



Safe Routes to Schools

Alameda County

www.alamedacountysr2s.org



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TRANSPORTATION
COMMISSION

Alameda County Safe Routes to Schools 2015-2016 Year-End Report



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Alameda County's Safe Routes to Schools Program wishes to thank all school district, school staff, school teachers, parent champions and students who support active and shared transportation to school.

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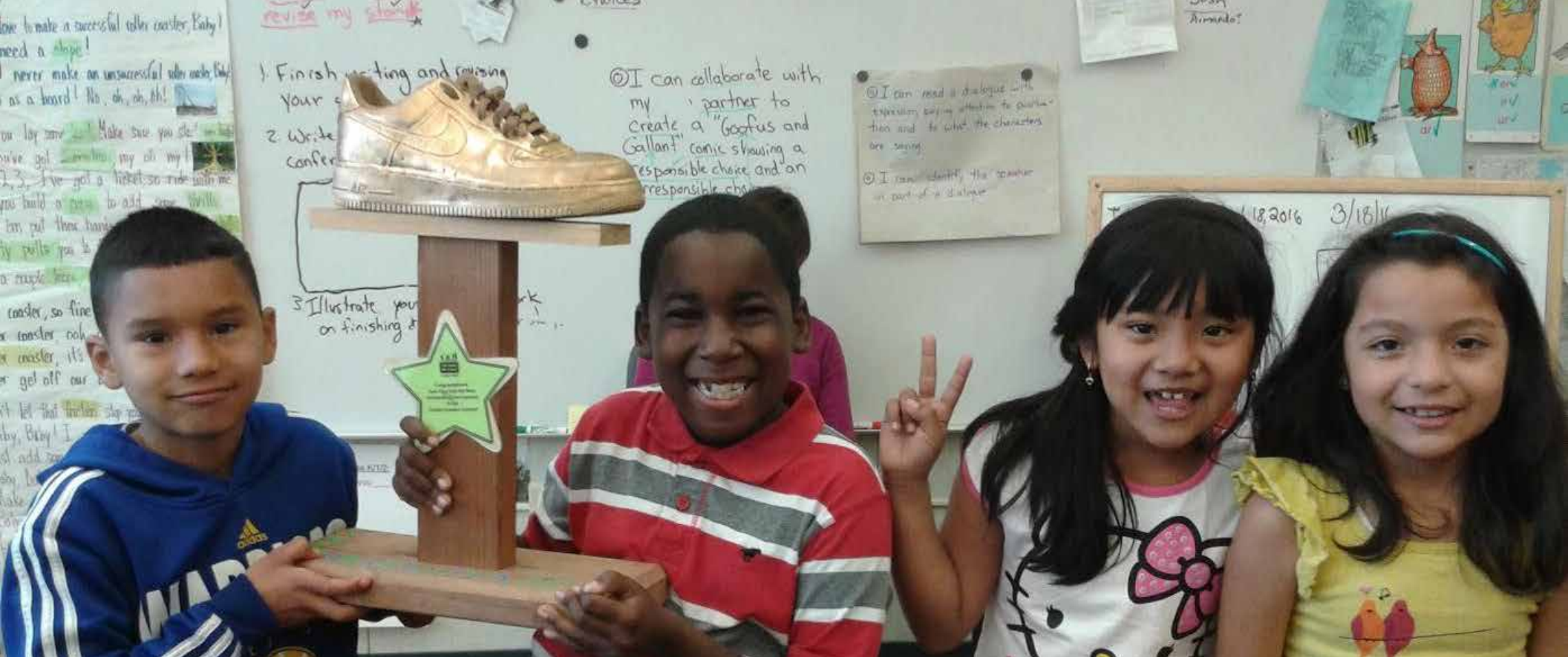
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2015-2016 Program

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 2015-2016 school year was Alameda County Safe Routes to Schools' (SR2S) tenth year of promoting active and shared transportation choices to students. The program has expanded annually and now reaches 173 schools throughout Alameda County, including 161 elementary and middle schools and 12 high schools.

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



The BikeMobile at the Spring Health Fair at Cherryland Elementary School in Hayward

2015-2016 Updates

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 2015-2016 school year, Alameda County SR2S increased the number of schools participating in the overall program and saw steady participation levels in core activities. High school participation grew to record levels. Successes from the 2015-2016 school year include:

- » 173 schools participated in the comprehensive program, up from 130 schools during the previous school year. 20 schools received technical assistance throughout the school year.
- » 79% of schools involved in the SR2S Program held three or more events. 64% of participating schools held five or more events, up from 59% hosting that many events previously.
- » 139 SR2S schools participated in International Walk & Roll to School Day in October 2015, up from October 2014, with 124 schools participating.
- » 84 SR2S schools participated in the Golden Sneaker Contest in March 2016.
- » 118 SR2S schools participated in Bike to School Day in May 2016, up from 101 schools in May 2015.

- » The BikeMobile, which provides mobile bicycle repair services, made 102 visits at schools and 69 community visits between July 2015 and June 2016. Last academic year, the BikeMobile made 89 visits to schools and 51 community visits.
- » 6 of the 12 high schools in the program participated in all three countywide events (many new high schools officially joined the program at various points after the start of the academic year).
- » 9 high schools celebrated a student-led Cocoa for Carpools Day, held in December; both Dublin and Foothill High School Students were honored with Air Quality Impact Awards from the Tri-Valley Spare the Air Resources Team.



Students at American High School in Fremont volunteering for Cocoa for Carpools

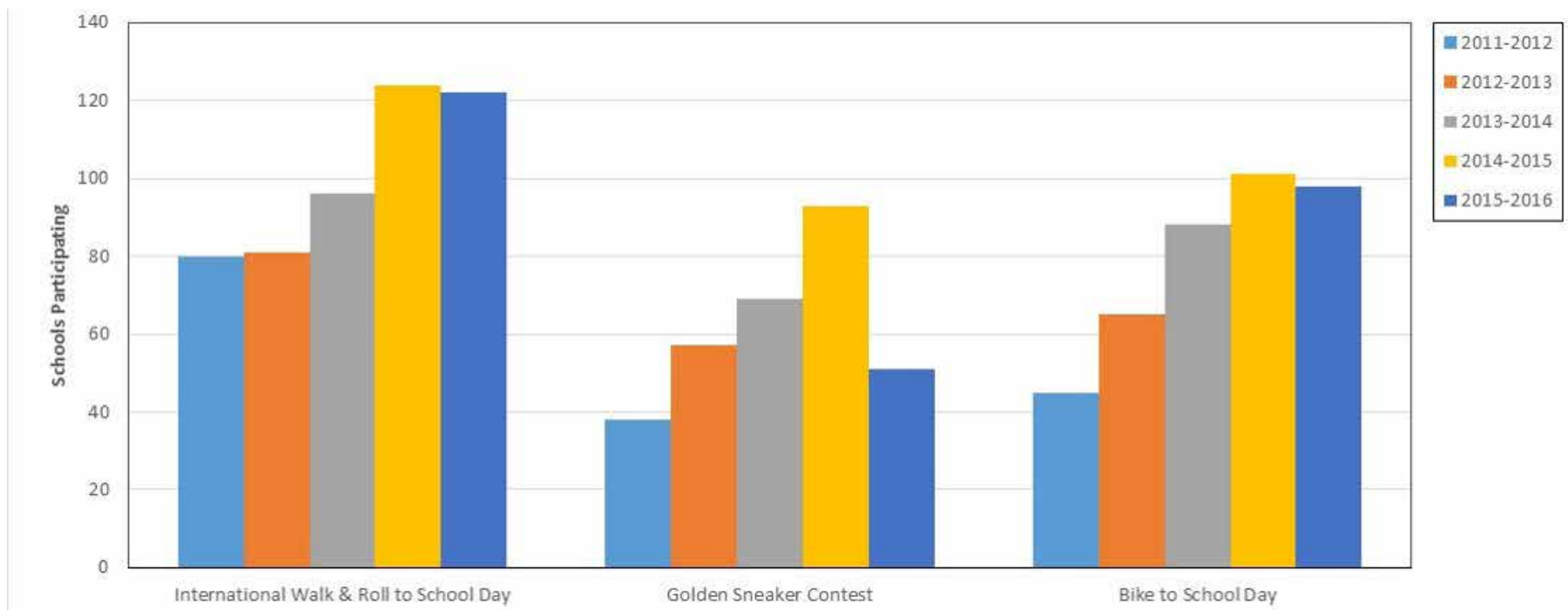
Figure 1 Schools Participating in Countywide Events

Figure 1 shows the 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; not all schools conduct hand tallies).

The analysis, discussed further in Chapter 5, also

found a correlation between the number of walking and biking programs and active transportation mode share.

Figure 2, on the following page, displays the number of events at schools throughout Alameda County during the 2015-2016 school year. Overall, schools held an average of over seven events per school. The larger the circle in the map found in Figure 2, the more events the school participated in.

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 (i.e. Pedestrian Safety Rodeo) tend to have a higher active mode share.
- Schools with more bicycling programs (i.e. BikeMobile visits) tend to have a higher biking mode share.

Figure 2 Number of Events at Participating Schools, 2015-2016 School Year



Table 1 Number of Events per School 2015-2016

Number of SR2S Events	Number of Schools
0	4
1 – 4	48
5 – 8	62
9 – 13	29
14 – 22	29
23 - 33	2

Table 1, above, provides a breakdown of the number of schools (elementary, middle, and high schools) that conducted certain ranges of events. High Schools and elementary/middle schools were analyzed both separately and combined. The trends between those two groups were similar, with one notable difference being that high schools tend to be very active, regardless of length of time in SR2S. This can be attributed, at least in part, to their more intensive programming and involvement of youth leadership. The combined analysis is what follows.

As one can see from both the map and table, there is great variation in the number of events held at each school during the 2015-2016 academic year from zero to 33 events. On average, schools hosted 7.9 events during that year. A small number of schools did not conduct any activities this year, all of these schools were in their first year of the program.

The two schools that conducted the most events were Hillside Elementary from San Lorenzo Unified, 25 events, and Jackson Avenue Elementary from

Livermore Valley Joint Unified, 33 events. Both schools have participated in Alameda County Safe Routes to Schools since Fall 2011, but went about achieving their high levels of participation in two different ways. In addition to participating in a substantial number of events, Hillside Elementary put a great focus on partnerships and organization, hosting several

planning meetings frequently involving the school's PTA. This allowed Hillside's events to be well planned and attended. Jackson Avenue Elementary had less of a focus on events, but held regular Walk and Roll to School Days throughout the academic year. Jackson Ave hosted 19 walk to school events and had 6 ongoing Walking School Bus routes.

