

Alameda County
Safe Routes to Schools Program

A Presentation by
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July 2012

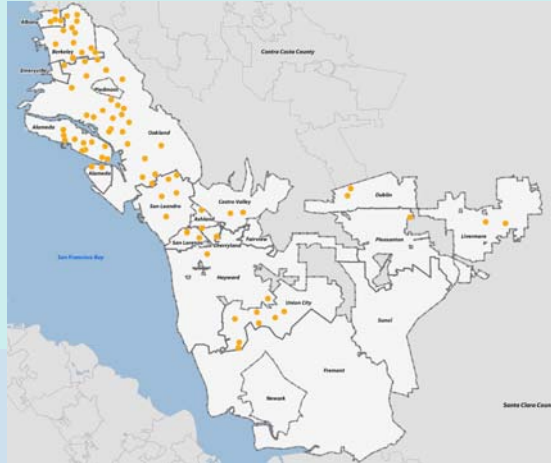
Program Growth

2007 – 2009 50 schools

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Program Growth



2009 – 2011

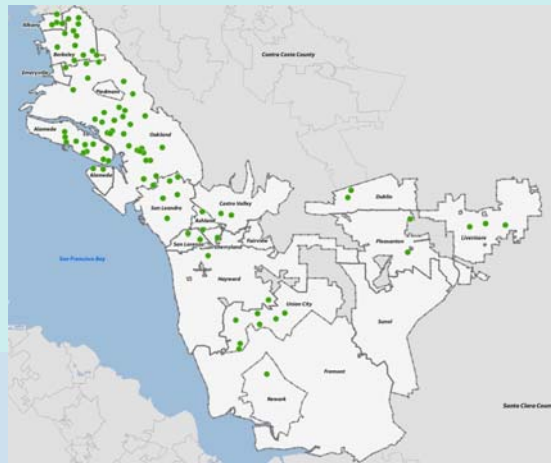
75 schools

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Program Growth



2011 – 2013

90 schools

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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

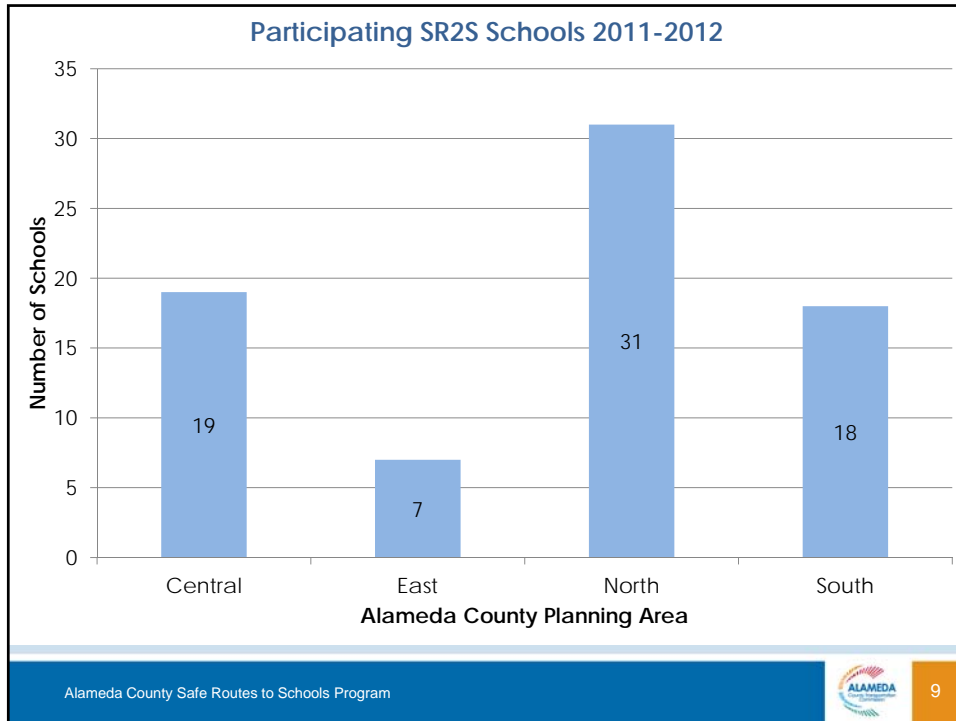
- Reduces traffic congestion around schools
- Increases parental involvement
- Teaches fundamental safety skills
- Strengthens family bonds
- Increases child's sense of freedom and responsibility
- Provides more transportation options for everyone
- Benefits local economy



