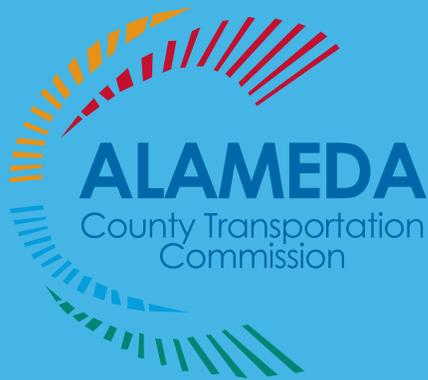




Alameda County

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Alameda County Safe Routes to Schools 2014-2015 Year-End Report



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Executive Summary

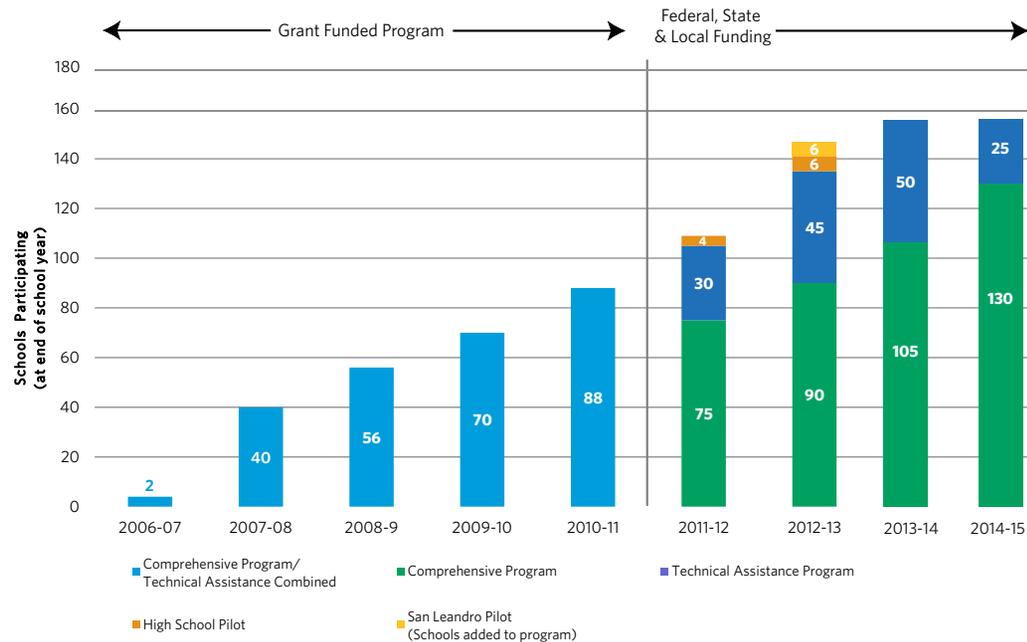
Executive Summary

The Alameda County Safe Routes to Schools program promotes safe and healthy transportation choices as being fun and easy options for parents and children throughout the County. Now in its ninth year, the program is administered by the Alameda County Transportation Commission. Since 2011, the program has been funded by Federal Congestion Mitigation and Air Quality funds, Federal Surface Transportation Program funds, and local Measure B funds.

Program Evolution

Since the Alameda County Safe Routes to Schools (SR2S) program's 2006 start as a pilot at two schools in Oakland, the program has expanded dramatically. During the 2014-2015 school year, Alameda County SR2S increased comprehensive programming participation to 130 schools, up from 105 the prior year. Schools participating during the 2014-2015 held more events, on average, than in any prior year, with 91% of schools hosting three or more events and 59% hosting five or more events. As part of this growth, the high school program expanded from six to eight schools, or two in each planning area.

Growth of Alameda County SR2S Program 2006 through 2015



School Selection and Program Delivery

All schools in the County were invited to apply to the Alameda County SR2S program. The selection process aimed to provide equitable participation from schools in each of Alameda CTC's four planning areas.

122 K-8 schools were selected to receive comprehensive programming during the 2014-2015 school year, as well as eight high schools. Selected schools received

hands-on assistance from SR2S staff who worked with volunteer SR2S Champions to implement educational activities and encouragement events.

Additional schools received technical assistance from the Site Coordinators through their school district's Safe Routes to Schools Task Force or by consulting with a Safe Routes to Schools staff member.

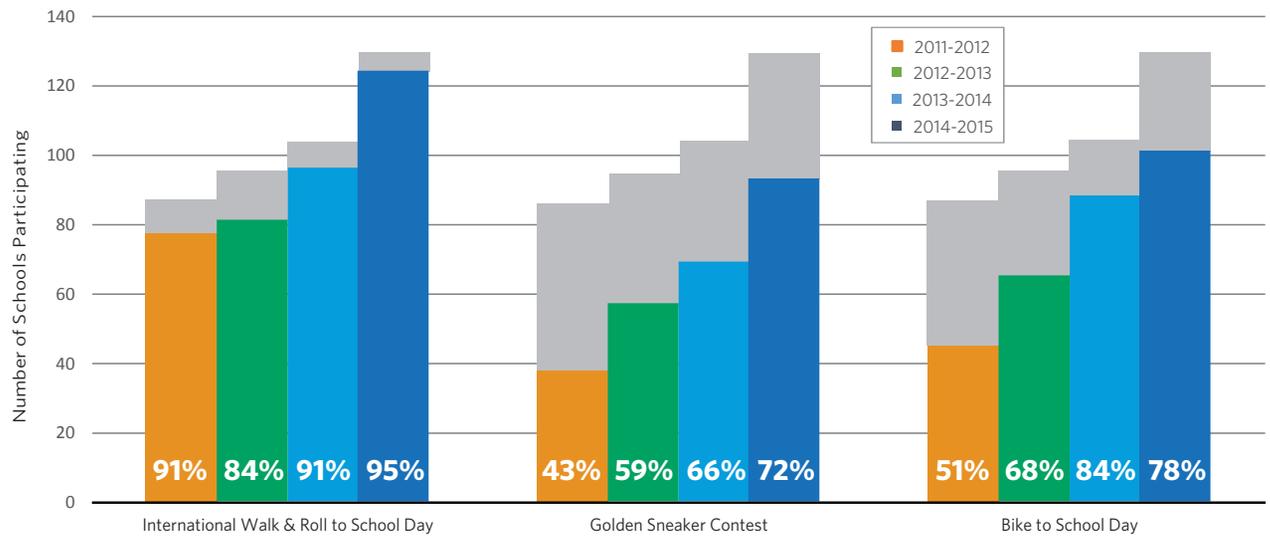
Elementary and Middle School Programming

In the 2014-2015 school year, 122 elementary and middle schools received SR2S comprehensive programming. The program offered three countywide activities: International Walk & Roll to School Day, Golden Sneaker Contest, and Bike to School Day, in addition to several other activities, such as pedestrian and bicycle rodeos and an educational theatre show assembly. Schools participated in other educational and encouragement events and activities based on availability, interest and capacity.

Highlights from the 2014-2015 school year include:

- » A record 124 SR2S schools participated in International Walk & Roll to School Day in October 2014, up from 96 schools in fall 2013.
- » 93 SR2S schools participated in the Golden Sneaker Contest in March 2015, up from 69 schools in March 2014.
- » 101 SR2S schools participated in Bike to School Day in May 2015, an increase from 88 the prior year.
- » The BikeMobile, which provides mobile bicycle repair services, made 140 visits between July 2014 and June 2015, up from 115 visits the prior year. Over 3,200 bikes were repaired throughout the County.

School Participation in Countywide Events from 2011 to 2015



Students at Forest Park Elementary School celebrate during a Golden Sneaker Party

High School Programming

The 2014-2015 school year represented the fourth year working with high schools as part of the Alameda County SR2S program. Staff continued to engage students through clubs, academies, and elective classes, as well as through a Youth Task Force.

Eight schools participated in the program for the 2014-2015 school year, including: Albany High, Castro Valley High, Dublin High, Foothill High, Irvington High, Newark Memorial High, Oakland Technical High, and San Lorenzo High. Students at each school took on leadership roles to organize SR2S events, including outreach to peers and setting goals for participation.



Irvine High School Blue Crew participating in SRTS

Highlights from the 2014-2015 school year include:

- » During October 2014, seven high schools participated in International Walk & Roll to School Day, with more than 2,000 students using green modes to commute to school, up from 1,606 the prior year.
- » Seven high schools participated in the Golden Sneaker Contest in March 2015, with over 41,000 trips to school recorded over the two week contest. Students calculated CO2 savings of over 109,000 pounds because of the increase in students walking, biking, carpooling, and taking transit during the contest.
- » Seven high schools also participated in Bike to School Day in May 2015, with 439 students riding to school compared to 273 the prior year.
- » Five high schools also hosted a student-led Cocoa for Carpools event in December, encouraging students to carpool to school. Over 600 high school students carpooled the morning of the event, up from 417 the prior year.

High School Method of Student Engagement 2014-2015

	School	City	School Group
Club	Albany High	Albany	Earth Team
	Castro Valley High	Castro Valley	Smart Energy Club
	Dublin High	Dublin	Safe Routes Club
	Foothill High	Pleasanton	Safe Routes Club
	Oakland Technical High	Oakland	Youth Task Force
Class	Irvington High	Fremont	Green Advisory Class
	San Lorenzo High	San Lorenzo	Green Urban Design Class

How Students Travel

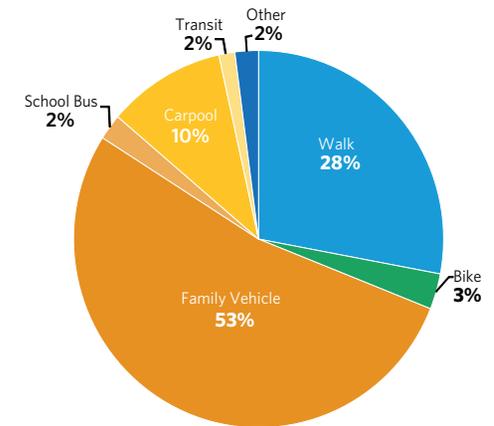
To evaluate program impacts, the Alameda County Safe Routes to Schools program tracks the travel modes used by students and their families to get to and from school. Student hand tallies and parent surveys have been conducted consistently on a program-wide basis since fall 2012, the baseline for mode shift analysis. During the 2014-2015 school year, hand tallies were conducted in the fall and spring semesters.

When analyzing mode shift from fall 2012 to spring 2015 using comparable data sets for each planning area, key findings include:

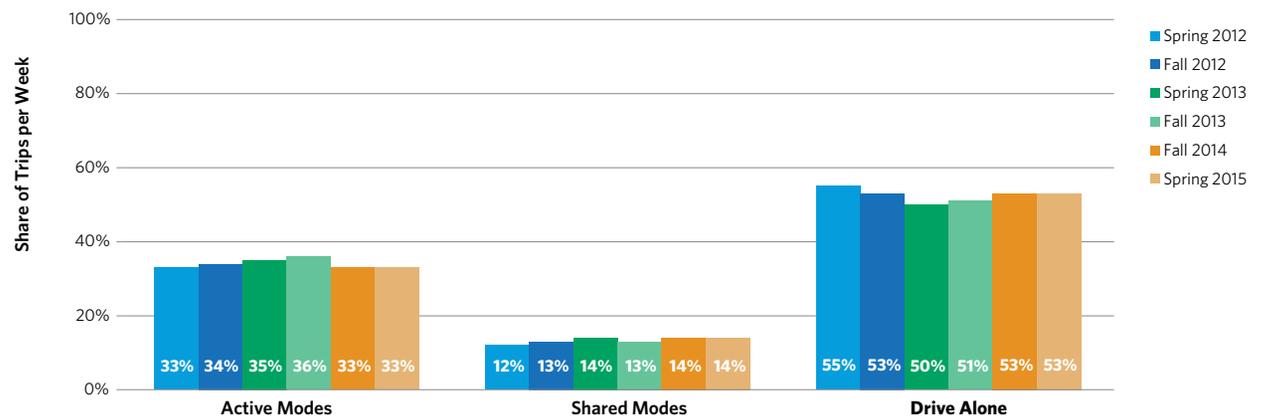
- » Increases in **active modes** in the north and south planning areas, and relatively steady active mode shares in the central planning area.
- » The east, south, and north planning areas achieved large increases in **shared modes**, which includes carpool, transit, and school bus, with the east having the largest increase from 13.6% in fall 2012 to 18.4% in spring 2015. Much of this increase in shared transportation is attributable to carpool trips.
- » Trips made **driving alone** decreased in the central and south planning areas, and remained relatively steady in the north and east parts of the County.

- » Schools that had an increase in **green mode share** participated in a combination of pedestrian, bicycle, and general education and encouragement activities
- » Schools that had an increase in **walking** participated in walking-focused activities, such as walking school buses and pedestrian safety rodeos.
- » Schools that had an increase in bicycling hosted 3-6 bike focused events or activities, such as the BikeMobile, Drive Your Bike, Bike Rodeo, Family Cycling Workshop, Walk & Roll to School Day, Golden Sneaker Contest, and/or Bike to School Day.

Spring 2015 Travel Mode for SR2S Program Schools: Hand Tallies



Countywide Mode Split, Spring 2012 to Spring 2015







2014-2015 Program

Introduction

Alameda County Safe Routes to Schools promotes safe and healthy transportation choices as being fun and easy options for parents and children throughout Alameda County.

The 2014-2015 school year was Alameda County Safe Routes to Schools' (SR2S) ninth year of promoting active and shared transportation choices to students. The program has expanded annually and now reaches 130 schools throughout Alameda County, including 122 elementary and middle schools and eight high schools.

The program is administered by the Alameda County Transportation Commission (Alameda CTC) and funded by Federal funds and local Measure B funds.



Henry Haight Elementary (Alameda) walking school bus

2014-2015 Highlights

Alameda County SR2S continued to promote walking, biking, carpooling and transit use through well-established countywide events, as well as piloting new activities and programs to improve student and school engagement. During the 2014-2015 school year, Alameda County SR2S increased the number of schools participating in the overall program and increased program participation in core activities to record levels. Successes from the 2014-2015 school year include:

- » 101 SR2S schools participated in Bike to School Day in May 2015, an increase from 88 the prior year.
- » The BikeMobile, which provides mobile bicycle repair services, made 140 visits between July 2014 and June 2015, up from 115 visits the prior year. Over 3,200 bikes were repaired throughout the County.
- » 7 of the 8 high schools in the program participated in all three countywide events.
- » 5 high schools celebrated a student-led Cocoa for Carpools Day.
- » 130 schools participated in the comprehensive program, up from 105 schools during the previous school year.
- » 91% of schools involved in the SR2S Program held three or more events, up from 84% the prior year, and 59% held five or more events, up from 46% previously.
- » A record 124 SR2S schools participated in International Walk & Roll to School Day in October 2014, up from 96 schools in fall 2013.
- » 93 SR2S schools participated in the Golden Sneaker Contest in March 2015, up from 69 schools in March 2014.