Table 2 Number of Activities Conducted Based on Number of Years in SR2S Program

Number of Completed Years in SR2S	Number of Schools	Average Number of Events	Minimum Number of Events	Maximum Number of Events
0 (first year)	54	6.1	0	22
1	31	5.9	2	18
2	23	9.8	1	22
3	19	10.1	1	19
4	22	12	4	33
5	12	7.7	4	21
6	4	7.3	6	8
7	3	10	9	11
8	7	6.1	3	12

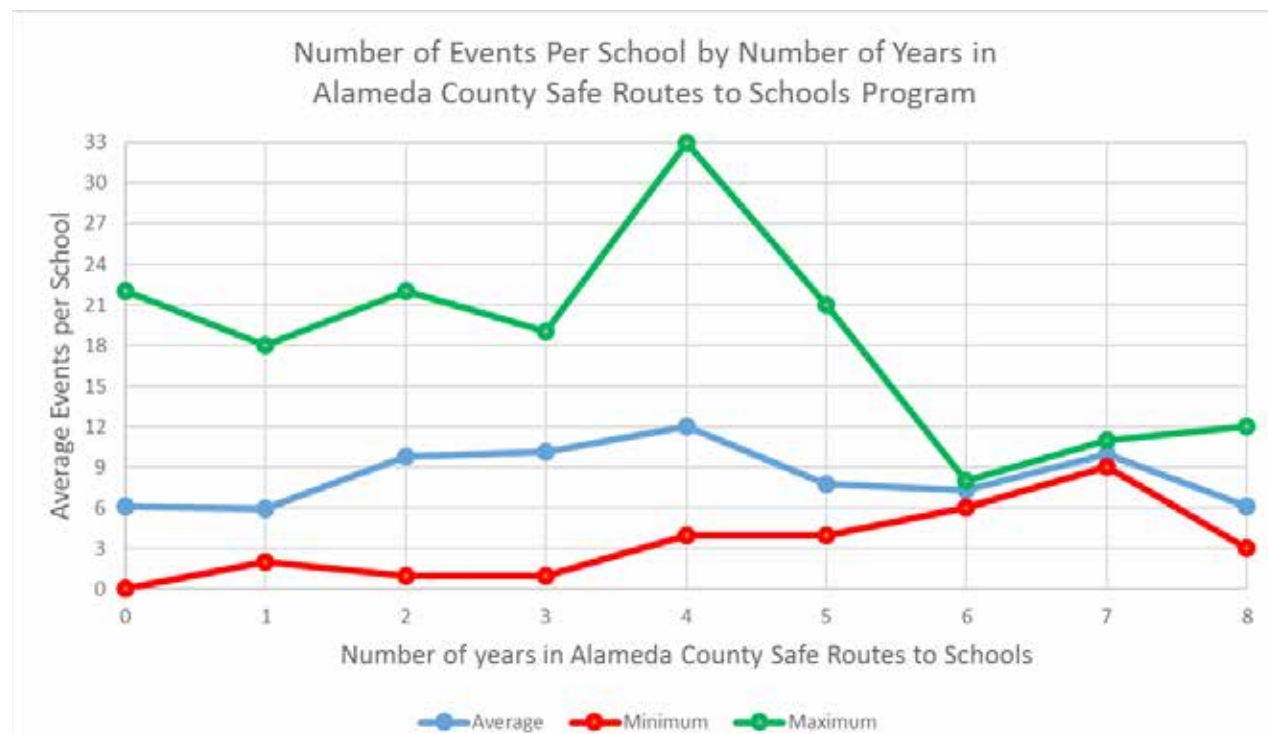
School Participation

Table 2 above and Figure 3 on the following page provide a breakdown of the average, minimum, and maximum number of activities that schools conducted based on the number of years they have participated in Alameda County Safe Routes to Schools.

There are 31 schools that conducted 14 events or more during the 2015-2016 academic year. Of these schools, they ranged from being in their first year of the program to being in their sixth year of the program.

High schools tend to, on average, be more active in the program. Participating high schools, on average, to conducted 15 events this year; ranging from 4 to 20. Eleven of the twelve high schools participated in at least 8 events. The one high school that only participated in 4 events was a spring admit to the SR2S Program, limiting their ability to participate in the full range of events.

While not as active as high schools, participating

Figure 3 Number of Events at Participating Schools, 2015-2016 School Year

middle schools, on average, hosted 8 events this year, ranging from 1 event to 22 events conducted.

Participating in Over 14 Activities

Schools that conduct more than 14 events are the most active schools in the Alameda County SR2S Program. The following analysis was completed to understand the effects of higher program participation.

Common Characteristics of Schools that Conduct Over 14 Events:

- » Almost equally geographically distributed by planning area: 8 Central, 9 East, 6 North, & 8 South
- » All 31 schools have a Champion; compared to 96% of schools countywide that had a Champion
- » Education Events (Bike Mobile, classroom activity, Drive Your Bike, Bike Rodeo, Rock the Block, etc.)
 - » K-8 schools did an average of 5 education

events; countywide average was 2 events.

- » High schools did an average of 2 education events; countywide average was 1 event.

- » Encouragement (Monthly/weekly walk to school day activities, Walking School Bus, and countywide events):

- » K-8 schools held an average of 6 events; countywide average was 3 events

- » High schools did an average of 4 events; countywide average was 3 events

- » Program support (champion, PTA meeting, other meeting, task force):

- » K-8 schools hosted an average of 8 events; countywide average was 3

- » High schools did an average of 13 events; countywide average was 11 events

Does Conducting Over 14 Events Result in Higher Mode Shift? (12 schools had complete hand tally data)

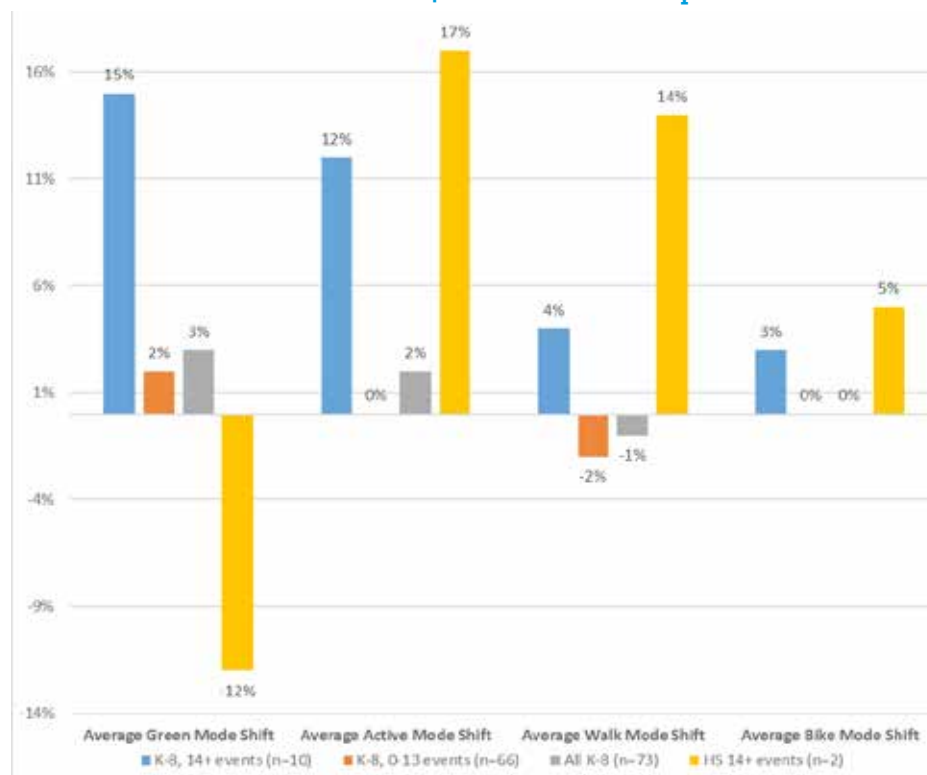
Schools that held 14 or more activities had a higher average green (walk, bike, carpool, bus, & "Other") and active mode (walk, bike, & "other") share than the countywide average, as well as schools that did less than 14 activities. Table 3 on the following page contains a break down of schools based on whether they hosted 14 or more events or 13 or less events.

The following analysis will focus on those 12 schools for which complete hand tally data is available.

- » Of those 12 schools, 8 schools had a positive green mode shift (walking, biking, carpool, & bus), ranging from a 2% to 69% increase from their respective baselines. Schools with a green mode shift of at least 10% did 18-21 events (average 19 events).
- » 9 schools had a positive active mode shift (walking & biking), ranging from a 1% to 62% increase from their respective baselines. Schools with an active mode shift of at least 10% did 15-21 events (average 18 events).
- » 7 schools had a positive walk mode shift, ranging from a 1% to 41% increase from their respective baselines. Schools with a walk mode shift of at least 10% did 15-19 events (average 18 events). While two of those schools did 0 pedestrian focused events, two other schools did 6-7 monthly or weekly walk to school day activities.
- » 8 schools had a positive bike mode shift, ranging from a 1% to 13% increase from their respective baselines. The one school that had a bike mode shift of at least 10% did 18 events. Schools that had a bike mode shift of at least 5% did 15-19 events (average 17 events). All four of the schools with at least 5% bike mode shift did at least one bike focused event (BikeMobile). The school that had a 7% bike mode shift did 4 bike focused events (1 BikeMobile, 3 Drive Your Bike events).

Table 3 Mode Shift Comparison of Schools that Conduct More and Less than 14 Events Table & Graph

	K-8, 14+ events (n=10)	K-8, 0-13 events (n=66)	All K-8 (n=73)	HS 14+ events (n=2)
Average green mode shift	15%	2%	3%	-12%
Max	69%	57%	69%	-11%
Min	-2%	-52%	-52%	-13%
Average active mode shift	12%	0%	2%	17%
Max	62%	60%	62%	48%
Min	-2%	-39%	-39%	-17%
Average walk mode shift	4%	-2%	-1%	14%
Max	21%	15%	21%	41%
Min	-3%	-30%	-30%	-13%
Average bike mode shift	3%	0%	0%	5%
Max	13%	12%	13%	7%
Min	-3%	-10%	-10%	-2%



About this Report

This report covers programming undertaken during the 2015-2016 school year. Specifically, it:

- » Presents an overview of K-8 and high school program activities
- » Reports the results of five 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 2015-2016 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, provides a review and evaluation of this year's program performance and goals for next and future 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 2015-2016.



Brand new bike racks funded by the BAAQMD at Kolb Elementary in Dublin

2 Program Overview

In 2015-2016, 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 2015-2016 school year, the Alameda County SR2S program expanded the comprehensive programming into 161 elementary and middle schools. The high school program, which had been pilot tested from 2011-2013, continued to expand as a fully integrated part of the Alameda County SR2S program, with 12 schools enrolled for the 2015-2016 school year.



A school site assessment at Castro Valley High School

The 6 E's

Alameda County's SR2S program is guided by the 6 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 theater 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.

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 & transit use.

Equity elements work to support safe, active, and healthy opportunities for children and adults in low-income communities, communities of color, and beyond. These elements work to ensure that program resources are equitably spread around the County researches the school communities that need them most.