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





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

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5 E's of Safe Routes to School Program

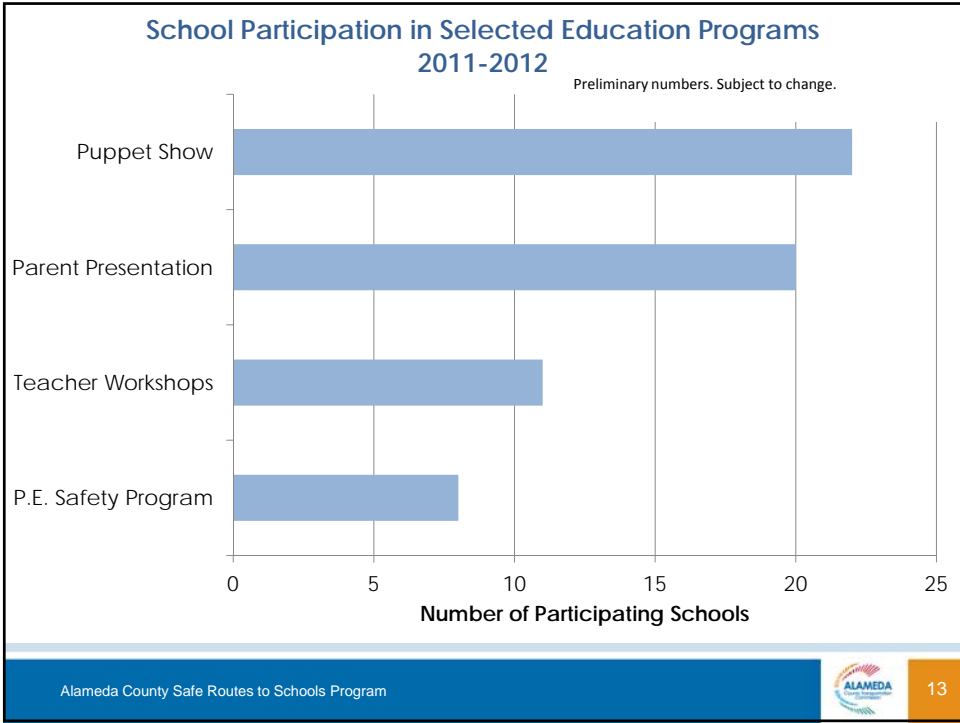
- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation



Education Highlights

- Educator Guide: Activities-based approach
- "A Breath of Fresh Air" Puppet Show Assembly
- Parent trainings
- Pedestrian Safety
- Bike Safety