Figure 1 Schools Participating in Countywide Events

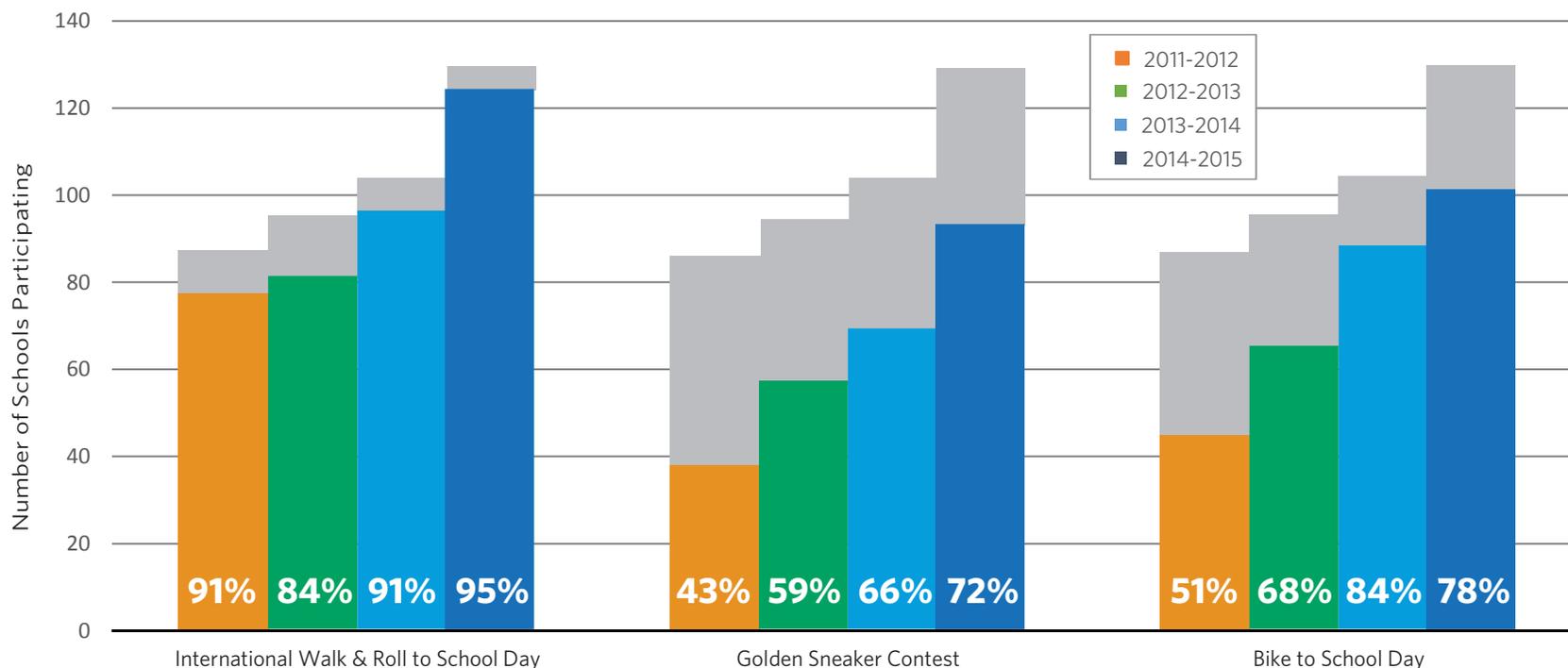


Figure 1 shows the growth in number of schools participating in the annual countywide events offered through the Alameda County SR2S program.

Many schools participating in the Alameda County SR2S program have increased rates of walking and bicycling, according to the ongoing evaluation of how students get to school (based on a partial data set).

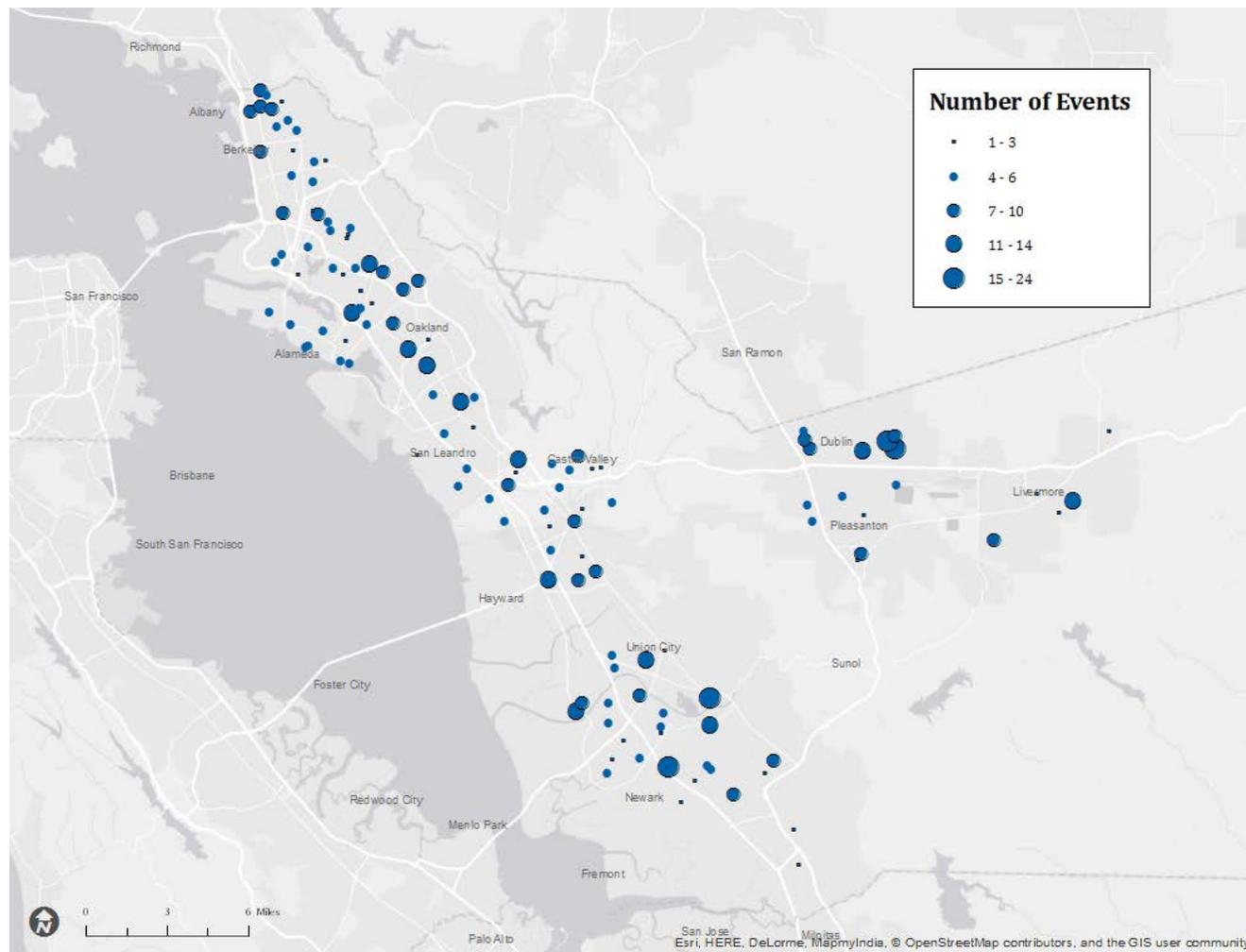
The analysis, discussed further in Chapter 5, also found a correlation between the number of walking and biking programs and active transportation mode share.

There is a strong correlation between Safe Routes to Schools activities and events and their impact on student travel behaviors:

- Schools with more walking programs tend to have a higher active mode share.
- Schools with more bicycling programs tend to have a higher biking mode share.

Figure 2 displays the number of events at schools throughout Alameda County during the 2014-2015 school year. Overall, schools held more SR2S events this year than in previous years, with an average of six events per school. The larger the circle in the map found in Figure 2, the more events the school participated in.

Figure 2 Number of Events at Participating Schools, 2014-2015 School Year



About this Report

This report covers programming undertaken during the 2014-2015 school year. Specifically, it:

- » Presents an overview of K-8 and high school program activities
- » Reports the results of three years of travel data, including an analysis of activities correlated with mode shift
- » Provides an update on the County's Bike Safety Education Program for children and adults
- » Tracks progress made toward goals established for the 2014-2015 school year
- » Outlines recommendations for continuing to enhance program implementation through a new approach

This report is organized into the following chapters:

- » **Chapter 2:** Program Overview, provides a brief history and overview of Alameda County's Safe Routes to Schools Program.
- » **Chapter 3:** Elementary and Middle School Program, describes the selection process, program delivery, and program activities provided to elementary and middle schools.
- » **Chapter 4:** High School Program, describes the program activities implemented at high schools and the growth of the program following the end of the two-year trial period in spring 2013.
- » **Chapter 5:** Travel Choice, discusses how students get to school, identifies program elements that are associated with higher than typical walking, biking, and carpooling rates, and presents mode shift since 2012.

» **Chapter 6:** Bicycle Safety Education Program, provides an update on classes taught around the County and an analysis of their impact on participants.

» **Chapter 7:** A Look Ahead, outlines specific program plans for the next year, along with broader program goals for the next five years.

The following appendices support this report:

» **Appendix A:** School Participation Matrix summarizes the programming provided at Alameda County schools enrolled in the comprehensive program.

» **Appendix B:** School Participation provides one-page sheets for each participating school, describing how the school participated in 2014-2015.



Students of Wildwood Elementary (Piedmont) participating at a Bike Fest

CHAPTER 2 Program Overview

In 2014-2015, Alameda County's Safe Routes to Schools program offered three major countywide events: International Walk & Roll to School Day in October, Golden Sneaker Contest in March, and Bike to School Day in May. Throughout the year, schools also participated in a variety of ongoing education and encouragement activities.

History

Alameda County's Safe Routes to Schools (SR2S) program began in 2006 as a Caltrans grant-funded pilot program at two schools in Oakland. In 2007, the Alameda County Transportation Improvement Authority authorized \$1.3 million in Measure B grant funding to continue the program¹. With renewed funds during 2011, the program expanded to 88 schools and into all four of the County's planning areas.

In July 2011, as a program of the Alameda CTC, Alameda County SR2S was funded with Federal Congestion Mitigation and Air Quality (CMAQ) funds, Federal Surface Transportation Program funds, and local Measure B funds.

¹ The Alameda County Transportation Improvement Authority and the Alameda County Congestion Management Agency merged in 2010 to form the Alameda County Transportation Commission.

Each year, the SR2S program continues to grow. During the 2014-2015 school year, the Alameda County SR2S program expanded the comprehensive programming into 122 elementary and middle schools. The high school program, which had been pilot tested from 2011-2013, continued as a fully integrated part of the Alameda County SR2S program, with eight schools enrolled for the 2014-2015 school year.



Oakland Technical High School students with Super Weevil

The 5 E's

Alameda County's SR2S program is guided by the 5 E's framework that is a hallmark of successful SR2S programs:

Encouragement elements, such as Walk and Roll to School Days, provide incentives and support to help children and their parents try walking or bicycling instead of driving.

Education elements, such as the theatre show assembly and bike rodeo, teach key messages about pedestrian and bicyclist safety, health, and the joys of active transportation. Classroom activities teach students how to navigate busy streets and make the connection between active transportation, health, and the environment.

Engineering elements, such as school site assessments, help identify and address physical barriers to active transport.

Enforcement elements reinforce legal and respectful walking, bicycling, and driving behaviors. Partnerships with law enforcement officials improve traffic safety around schools.

Evaluation elements help schools measure their success at encouraging walking, bicycling, carpooling, and transit use.

Comprehensive and Technical Assistance

Alameda County SR2S has been providing two levels of assistance as program resources cannot accommodate the demand for comprehensive SR2S programming in the County. Therefore, an application process is undertaken annually to put schools into two categories.

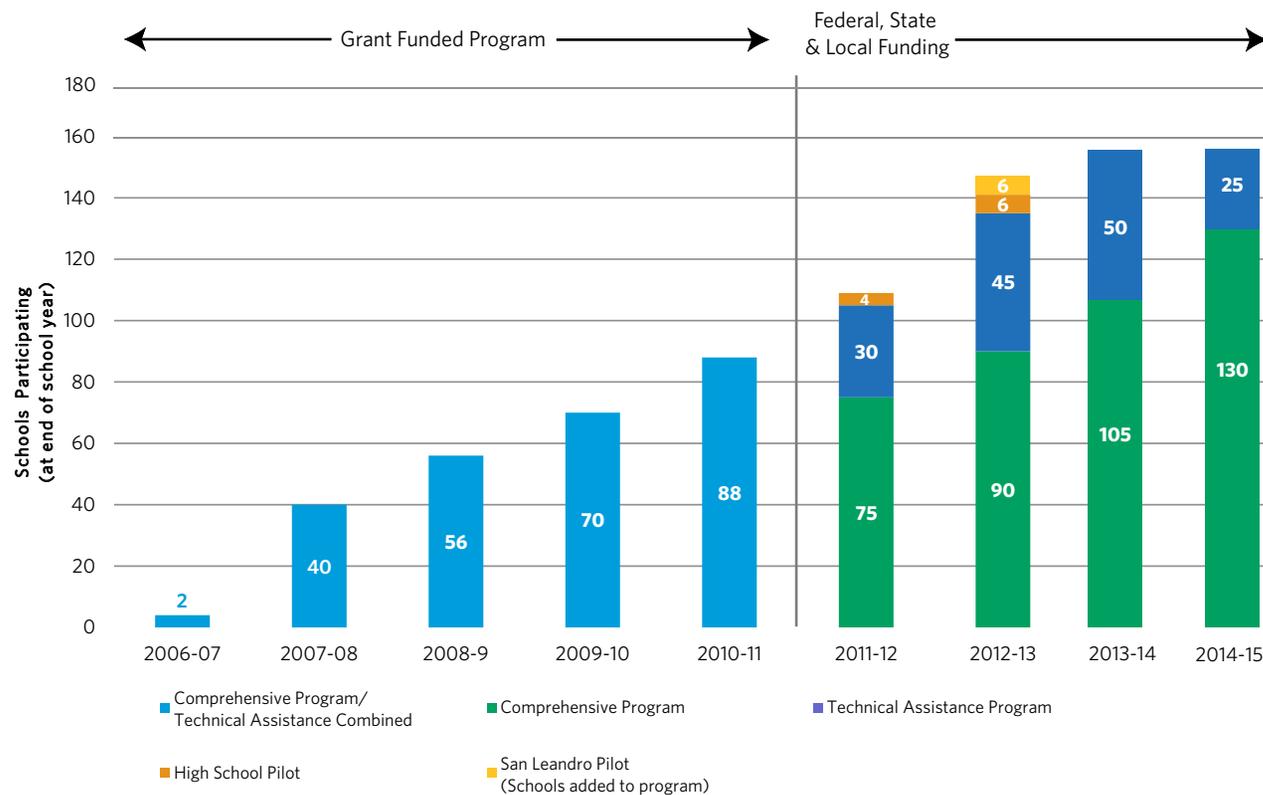
Comprehensive: Schools engaged in the comprehensive program receive one-on-one school-based assistance from SR2S staff, are eligible for a variety of high-quality programming free of charge, and may receive support materials such as posters, banners, safety incentives, and safety vests.