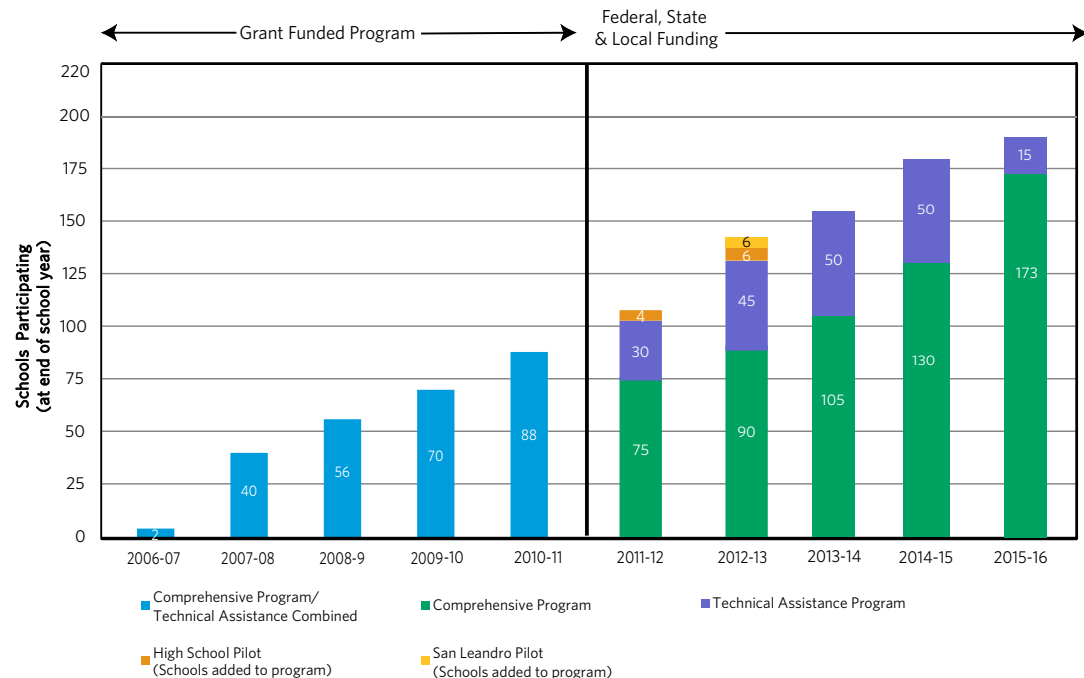
As the Alameda County's Safe Routes to Schools Program continued to expand, in the 2011-2012 school year participating schools were classified as either Comprehensive or Technical. The categories were put in place to provide two levels of assistance as program resources could not accommodate the demand for Comprehensive programming. Comprehensive schools receive school-based assistance from SR2S staff, are eligible for a variety of free programming, and receive support materials like posters and safety vests. Technical schools receive technical assistance from SR2S staff through their school district's SR2S Task Force.

As the program continues to mature and grow, it hopes to have all schools be in the Comprehensive Program. Figure 4 shows school participation numbers throughout the program's history. It should be noted that school participation numbers after the 2012-13 school year include high schools.

The FY2015-2016 program funding cycle included the continued expansion of the program, including:

- » Increasing the number of schools in the K-8 and high school programs each year, growing from 122 K-8 and 8 high schools in the program during 2014-2015 to 161 K-8 and 12 high schools during 2015-2016.
- » This academic year, the SR2S program placed a special emphasis on school site assessments (walk audits) to address infrastructure needs as

Figure 4 Growth of Alameda County SR2S Program 2006-2007 to 2015-2016



we encourage waking and biking to school. We conducted site assessments with stakeholders at 30 schools this year, up from eight in most of the previous years.

- » BikeMobile visits throughout the County continued each year (102 visits made during 2015-2016). These visits provide bicycle safety training, including rodeos, family cycling workshops, and adult safety courses.
- » The theatre show assembly "Rock the Block"

continues 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. These analyses are one of the reasons for an increased focus on equity, and is possible because of tracking and collecting more data. Further monthly activity matrixes and progress reports are now being produced.

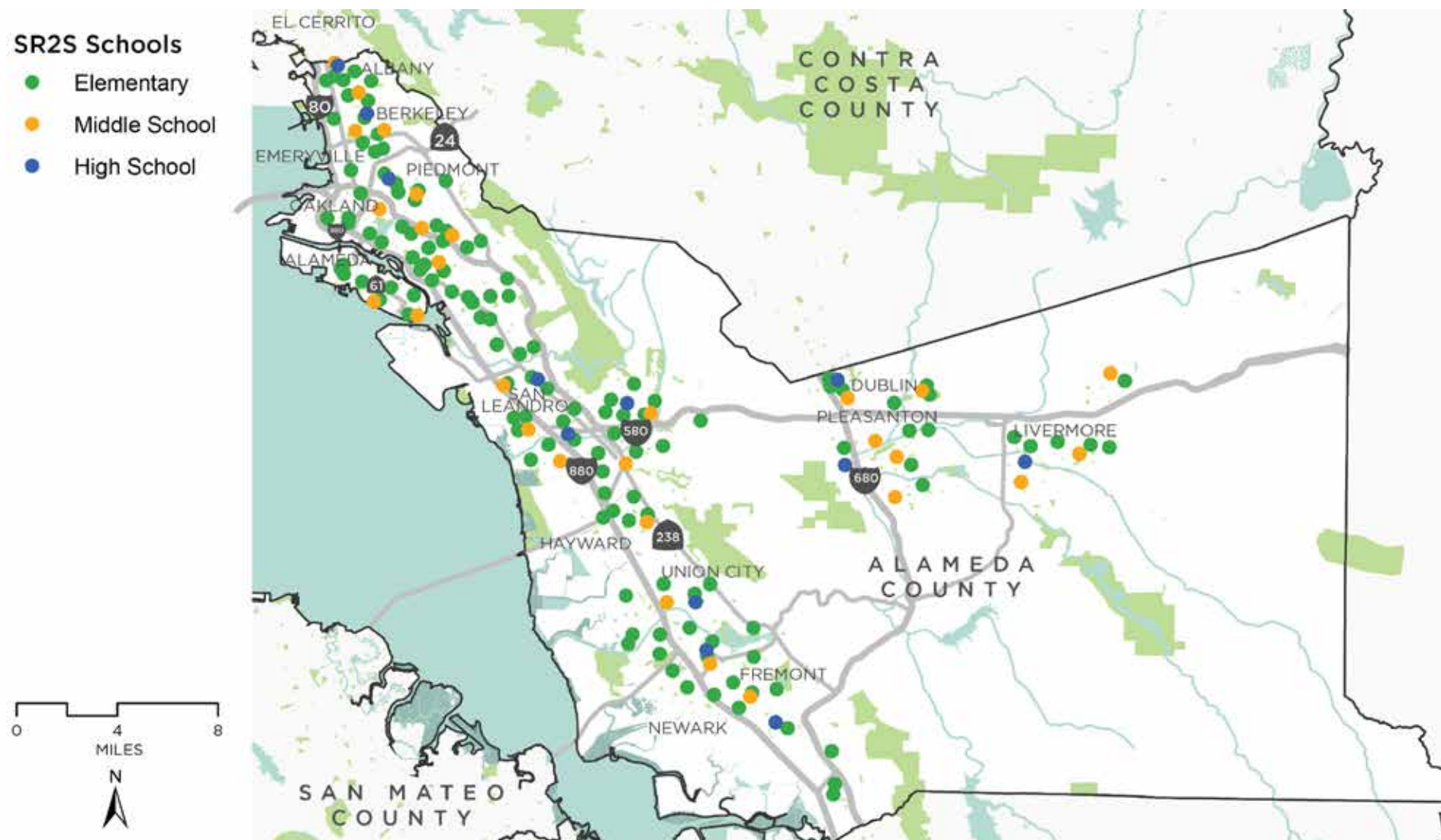
Figure 5 2015-2016 Alameda County Safe Routes to Schools Participating Schools

Table 4 Program Activities for 2015-2016

Major Program Activities 2015-2016					
	Activity/Event	Elementary	Middle	High	Total
Countywide Activities**	International Walk & Roll to School Day	110	22	7	139
	Golden Sneaker Contest	60	14	10	84
	Bike to School Day	88	19	11	118
School-Specific Activities**	BikeMobile Visits*	61	23	12	96
	Walk and Roll to School Days/ Events	159	1	N/A	160
	Walking School Bus***	12	N/A	N/A	12
	Bike Rodeos	16	N/A	N/A	16
	Pedestrian Rodeos	16	N/A	N/A	16
	Drive Your Bike Program	N/A	15	4	19
	School Site Assessment	19	8	3	30
	Rock the Block Assembly	43	N/A	N/A	43
	Cocoa for Carpools (high school event only)	N/A	N/A	9	9

*The BikeMobile, in addition to visiting schools, also makes visits to community events

**Some activities are specific to elementary, middle, or high school age groups

***Indicates number of schools with Walking School Buses

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 4 shows activities offered during the 2015-2016 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 2015-2016 school year, 20 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.

Website Information

The Alameda County Safe Routes to Schools website is home to a wide array of information for students, parents, Champions, teachers, and administrators. In addition to information about the Safe Routes to Schools Program and upcoming events, the website also provides details about the many resources that the program offers like School Site Assessments, Rock the Block Assembly, Pedestrian Rodeos and many others. The website can be accessed from <http://www.alamdeacountysr2s.org>. A version of the website's home page can be seen in the image to the right.

Website Analytics

Over the course of the 2015-2016 academic year, the Alameda County SR2S website had 12,150 total page views. Of those 12,150 views, 9,937 of them were unique page views. The website averaged about 1,013 page views per month or about 34 page views per day.

Website visitors on average spent the longest time, over 4 minutes per visit, on the Annual Report and Participating Schools pages, respectively.



Top 5 Visited Website Pages

- » Home page - 5,683 (4,865 unique views)
- » Elementary School Programs - 479 (333 unique)
- » Golden Sneaker Contest - 366 (301 unique)
- » International Walk & Roll to School Day - 365 (253 unique)
- » Participating Schools - 347 (320 unique)



Above: The Alameda County Safe Routes to School website home page.

Left: This chart displays the volume of page views for the SR2S website between July 2015 and June 2016.

Elementary and Middle School Programming

In the 2015-2016 school year, 161 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 2015-2016 school year, 161 elementary and middle schools registered 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



Students ready to start the course at the Bike Rodeo at John Green Elementary in Dublin.

Program Delivery

Schools participating in the comprehensive SR2S program receive 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 increasingly 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. One of the most important aspects of a school's participation is the engagement and time commitment of the Champion. Schools that have an active and passionate Champion(s) that can dedicate sufficient time to SR2S typically participate in more events than schools that do not have Champions or have Champions who cannot dedicate enough time to SR2S. Similarly, schools who have been in the program previously often have several scheduled events. New schools may require additional support to organize and plan 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

During the 2015-2016 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.

Program Activities

The following pages describe the specific program events and activities offered through Alameda County's SR2S program during the 2015-2016 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 at Dougherty Elementary in Dublin.

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, a globally-recognized event. The event began to focus attention on safer streets, promote healthier habits, and protect the environment.¹ In 2015, 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 2015, the event was held in October, 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 encouragement. This event raises visibility of the program and is the foundation for the year.

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

Highlights

During the month of October 2015, 139 schools in Alameda County participated in International Walk &

Figure 6 International Walk & Roll to School Day Travel Modes, 2013-2015



Roll to School Day, including 7 high schools, 22 middle schools, and 110 elementary schools.

Based on student tallies during the event, 59% of students walked or rolled and 76% arrived using green modes (including walking, bicycling, skating, carpooling, taking transit and bussing). On a typical day, approximately 48% of students arrive via green modes, indicating a sizable increase for this day.

Figure 6, above, shows the number of students using active and shared transportation on International Walk & Roll to School Days held in 2013, 2014 and 2015. The program has continued to see increases in both the numbers of students using active and shared modes to get to their schools and the number of students tallied. This illustrates that SR2S continues to draw high levels of participation and is producing tangible results: a continued, steady shift towards green modes.

Golden Sneaker Contest

The Golden Sneaker Contest, a two-week contest that promotes walking, biking, carpooling, and transit use among schools throughout the County - 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. The Platinum Sneaker Award is given to one school in Alameda County that saw top scores for the percentage of students using 'green' modes during the Golden Sneaker Contest and the largest increase in green trips over a typical day at the school. The Platinum Sneaker award is handed out at the Alameda County Transportation Commission meeting in March each year.