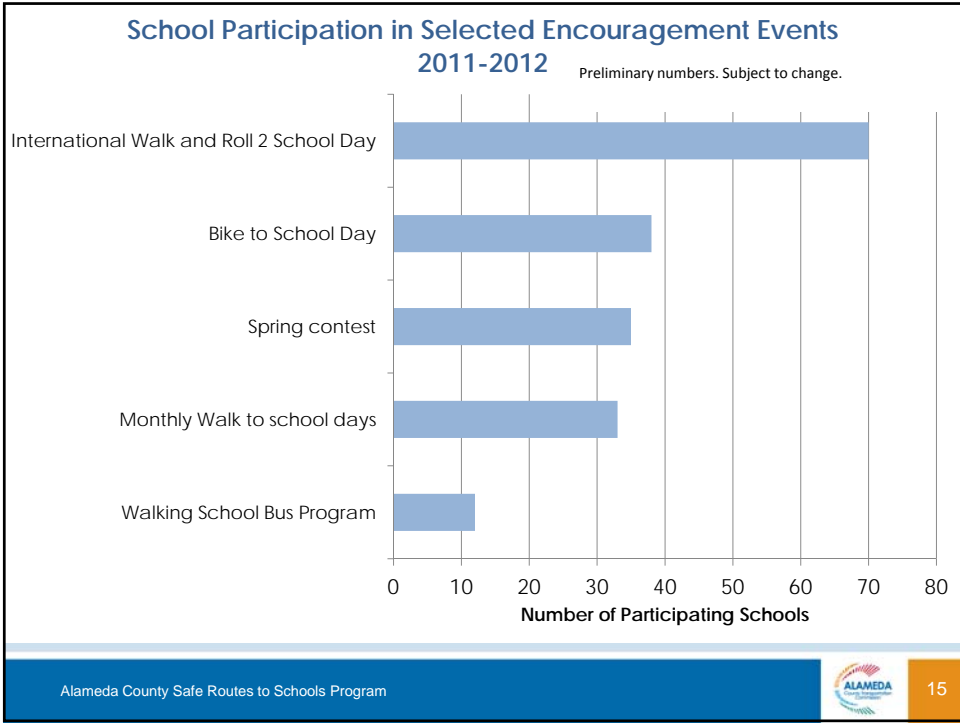


Encouragement Highlights

- Monthly Walk to School Days
- International Walk and Bike 2 School Day
- Bike to School Day
- Golden Sneaker Contest
- Walking School Bus






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Engineering Highlights

- Walk Audits at 3 schools during 2011-2012
- June 2012: Nearly \$3 million Caltrans SR2S funds awarded for 8 Alameda County projects

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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.



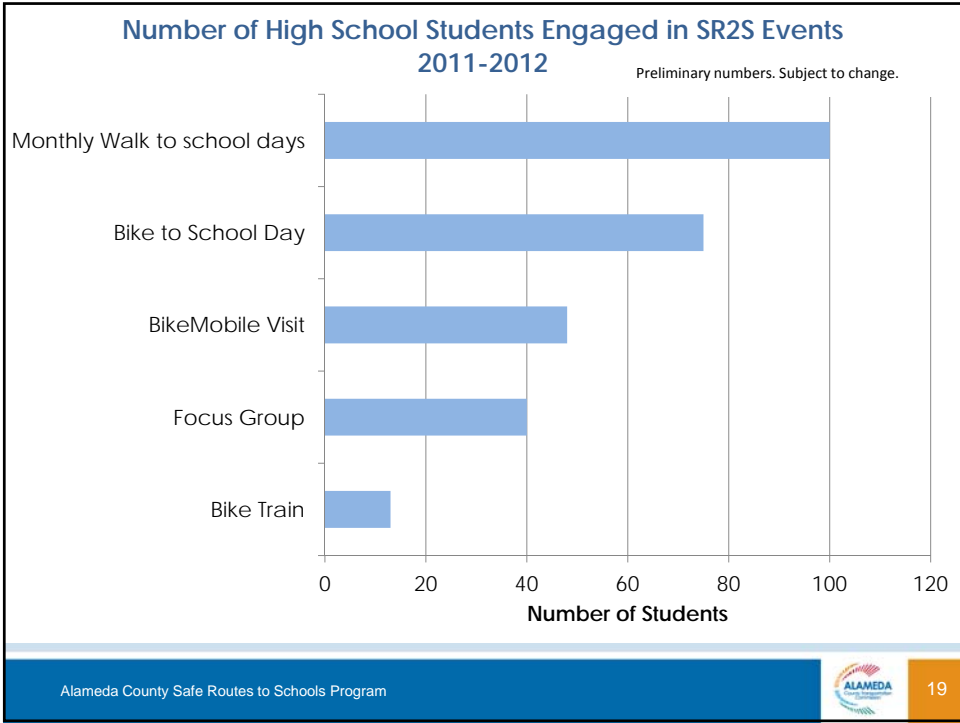
We saw many more parents walking, less cars in the parking lot and more happy and excited kids!