Technical: Other schools interested in receiving SR2S programming receive technical assistance from the SR2S staff through their school district’s Safe Routes to Schools Task Force, but are generally not eligible for free programming or incentives.

The current program funding cycle includes continued expansion of the program, including:

- » Increasing the number of schools in the K-8 and high school programs each year, growing from 99 K-8 and 6 high schools in the program during the 2013-2014 school year to 122 K-8 and 8 high schools in the program during 2014-2015.
- » Increasing BikeMobile visits throughout the County each year (140 visits made during 2014-2015, up from 115 during 2013-2014 school year)

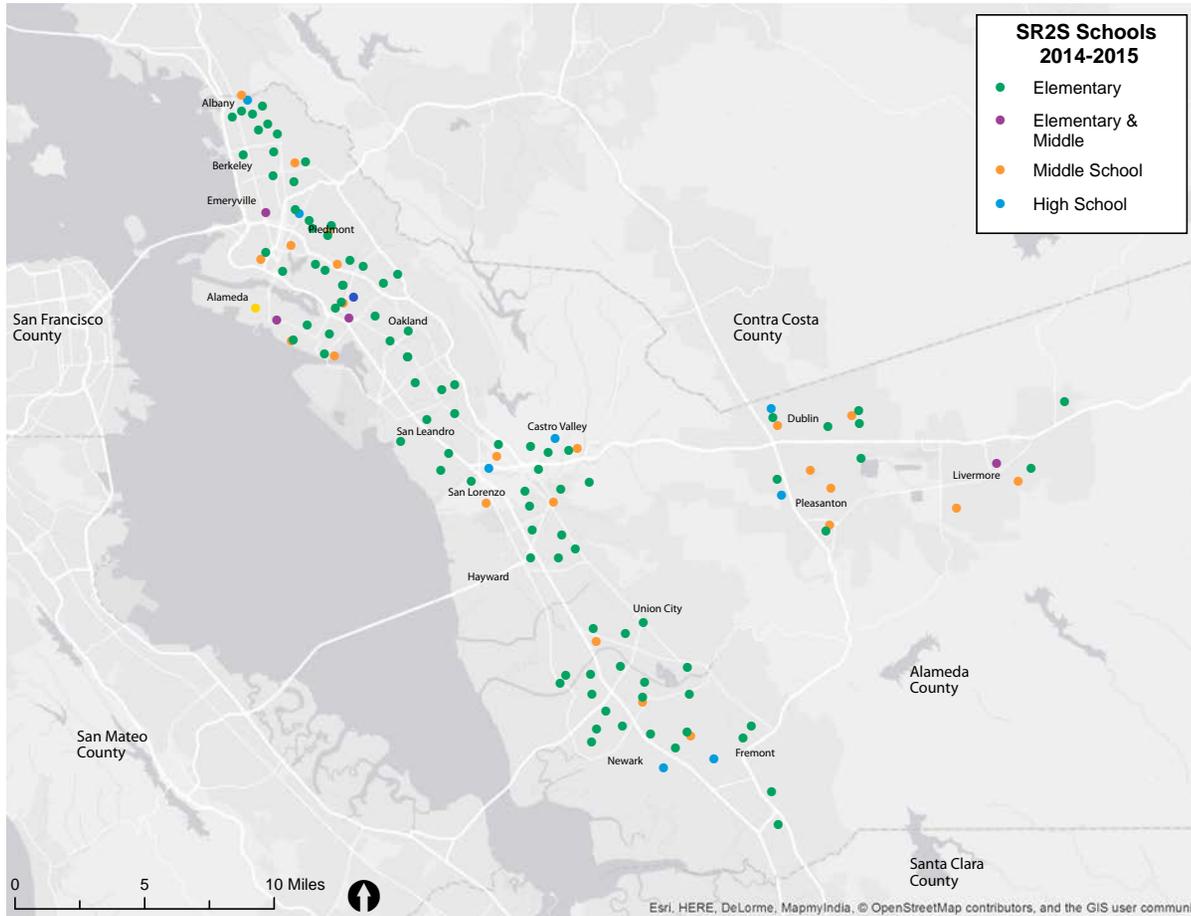
Figure 3 Growth of Alameda County SR2S Program 2006-2007 to 2014-2015



- » Bicycle safety training, including rodeos, family cycling workshops, and adult safety courses
- » Pedestrian safety rodeos, beginning with the 2014-2015 school and continuing the next year

- » New theatre show assembly “Rock the Block’ to teach elementary students about walking and biking safely
- » More robust evaluation tracking and reporting procedures, to better understand effectiveness of program elements and provide future program direction

Figure 4 2014-2015 Alameda County Safe Routes to Schools Participating Schools



Program Activities and Delivery

Alameda County SR2S programming offers a variety of activities and events for schools and students. SR2S Champions are vital to the success of SR2S programs at schools. Champions can be volunteer parents, teachers, or school staff interested in hosting events and bringing additional educational activities to the school.

Table 1 on the following page shows activities offered during the 2014-2015 school year.

Schools receiving technical assistance can also host encouragement activities and may receive support from their school district’s Safe Routes to Schools Task Force or by consulting with SR2S staff. During the 2014-2015 school year, 25 schools received technical assistance through the Alameda County SR2S program. Schools may opt for technical assistance if they do not feel ready for the comprehensive program or because there is no space left in the comprehensive program for that school year.

Table 1 Program Activities for 2014-2015

Performance Matrix

Activity/Event		Elementary	Middle	High	Total	Percent of Eligible SR2S Schools	Target
Countywide Activities	International Walk & Roll to School Day	96	21	7	124	95%	
	Golden Sneaker Contest	67	19	7	93	72%	
	Bike to School Day	79	15	7	101	78%	
School-Specific Activities	BikeMobile Visit	64	18	7	89	68%	85
	Walk and Roll to School Days	33	3		36	30%	
	Walking School Bus	15			15	16%	
	Bike Rodeos	20			20	22%	20
	Pedestrian Rodeos	28			28	30%	45
	Drive Your Bike Program		9	3	12	32%	12
	School Site Assessment	4	1	1	6	5%	8
	Rock the Block Assembly	50			50	54%	50
	Cocoa for Carpools (high school event only)			5	5	63%	0

Elementary and Middle School Programming

In the 2014-2015 school year, 122 elementary and middle schools participated in the Safe Routes to Schools comprehensive program. The program offered three major countywide events, along with ongoing educational and encouragement events and activities available based on school interest and capacity.

Selection Process

The Alameda County SR2S program seeks to distribute Safe Routes to Schools programming equitably around the County. To achieve this, all schools in the County are invited during the summer months to apply for the upcoming school year.

Schools interested in the comprehensive SR2S program submit an application, providing information about the school. This information is combined with demographic, land use, and collision data and results in a score for all school applicants. Applications are accepted and scored on a rolling basis until the comprehensive program is filled for the school year.

For the 2014-2015 school year, 122 elementary and middle schools were invited to participate in the Alameda County SR2S program.

Alameda County Planning Areas

North: Oakland, Berkeley, Albany, Piedmont, Emeryville, Alameda

Central: Ashland, Castro Valley, Cherryland, Hayward, San Leandro, San Lorenzo

South: Fremont, Union City, Newark

East: Dublin, Pleasanton, Livermore

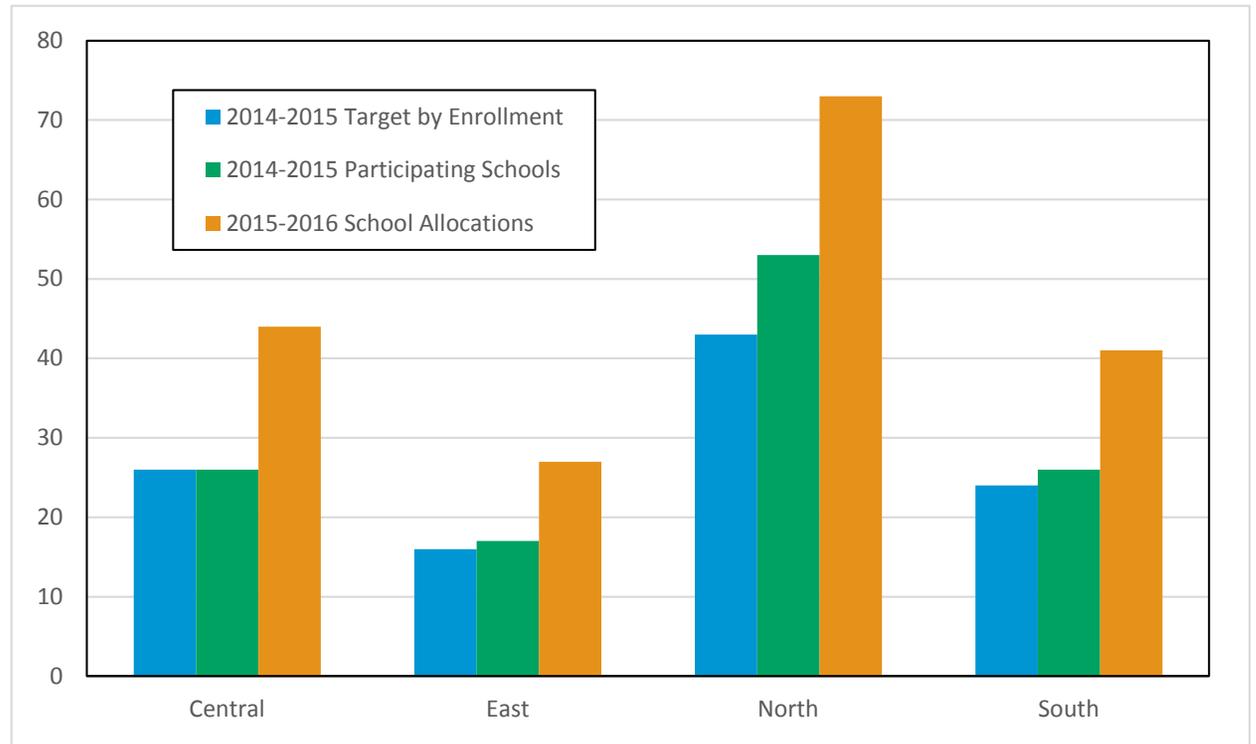


Golden Sneaker activities at Oliveira Elementary (Fremont)

Allocations for each school district in the County are determined by school-age population, aiming for equitable participation from each of Alameda CTC's four planning areas. Within each school district, high-scoring new schools were prioritized for program participation, with reapplying schools with high rates of program participation accepted until reaching the target number for each school district. The final choice in selected schools for each district was vetted by SR2S and Alameda CTC staff. Schools then signed a letter of commitment indicating they will create a SR2S Team, identify a School Champion, conduct student hand tallies, assist with scheduling and outreach to support the program, and host SR2S events.

The SR2S program continued to reach a greater level of geographic equity in the 2014-2015 school year. The SR2S program was able to proportionally enroll a greater number of schools in the south and east areas of Alameda County, which were historically under-represented areas in past years. In all four planning areas, the SR2S program was able to meet or exceed the participation targets based on enrollment.

Figure 5 Comparison of Participation Targets and Participating Schools by Planning Area



Program Delivery

Schools participating in the comprehensive SR2S program receive one-on-one support from Alameda County SR2S staff, who work with the school's administration and volunteer SR2S Champion to organize activities and events. In middle schools, students are engaged in the planning and implementation of SR2S events.

Once schools are engaged in the Alameda County SR2S program, the extent of their participation varies. Schools who have been in the program previously often have several scheduled events. New schools may require additional support to organize and plan events.

During the 2014-2015 school year, program activities focused on three countywide events: International Walk & Roll to School Day, the Golden Sneaker Contest, and Bike to School Day. The program's goal is to have all comprehensive schools participate in all three countywide events.

“One family with two boys (K+1st) who live over a mile from school transitioned (after participating in Walk & Roll to School Day) from driving daily to joining a walking school bus and now walk daily!”

- Sandra Larkin, Champion, Berkeley Arts Magnet, Berkeley

Program Activities

The following pages describe the specific program events and activities offered through Alameda County's SR2S program during the 2014-2015 school year. The program activities include:

Countywide Events

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

Student Programs

- » Monthly Walk and Roll to School Days
- » Walking School Buses & Bike Trains
- » BikeMobile Visits
- » Bike Rodeos
- » Pedestrian Safety Rodeos
- » Drive Your Bike Programs
- » Rock the Block Assemblies

School/Parent/Community Programs

- » SR2S Educator Guide / Teacher Training
- » District-Wide Task Forces
- » Family Cycling Workshops
- » School Site Assessments
- » Adult Bicycle Safety Courses



Students participate in a pedestrian safety rodeo

Countywide Events

International Walk & Roll to School Day

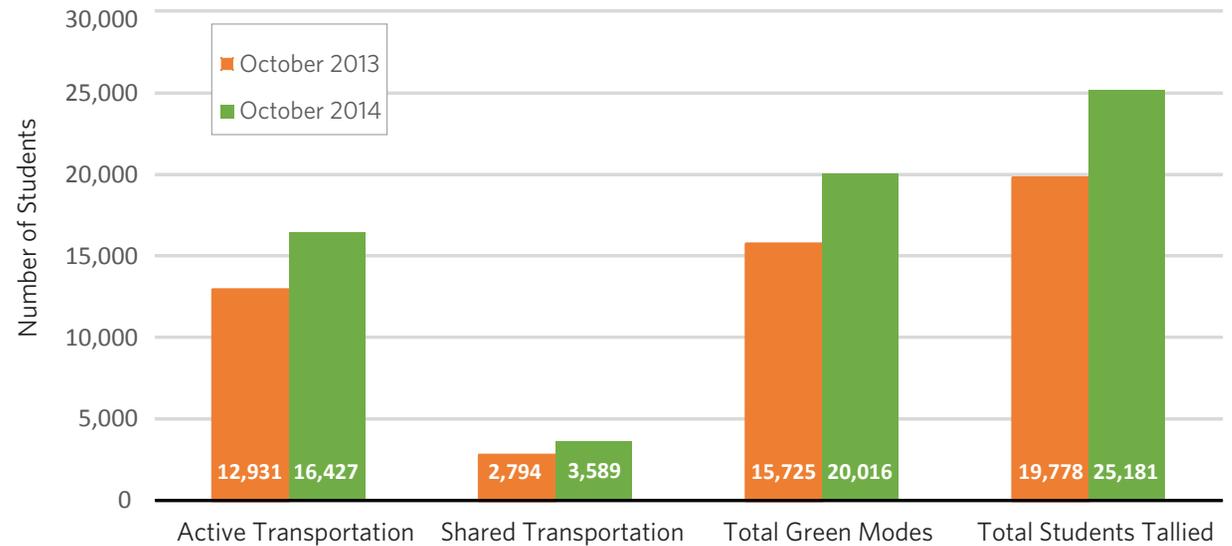
Since 2006, Alameda County SR2S has kicked off each school year with International Walk & Roll to School Day in early October. The event began abroad in 1994 to bring communities together to focus on safer streets, promote healthier habits, and protect the environment.¹ In 2014, millions of families and community leaders in over 40 countries celebrated in October.

