Alameda County Safe Routes to Schools Program

A Presentation by
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Project Controls Engineer
July 2012

Program Growth

2007 – 2009 50 schools
Program Growth

2009 – 2011 75 schools

2011 – 2013 90 schools
New Program Elements for 2011-13

- Expanded Countywide coverage of K-8 program
- New High School Pilot Program
- New website www.AlamedaCountySR2S.org
- Continue successful 5 E’s Program Delivery
- BikeMobile Pilot Program

Key benefits of the SR2S program

- Increases physical activity
- Identifies and reduces unsafe walking conditions
- Improves air quality by reducing vehicle emissions
Additional benefits of the Alameda County SR2S

- Reduces traffic congestion around schools
- Increases parental involvement
- Teaches fundamental safety skills
- Strengthens family bonds
- Increases child’s sense of freedom and responsibility
- Provides more transportation options for everyone
- Benefits local economy

Program Participation 2011-2012

- 65 elementary schools
- 10 middle schools
- 4 high schools
- 64,000 contacts with students
- 5,400 contacts with parents and teachers
Participating SR2S Schools 2011-2012

<table>
<thead>
<tr>
<th>Alameda County Planning Area</th>
<th>Number of Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>19</td>
</tr>
<tr>
<td>East</td>
<td>7</td>
</tr>
<tr>
<td>North</td>
<td>31</td>
</tr>
<tr>
<td>South</td>
<td>18</td>
</tr>
</tbody>
</table>

School Selection Criteria

- Distance to school
- Incomes served
- Parent champions
- Committee/task force
- Bike parking
- Site suitability for biking/walking
- City/district priorities
- Incomes served
- Car-free households
- Housing density
- Collision history
5 E’s of Safe Routes to School Program

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation

Education Highlights

- Educator Guide: Activities-based approach
- “A Breath of Fresh Air” Puppet Show Assembly
- Parent trainings
- Pedestrian Safety
- Bike Safety
School Participation in Selected Education Programs 2011-2012

Preliminary numbers. Subject to change.

- Puppet Show
- Parent Presentation
- Teacher Workshops
- P.E. Safety Program

Number of Participating Schools

Encouragement Highlights

- Monthly Walk to School Days
- International Walk and Bike 2 School Day
- Bike to School Day
- Golden Sneaker Contest
- Walking School Bus
School Participation in Selected Encouragement Events 2011-2012

International Walk and Roll 2 School Day
Bike to School Day
Spring contest
Monthly Walk to School days
Walking School Bus Program

Number of Participating Schools

Engineering Highlights

- Walk Audits at 3 schools during 2011-2012
- June 2012: Nearly $3 million Caltrans SR2S funds awarded for 8 Alameda County projects
Principal and Parent Champion Feedback

I went into the lunch room with the golden sneaker trophy to promote the second week of the contest and all the students started chanting "Golden sneaker" and cheered.

We saw many more parents walking, less cars in the parking lot and more happy and excited kids!

We loved having the opportunity to participate and want to participate again next year and the year after and the year after!

Alameda County Safe Routes to Schools Program

High School Pilot Program

• Programming developed based on best practices and input from students
• Approach:
  ▪ Youth Empowerment
  ▪ Mode Shift
  ▪ Flexibility
  ▪ Equity & Diversity

Alameda County Safe Routes to Schools Program
**Number of High School Students Engaged in SR2S Events 2011-2012**

Preliminary numbers. Subject to change.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Students</th>
</tr>
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<tbody>
<tr>
<td>Monthly Walk to School days</td>
<td>100</td>
</tr>
<tr>
<td>Bike to School Day</td>
<td>80</td>
</tr>
<tr>
<td>BikeMobile Visit</td>
<td>60</td>
</tr>
<tr>
<td>Focus Group</td>
<td>40</td>
</tr>
<tr>
<td>Bike Train</td>
<td>0</td>
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</tbody>
</table>

**Most Effective High School Activities**

- Creating posters and flyers
- Presentations
- Making videos
- Events
- Raffle prizes
- Walk Audit
- Guest speakers
- Focus groups
High School Next Steps

• Select two new sites
• Solidify curriculum
• Continue to pilot programming

BikeMobile Pilot Program

• Pilot a never before tried idea
• Provide bike repair “fix-a-thons”, safety instructions, and encouragement to schools, recreation centers, and city events
• Integrate with SR2S and non-SR2S sites on a 70/30 ratio
• Directly and indirectly reduce GHG emissions
BikeMobile Deliverables and Targets

- Customize a BikeMobile
- Visit 220 sites by June 2013
- Repair 2,000 bikes
- Engage 3,000 people total
- Outreach to all local bike shops to educate about the program and ask for assistance
- Compile information for future replication

BikeMobile Custom Van
BikeMobile Progress

- Started scheduling visits in January
- 44 visits through May
- 998 repairs
- 3267 people engaged

As of 6/22/2012

BikeMobile Progress Made Toward Goals, Schedule, Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent of Goal</th>
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<tbody>
<tr>
<td>Total Visits</td>
<td>20%</td>
</tr>
<tr>
<td>Estimated Repairs</td>
<td>53%</td>
</tr>
<tr>
<td>Estimated Engagement</td>
<td>110%</td>
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<tr>
<td>Schedule</td>
<td>37%</td>
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<tr>
<td>Budget</td>
<td>23%</td>
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Alameda County Safe Routes to Schools Program
BikeMobile Visits Completed by Month

As of 6/22/2012

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1</td>
</tr>
<tr>
<td>Feb</td>
<td>2</td>
</tr>
<tr>
<td>Mar</td>
<td>3</td>
</tr>
<tr>
<td>Apr</td>
<td>9</td>
</tr>
<tr>
<td>May</td>
<td>22</td>
</tr>
</tbody>
</table>

BikeMobile Mode Shift

- After BikeMobile visit:
  - Average increase of 3-4 bicyclists
  - Statistically significant
Questions?

Additional Information:

Safe Routes to School
www.AlamedaCountySR2S.org

BikeMobile
www.Bike-Mobile.org