Highlights

In March 2016, 84 schools in Alameda County participated in the Golden Sneaker Contest. The classroom in each school with the highest percentage of active and shared trips to school received a Golden Sneaker Trophy Award to celebrate their achievement.

This year the Platinum Sneaker Award went to

Corvallis Elementary School in San Leandro. Corvallis Elementary has been in the Alameda County Safe Routes to Schools program since 2012 and has seen steady increases in active and shared trips to school. They regularly participate in all three countywide events: International Walk & Roll to School Day, the Golden Sneaker Contest, and Bike to School Day and also receive a visit from the BikeMobile.

During the 2016 Golden Sneaker Contest, 70% of Corvallis Elementary School students arrived at school by walking, biking, carpooling, or taking transit, up from 41% on a typical day. The school logged over 3,400 green trips to school during the contest.



The Golden Sneaker Contest winners at Frederiksen Elementary in Dublin, CA



Parent Champion and family receiving the Platinum Sneaker award for Corvallis Elementary School in San Leandro, CA

Bike to School Day

Bike to School Day is an event to celebrate and encourage bicycling to school, held concurrently with Bike to Work Day in May in the Bay Area. In 2016, Alameda County SR2S organized the fifth Bike to School Day with 118 schools participating.

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 2016, 118 schools (88 elementary schools, 19 middle schools, and 11 high schools) participated in Bike to School Day. School participation levels were higher this year than the 101 school from last year. Over 5,000 students rode bikes to school on the day of the event, according to student tallies submitted by schools.

The BikeMobile was busy throughout the month of May, with a visit almost every day and often more than one visit in a day. During the 26 visits made throughout Bike Month, hundreds of bikes were repaired.



Two parent champions and the Principal (with the bike) at Bike to School Day at Maloney Elementary in Fremont



Students learning how to fix a bike chain with some help from the BikeMobile at Lafayette Elementary in Oakland



Students love riding their bikes around the playground at Glenview Elementary School in Oakland

Ongoing Student Programs

Monthly Walk and Roll to School Days

Holding monthly Walk and Roll to School Days is a strategy to promote 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 2015-2016 school year, 159 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



SR2S Leadership at Tyrrell Elementary in Hayward



Student Safety Patrol volunteers helping during a monthly Walk & Roll to School event at Esperanza Elementary School in Oakland

Walking School Bus

Walking school buses are coordinated efforts where students walk 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 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 2015-2016, 12 schools had regular walking school buses, collectively creating 37 different walking routes. Based on student hand tally data, there are higher rates of walking at schools with walking school bus programs.

Walking school bus maps can be made upon request and have been developed for about 10 schools. These are provided as a resource at school events, such as kindergarten orientation and parent meetings.

BikeMobile

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

In 2016, there were 96 visits made to SR2S-related BikeMobile visits to schools. An additional 35 visits were made to communitywide events such as Earth

Day celebrations and health fairs throughout the County where children and their families were in attendance.

Bike Rodeos/ Skills Drills

"Bike Rodeos/ 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 2015-2016 school year, Alameda County

SR2S offered bike rodeos in all school districts. Over 1,300 students participated in bike rodeos at 16 schools during 2015-2016. 20 rodeos were held across the county reaching 14 of the 16 participating school districts in Alameda County. No rodeos were held in Albany or San Lorenzo.



Bowman Elementary School in Hayward enjoys a visit from the BikeMobile during a Spring Bike Festival.



It's never too early to learn how to change a bike tire at Schafer Park Elementary School in Hayward

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 "Drive Your Bike" bicycle education to students at 15 middle schools through 27 sessions and four high schools through 7 sessions; serving over 6,000 students in the 2015-2016 academic year.

Of these 19 schools, 12 had hosted Drive Your Bike sessions in the 2014-2015 academic year as well. These schools represent 10 of the 16 school districts participating in SR2S. New Haven Unified and Oakland Unified each had 3 schools participate hosting four and six sessions, respectively. The following school districts had two schools participate: Castro Valley Unified (5 sessions), Fremont Unified (2 sessions), Hayward Unified (6 sessions), Livermore Valley Joint Unified (2 sessions), and San Lorenzo Unified (6 sessions). The following districts had one school participate: Alameda Unified (1 session), Albany Unified (1 session), and Berkeley Unified (1 session).

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

Family Cycling Workshops involved 144 participants this academic year. Five workshops were held around the county; one in Fremont, one in Union City, two in Alameda, and one in Livermore. The Union City workshop had the highest attendance with 72 people.



A student on the Skills Drills course at the Piedmont Bike Rodeo at Havens Elementary School

"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



Some families from Lydiksen Elementary in Pleasanton get ready for a ride to school.

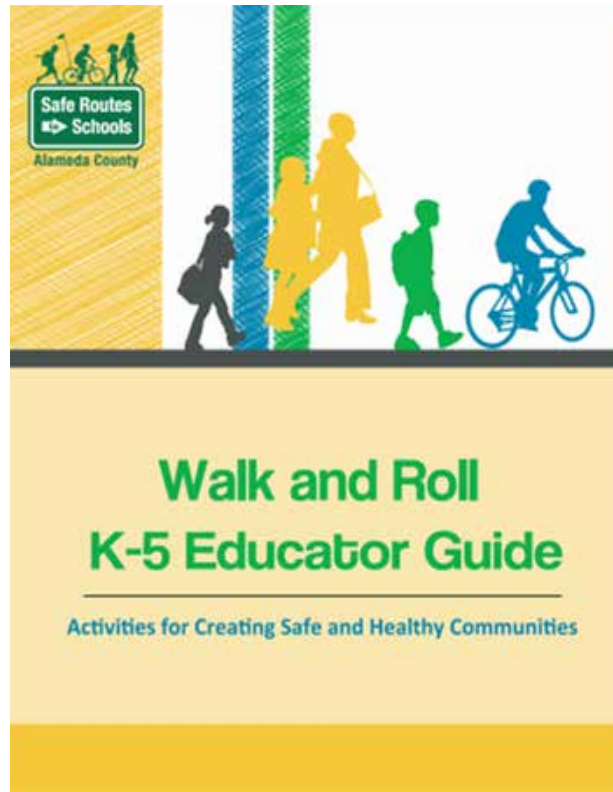
School, Parent, and Community Programs

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. During the 2015-2016 academic year, 258 teachers from 11 schools received this training.



[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, a Spanish term for community health workers that refers to lay health workers who work in Spanish-speaking communities, Steering Committee meetings are 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 fourth year in a row.

School Site Assessments

During a school site assessment, the school faculty and staff, parents, city/county staff, planners, and engineers observe 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.

As part of a school site assessment, planners and designers on the Alameda County's SR2S team develop a set of infrastructure recommendations that can be used by local agencies as a planning tool or to seek grant funding to make the improvements.

Highlights

Alameda County SR2S staff conducted site assessments at 30 schools during the 2015-2016 school year, at schools and districts throughout Alameda County. In past years, about eight school site assessments were held per year.



A school site assessment at Pioneer Elementary in Union City

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 many 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. In fact, 13

elementary schools SR2S programs were active with their PTA. Hillside Elementary in San Lorenzo lead the way hosting/ attending six meetings with the PTA.

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.



The Parent Champions from Hesperian Elementary in San Lorenzo on International Walk and Roll 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.

The 2015-2016 school year represented the fifth 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.

Twelve schools participated in the program for the 2015-2016 school year, including five new high schools: American High, Berkeley High, Granada High, James Logan High, and San Leandro High.

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 over arching Alameda County SR2S program for major events.

Highlights from the 2015-2016 school year include:

- » During October 2015, six high schools participated in International Walk & Roll to School Day, with almost 2,000 students using green modes to commute to school.
- » Ten high schools participated in the Golden Sneaker Contest in March 2015, with 1,300 participants over the two week contest. Students calculated CO2 savings of over 36,000 pounds because of the increase in students walking, biking, carpooling, and taking transit during the contest.
- » Ten high schools also participated in Bike to School Day in May 2015, with over 300 students riding to school.
- » Nine high schools also hosted a student-led Cocoa for Carpools event in December, encouraging students to carpool to school. Close to 1,400 high school students carpooled the morning of the event, more than doubling the 600 from the prior year.

Table 5 High School Program Delivery

	School	City	School Group
Club	Albany High	Albany	Earth Team
	American High	Fremont	Green Commission
	Berkeley High	Berkeley	Green Team Committee
	Dublin High	Dublin	Upperclass Leadership
	Foothill High	Pleasanton	Student Leadership
	Granada High	Livermore	Student Leadership
	James Logan High	Union City	JLHS Health Center Students
	San Leandro High	San Leandro	Freshman Leadership
	Castro Valley High	Castro Valley	Leadership Class
Class	Irvington High	Fremont	Green Advisory Class
	Oakland Technical High	Oakland	AP Environmental Science Class
	San Lorenzo High	San Lorenzo	Urban Design Class

Table 6 High School Program Highlights

School	City	Highlights
Albany High	Albany	Albany high was able to organize four major successful events. Improving upon the organization and set up of last year's Walk and Roll to School Day, they were able to increase participation by 30%. Through a grant from the BAAQMD, Albany High was able to install 40 new bike racks on campus.
American High	Fremont	In their first year of the program, American High got off to a great start by hosting a successful Cocoa for Carpools event and 12 Bike to School days. In both cases, students worked with local businesses/ organizations to build partnerships to benefit their events. American was also able to conduct a school site assessment to help better understand and improve travel conditions.
Berkeley High	Berkeley	Also in their first year, Berkeley started in the spring semester and kicked off the program with BikeMobile and Bike Blender visits. Berkeley High also participated in Bike to School Day with at least 140 students biking to school. BHS also is working with an active and engaged group of parents from the School Safety Committee.
Castro Valley High	Castro Valley	This year during the Golden Sneaker Contest, CVHS students were able to save over 12,000 lbs. of carbon from being emitted. CVHS also partnered with BikeWalkCV to provide stuffed goodie bags for students and commuters who biked passed their energizer station. They were also able to generate a school site improvement plan based on feedback from a school site assessment.
Dublin High	Dublin	Dublin High was able to generate in an 80% increase in Cocoa for Carpools participation. The event and partnership with Tri-Valley Spare the Air Resource Team was so successful that two DHS students (and three Foothill HS students too) were interviewed on KPIX. The SR2S team also put in a concerted effort to increase participation of younger students; this resulted in double the participation in the Golden Sneaker Contest.
Foothill High	Pleasanton	Despite growing pains from changes in student leadership from the year before, Foothill HS was still able to run a successful SR2S Program. They were able to create a 20% increase in Cocoa for Carpools and had participants for the Golden Sneaker Contest from over 11 classrooms. Foothill HS also continued their partnership with the City of Pleasanton for Bike to School Day.
Granda High	Livermore	Granda HS also completed their first year of the program with very successful levels of participation. Cocoa for Carpools became an instant favorite and in their first time participating in the Golden Sneaker Contest Granda had 36 classes participate, one of the highest in the County. New bike racks will be installed soon to ease capacity problems and GHS will continue to build local partnerships with LVJUSD, LPD, and City staff.
Irvington High	Fremont	Irvington High continues to see its SR2S Program grow. IHS saw a 30% increase in students arriving via a sustainable transportation mode during Walk and Roll to School Day and SR2s leaders started a new partnership with the new IHS Cycling Club. This partnership lead to a 62% increase in biking to school and the creation of bike trains for Bike to School Day. IHS also received funding for new bike racks and is looking to spread older racks around campus.
James Logan High	Union City	Another new high school to the program James Logan's SR2S Program found a home with the JLHS Health Center student group (and staff). The first event, Bike to School Day, quickly showcased enthusiasm for the program, but also saw many aspects of campus, like bike parking, that need to be improved. JLHS will have a dedicated staff person working along the SR2S team for help and support.
Oakland Technical High	Oakland	Oakland Tech's SR2S found a new home in the AP Environmental Science class, with a very enthusiastic teacher champion. Oakland Tech saw a 107% increase in Walk to School Day participation and a 350% increase in Golden Sneaker Contest participation. Their trick with the Golden Sneaker Contest was making it opt-out instead of opting in. OTHS also upgraded older bike racks and are looking to add more around campus.
San Leandro High	San Leandro	San Leandro HS is another school that completed its first year in the program. With a champion from the PE Department and leadership from the freshman, SLHS had over 500 students participate in their first Golden Sneaker contest and learned many lessons to help improve future bike to school and other SR2S events next year.
San Lorenzo High	San Lorenzo	Finishing up their fifth year in the SR2S program, San Lorenzo HS continued to see participation growth in their Golden Sneaker Contest by 60%. Despite scheduling complications with Bike to School Day, the team was still able to throw a successful event. Additionally, students have been helping with grant application for Lewelling Blvd. improvements and participated in the design process from a stretch of AC Transit's new BRT line along part of the E 14th Street segment.