In Alameda County, International Walk & Roll to School Day is the largest SR2S event, celebrated by schools as a kickoff event for a full school year of activities. SR2S Champions publicize and plan this schoolwide celebration where all are encouraged to walk and bike. In 2014, the event was held on October 8, with schools celebrating throughout the week.

Alameda County SR2S supports school efforts with outreach materials, activities such as the bike blender or bicycle trivia wheel, and coordination of media events. This event raises visibility of the program and is the foundation for the year.

¹ <http://www.iwalktoschool.org/about.htm>

Figure 6 International Walk & Roll to School Day Travel Modes, 2013-2014



Highlights

During the month of October 2014, 124 schools in Alameda County participated in International Walk & Roll to School Day, including 7 high schools, 21 middle schools, and 96 elementary schools. This marked a 29% increase over the number of schools participating in the event in 2013.

Based on student tallies during the event, 65% of students walked or rolled and 79.5% arrived using

green modes (including walking, bicycling, skating, carpooling, taking transit and bussing). On a typical day, approximately 47% of students arrive via green modes, indicating a 69% increase in green trips during the event.

Figure 6 shows the number of students using active and shared transportation on International Walk & Roll to School Days held in 2013 and 2014.

Golden Sneaker Contest

The Golden Sneaker Contest, first rolled out in 2010, continues to be an important midyear event. The contest encourages families to get active and reduce pollution by walking, biking, carpooling, or taking public transit to school over two weeks in March. Classrooms track how students get to school each day for two weeks and the classroom at each school with the highest rate of green (active and shared) trips wins the coveted Golden Sneaker trophy.

Participating schools publicize the event, track how students travel, and host a celebration for the winning classroom. The contest targets each age group differently; elementary school teachers track trips using a large poster for the classroom, while middle school students run the contest themselves with assistance. High school students use the data to calculate carbon emissions savings.

Highlights

In March 2015, over 60,000 students in 94 schools across Alameda County participated in the Golden

Sneaker Contest, representing a 32% increase over the 71 schools that participated in 2014 and a 65% increase over the 57 schools that participated in 2013.

Schools that, in addition to completing student travel hand tallies in fall 2014, pledged to have a majority of the school participate during the Golden Sneaker Contest became automatically eligible for the “Platinum Sneaker Award” – a countywide award for the school with the greatest increase in the number of students using green modes of transportation during the contest.

Of the 94 schools participating in the Golden Sneaker Contest, over 60 were eligible for the Platinum Sneaker Award in 2015.

Westlake Middle School in Oakland was the proud recipient of this year’s Platinum Sneaker Award. While a typical day sees 45% of Westlake Middle students get to school using green modes, 70% of students did so during the Golden Sneaker Contest, resulting in increased physical activity and a reduction in congestion and vehicle emissions. The Champion at Westlake Middle has served in that role for over two years and helped to bring the Drive Your Bike PE Program to the school as well. The school is located at a busy intersection, which sparked their initial interest in the SR2S program. Westlake Middle was honored with the coveted Platinum Sneaker Award by the Alameda CTC Commission at the end of March.



The winning class at Malcom X Elementary (Berkeley) celebrates their Golden Sneaker Award 2015

Bike to School Day

Cities around the Bay Area hold popular Bike to Work Day events each year in May. In 2015, Alameda County SR2S organized the fifth Bike to School Day in parallel to celebrate biking to school. The 101 schools participating in Bike to School Day in 2015 represent a continued increase in participation, up from 88 schools in May 2014 and 65 schools in May 2013.

Schools were invited to host “Energizer Stations” to give passing bicyclists Bike to Work Day gift bags, refreshments, and local bicycling information. Some schools organized special morning events with activities like pedal-powered smoothies made on Bike Blenders.

Highlights

In May 2015, 101 schools - 79 elementary schools, 15 middle schools, and 7 high schools - participated in Bike to School Day. Despite the threat of rain, over 3,000 students rode bikes to school on the day of the event, according to student tallies submitted by schools.

The BikeMobile kept busy throughout the month of May, with a visit almost every day and often more than one visit in a day. During the 24 visits made throughout Bike Month, over 500 bikes were repaired to get students back on their bikes and rolling to school.



High fives on Bike to School Day 2015 at Harder Elementary School (Hayward)



Participants of Bike to School Day 2015 at Corvalis Elementary (San Lorenzo)



Bike to School Day 2015 preparation at Niles Elementary (Fremont)

Ongoing Student Programs

Monthly Walk and Roll to School Days

Holding monthly Walk and Roll to School Days is a great strategy to continue promoting active and shared transportation throughout the school year. In the monthly newsletter provided by the Alameda County SR2S Program, there are outreach materials, text that school champions can insert into their own school newsletters and email announcements, and suggested activities and themes for each month. Monthly Walk and Roll to School Day messages for school champions are provided in both English and Spanish.

Highlights

During the 2014-2015 school year, 158 weekly or monthly Walk and Roll to School Days were held, with several schools boasting over 100 students participating monthly.

Walk and Roll to School Day Themes

November: Canned Food Walk

December: Be Safe, Be Seen, Be Green

January: Make a Change

February: Going Cupid 4 Carpools

March: March into Spring

April: Save the Earth

May: Bike to School Month

June: Stay Active in the Summer



Walking School Bus at Achieve Academy (Oakland)



Students and adult leaders from Laurel Elementary (Oakland) bundled up for the monthly Walk and Roll to School Day in December 2014

Walking School Bus

Walking school buses and bike trains are coordinated efforts where students walk or bike to school together with adult leaders. This allows parents to take turns leading the group of students to and from school. This strategy overcomes concerns parents have with allowing their children to walk or bike to school by providing adult supervision for the trip.

Alameda County SR2S trains parent leaders, provides reflective vests, and helps organize people into their routes. Additionally, the program develops Walking School Bus route maps for comprehensive program schools upon request.

Highlights

During 2014-2015, 30 walking school bus routes were operating on a regular basis. Based on student hand tally data, there are higher rates of walking at schools with walking school bus programs.

Walking school bus maps have been developed for many schools and are provided as a resource at school events, such as kindergarten orientation and parent meetings.

Bike Mobile

The BikeMobile, a mobile repair van, travels to schools and events throughout Alameda County to provide free bicycle repair services and training on basic bicycle repair, as well as safety tips. First launched as an independent pilot program in 2011, the BikeMobile has been fully integrated with programming and offerings from the Alameda County SR2S program. The BikeMobile makes visits at SR2S-participating schools as well as other schools and community events.

Highlights

The BikeMobile made 140 visits throughout the County during the 2014-2015 school year, up from 115 the prior year. There were 89 visits made to SR2S schools, representing about half of available school days. Communitywide visits included several Earth Day celebrations and health fairs throughout the County where children and their families were in attendance.

During 2014-2015, BikeMobile staff repaired over 3,200 bicycles, 33% more than the previous school year.

Skills Drills

“Skills Drills” bicycle safety education classes are conducted in elementary schools for 4th and 5th grade students. Classes are led by a team of youth cycling instructors and teach students proper bike handling techniques, how to use hand signals, read traffic signs, and maneuver through intersections, as well as how to perform a bike safety check and adjust a helmet.

Highlights

During the 2014-2015 school year, Alameda County SR2S offered bike rodeos in 13 school districts. In Albany and Fremont, bicycle rodeos were provided outside of the Alameda County SR2S program.

Over 1,400 students participated in bike rodeos at 20 schools during 2014-2015, fulfilling the program allocation of 20 bike rodeos for the school year.



BikeMobile mechanics repair bikes for children at Altamont Creek Elementary (Livermore)

Drive Your Bike Program

This week-long curriculum for middle school and high school students includes lessons about bike safety, helmet adjustment, and traffic signs. After in-class training during P.E. class, students move to the gym or blacktop to learn basic bike handling skills.

Once they have shown competence in the basic skills, students practice their skills by biking with instructors on streets in their school's neighborhood.

Highlights

Alameda County SR2S worked with P.E. teachers to provide bicycle education to students at 12 schools, reaching over 4,000 students and fulfilling the allocation of 12 Drive Your Bike courses for the school year.



Bike Safety Day at Fallon Middle School (Dublin)

Family Cycling Workshops

Family Cycling Workshops are a complementary element coordinated with the Alameda County SR2S program to provide bicycling instruction to parents and their children. League of American Bicyclists (LAB) Certified instructors lead families in a four-hour class that includes games, safety drills, skill building, and a neighborhood ride.

Highlights

The Family Cycling Workshops involved over 50 participants. Family Cycling Workshops were provided at Haight Elementary in Alameda, Niles Elementary in Fremont, Harvest Park Middle School in Pleasanton, and Castro Valley High in Castro Valley.



Otis Elementary (Alameda) students practice their bicycling skills at a Bike Rodeo

“Two donated bikes and helmets helped students who otherwise wouldn’t have them. It was wonderful to see how much the students loved the Drive Your Bike training, too. Their smiles were the best thank you!” - Blanche Kim, Champion, Wood Middle School, Alameda

Family Cycling Workshop

Laura Ruberto, Workshop Attendee in City of Alameda

“The class was awesome! I attended with my husband and our two children. I really appreciated the straight-forward lessons in bike safety, perfectly pitched for kids. Best of all was ending with the bike ride around town. I have been telling all my friends with kids about this class and my husband and I have already donated to Bike East Bay as we really appreciated all the organization and thoughtfulness of the program. The most valuable part for me was the opportunity for my children to hear about the importance of bicycle safety from someone other than myself or my husband. And that they saw other kids being safe and having fun on their bicycles in the urban-ish environment we live in. Great job!”

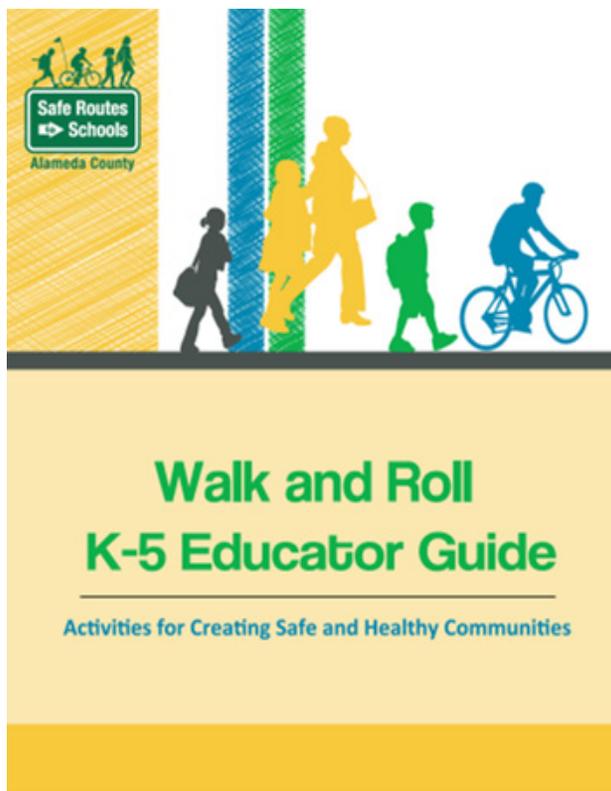
School, Parent, and Community Programs

Educator Guide/Teacher Trainings

Alameda County SR2S collaborated with the Safe Routes to Schools program in San Mateo County to develop a K-5 Safe Routes to School Educator Guide that is aligned with Common Core State Standards and Next Generation Science Standards. The Guide is designed to support flexible implementation to facilitate activities in the classroom, a club, or after school program. The Guide was released spring 2013 and includes:

- » Engaging grade level activities for the classroom and after school
- » California State Content Standards correlations
- » Themes on safety, community, health, and environment
- » Ways to connect to Safe Routes to Schools program components
- » Safety DVD and This is the Way we Go to School book

Interested teachers can attend a 30-minute orientation session presented by Site Coordinators, and can download the Guide through the program web site.



[The Walk and Roll Educator Guide provides in-class activities that relate to California common core standards and that teachers can use to support Safe Routes efforts](#)

SR2S Task Forces

Parents, teachers, and other school community members convene quarterly in Task Forces to discuss strategies for promoting Safe Routes to Schools. Nine Task Forces are active around the County. In the central and south areas of the County, Promotores Steering Committee meetings, made up of community members engaged in health education, were held regularly as well.

Highlights

Task Forces were active in Alameda, Albany, Berkeley, the Tri-Valley (Dublin, Livermore, Pleasanton), Fremont, Oakland, New Haven, and San Leandro. School districts in Hayward, San Lorenzo, and Castro Valley participated in the Unincorporated Task Force. At these meetings, schools shared information regarding activities they were planning and collaborated on events.

In Berkeley, the Task Force worked with the SR2S program to organize a successful district-wide bike festival for the third year in a row.

School Site Assessments

During a school site assessment, the school community observes conditions and behaviors around the school site that make it difficult or unsafe to walk or bicycle. Participants identify and evaluate safety issues, particularly in the walking and biking environment within a quarter-mile of the school. School parents, staff, students, city or county planners and engineers, neighbors, traffic safety officers, and local elected officials are invited.

As part of a school site assessment, planners and designers in Alameda County's SR2S program team present improvement recommendations to the school community, then submit the plans to the local city or county planning agency as a tool for applying for grant funds and implementing traffic and engineering changes in the community.

Highlights

Alameda County SR2S staff conducted site assessments at 6 schools during the 2014-2015 school year, including a pilot assessment that included three schools in Dublin within close proximity of one another.

PTA/Parent Meetings

Alameda County SR2S staff reached out to parents from the beginning of the school year, attending PTA and other parent meetings. SR2S staff presented information about the Safe Routes to Schools program and asked for volunteers and participants for upcoming events.

Highlights

Site Coordinators attended or presented at PTA meetings at over 30 schools, in addition to School Site Councils, English-language advisory councils, principal coffees, Parent Center gatherings, and other similar meetings where parents can get involved in school activities. At several of these schools, Coordinators returned to multiple meetings and worked with School Champions to raise awareness of the Alameda County SR2S program.



Parents discuss walking and biking safety concerns during a School Site Assessment

Other Events and Strategies

In addition to formal activities and events, several schools and communities hosted a variety of fun events that Alameda County SR2S participated in. In some cases, the standard SR2S activities encouraged SR2S Champions to take on new or different events to encourage active transportation.

Marin Elementary School in Albany has Safe Routes built into their PTA structure, which supports the program activities with funding and identifying parent volunteers.

AC School Mapper Mobile App

A mobile mapping application was developed for Alameda County which allows students, parents, and school staff to track their walking, biking, transit, and carpooling trips to school, and mark infrastructure issues they encounter along their route.

The app will provide important data about the routes students are choosing and any deficiencies that need to be addressed. This data will be incorporated into upcoming school site assessments, ultimately developing a database of needed infrastructure improvements. In addition, suggested routes to school maps will be developed based on the current route choices of the school community.

The long term goal is to use this data to help secure funds for capital improvements while also having route maps for schools to use as an education and encouragement tool.

