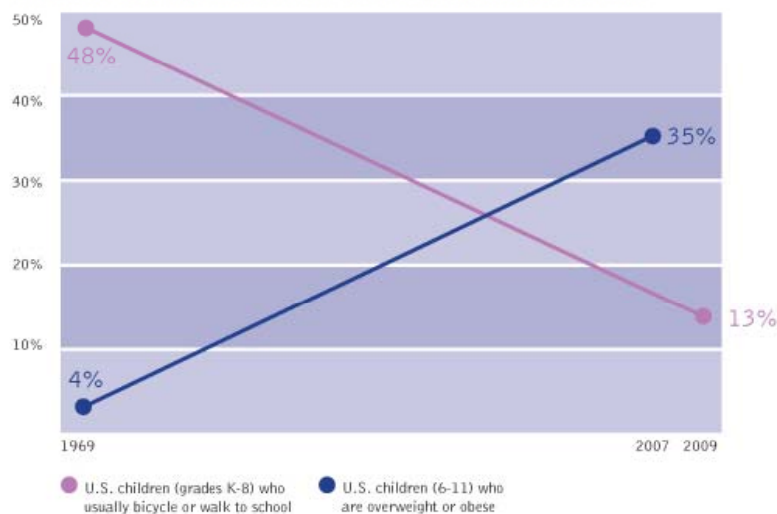
Safe Routes to School Creating Healthy Opportunities for Children

Deb Hubsmith, Director
Safe Routes to School National Partnership
California SRTS Forum: April 30, 2012



Why We're Doing This Work!

Decreased activity leads to more overweight and obese children





The Health Research

- 33% of US kids are overweight or obese or at risk of becoming so.
- 23% of children get no free time physical activity at all.
- Walking one mile to and from school is two-thirds of the recommended 60 minutes of physical activity a day.
- Children who walk or bicycle to school are more physically active, have better cardiovascular fitness, and lower BMIs.



CA Leading the Nation

- SR2S program since 1999
- Caltrans leadership
- TARC leadership
- Community and non-profit leadership
- 26% of CA kids are walking and bicycling to school now – twice the national average!
- Childhood obesity decreasing in CA!





Great Examples

- Innovative Ideas
- Lessons Learned
- Sustainability
- Volunteers
- Funding
- Community-wide



Omro, WI: Rural School

- Won the 2012 Oberstar Award
- Bike Repair Shop by the Gym
- Kids Can Earn a Bike
- Fleet of Bikes for Recess Use
- Annual bike field trip, 30 miles
- New infrastructure around the school, and trails in the woods
- Led by Principal and PE teacher
- Community donations and lots of volunteering including by firefighters





Riverside County, CA: Data

- Health Department leads at Orrenmma Elementary
- Bar Code Key Tags: Paid for by Council of Governments
- Can email parents when kids arrive after scanning
- Measures miles, cost saved and carbon decrease
- Incorporating into curricula and encouragement prizes



Volusia County, FL: Sustainability

- Parent Run Walking School Bus Program
- Also includes a Bike Train
- Public Service Announcement
- Visibility inspired new infrastructure improvements
- University of FL considering a 3 year contract with DOT to continue Walking School Bus





Knox County, TN: Kids Lead

- Obesity Rate is 1 in 2 kids
- Diabetes Grant from State of TN Health Department
- Lonsdale Elementary School "Ladies and Gentleman's Club" Gained Ideas from 5th Graders over 6 Months
- Maps, Flyers and Walking School Buses
- Doing Photovoice Next
- Kids will present to the Mayor to request crosswalks



Chagrin Falls, OH: Older Kids Help

- Older Kids Create Skits for Elementary School Presentations to get the "Kid Message" right
- High School Kids participated in the Earth Day Coalition to develop educational programs to promote SRTS
- 800 students at 3 schools benefitted from the older kids teaching youth
- Chagrin Falls also has a Safe House program (background checks and garden flags)





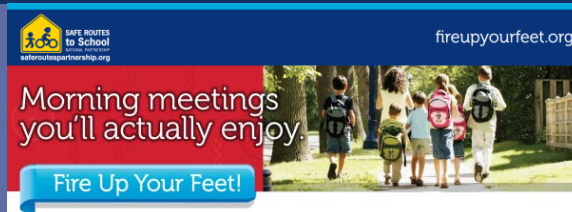
Columbus, OH: Student Walkabouts

- Done at 4 elementary and 1 middle school in 2011-12, expanding districtwide
- 1000 students participated
- Toured streets around school with PE teacher and local SRTS coordinator
- Classroom discussions led to recommendations for improvements
- Feedback being shared with city department to make changes
- In future, will also include trash clean-up