Students from Foothill High School in Pleasanton talk with Roberta Gonzales of KPIX (CBS 5) about the success of Cocoa for Carpools

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 Schools (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 complete school years (12-13, 14-15, & 15-16) in addition to Spring 2012 and Fall 2013 for a total of eight 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 2015-2016 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. A parent survey was not conducted during the 2015-2016 school year as these are typically conducted every 2-3 years to prevent survey fatigue and accurately assess attitudinal shifts.

The following analysis begins by comparing spring 2016 hand tallies to those collected during fall 2015 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 2016, to fall 2012 hand tallies, the first robust dataset collected since the program began.



Students from Rancho Las Positas in Livermore signing the poster for biking to school



Students at Creekside Middle School in Castro Valley are eager to add to the log of transportation modes

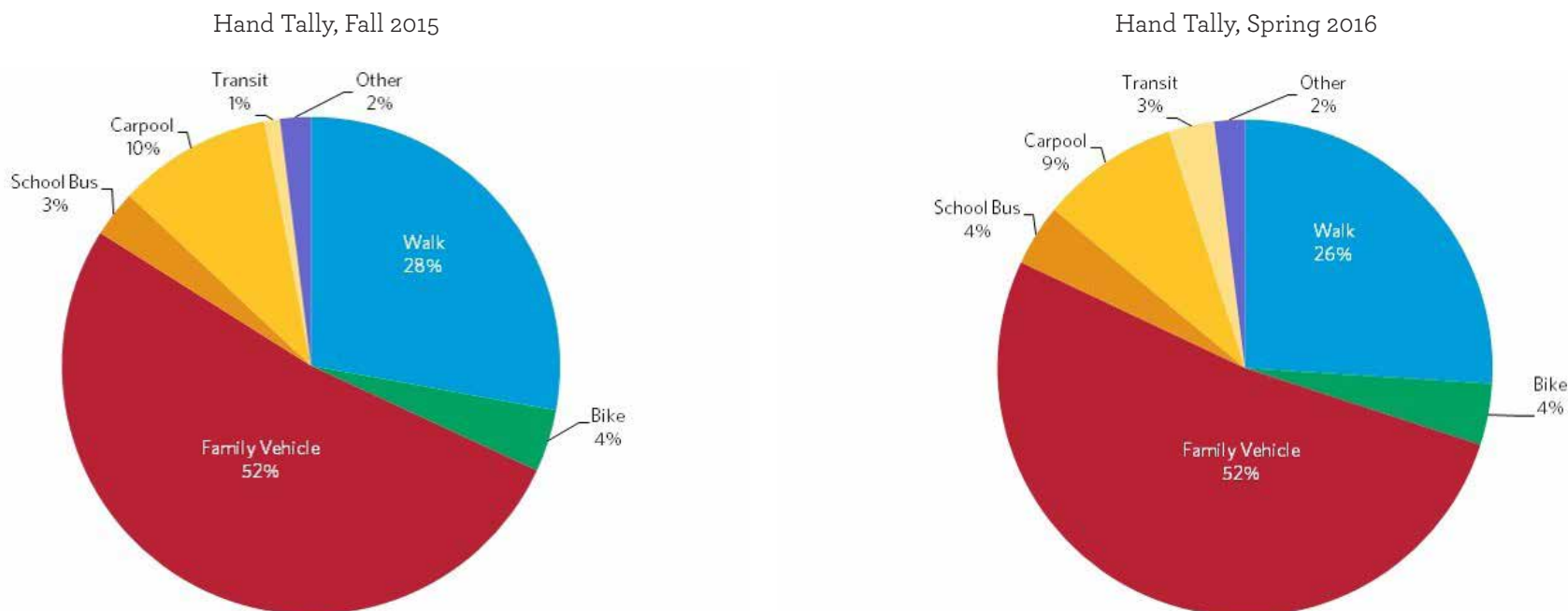
Countywide Results

The spring 2016 hand tallies were gathered in 97 schools, approximately 56% 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 2016, active transportation accounts for 32% of trips Countywide. Other is included as a green mode as this generally captures scooters, skateboards, and similar means of transportation. Shared transportation makes up 16% of the mode split.

While the hand tally data presented in Figure 7 represents current mode share throughout the County, analyzing mode shift at this level does not give an accurate representation of trends because land use, transportation options, and program engagement varies throughout the County. The following analysis uses comparable data sets to identify trends in shifting towards green trips to school. Green trips are defined as active and shared modes of transportation.

Figure 7 Mode Split for Countywide School Trips, Fall 2015 Hand Tally and Spring 2016 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 8.

- » Schools in the north planning area consistently have the highest **active** mode rates (36%)
- » The east part of the County consistently has higher rates of **bicycle** ridership than other parts of the County
- » Schools in the central and north planning areas have higher rates of **shared** trips to school, above the countywide average of 16%.
- » **Single family vehicle** trips account for a similar share of the mode split in the east and central planning areas, while the south part of the County has the highest rate of single family vehicle trips.

Figure 9 shows the percentage change of active, shared, and personal vehicle modes between 2012-2016.

Unlike the data presented on the subsequent pages, the data in Figure 8 does not control for the length of time schools have spent in SR2S. This is an important distinction because program effectiveness, when measured by shift to more active and shared modes, typically begins to occur after completing three years in the program. Overall, gains made by schools who have been in the program for multiple years have been averaged out by newer schools.

Figure 8 Current Mode Split by Planning Area, Spring 2016 Hand Tally Data

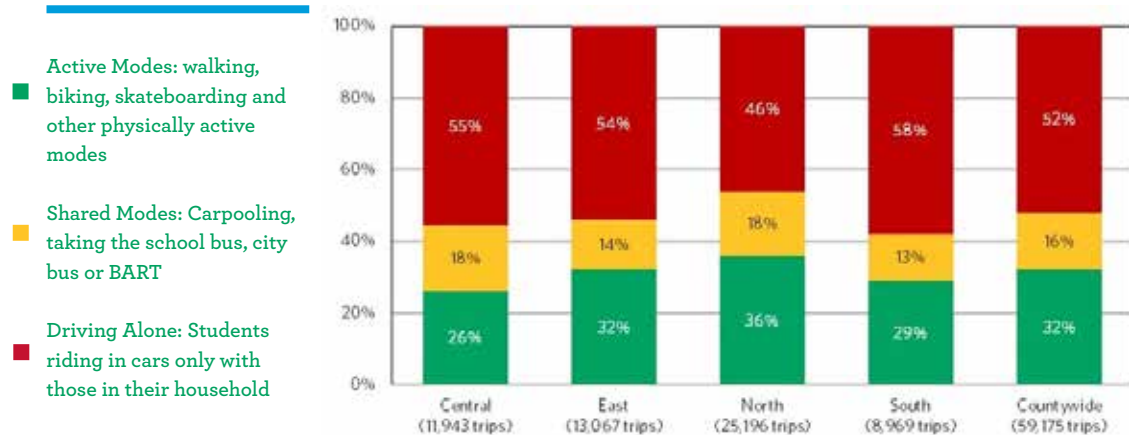
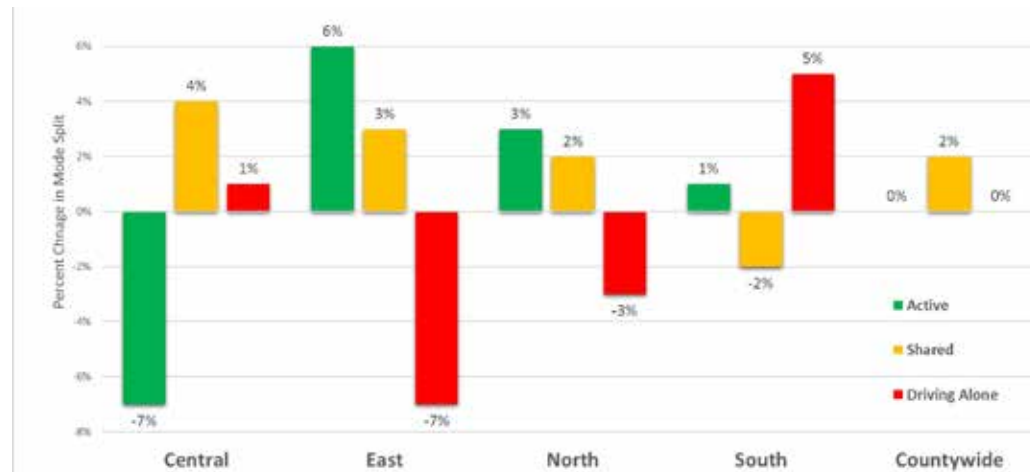


Figure 9 Change in Countywide Mode Split by Planning Area, 2012-2016



One interesting trend observed is the decrease in active mode share in the Central area. Based on the data, while there are additional participating schools

in that planning area, many of those students moved from active to shared modes; which still positively influences green mode share.