The app was pilot tested during spring 2015 and will roll out countywide as the 2015-2016 school year begins. The tool will provide valuable information about how students travel to and from school and will help to identify suggested routes to school along with identifying locations that could benefit from infrastructure improvements.

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☰ ACSCHOOLMAPPER ?

Select the mode(s) of transportation you are using?

Select your destination school?

Select A School

Enter your school grade year?

1 - 12



Families enjoying getting together at Oliveira Elementary School (Fremont) during a special Kindergarten Walk to School Day

4 High School Program

The high school program began as a pilot in 2011 and has been a fully integrated aspect of the Alameda County Safe Routes to Schools program since 2013. The high school program follows a youth leadership model, with staff working closely with students through clubs, academies, and elective classes.

During the 2014-2015 school year, the high school program expanded from six to eight schools. The six schools that participated during the 2013-2014 school year continued, and two additional high schools were added to the comprehensive program. In an effort to distribute high school program participation equitably throughout the County, there are two high schools in each planning area participating, representative diverse ethnic and economic backgrounds.

Program Approach

The high school program engages students around transportation issues, teaching them about the impacts of their travel decisions and helping them organize events to reach out to their peers. The program's model uses student leaders to initiate projects that interest them and are relevant to their school, while leveraging the existing materials and resources provided by the overarching Alameda County SR2S program for major events.

Program Delivery

Alameda County SR2S delivered high school programming through existing school clubs and classes. Table 2 summarizes program delivery methods. The "School Group" was the affiliated school organization through which the SR2S programming was implemented at each school.

Table 2 High School Program Delivery

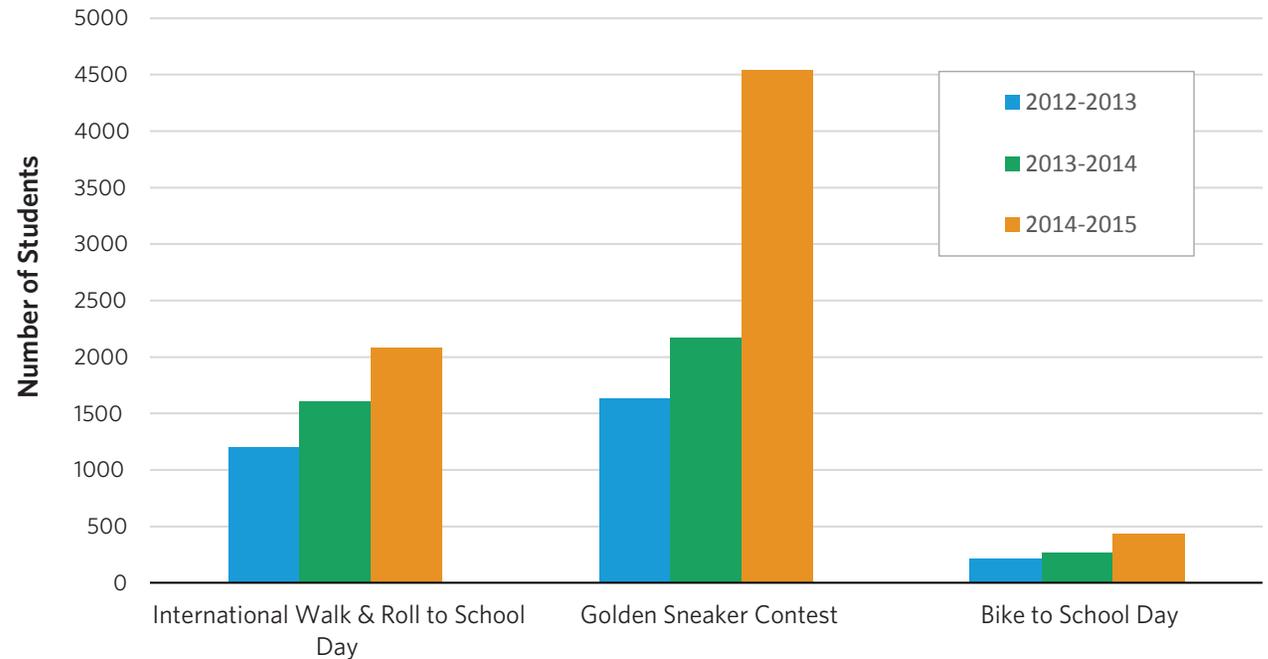
	School	City	School Group
Club	Albany High	Albany	Earth Team
	Castro Valley High	Castro Valley	Smart Energy Club
	Dublin High	Dublin	Safe Routes Club
	Foothill High	Pleasanton	Safe Routes Club
	Oakland Technical High	Oakland	Youth Task Force
Class	Irvington High	Fremont	Green Advisory Class
	San Lorenzo High	San Lorenzo	Green Urban Design Class

Program Activities

During the 2014-2015 school year, seven of the eight high schools participated in all three countywide events. Five of the schools celebrated a high school-focused Carpool Day in December, called Cocoa for Carpools. Figure 7 shows the growth of high school student participation from 2012 to 2015. Participation in each of the three events continues to increase each year, with the Golden Sneaker Contest having the highest participation rate.

Additionally, high school students had the opportunity to participate on the Youth Task Force, in which two student leaders from each school served on a Countywide council, similar to SR2S Task Forces convened districtwide. The Task Force met monthly to discuss ways to improve event outreach to youth throughout the County and to share ideas.

Figure 7 High School Participation in Countywide Events



High School Highlights

Albany High School

This was the third year that Albany High School (AHS) participated in the Alameda County SR2S program, with partnership with the lunchtime Earth Team club to organize the three big countywide events.

Events & Activities

Students, including the Earth Club President and Vice President are important members of the Youth Task Force and leaders at AHS. This year, the school increased overall event participation by 7%, primarily due to high levels participation in the Golden Sneaker Contest, which is hosted by the science department.

Next Steps

Next year, the club will align Walk & Roll Day with Homecoming again to increase participation, make in-class presentations about upcoming events, and host the Cocoa for Carpools event on campus for the first time.

Castro Valley High School

Castro Valley High School had a successful first year in the Alameda County SR2S program, obtaining the highest levels of event participation in the high school program.

Events & Activities

The Alameda County SR2S program partnered with the Smart Energy Club during lunch on Thursdays to run the Golden Sneaker Contest, and the Leadership class to run the Walk & Roll and Bike to School Day events. Castro Valley HS ran the Golden Sneaker contest through their science department, and almost all teachers also participated. Over 1,800 students participate in the Golden Sneaker contest, with the Smart Energy club calculating total trips made and Carbon saved. Bike to School Day was co-hosted by the Leadership class, two Youth Task Force members, and a local community-based organization, BikeWalkCV. BikeWalkCV plays an important role in Castro Valley, advocating for increased bike and pedestrian improvements. This year, in partnership with Alameda County Safe Routes and Alameda County Public Works, they applied for nine Active Transportation Program grants to make improvements near schools in the community. For Bike to School & Work Day, BikeWalkCV hosted an energizer station on Redwood Road, and in partnership with Bike East Bay, they created pop-up bike lanes that were highly used by commuters.

Next Steps

Alameda County SR2S staff met with school administration and campus security to assess bike parking on campus. The assessment resulted in a funding application to greatly increase and improve bike parking on campus. The school district was overwhelmingly supportive of the proposed improvements were able to successfully apply to the Bay Area Air Quality Management District (BAAQMD) Bike Rack Voucher Program to replace or create 150 bike parking spots throughout the school campus.



Castro Valley High School students get in the spirit on International Walk & Roll Day

Dublin High School

The Alameda County SR2S program continued in its third year with support from a newly formed Safe Routes Club, stemming from the Leadership class.

Events & Activities

Students organized Walk & Roll to School Day in alignment with Homecoming to increase participation campus-wide, and hosted a new event, Cocoa for Carpools. To promote their big events, students created comical videos that were shown during advisory on campus. For the third year in a row, Dublin HS students also hosted a very successful Bike to School Day event, organizing bike pools from nearby neighborhoods to meet and ride to school together. Each year, the popularity of the bike pools grows, and next year Dublin HS will try to organize them for International Walk & Roll to School Day as well.

Next Steps

This year, in partnership with the Safe Routes program, Safe Routes Champion and Special Education Teacher Peter Dragula applied for and was granted funds through the BAAQMD Bike Rack Voucher program to install 64 new bike parking spaces on campus. This much needed bike parking will address the demand of a growing student body, and will hopefully encourage more students to ride their bikes to school.

Foothill High School

The Safe Routes club continued to meet each week after school. The club is a diverse mix of stakeholders, consisting of: students, parents, school administration, and City of Pleasanton and WHEELS representatives. Each partner contributed unique knowledge and resources, allowing the program to accomplish more at the school. This year, the City of Pleasanton was a fiscal sponsor, buying food for events and club meetings, gas cards for Carpool Parking Lot applicants, and providing funding for additional bike racks on campus.

Events & Activities

This year, Foothill HS had their most successful Walk & Roll to School Day event to date, with 67% increased participation. This was due to a new practice of aligning Walk & Roll Day with Homecoming, and providing points for student participation. The second annual Cocoa for Carpools event was also a success. The City of Pleasanton sponsored cups and cocoa, purchased through the Food Services Department on campus. Although they ran out of cocoa at 220 participants, they had many more students in line waiting for a cup.

Although the numbers of cyclists at Foothill HS are up and racks are full, Bike to School Day was unfortunately impacted by predicted rain and our numbers were lower than past years. This was a county-wide phenomenon.

Transit Encouragement

This year, Foothill HS piloted a new program with WHEELS and Freshman Global Studies to increase the number of students riding transit to school. Students mapped their route using the WHEELS school bus guides, and experimented by taking transit to school with free passes from WHEELS. They evaluated their ride and how the experience was for them, and took a photo on transit. Students were then encouraged to continue using transit during the Golden Sneaker Contest with a free two-week pass from WHEELS.

Next Steps

Next year, WHEELS will host a Transit Ambassador program by hiring two students to provide travel training for people of all ages in Pleasanton, in return for annual transit passes.

As a result of a school site assessment at Foothill High School in 2012, the school has been pursuing several infrastructure improvements on campus. The club was able to advocate for increased bike parking on campus, and to successfully fundraise for this project. They raised \$8,210 with help from the Parent Teacher Organization (\$5,000), the City of Pleasanton (\$1,410), and the BAAQMD Bike Rack Voucher program (\$1,800) to create a concrete pad and expand the current bike parking area. The school is partnering with the Pleasanton Unified School District to complete the project this summer.

Next year, Foothill HS aims to continue increasing bike parking on campus with additional racks in the rear of campus, to pursue a larger infrastructural project to improve a back pathway entrance (see student video here: bit.ly/fhsbackpath) and to improve their carpool parking lot application process by coupling it with the regular parking permit process.

Irvington High School

Irvington High School continued great work in their third year hosting the Safe Routes program in their Green Advisory class.

Events & Activities

Overall, event participation was up by 22%, with a significant increase in Golden Sneaker contest participation. Walk & Roll to School Day was aligned with Homecoming, which contributed to increased participation. This year, they piloted having students co-present with the High School Manager at staff meetings to get sign ups for the Golden Sneaker Contest, and it was a successful tactic. Teachers were motivated to sign up at the request of their students to participate. Green Advisory members wrote class rosters on posters, and tallied posters at the end of the contest. This year, students also organized Cocoa for Carpools, successfully seeking donations for cocoa from local businesses.

At a pre-Bike to School Day BikeFest, sponsoring new helmets and bike locks for students. In partnership with the BikeMobile, Safe Routes staff provided a bike-locking tutorial for students so that they would correctly secure their bikes on campus.

Site Assessment

A school site assessment was carried out in partnership with Alta Planning & Design, students from Irvington HS, Fremont Unified School District and the City of Fremont. Over the next few years, the student body will drastically increase with the growing population in Fremont due to its proximity to the rapidly expanding Silicon Valley. The team looked at intersections around campus, and identified the need for improved bike racks on campus.

Next Steps

In partnership with the Fremont Unified School District, Irvington High School applied for and received funding to improve the bike cage on campus from BAAQMD. This summer, the District will increase bike parking by 48 spots.

Oakland Technical High School

Despite a slow start at Oakland Technical High School, with most students already taking transit and challenges finding the right Champion, this year was extremely successful and inspiring. They had two great student leaders and Youth Task Force members helping with all aspects of the program.

Events & Activities

Participation levels were up this year, and students decided to host Cocoa for Carpools for the first time. They received donations from Semifreddi's, a local bakery that is owned by a Tech parent and had 115 students participate in the event as a result.

The biggest accomplishment this year at Oakland Tech was Bike to School Day. Participation increased by 35% as a result of new bike lanes constructed on Broadway in front of the school. A great group of parent volunteers, TransForm staff volunteers, and students helped to welcome students and commuters in the morning.

Site Assessment

In their school site assessment performance in 2012, students expressed the need for new bike racks. Their peers were stashing bikes throughout campus, often times bringing them into teachers' classrooms to avoid parking them at the current racks. In partnership with parents and school administration, Safe Routes staff successfully applied for a maxi-grant for \$2500

to improve bike parking on campus, and they they have a dedicated group of parents, City of Oakland and school staff committed to completing this project. The project morphed from creating a large bike cage to identifying smaller satellite stations for students to park throughout campus.

The short term plan is to replace current toaster racks, increase lighting and signage, and apply for satellite racks early next year.

Next Steps

Oakland Tech looks forward to continuing the Safe Routes program next year with a new champion from the science department. The new champion hopes to align Safe Routes work with his AP Environmental Science class, and integrate event organization and promotion into class assignments.



Oakland Tech students give out treats donated by local businesses during a Cocoa for Carpools event

San Lorenzo High School

San Lorenzo High School stands out as a consistently, strong participant in the Alameda County S program. They have had great champions at the school, committed to increasing shared and active transportation and the environment around the school for students to travel safely.

Events & Activities

This year, San Lorenzo HS achieved increased participation in all events on campus, and held their first Cocoa for Carpools celebration. The students solicited cocoa and cup donations from teachers, and received hot water from the local Starbucks. The Cocoa for Carpools event was festive and fun, capturing the feeling of the holidays with candy and marshmallows.

The champion and engineering teacher provided great support to the program by giving community service to the students for helping to organize on event days. Two Youth Task Force members also helped organize and set up events, ensuring success by writing school wide loudspeaker announcements and submitting all paperwork needed.

Project EAT & BikeFests

This year, the program partnered with Project EAT (a nutrition and health-based program) at two BikeFests, and they ran the bike blender with green smoothies and fresh salad offerings. It was a perfect alignment with the program's message and goals. Weevil from the Kaiser Educational Theater also attended the kickoff Walk & Roll event, adding great reach and excitement.

Next Steps

After two years of working with the Green Urban Design class and Alameda County Public Works (ACPW) on a proposal to improve Ashland Avenue, the school has received funding to sponsor the project. Next year, ACPW will continue to work with students and community on the preliminary design process.

The team also successfully applied for the BAAQMD Bike Rack Voucher Program to create 72 new bike parking spaces on campus, in the same satellite style. Students in the engineering class designed the rack placement, creating designs in CAD and presenting them at the end of the year.