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

High School Pilot Program



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





Most Effective High School Activities

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

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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



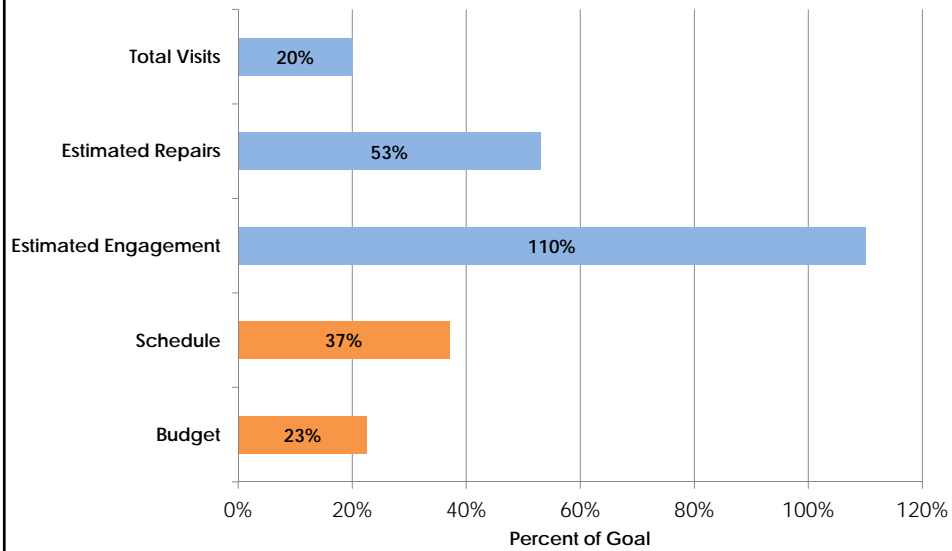
BikeMobile Progress

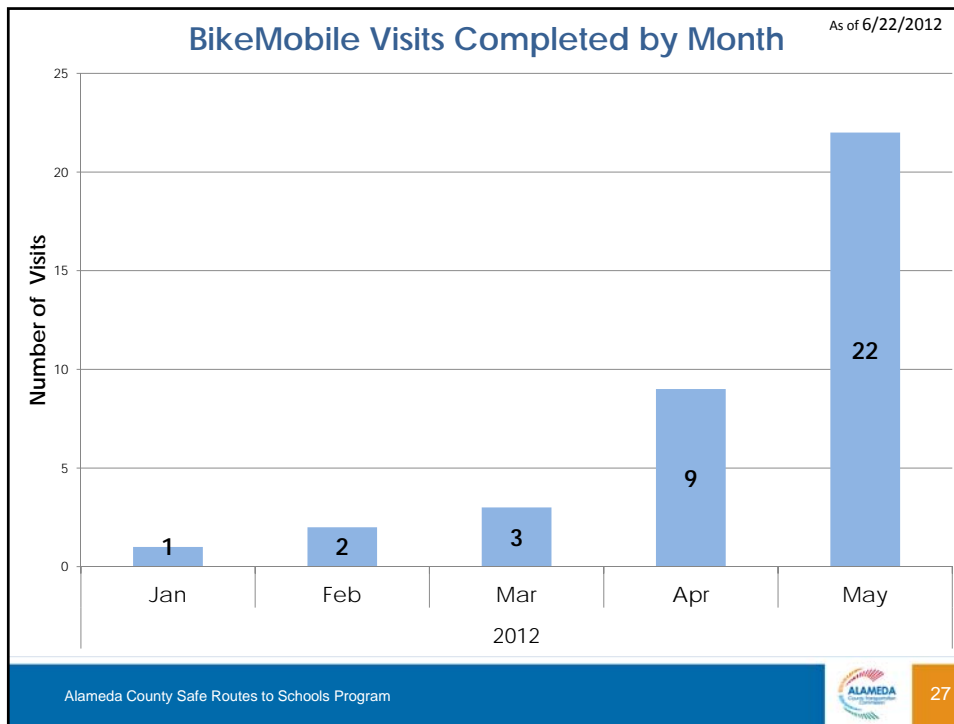
- Started scheduling visits in January
- 44 visits through May
- 998 repairs
- 3267 people engaged



BikeMobile Progress Made Toward Goals, Schedule, Budget


As of 6/22/2012





BikeMobile Mode Shift

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



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Questions?

Additional Information:

Safe Routes to School
www.AlamedaCountySR2S.org

BikeMobile
www.Bike-Mobile.org

