Using Data to Tell Your SRTS Program’s Story

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Alta Planning + Design
Sacramento Safe Routes to School Regional Summit
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National Trends

6-Year Travel Trends from National SRTS Data System:

- Walking to and from school increased significantly, from 12.4% to 15.7% in the morning and from 15.8% to 19.7% in the afternoon.
- Parents who reported that their child’s school supported walking and bicycling rose from 24.9% to 33%
Research Shows Safe Routes to School Programs Work

A study of 801 schools in DC, Florida, Texas, and Oregon found:

- Building crosswalks, sidewalks, and other infrastructure near schools increased walking and biking by 18%.

- SRTS education and encouragement programs increased walking and biking by 5% each year leading to increases of 25% after five years.
Alameda County SR2S Program Overview

- Non-Infrastructure Program, approx. $1.5 million per year
- Managed by Alameda County Transportation Commission using Federal, State and Local funds
Program Delivery

- Comprehensive Program – 130 schools
  - Competitive application process
  - One-on-one site coordinator support
  - Free education & encouragement programs
  - Free safety incentives
- Technical Assistance – All Schools
  - Event participation
  - Use of online materials
Program Activities

• Three Key Events
  – International Walk and Roll to School Day (October)
  – Golden Sneaker Contest (March)
  – Bike to School Day (May)

• Maintaining enthusiasm throughout the year
  – Bicycle Safety Classes
  – Walking School Buses
  – Regular Walk and Roll to School Days
  – BikeMobile
Program Evaluation

- Number of schools involved
- Number of programs and activities at each school
- Event participation rates
- Mode split
- Parent and student perceptions of biking & walking
Increased Event Participation

- International Walk & Roll to School Day
- Golden Sneaker Contest
- Bike to School Day
International Walk and Roll Day

- 127 schools in October 2014
- Nearly 80% of students arrived via green modes
Golden Sneaker Contest

- 75 schools participated in 2014
- 100 signed up for 2015
Bike to School Day

• 88 schools participated in May 2014
• 24% increase in participation from 2013
• Over 5,000 students rode to school, more than double from 2013!
BikeMobile

- Visited 150+ schools, community centers, festivals
- Repaired 2,500+ bikes
- Over 115% increase in bikes counted after visits
Participation = Success

88% of schools in 2012-2013 organized three or more events

48% of schools in 2012-2013 organized more than five events
## Program Implementation at Schools 2014-2015

<table>
<thead>
<tr>
<th>School</th>
<th>District</th>
<th>Site Coordinator</th>
<th>Enrollment</th>
<th>Ongoing Events</th>
<th>Meetings/Other Visits</th>
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</thead>
<tbody>
<tr>
<td>02 Edna Brewer Middle</td>
<td>Oakland</td>
<td>Nora Cody</td>
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<td>03 Emerson Elementary</td>
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<td>16 Oakland Elementary</td>
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<td>17 Piedmont Avenue Elementary</td>
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<td>19 Sequoia Elementary</td>
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<td>Nora Cody</td>
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</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>12/1</td>
<td>Planning meeting with champion</td>
</tr>
<tr>
<td>12/8</td>
<td>Presentation to staff meeting about Oakland Blanket contest and educator guide</td>
</tr>
<tr>
<td>12/4</td>
<td>Meeting with AP to finalize plans</td>
</tr>
</tbody>
</table>

Top Performers – Common Elements

• Strong parent champions
• Many parents involved, active PTA
• Strong principal support
• Active citywide Safe Routes Task Force
• Participated in all major Countywide events
• Held regular (monthly or weekly) walk and roll to school days
• Had BikeMobile visits
Mode Split: Trending in Right Direction

- **Active Modes**
  - Spring 2012: 33%
  - Fall 2012: 34%
  - Spring 2013: 35%
  - Fall 2013: 36%

- **Shared Modes**
  - Spring 2012: 12%
  - Fall 2012: 13%
  - Spring 2013: 14%
  - Fall 2013: 13%

- **Drive Alone**
  - Spring 2012: 55%
  - Fall 2012: 53%
  - Spring 2013: 50%
  - Fall 2013: 51%
Mode Split by Distance from School

Distance from School

- 1/4 mile or less
- 1/4 - 1/2 mile
- 1/2 - 1 mile
- 1 - 2 miles
- More than 2 miles

Share of Trips per Week

- Walks
- Bikes
- School Bus
- Transit
- Carpoools
- Other

- 35%
- 52%
- 59%
- 65%
- 69%
- 56%
- 33%
- 21%
- 10%
- 6%
Program Influence on Mode

• Schools that offered more walking programs have higher walking mode share
• Schools that conducted more biking events have higher biking mode share
Mode Split: Star Performers

- Sequoia Elementary: 24.7% (2012), 40.0% (2013)
- Berkeley Arts Magnet: 21% (2012), 31% (2013)
- Community United Elementary: 47% (2012), 56% (2013)
- Garfield Elementary: 23% (2012), 32% (2013)

Legend:
- Blue: Active Mode Share Fall 2012
- Red: Active Mode Share Fall 2013
Mode Split: Resourcing

Graph showing the number of occurrences, with categories for meetings and presentations per school and events and activities per school, across different years in the program:

- **Years in Program**: First year, 2-4 years, 5+ years
- **Number of Occurrences**
  - Meetings & Presentations per School
  - Events & Activities per School

The graph indicates a trend where the number of meetings and presentations decreases over time, while the number of events and activities increases.
High School Program

- One of only several formal high school SR2S programs
- 8 Schools participating
- Student Leadership Focused Engagement
**High School Focus Groups**

a. What is the plus / like / benefit about your route to school?
b. What is the minus / dislike / barriers / drawback?
c. What would you change about your route?

<table>
<thead>
<tr>
<th>+ Plus</th>
<th>- Minus</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td><strong>Walk</strong></td>
<td><strong>Walk</strong></td>
<td><strong>Transit</strong></td>
</tr>
<tr>
<td>• Exercise, cardio, stamina</td>
<td>• Cold, get tired, knees hurt, weather</td>
<td>• Entrances – open all the gates. At least the one by the field. Too many people entering at the same place.</td>
</tr>
<tr>
<td><strong>Bike</strong></td>
<td><strong>Bike</strong></td>
<td><strong>Transit</strong></td>
</tr>
<tr>
<td>• Helps you get there faster than walking, exercise</td>
<td>• Tired, the hill, a lot of accidents can happen, you can get a flat and not have the tools, you can be hit by a car</td>
<td>• They note the hybrid bus as environmental</td>
</tr>
<tr>
<td><strong>Drive</strong></td>
<td><strong>Drive</strong></td>
<td></td>
</tr>
<tr>
<td>• Carpool with friends. Don’t have to take the bus. It saves time, it’s more reliable than the bus, can listen to music</td>
<td>• Carpooling – if you stop being friends with the person you ride with</td>
<td></td>
</tr>
<tr>
<td><strong>Transit</strong></td>
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<tr>
<td>• Everybody is on the bus – time with friends, see old friends from middle school, it’s fun, people make jokes; you don’t have to walk – kick back and relax. They feel like it’s easy to take the bus</td>
<td>• Wheelchairs take time and space; people that you don’t like are on the bus, too many people, bus gets into an accident. Sometimes riding the bus makes you late</td>
<td></td>
</tr>
</tbody>
</table>
Helpful Guide to SRTS Evaluation

SPARE THE AIR YOUTH

EVALUATING SCHOOL COMMUTE PROGRAMS

Tracking program participation and benefits to the community.

NOVEMBER 2014
Thank You!

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Alameda County SR2S Program
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