Table 3 High School Program Highlights

School	City	Highlights
Albany High	Albany	Partnered with Earth Team and Youth Task Force to promote events. Science department hosted the Golden Sneaker Contest, and overall event participation increased by 7%
Castro Valley High	Castro Valley	For Bike to School Day, BikeWalkCV hosted an energizer station on Redwood Road, and in partnership with Bike East Bay, they created pop-up bike lanes that were highly used by commuters
Dublin High	Dublin	In partnership with the Safe Routes program, Safe Routes Champion/Special Education Teacher applied for and was granted funds through the BAAQMD Bike Rack Voucher program to install 64 new bike parking spaces on campus
Foothill High	Pleasanton	Piloted a new program with WHEELS and Freshman Global Studies to increase the number of students riding transit to school
Irvington High	Freemont	Event participation increased by 22% due to alignment of Walk & Roll Day with Homecoming, having students co-present with High School Manager at staff meetings, and support from Green Advisory members
Oakland Technical High	Oakland	Participation on Bike to School Day increased by 35% as a result of new bike lanes constructed on Broadway in front of the school. A group of parent volunteers, TransForm staff volunteers, and students helped to welcome students and commuters in the morning.
San Lorenzo High	San Lorenzo	Partnered with Project EAT (a nutrition and health-based program) at two BikeFests. They ran the bike blender with green smoothies and fresh salad offerings, which was a perfect alignment with the program's message and goals.



Foothill High School (Pleasanton) students help tally mode share on International Walk & Roll to School Day 2014

Transit Ambassador Pilot Program

A Transit Ambassador Program was piloted during the 2014-2015 school year at two high schools, San Lorenzo High School (San Lorenzo) and Washington High School (Fremont), to help increase transit ridership among students as well as understand the barriers of using public transit to high school and middle school students. Two students, one from each school, were recruited to serve as Transit Ambassadors to help plan activities and events at their school.

The High School Transit Ambassadors participated in trainings about transit education, leadership, and personal travel planning. They also created Youth Transit User Guides containing information about paying for fare, trip planning websites, and bus routes and schedules to popular destinations near their school to help fellow students navigate the transit system. Focus groups and student surveys were also conducted to better understand students' barriers and perceptions to riding transit and to refine the Transit Ambassador Program. The program culminated with a Transit Recognition Day event in the spring.



Transit Ambassador at San Lorenzo High School quizzes students about transit during the Transit Recognition Day held in May 2015



Youth Transit User Guides created by Transit Ambassadors

CHAPTER
5

How Students Travel

The Alameda County Safe Routes to Schools program seeks to increase the numbers of students who use active (walking and biking) or shared (carpooling, school bus, and transit) modes to get to and from school.

While the Alameda County Safe Routes to School (SR2S) program has gathered student and family travel data since it began in 2007, it has only been since the Fall 2012 data collection period that a consistent and comprehensive methodology across the County has provided sufficient data for a robust evaluation. Student travel data is now available for three school years and six semesters.

Data Sources

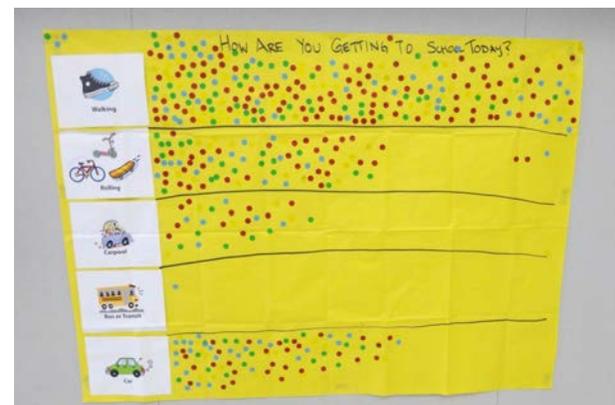
Alameda County SR2S collects travel behavior data from two primary sources: student hand tallies and parent surveys. The hand tallies tend to present a more accurate estimate of student travel during the week, while parent surveys gather additional information about parental perceptions and attitudes toward walking and bicycling, as well as the Safe Routes to Schools program.

Hand tallies are conducted by a teacher or volunteer during class time. The instructor asks students to raise their hands to indicate how they arrived at school -- by walking, biking, riding the school bus, taking transit, using the family car, carpooling, or other mode -- and how they plan to get home. Parent surveys are sent home in backpack mail or via a link to an online survey parents can complete. Surveys ask parents how their children get to and from school, and opinion questions about mode choice and their participation in the Alameda County SR2S program.

Data Collection

During the 2014-2015 school year, student hand tallies were conducted in both fall and spring semesters in order to obtain an accurate estimate of student travel during a typical week. In the previous school year, 2013-2014, student hand tallies were collected in the fall and parent surveys were collected in the spring. Parent surveys will be conducted again during the spring 2016 semester.

The following analysis begins by comparing spring 2015 hand tallies to those collected during fall 2014 to track progress made during the school year and to determine current mode share throughout the County. This is followed by an analysis comparing the most recent data set, spring 2015, to fall 2012 hand tallies, the first robust dataset collected since the program began.



Mode chart at Kolb Elementary in Dublin



The Earth Team at Albany High School promotes International Walk & Roll to School Day

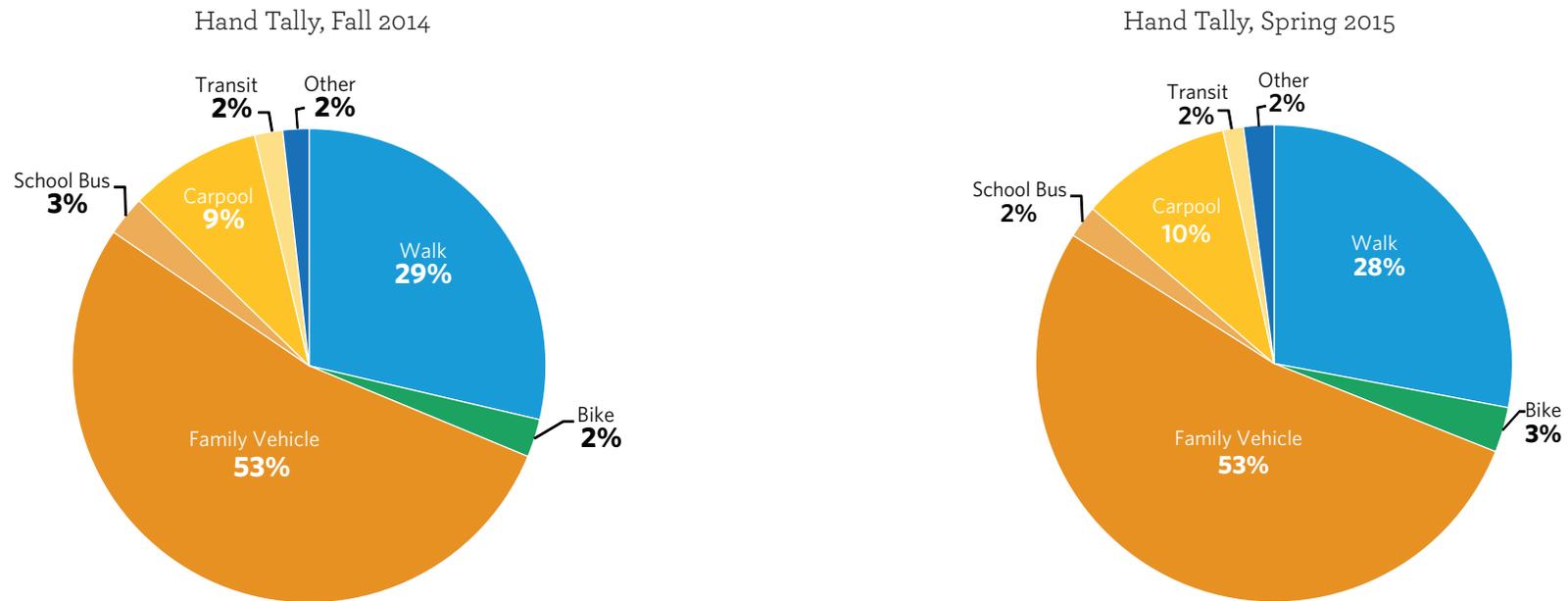
Countywide Results

The spring 2015 hand tallies were gathered in almost 600 classrooms at 69 schools, approximately 53% of schools participating in the SR2S program. In order to obtain a representative sample, schools are instructed to conduct hand tallies in two classrooms per grade.

According to hand tally data taken after Bike to School Day in spring 2015, active transportation accounts for 33.1% of trips Countywide. Shared transportation makes up 13.9% of the mode split, with carpooling at 10.3%, school busses at almost 2.2%, and transit at 1.4%. About half (53%) of school trips Countywide are made in a family vehicle, not part of a carpool.

While the hand tally data presented in Figure 8 represents current mode share throughout the County, analyzing mode shift at this level does not give an accurate representation of trends. The following analysis uses comparable data sets to identify trends in shifting towards green trips to school.

Figure 8 Mode Split for Countywide School Trips, Fall 2014 Hand Tally and Spring 2015 Hand Tally Data

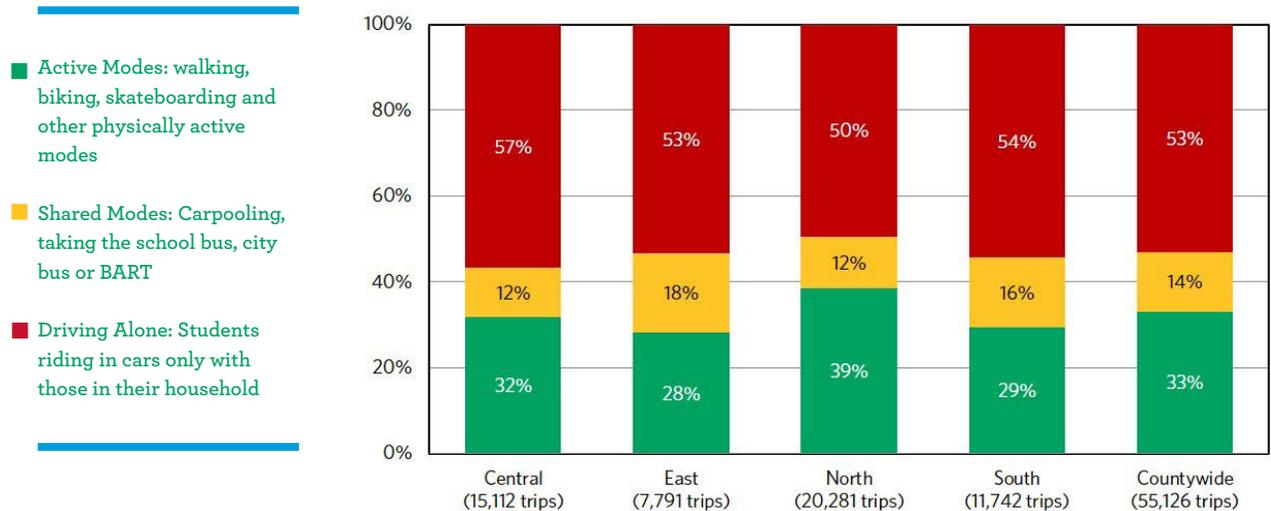


Current Mode Split by Planning Area

Alameda County is made up of four planning areas, which vary greatly in geographic and land use characteristics. School travel habits tend to vary between the planning areas, shown in Figure 9.

- » Schools in the north planning area consistently have the highest **active** mode rates (39%), followed by the central part of the County at 32%. The south and east planning areas have similar active mode shares at 29% and 28%, respectively.
- » Rates of **bicycle** ridership are relatively close throughout the County, varying from 1.6% in the central planning area to 5.9% in the east. The east part of the County consistently has higher rates of bicycle ridership than other parts of the County, according to student travel tallies.
- » Schools in the east and south planning areas have higher rates of **shared** trips to school, above the countywide average of 14%.
- » **Single family vehicle** trips account for a similar share of the mode split in the east and south planning areas, while the central part of the County has the highest rate of single family vehicle trips and the north planning area has the lowest.

Figure 9 Current Mode Split by Planning Area, Spring 2015 Hand Tally Data



Current Mode Split by Distance to School

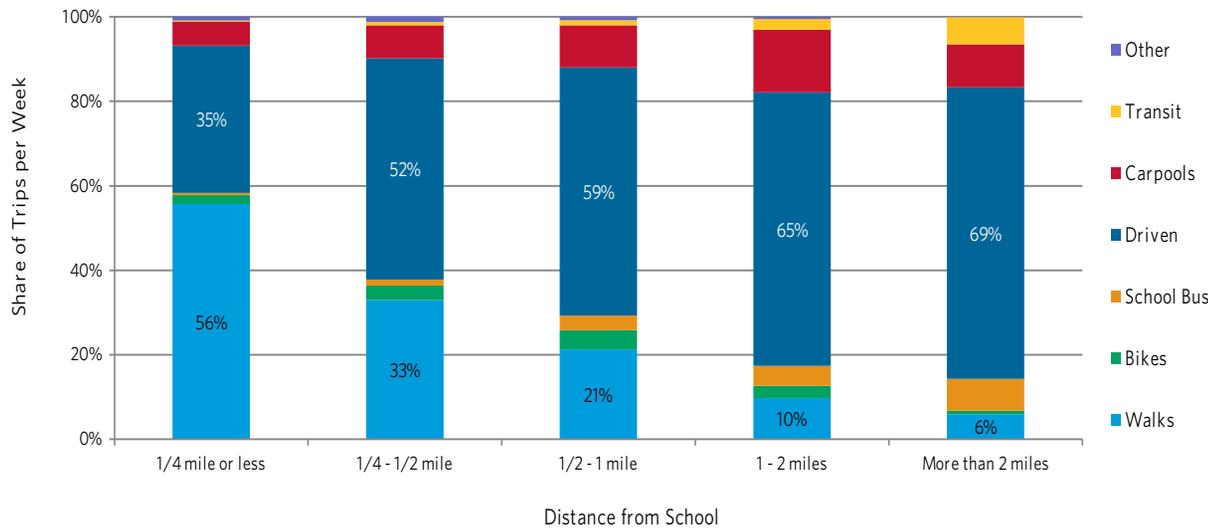
The parent survey asks how far students live from their school. This information helps evaluate whether the Alameda County Safe Routes to Schools program successfully encourages active transportation among families that live within walking or biking distance. Students who live within a mile of school represent the greatest potential for the Alameda County SR2S program to increase active transportation to and from school.

Spring 2014 parent surveys, the most recent parent survey data collection period, were collected from 4,478 families, accounting for over 5,000 students, a 26% increase from 2012-2013. Shown in Figure 9, 56% of students living within a quarter-mile of school currently walk or bike, but one-third are driven in the family car, indicating opportunity for additional mode shift.

Students who live more than two miles from school represent an opportunity to increase shared modes. The data indicates that 69% of students living further than two miles are currently driven to school in a single family vehicle, a decrease from 77% in spring 2012.

Spring 2014 parent surveys also show that overall rates of carpooling are slightly higher than in spring 2013, and further analysis indicates a link to higher rates of carpooling among schools that were new to the program in 2013-2014. This indicates an opportunity as the program expands to a very diverse set of schools. Schools located in less urban locations, with students living further away, will need to focus on carpooling and other shared modes in order to shift away from single family vehicle trips.