Comparison to Prior Years

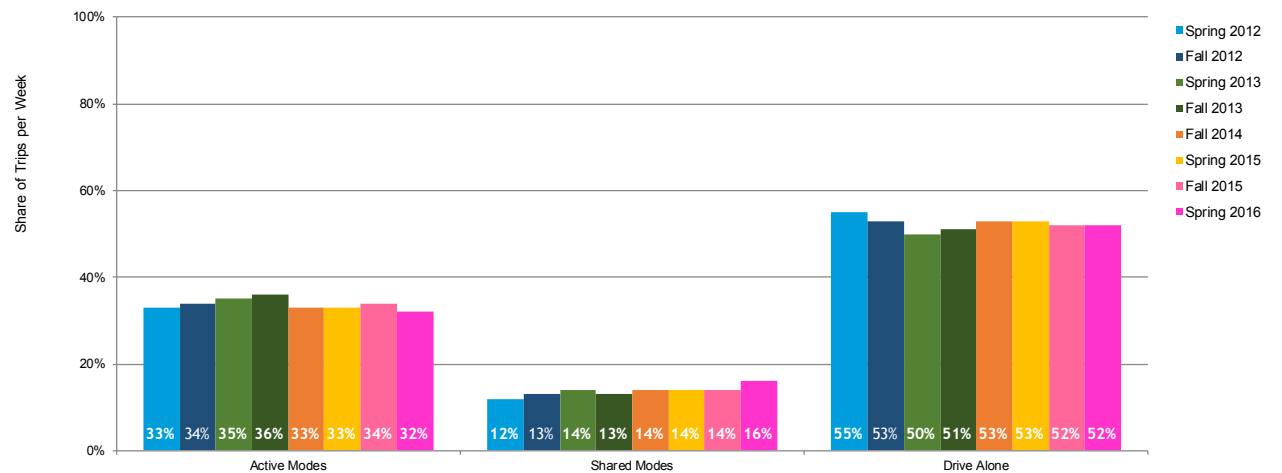
Countywide, hand tally data collected each semester since spring 2012 shows small but continual increases in active transportation, as well as decreases in driving alone. Shown in Figure 10, this data includes all participating schools that collected data during each time period (data was not collected in Spring 2014). Due to the significant increase in new schools for the 2015-2016 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 2016 show the following trends in mode shift:

- » Increases in **active modes** in the east planning area, and relatively steady active mode shares in the south planning area.
- » The central and north planning areas achieved large increases in **shared modes**, with both increasing from 12% in fall 2012 to 18% in spring 2016. Much of this increase in shared transportation is attributable to carpool trips.
- » Trips made **driving alone** decreased in the central and north planning areas, and remained relatively steady in the south and east parts of the County.

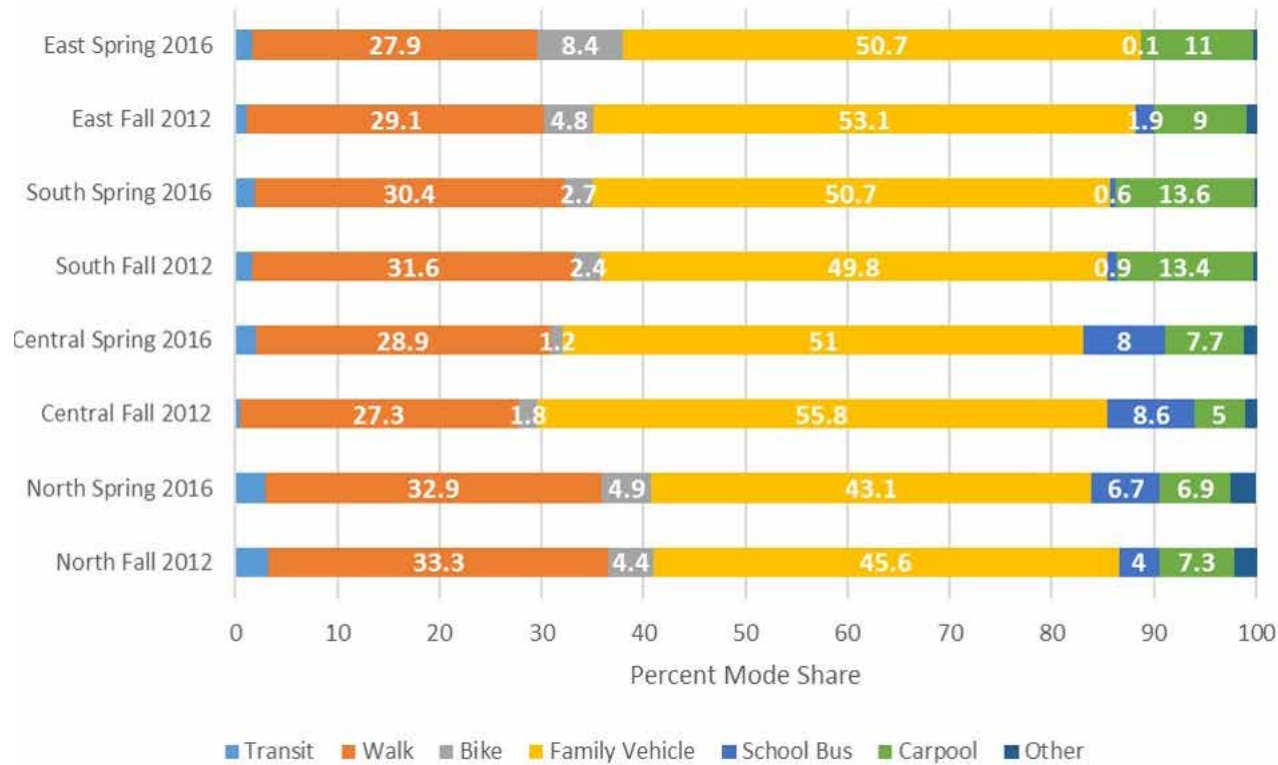
Figure 10 Countywide Mode Split for All Schools in SR2S Program, Spring 2012 to Spring 2016



Oakland Tech High School has seen increase in demand for bike parking as a result of their increase green mode share.



Berkeley High volunteers are really excited about Bike to School Day

Figure 11 Mode Shift By Planning Area, Fall 2012-Spring 2016, Hand Tally Data

Figures 11, above, details mode shift by planning area based on hand tally data, fall 2012 to spring 2016. This data only represents schools that have been in the program since 2012.

Highlights

- » The East Planning Area saw almost a 4% increase in students biking to school
- » The East Planning Area also saw a decrease in the use of family vehicles and an increase in carpooling
- » The South Planning Area has remained largely

unchanged; small increases in biking and carpooling have been observed, though.

- » The Central Planning Area saw a 5% decrease in trips made to school via personal family vehicle
- » The Central Planning Area also saw increases in walking and carpool mode share
- » The North Planning Area has seen an increase in the use of the school bus and sees more students biking to schools than four years ago
- » The North Planning Area has also experienced a reduction in students being dropped off at school by private family vehicle

Of these 36 schools that are in the comparative group, they had the following characteristics:

- » These schools on average hosted two educational events in the 2015-2016 academic year
- » These schools on average hosted four encouragement events
- » 86% of these school participated in all three major countywide events; 64% participated in at least two
- » On average these schools hosted two pedestrian focused events and one bicycle focused event
- » Every school had a Champion
- » All but four did at least one of the following: worked with the PTA, a Task Force, or held other planning/organizing meetings

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 2016, with 97 schools, 56% of participating schools, returning tallies. Green mode share is the combined total of active and shared modes.

44 schools increased their green mode share from their first semester in the program when counts were taken to Spring 2016, ranging from an increase of 0.73% to 69%. **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 south parts of Alameda County: 19 schools in the north, 12 in south, 9 in the central area, and 4 in the east. More specifically, 43 schools increased their active mode share and 19 schools increased both their share of walkers and people biking to school.

Common characteristics associated with a positive shift in Green Modes can be seen in Figure 12.

Figure 12 Characteristics Associated with Shifts to Green Modes

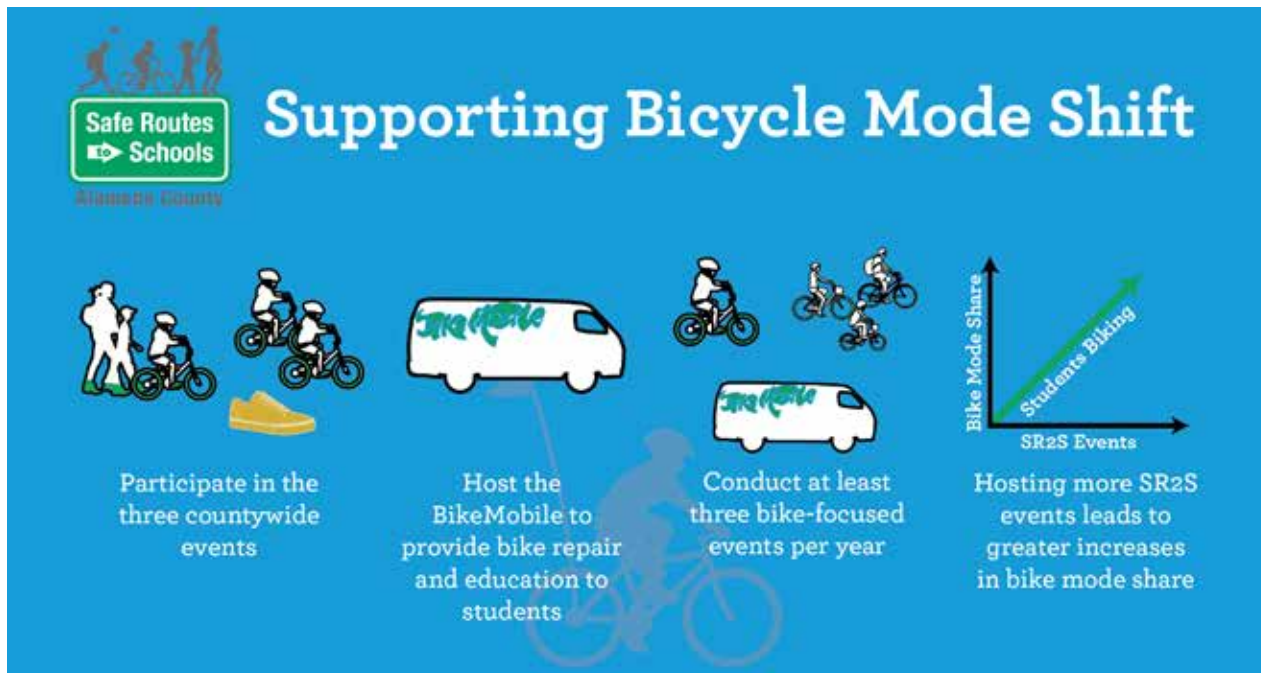


Trends in Bicycling

40 schools saw a positive increase their share biking with increases ranging from <1% to 13%. Common characteristics found among these successful schools include:

- » 85% of these schools participated in International Walk & Roll to School Day, 70% participated in Bike to School Day, and 35% of the schools participated in the Golden Sneaker Contest
- » 43% of the schools hosted at least one BikeMobile visit to provide education and bike repair for students
- » These schools hosted on average 3 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

Figure 13 Characteristics Associated with Increases in Bicycling



Bike racks are in high demand during Bike to School Day at Castro Valley Elementary

Trends in Walking

38 schools had a positive shift in walking, with increases ranging from <1% to 41%. Characteristics of these successful schools include:

- » 89% of these schools participated in International Walk & Roll to School Day and 37% in the Golden Sneaker Contest
- » 34% of these schools conducted monthly walk to school activities and had at least one active walking school bus route
- » All of schools have a Champion

Figure 14 Characteristics Associated with Increases in Walking**Kolb Elementary School**

The prime example of positive shifts in active modes is Kolb Elementary in Dublin. Kolb is the school that saw both the 13% increase in bicycling to school and the 21% increase in walking to school. During the Hand Tallies, Kolb had the following mode split: 32.2% walk, 14.4% bike, 0% school bus, 39.9% family vehicle, 12.3% carpool, 0.1% transit, and 1.1% other. This data is sampled from almost 900 students.

Kolb joined Alameda County SR2S in 2011 and has

been consistently active. Kolb participated in a total of 18 events including:

- » All three countywide events
- » Two education events
- » 10 encouragement events
- » Seven pedestrian focused events
- » One bicycle focused event (BikeMobile visit)
- » Two Task Force Meetings

- » Seven regular walk and roll events
- » Three walking school bus routes
- » Classroom activities

This year Kolb was able to accomplish three of the four characteristics that support a positive shift in bicycle mode share and all three of the characteristics for supporting a positive shift in pedestrian mode share.