Minnesota: Encouragement

- 59 Schools
- Funded by Blue Cross/Blue Shield Minnesota
- Started in 2011 by Safe Routes to School National Partnership
- Grassroots parent and kid engagement with marketing materials
- Web program tracks trips
- Schools earn prizes
- Generates media and enthusiasm





Washington: Teacher Training

- DOT grant for Curricula
- 2/3 of Schools are Rural
- Fleet of Bikes
- Bicycle Alliance of WA
- 110 Teachers trained in 1.5 years
- Classes in PE
- 12,000 students served
- SRTS Summer Institutes for participating teachers



Portland, OR: Community-wide

- Started in 2005; Funded with Traffic Fines at \$600K/year
- City has 4 staff plus contract with Bicycle Transportation Alliance
- Serving 80+ Schools
- All Schools get encouragement, maps, newsletter, marketing and enforcement
- 40 schools get bike/ped safety ed
- 30 schools have received infrastructure improvement
- Parent-led bike trains and walking school buses are popular
- 40% of kids now use an active mode to get to school in Portland!





Rady's Children Hospital, San Diego

- Federal SRTS funds
- School district wide program
- 6 highest need schools will comprehensive SRTS
- 20 other schools get technical assistance
- Working on personal safety concerns and traffic safety
- Relationship with the police department and community organizations including Safe Passages



Philadelphia PA: Curricula

- Original CPPW funding; city now provides \$100k/year in general funds to continue program
- Serving half of the 176 schools
- Health Department opened door to work with Philadelphia schools
- Bicycle Coalition leads
- 2nd grade walking curricula and 5th grade bicycling curricula
- Two 45 minute lessons for each program, DVD and curricula
- 30,000 students served by end of 2012; training teachers to give lessons in PE
- Also doing focus groups with parents
- Working on infrastructure too





East Central Wisconsin: Regional

- Led by the Regional Planning Commission through a federal SRTS grant
- Started in 2009; serves 10-county area
- 23 school districts and 100 schools participate
- Form SRTS Task Forces and Action Plans
- Schools select activities like walking schools buses, education and youth engagement
- Program pairs high school cheerleaders and football players to walk with younger kids
- Starting to work with University of WI Nursing program on walking school buses



Alameda County, CA

- MTC SRTS Regional Funds
- Transportation Sales Tax
- Countywide Program
- 75 Schools Now; 90 next year
- Goal to shift 10% of auto trips
- Schools apply to participate
- Priority for Low Income schools
- Must have strong partnerships
- Education, Enforcement, Encouragement provided
- Walkabout audit to develop engineering concept plans
- Starting a High School program with a Youth Council





Chicago: Junior Ambassadors

- Engages underserved youth
- Teens deliver bike safety messages to their peers and at events
- Public private partnership: sponsored by Chicago Park District, implemented by After School Matters
- Participants engage in a 10 week after school course on bike safety and repair
- 50-75 students participate, and 25 are hired by the City for the Summer so it is job training too



Brockton, MA: School District

- 70% of students from diverse backgrounds
- 19 parent liaisons work at schools and are paid 19 hours/week by the school district
- 5 Schools participate in WOW SRTS
- Parent Academy evening workshops – 53 this year
- Walking schools buses and promotions at schools





Marin County: Community-Wide

- Funded with Measure A Transportation Sales Tax (2004)
- Generates \$1.8M/year for Crossing Guards, Infrastructure and Education/Task Forces
- Transportation Authority of Marin runs program, contracts with Marin County Bicycle Coalition
- Serving 50+ Schools with encouragement, curricula, parent teams, marketing and more
- High School program
- Mill Valley School Board passed a School District policy to institutionalize SRTS



SRTS Ideas for NI Leaders

- Hold a summit on obesity prevention and include SRTS
- Work city-wide or school district wide
- Get policy makers to walk or bike to school with kids
- Bring policy makers and kids to walkabouts
- Use the media and social media; make it personal – highlight people
- Build more and more partners
- Institutionalize SRTS at schools
- Involve youth
- Show up at meetings





Put Policy Makers To Work

- Lead a SRTS Task Force for the City
- Direct Public Works, Police and Planning staff to work on SRTS issues
- Collaborate with the school district on school siting and shared use policies
- Include SRTS in General Plans, Safety Plans, Shared Use Agreements and Bike/Pedestrian Plans
- Get into new funding sources like Sales Taxes, Bonds, and Fines
- Advance Complete Streets policies
- Be a Champion for SRTS on any regional committees or Boards



What About the Future?





For More Information

- Questions or comments? Contact:
Deb Hubsmith, Director
Safe Routes to School National Partnership
deb@saferoutespartnership.org
- Go to www.saferoutespartnership.org and sign up for our e-news!
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