Figure 10 Mode Split by Distance from School, Spring 2014 Parent Survey Data



Comparison to Prior Years

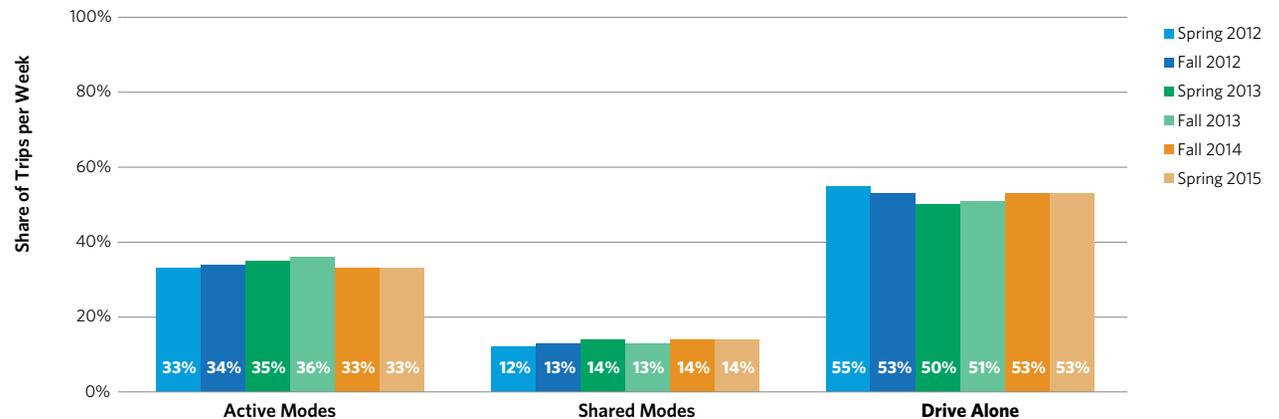
Countywide, hand tally data collected each semester since spring 2012 shows small but continual increases in active transportation, as well as decreases in driving alone. Shown in Figure 11, this data includes all participating schools that collected data during each time period. Due to the significant increase in new schools for the 2014-2015 school year, mode share appears to be steady. However, when analyzing only schools with comparable data sets, important trends are found.

Mode Shift by Planning Area

When accounting only for schools with comparable data sets across semesters, student hand tallies from fall 2012 and spring 2015 show the following trends in mode shift:

- » Increases in **active modes** in the north and south planning areas, and relatively steady active mode shares in the central planning area.
- » The east, south, and north planning areas achieved large increases in **shared modes**, with the east having the largest increase from 13.6% in fall 2012 to 18.4% in spring 2015. Much of this increase in shared transportation is attributable to carpool trips.
- » Trips made **driving alone** decreased in the central and south planning areas, and remained relatively steady in the north and east parts of the County.
- » Figures 12-15 on the next page detail mode shift by planning area based on hand tally data, fall 2012 to spring 2015.

Figure 11 Countywide Mode Split for All Schools in SR2S Program, Spring 2012 to Spring 2015



Students promoted the Cocoa for Carpools on social media with #cocoaforcarpools

Figure 12 North Planning Area Mode Shift, Fall 2012-Spring 2015, Hand Tally Data

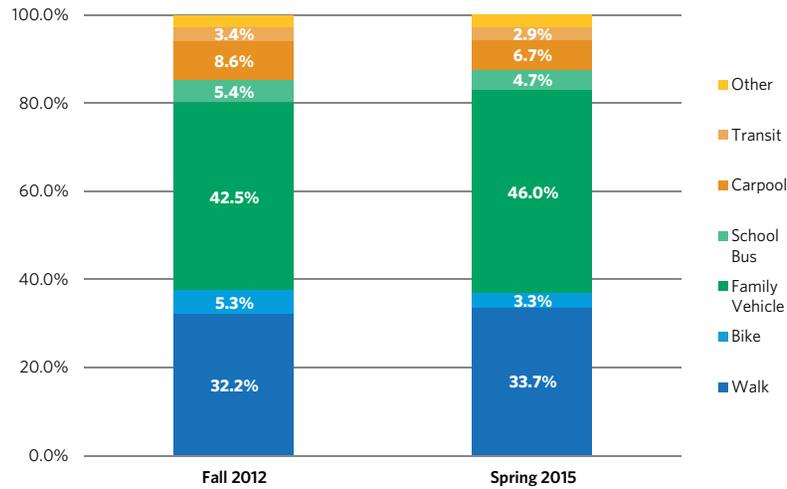


Figure 14 South Planning Area Mode Shift, Fall 2012-Spring 2015, Hand Tally Data

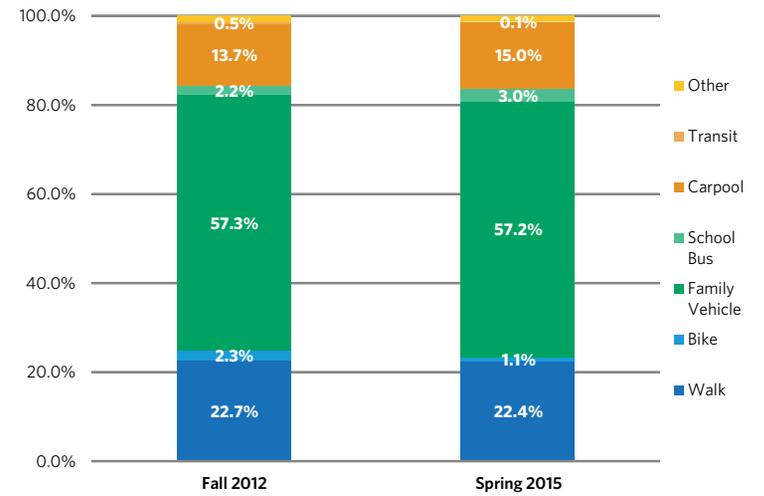


Figure 13 Central Planning Area Mode Shift, Fall 2012-Spring 2015, Hand Tally Data

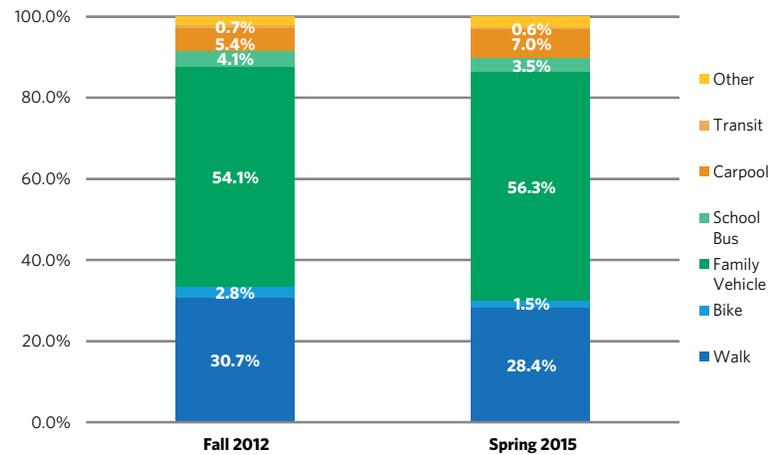
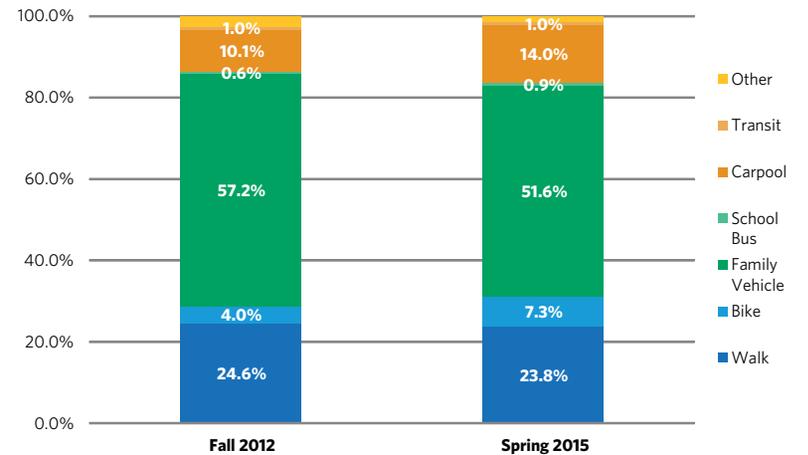


Figure 15 East Planning Area Mode Shift, Fall 2012-Spring 2015, Hand Tally Data



Trends in Green Mode Share

In Fall 2012, the Alameda County SR2S program established a standardized evaluation method for collecting mode share data from schools in the program. That semester, 79 schools, 77% of participating schools, returned Student Travel Tallies, representing baseline data for the program. The most recent Student Travel Tallies were collected Spring 2015, with 69 schools, 53% of participating schools, returning tallies. Of these, 35 schools returned tallies during the baseline year as well. Only these schools are included in the following analysis.

Of the 35 schools included, 14 schools increased their green mode share from Fall 2012 to Spring 2015, ranging from 30.9% to 0.1%. On average, schools that had any increase in green modes were in their fourth year of participation in the SR2S program, indicating program effectiveness over time. As SR2S activities continue at schools, it becomes part of the school culture and embraced by families.

A shift toward green modes of transportation was seen most frequently in schools located in the North and East parts of Alameda County, with Kolb Elementary and Dougherty Elementary in Dublin and Berkeley Arts Magnet in Berkeley seeing the most significant shift. Common characteristics found among these successful schools include:

- » participation in the SR2S program for at least three years prior
- » participation in all three countywide events
- » engaging in additional activities, such as meetings between Champions and principals to plan for countywide events
- » hosting the BikeMobile to provide education and bike repair for students
- » hosting a Pedestrian Safety Rodeo to teach young students safe walking skills
- » participation in a combination of pedestrian, bicycle, and general education and encouragement activities

Trends in Walking

From fall 2012 to spring 2015, 18 of the 35 schools with comparable data sets saw an increase in walking mode share, ranging from 21.3% to 1.1%. Characteristics of these successful schools include:

- » participation in International Walk & Roll to School Day and the Golden Sneaker Contest
- » hosting a pedestrian safety rodeo
- » hosting monthly walk to school activities and establishing ongoing walking school bus routes

Trends in Bicycling

From fall 2012 to spring 2015, 9 school of the 35 schools with comparable data sets saw an increase in bicycling mode share, ranging from 13.3% to 0.1%. Common characteristics found among these successful schools include:

- » participation in International Walk & Roll to School Day and Bike to School Day, with 8 of the schools participating in the Golden Sneaker Contest
- » 7 of the schools hosted at least one BikeMobile visit to provide education and bike repair for students
- » hosting 3-6 bike focused events or activities (BikeMobile, Drive Your Bike, Bike Rodeo, Family Cycling Workshop, Walk & Roll to School Day, Golden Sneaker Contest, Bike to School Day)
- » Schools that held more SR2S events achieved a larger shift in biking mode share at their school

Parental Perceptions

The parent survey asks questions to evaluate parents' attitudes toward various transportation modes. While parents overwhelmingly felt that walking and bicycling is important for their children's health, 37% of parents would not feel comfortable allowing their children to walk or bike to/from school without an adult at any grade.

The survey also asks parents about their concerns regarding their children walking or biking to/from school. Countywide, fear of child abduction is the main concern parents have. Other concerns are primarily due to traffic safety, shown in Figure 16.

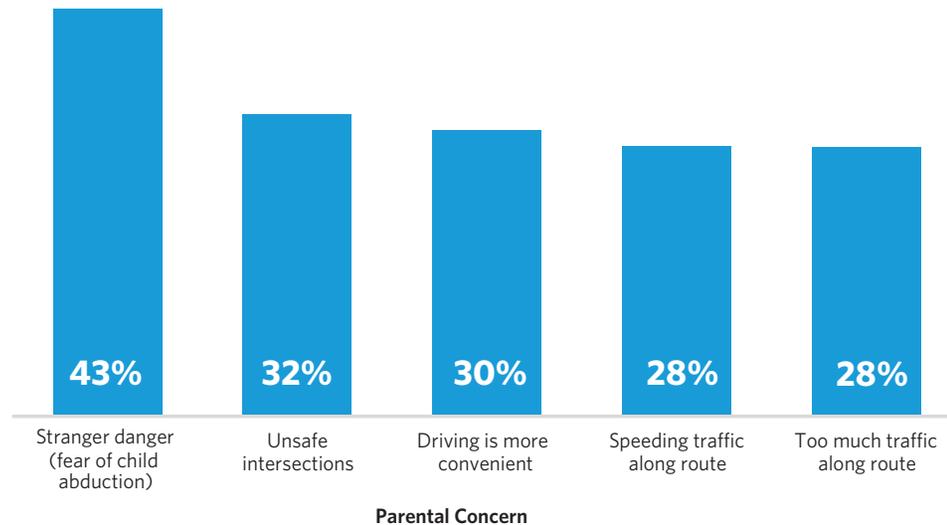
82% of parents agree or strongly agree that walking and bicycling is important for their children's health.

67% of parents agree or strongly agree that walking and biking are encouraged by their children's school.

66% of parents agree or strongly agree that walking and biking are something they wished they did more often.

The survey also asks what messages particularly resonate with parents about why to walk and bicycle. Overwhelmingly, parents felt that the message that walking and biking encourage an active, healthy lifestyle is the most effective (60%), with the secondary message being that walking and bicycling is fun for the family (37%). This represents a change from spring 2013 parent surveys, when the message that driving causes air pollution and hurts the environment was the secondary selection (28%). The environmental message resonated with about the same percentage of parents this year, but the message of fun increased significantly. This may be due to an emphasis on making the countywide events exciting, increasing the number of bike festivals throughout the County, and engaging students more directly in event planning.

Figure 16 Parent Concerns with Walking/Biking to School, 2014 Parent Survey



29% of parents feel that improving ride share or trip share coordination would encourage shared transportation.

24% of parents felt that designating a priority drop-off or parking area would encourage shared transportation.

Bicycle Safety Education Program

The Alameda County Bicycle Safety Education Program encourages bike riding by teaching people of all ages how to bike safely through a variety of classes and educational opportunities.

The Bicycle Safety Education (BSE) Program has been providing classes in Alameda County since 2012. Classes target a variety of age ranges and topics to encourage bicycle riding among all Alameda County residents.

Class Types

Classes offered through the program include:

- » Urban Cycling 101 Day 1 Classroom Workshop: Taught by a League of American Bicyclists certified instructor, this workshop teaches basic rules of the road, how to equip a bicycle, helmet fit, avoid bike theft, ride after dark, and prevent common crashes.
- » Urban Cycling 101 Day 2 Road Class: After attending the Day 1 classroom workshop, this class takes attendees on the road for practice sessions. Working in small groups with certified instructors, attendees learn bike handling skills, crash-avoidance maneuvers, and how to bike confidently on any street.