Examining their past activity history tells a similar story about their event history. In 2013-14 Kolb hosted 7 events, and the following year, Kolb's activity level jumped up to 24 events! Staying active consistently over many years helps build excitement and a culture of using active/ green transportation.

One of the reasons that Kolb has been so successful is because of the leadership of their Parent Champion. An experienced Champion, Kristi returned to the lead the program again for the 2015-2016 academic year. Kristi, the school administration, parents, and students' energy and enthusiasm has really started to pay dividends through the tangible shift in travel modes; for both walking and biking.

Key Stats:

- » Active Mode Share: 46.6%
- » Green Mode Share: 60.1%

Parental Perceptions

While parent surveys were not conducted in the 2015 - 2016 school year, the results of previous parent surveys continue to inform and shape the strategies for Safe Routes to Schools in Alameda County. The previous 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

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

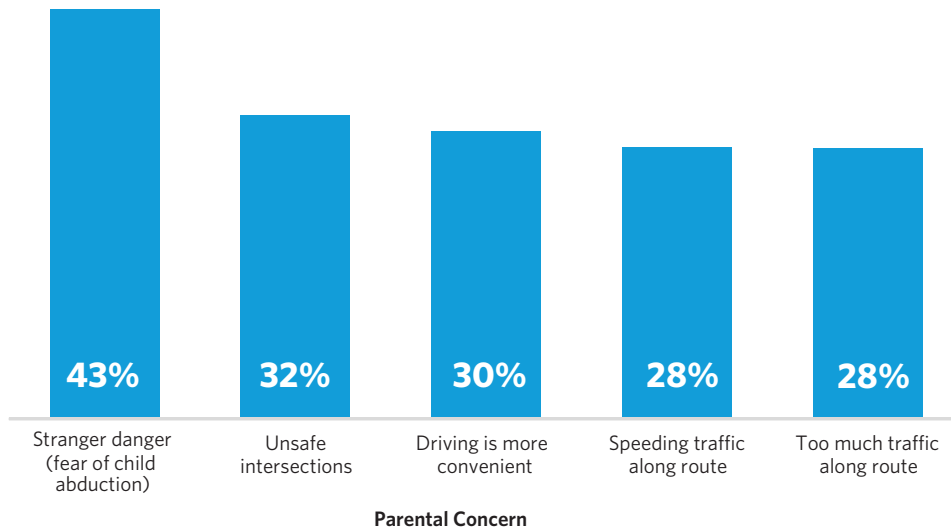
67% of parents agree or strongly agree that walking and biking are encouraged by their children's school.

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

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 15.

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, with the secondary message being that walking and bicycling is fun for the family. We continue to use this data to help better inform programming and on the ground changes to improve school access for active modes.

Figure 15 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.

Bike 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, riding at night, 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 conduct fun-filled bike rodeos at 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.



Helmet decorating taking place at the Piedmont Bike Rodeo



Proper tire inflation is key and the BikeMobile was there to help at Jackson Avenue Elementary in Dublin

2015-2016 Classes

During the 2015-2016 school year, 76 bicycle safety education classes were held throughout the County, up from 66 the prior year and meeting the goal set for 2015-2016. These classes educated 2,449 bicyclists, well above the goal of 1,726 for the year. Figure 16 displays class type and location, while Table 4 displays classes by planning area from July 2015 through June 2016.

Bicycle Safety Education Program Accomplishments

In addition to increasing classes, the Bicycle Safety Education 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

Table 7 Bicycle Safety Education Classes by Planning Area, 2015-2016

Class Type	North Planning Area	Central Planning Area	East Planning Area	South Planning Area	Countywide Total
Classroom Workshop	9	6	5	5	25
1-Hour Workshop*	23	0	3	1	27
Road-Riding Classes	2	1	1	1	5
Family Cycling Workshop	1	1	1	1	4
Adult Learn to Ride*	7	0	0	0	7
Kids Bike Rodeo	2	2	1	2	7
Train the Trainer	1	0	0	0	1

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

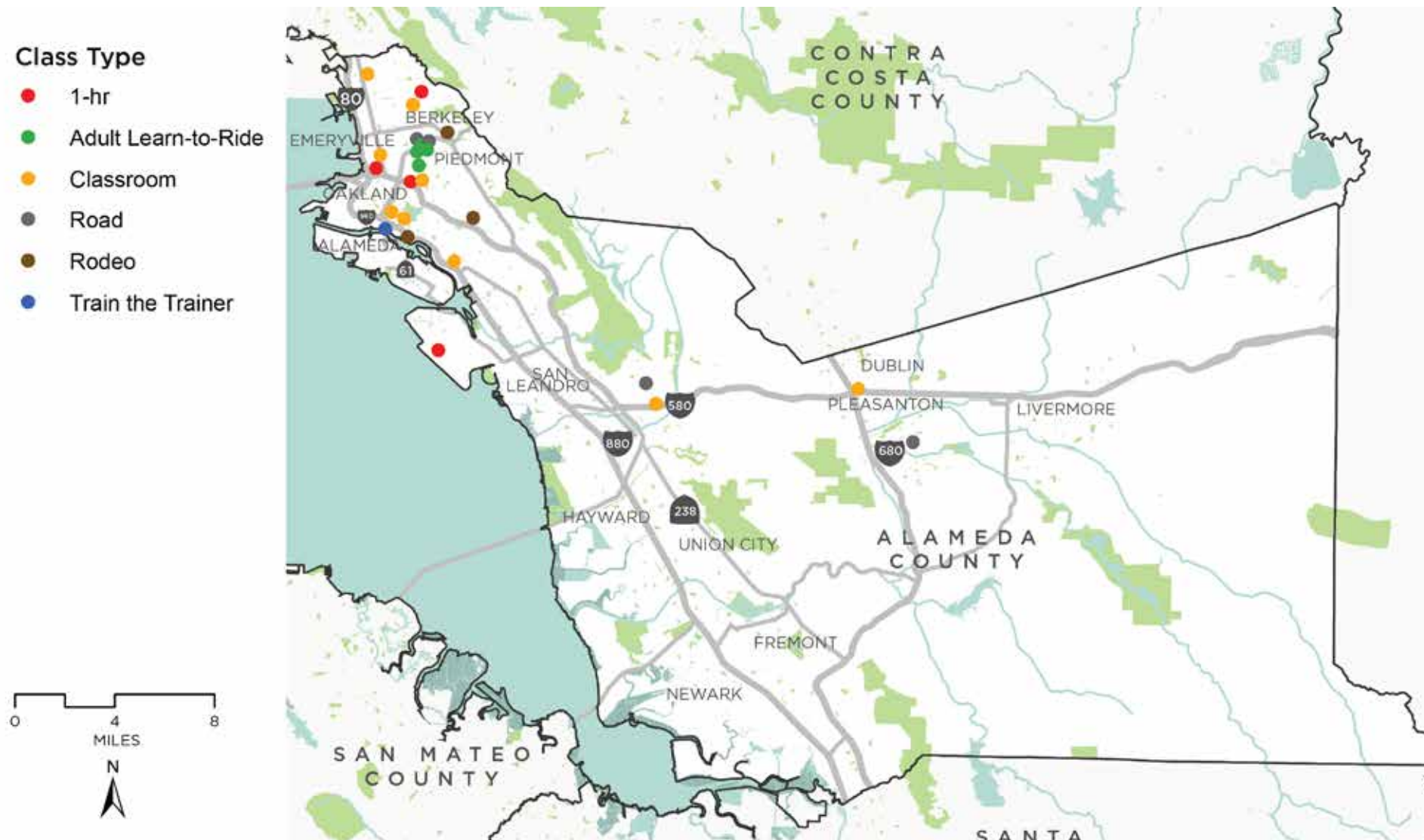
Additional Funding

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



The Bike Blender making the rounds at American High School in Fremont.

Figure 16 Bicycle Safety Education Classes throughout Alameda County, 2015-2016

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 17 displays the number of classes over time and Figure 18 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 2017

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 2017 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 17 Bicycle Safety Education Classes throughout Alameda County, 2012-2016

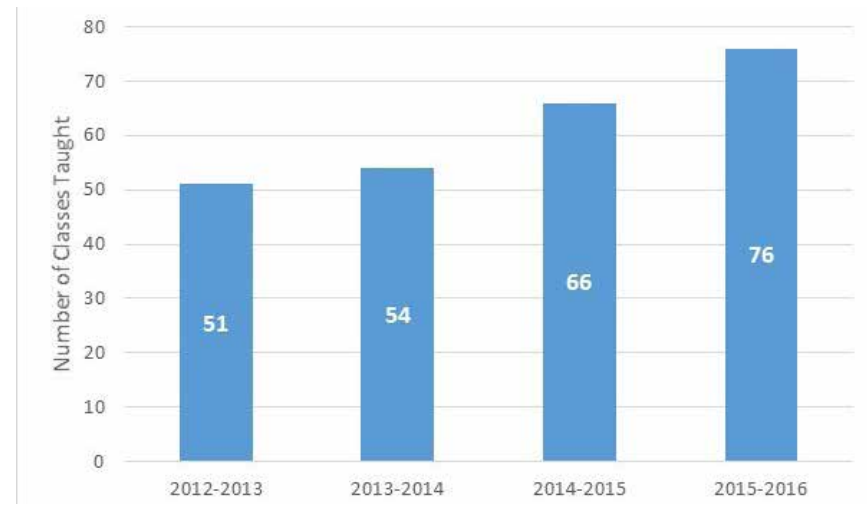
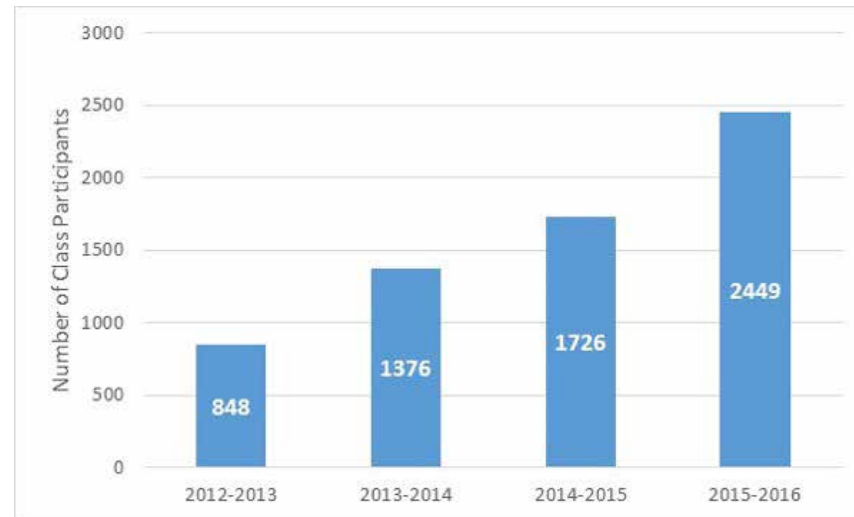


Figure 18 Bicycle Safety Education Class Participation, 2012-2016



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 2015-2016 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 and how equitably spread they are throughout the County and throughout Planning Areas.

The following pages contain a detailed evaluation matrix, Table 5, that discusses the current status of program activities and goals and the progress that the program wants to make to improve going forward.