- » One Hour Workshop: Sessions go in-depth with a certified instructor on a specific topic such as preventing bike theft, wet weather riding, bike commuting, and more. These classes are usually scheduled as a lunchtime workshop for employees at a company or business.
- » Learn-to-Ride Class for Adults: For adults or teens who have either not yet learned how to ride a bike, or did a long time ago but want a refresher on the basics of balancing, pedaling and steering.
- » Family Cycling Workshop: League Certified Instructors lead a day of fun games, skills building, and a neighborhood ride. This workshop is for kids who are able to ride a bike and ready to take to the roads and pathways with their parents. Parents and kids attend together.
- » Family Cycling Rodeo: A variation of the family workshop above, but with kids' bikes and helmets provided. The rodeo is idea for youth in grades 2-6, with each parent and child spending about a half hour in the course.
- » Kids Bike Rodeo: A team of instructors conducts fun-filled bike rodeos at elementary schools, street fairs, or other events around the County. These rodeos include a mock city course, skills building, and safe walking and bike instruction. Participants can drop in and out of this session any time, with most kids spending a half hour or less in the course.

- » Train the Trainer: Internal, twice-yearly class instructor continuing education sessions. These include program and materials updates, instructor feedback and peer learning, as well as topics such as first aid certification, public speaking, youth instruction, sensitivity training, and more.



San Lorenzo High School Senior Kelsey and Deputy Sheriff Stewart hang out by the trivia wheel on Walk & Roll Day

2014-2015 Classes

During the 2014-2015 school year, 66 bicycle safety education classes were held throughout the County, up from 54 the prior year and meeting the goal set for 2014-2015. These classes educated 1,726 bicyclists, well above the goal of 1,059 for the year. Figure 18 displays class type and location, while Table 4 on the following page displays classes by planning area.

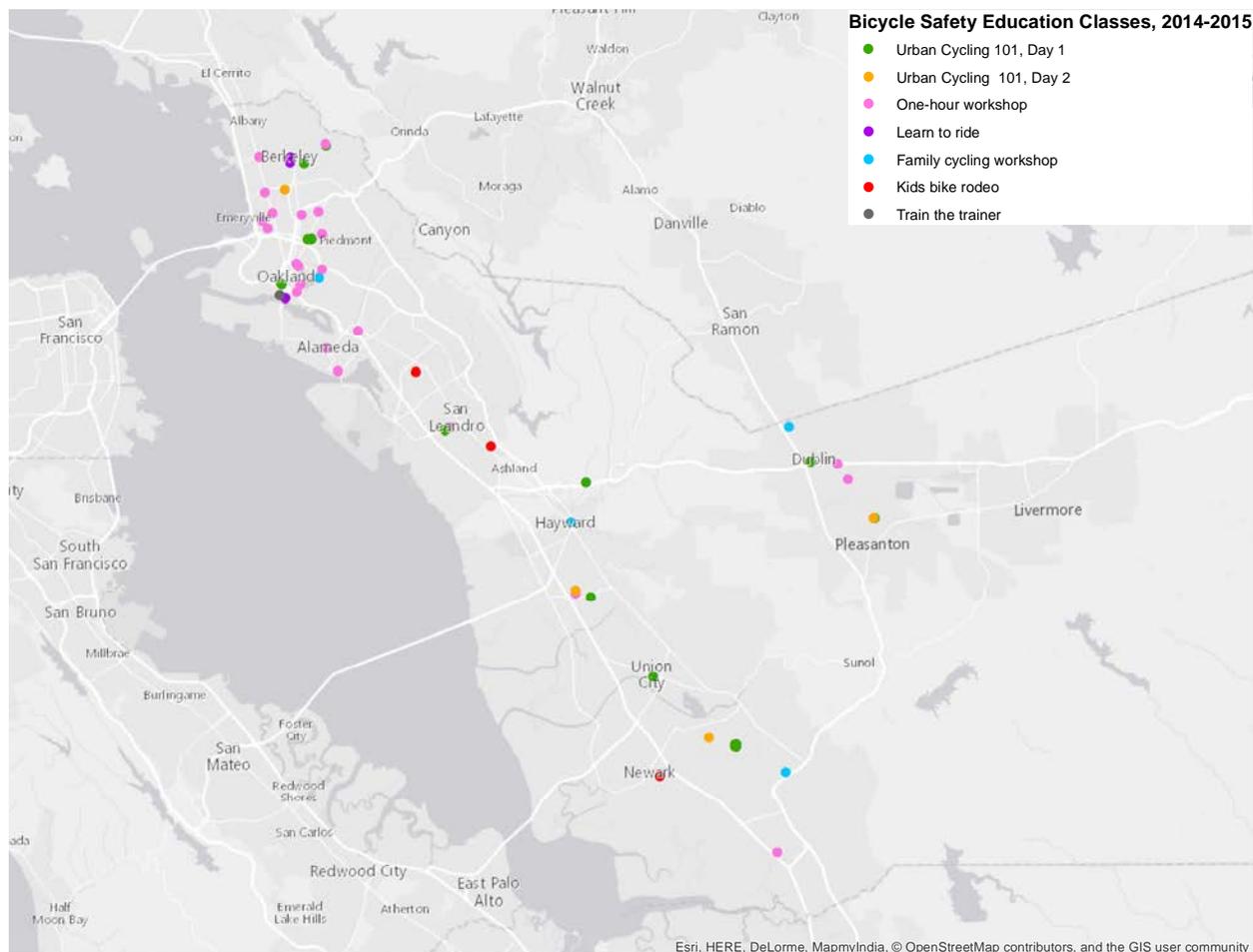
Bicycle Safety Education Program Accomplishments

In addition to increasing classes, the BSE program also developed new outreach and promotional materials, available in English, Spanish, and Chinese, and updated class materials. Pre and post class communication with participants also improved this year.

Social media played a key role in promoting classes, with increased attendance seen throughout the County. Other successful outreach strategies include:

- » Promotion by the Downtown Business District
- » Engagement with elected officials
- » City newsletters
- » Parks & Recreation Guides
- » Press releases

Figure 17 Bicycle Safety Education Classes throughout Alameda County, 2014-2015



Additional Funding

In addition to grant funding from Alameda CTC in conjunction with the SR2S program, funding from these organizations also provided classes in Alameda County:

- » BART: Bike theft prevention tabling outreach at stations throughout the system
- » City of Oakland: Urban Cycling 101 Day 1 classroom workshops and Day 2 road classes at parks and libraries throughout the City
- » UC Berkeley: Urban Cycling 101 Day 1 classroom workshops and Day 2 road classes on campus
- » Spare the Air Youth: Family Cycling Workshops throughout the East Bay

For the 2014-2015 school year, total additional funds from other sources for bicycle safety classes in the County reached \$24,160. This results in a 28% increase in funding and programming over that provided through the SR2S program alone.

Table 4 Bicycle Safety Education Classes by Planning Area, 2014-2015

Class type	North Planning Area	Central Planning Area	East Planning Area	South Planning Area	Countywide Total
Urban Cycling 101: Classroom Workshop	9	4	3	5	21
Urban Cycling 101: Road Class	1	1	1	1	4
1-Hour Workshop*	20	3	2	1	26
Adult Learn-to-Ride*	5	0	0	0	5
Family Cycling Workshop/Rodeo	1	1	1	1	4
Kids Bike Rodeo	2	1	0	1	4

*These class types are not necessarily distributed by planning area, though they are promoted and made accessible to participants throughout the County



Otis Elementary (Alameda)
Bike to School Day

Program Growth

Since the Bicycle Safety Education Program funded by the Alameda County Transportation Commission began in 2012, it has grown in both number of classes offered and number of class participants. Figure 19 displays the number of classes over time and Figure 20 displays the number of class participants over time. The average number of attendees per class has grown from 16 in 2012 to 26 in 2015.

Instructor Goals for 2016

One current program constraint involves the number of League Certified Instructors available to teach classes in various planning areas throughout the County. League of American Bicyclists (LAB) instructor certification seminars are scheduled sporadically in the region and at a high cost to the individual, making it difficult to integrate additional instructors.

The goal for 2016 is to work with the LAB to set up a week-long instructor coach training in the Bay Area, and have one or more current program instructors certified to start training and coaching new instructors throughout the County. This also enables more control over the training process, ensuring that instruction is in line with overall program goals.

Figure 18 Bicycle Safety Education Classes throughout Alameda County, 2012-2015

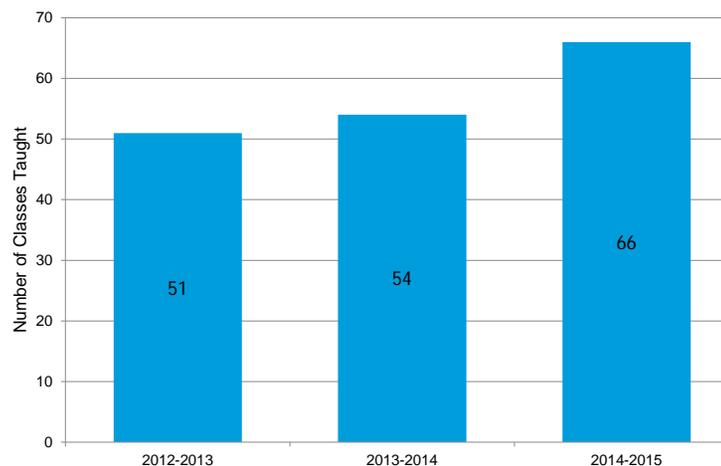
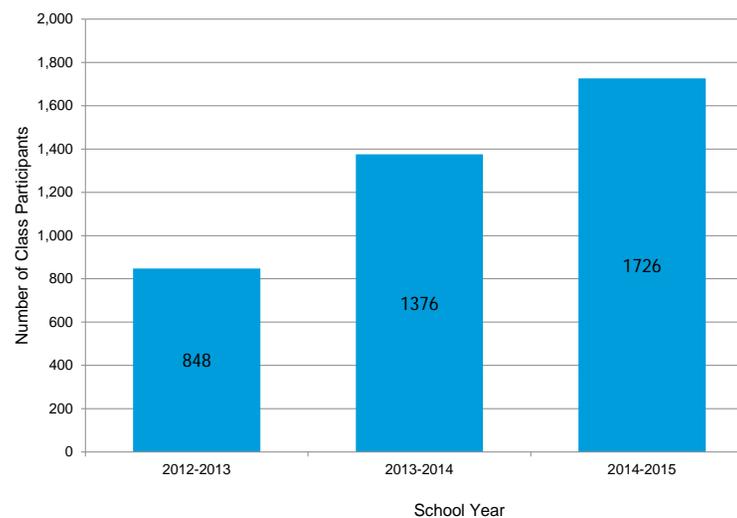


Figure 19 Bicycle Safety Education Class Participation, 2012-2015



The Alameda County Safe Routes to School (SR2S) program aims to encourage students and their families to move away from single-family car trips and toward the healthier, more sustainable modes of walking, biking, carpooling, and transit.

Evaluation of 2014-2015 Goals

In addition to mode shift, key performance measures include the increase in the number of schools, students, and adults who participate in the program, and the number of program activities conducted at each school.

A variety of goals for the program have been tracked over time, and progress toward goals established for the 2014-2015 school year can be seen in Table 5 on the following page. The program met goals for evaluation, encouragement, education, and engineering.

Highlights

The target number of schools for the 2014-2015 school year was established at 109 elementary and middle schools and eight high schools. Due to additional interest, the program expanded beyond its goal and engaged 122 elementary and middle schools during the 2014-2015 school year.

2015-2016 School Year: SR2S Recognition Program

As the Alameda County SR2S program continues to experience exponential growth each year, efforts to promote program sustainability are at the forefront. For the 2015-2016 school year, the SR2S program will shift toward a Resource Center model and incorporate a SR2S Recognition Program, similar to other large programs around the country.

The Resource Center will provide educational videos and downloadable toolkits via the Alameda County SR2S website - www.AlamedaCountySR2S.org - to any school interested in implementing SR2S activities.

The Alameda County SR2S Recognition Program will reward schools for participating in more SR2S events and activities, which result in a mode shift towards more walking, biking, carpooling, and transit use. Participating schools will be listed on the SR2S website, receive an emblem for their website and certificate to display at the school. More information about the new SR2S Recognition Program can be found on the website.

2015-2020: The Next Five Years

As the Alameda County SR2S program continues to move forward toward the goal of implementing SR2S in all public schools in Alameda County. The Alameda County SR2S program is doing this by outlining a vision for the future, along with measurable goals. The 2015-2020 Vision Plan for the Alameda County Safe Routes to Schools program is currently in development. It outlines a set of strategic goals for expanding program evaluation to include additional factors, reaching all students in the County, and continuing to focus on sustainability of the program.



Students at Stanton Elementary (Castro Valley) mark how they got to school

Table 5 Evaluation of 2014-2015 Goals

Goal	Goal Met	Discussion
Evaluation		
1) Refine established processes for data collection; improve response rate for tracking student mode share	X	1) A record 107 schools collected tally data during the fall 2014 data collection period
2) Work with team partners to clarify data to be tracked and collecting and collating data on a monthly basis	X	2) Alameda County SR2S staff utilized online system for tracking monthly program activities
Encouragement		
<u>International Walk & Roll to School Day</u>		
3) Increase the number of participating schools	X	3) 124 participating schools, 4% increase from 2013-14
4) Collect day-of mode split tallies	X	4) Over 25,000 students reported their trip to school
<u>Golden Sneaker Contest</u>		
5) Increase the number of participating schools	X	5) 94 participating schools, 7% increase from 2013-14
6) Increase the number of middle schools & high schools participating	X	6) 19 middle schools, 67 K-8 school, and 8 high schools participated
<u>Bike to School Day</u>		
7) Increase the number of participating schools	X	7) 101 participating schools, 15% increase from 2013-14
8) Increase the number of middle schools & high schools participating	X	8) 15 middle schools, 79 K-8 schools, and 7 high schools participated
<u>BikeMobile</u>		
9) Meet visit goal for SR2S schools (40)	X	9) 108 visits in 2014-15 at 85 schools
10) Meet visit goal for non-SR2S events (20)	X	10) 35 visits in 2014-15
11) Geographically equitable distribution of BikeMobile visits	X	11) At least 16 BikeMobile visits in each planning area
Education		
<u>Skillz Drills</u>		
12) Provide additional Skillz Drills courses	X	12) 22 Skillz Drills held, 38% increase from 2013-14
13) Geographically equitable distribution of Skillz Drills	X	13) Skillz Drills held in all planning areas
<u>Family Cycling Clinics</u>		
14) Meet goal for Family Cycling Clinics	X	14) 2 Family Cycling Clinics held in 2014-15
<u>Drive Your Bike Program</u>		
15) Expand number of middle schools and high schools participating in Drive Your Bike Program	X	15) Drive Your Bike program at 15 schools in 2014-15, 9 at middle schools, 4 at high schools, and 2 at elementary schools
<u>Website</u>		
16) Relaunch website with updated format, navigation, and resources	X	16) Completed May 2014
Engineering		
<u>School Site Assessments</u>		
17) Provide school site assessments	X	17) 6 total school site assessments
18) Geographically equitable distribution of school site assessments	X	18) At least 1 school site assessment in each planning area

Thank you to
participating
schools, champions,
and families for
your leadership
and support in the
Alameda County
SR2S program.





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