In summary, participation growth in the three big countywide events was similar to the prior year, but many of the other educational and encouragement programs and activities saw growth in their respective reaches. Additionally, the program has and will

continue to grow the number of schools actively participating. Program effectiveness continues to be evaluated over time, and a continued positive impact on shifting students to active and shared modes is anticipated.

Highlights

Due to additional interest, the program expanded beyond its goal and engaged 173 elementary, middle, and high schools during the 2015-2016 school year; a record high number for Alameda County Safe Routes to Schools.

2016-2017 School Year: The Future

Program Growth

A major focus of Alameda County Safe Routes to Schools in 2016-2017 and future years will be continuing to expand and grow the program. Alameda County SR2S has moved away from organizing schools by comprehensive program participants and those receiving technical assistance. All program benefits, including safety trainings and site assessments, are open to all schools. In the long term, SR2S hopes to engage all schools in Alameda County that wish to participate.

Additionally, the program hopes to continue partnerships with local cities, the County, transit agencies, police departments, the Bay Area Air Quality Management District and other agencies/ partners to continue to provide grants, funding, and infrastructure (bike racks) for schools and the surrounding communities. These improvements not only improve the safety of children taking active modes to school, but improves safety and reduces stress of all road users. Further, increasing the availability of bike parking and other amenities is one of the many factors that makes using these modes both more attractive and practical for riders.



A father and son from Alvarado Elementary in Union City enjoying their ride through a park

Growing Equitably

While the program has seen substantial growth and expansion over the past few years, growing in an equitable manner will be an important aspect moving forward. Working towards ensuring that each of the four County planning areas have an equitable number of participating schools based on their school-age population is one of the ways the program will continue to improve active and shared mode shares throughout Alameda County.

In addition to the geographic distribution of schools, both socioeconomic/demographic equity will also be areas of focus. As the program moves from an application and scoring process for acceptance to a quick online registration, ensuring that the program continues serving low-income communities and Communities of Concern will be high priority.

The Communities of Concern are defined by Metropolitan Transportation Commission (MTC) as communities that have relatively concentrated populations of at least four of the following: minority population, low income (<200% of poverty), limited English proficiency, zero-vehicle households, seniors 75 and older, population with a disability, single parent families, and cost-burdened renters. While the population threshold varies by category, these are some of the areas where program resources are needed most, and where changes in school culture

and policy along with improvements to neighboring physical infrastructure can have the greatest impacts for both students and all members of these communities and neighborhoods.

Additionally, SR2S programs and activities need to spread not just to the four planning areas, but be dispersed within them as well. Activities like hosting the BikeMobile will require close planning, coordination, and tracking to create a balanced geographic calendar. SR2S Task Forces should also be tasked to help organize and provide feedback and information on where the gaps and areas that need improvement are.

Figure 19 on the following page shows MTC's proposed 2017 Communities of Concern and the locations of all 2015-2016 Alameda County SR2S schools. MTC's analysis is heavily based on 2014 American Community Survey data. Additionally, the map also displays information about the median income of communities throughout the County; this data is also from the 2014 ACS and is displayed at the block group level.

Updating Materials & the SR2S Website

Another focus of the SR2S program this upcoming year will be updating the materials provided online through the Alameda County SR2S website. The website was visited by almost 10,000 unique people this academic

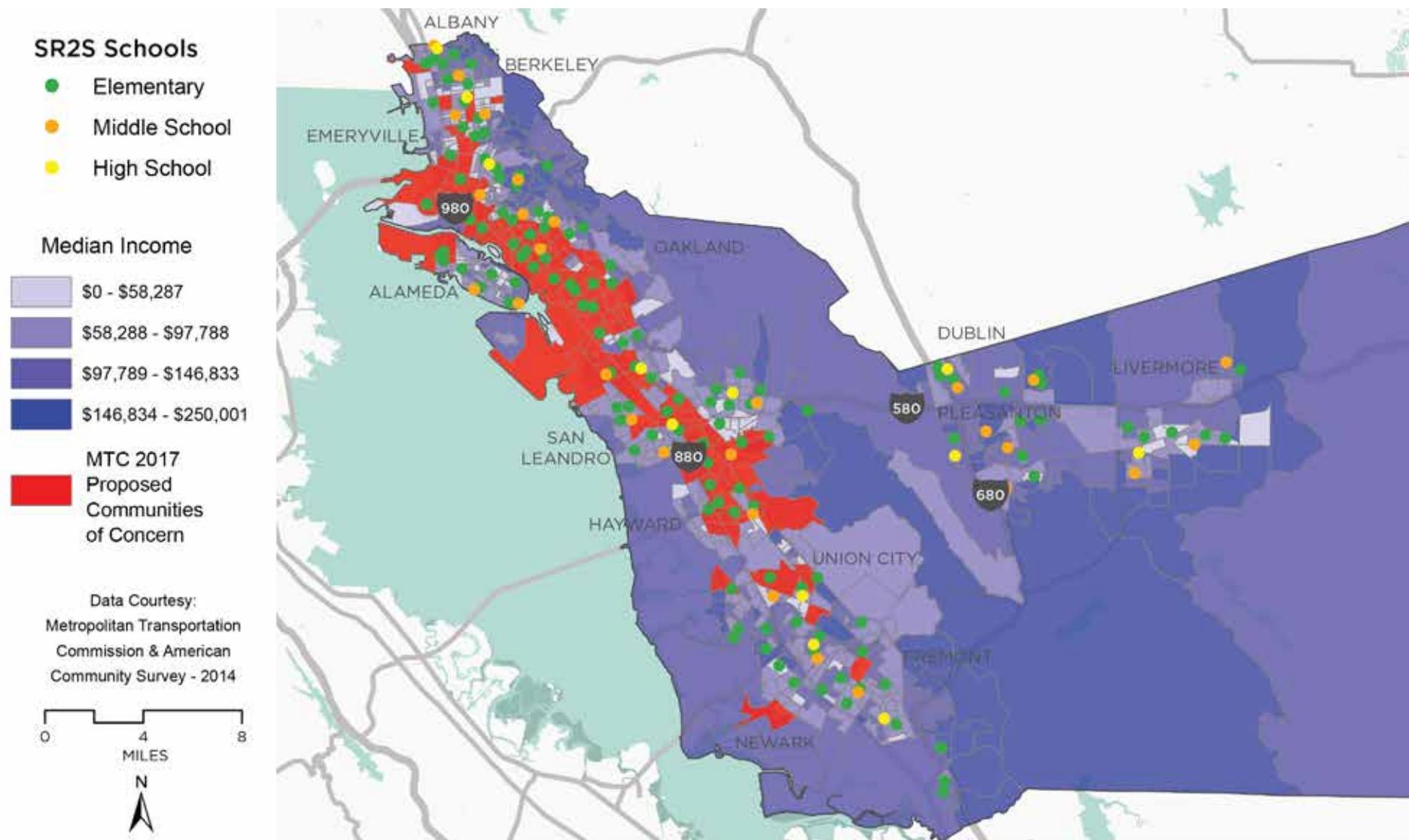
year and is an important tool as it provides invaluable information, help, and materials to participating schools that allows them to conduct their program of events and activities. Improving and updating the website can lower barriers to participation by making planning and executing events easier.

Emphasis on School Site Assessments

This academic year, the SR2S program placed emphasis on site assessments and examining demographic and collision data. This year, the program was able to conduct 30 School Site Assessments, up from only eight a year in previous years. This is an important focus as working with school faculty and staff, City/County staff, local law enforcement, parents, and students is the best way to locate, diagnose and then create solutions.



Students come together at Bay Elementary in San Lorenzo

Figure 19 MTC 2017 Draft Communities of Concern and 2015-2016 SR2S Schools

These solutions strive to create calmer and safer walking and biking environments around our schools and communities. SR2S will continue to offer an increased number of school site assessments per year.

The image below is an example Site Improvement Plan. This plan, from Guy Emanuele Jr. Elementary in Union City, provides both infrastructure and non-infrastructure recommendations to improve the safety of kids accessing the school from any mode and to make active and shared modes more attractive options.



The School Site Assessment recommendations map from Guy Emanuele Jr. Elementary in Union City.

2015-2020: The Vision for the Future

As the SR2S program continues to make strides toward the goal of reaching all public schools in the County with SR2S programming, outlining a vision for the future, along with measurable goals, is an important step. 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.

Table 8, beginning on the following page, provides an evaluation of the current status and gives recommendations for future years on how to improve Alameda County SR2S programming and resources.



A student from Leitch Elementary in Fremont sharing his mode choice on International Walk and Roll to School Day

Table 8 Evaluation of 2015-2016 Goals & Recommendations for the Future

PROGRAMS	STATUS	RECOMMENDATION
EDUCATION		
Educator Training	Alameda County SR2S currently has K-5 Safe Routes to School Educator Guide that is aligned with Common Core State Standards and Next Generation Science Standards. These guides are used by teachers to help them better understand topics and teach their students.	Ensure the guides and all related materials are periodically updated as needed to stay current. The program should also ensure that all teachers are trained. The program should look into expanding the guide to serve middle and high school grades as well.
Drive Your Bike	The Drive Your Bike Program is a great way to teach middle and high schoolers bike skills and safety tips. However, the program is currently only serving 16 schools per year.	Expand the program to serve a greater number of schools to increase its reach.
Family Cycling Workshop	Family Cycling Workshops are a great way to engage and teach bike safety and traffic tips to the whole family. For all of the benefits that these workshops bring, there is currently a very limited number of them that the program can conduct.	Expand the Family Cycling Workshops to more than just one per planning area. This is important as teaching parents/ guardians proper safety and etiquette will go a long way in improving student cycling habits as well.
Classroom Activities/ School Assemblies (Rock the Block)	Classroom activities and school assemblies are a great, fun, and interactive way to reach a large audience of students.	SR2S-related activities were conducted in over 100 classrooms and there were over 40 Rock the Block assemblies held. Continuing to expand and keep these materials up to date should be a priority for future years.
Bike Rodeos/ Skillz Drillz	Over a dozen Skillz Drillz were conducted around the County.	The program should strive to hold more Skillz Drillz, and ensure that they are spread out evenly throughout the planning areas as these can provide elementary school students with important skills and knowledge.
Pedestrian Safety Rodeos	16 pedestrian safety rodeos were held this academic year.	The program should continue to expand and offer more rodeos as equitably as possible around the County.
ENCOURAGEMENT		
BikeMobile	The BikeMobile continued to increase its presence around the County, making over 100 SR2S-related visits in addition to over 70 community-focused visits this year.	Continue to host close to 200 (combined SR2S and community) BikeMobile visits a year. SR2S staff and BikeMobile staff should work together to equitably plan and disperse the BikeMobile to and throughout the four planning areas.
International Walk and Roll to School Day	Participation growth in International Walk & Roll to School Day was on stagnant this year.	Program staff should work with Task Forces and school Champions to continue to create excitement and energy around IWR2S Day. In addition to helping new schools start this tradition, Champions and program staff should provide assistance to ensure that previously participating schools continue to participate.
Golden Sneaker Contest	Participation growth for the Golden Sneaker Contest was also stagnant this year.	Program staff should work with Task Forces and school Champions to continue to create excitement and energy around the contest. School administrator and teacher participation is especially important for the Golden Sneaker Contest. Teachers making it an opt-out activity, as opposed to opt-in one, has been shown to increase participation in the event.

PROGRAMS	STATUS	RECOMMENDATION
Bike to School Day	Participation in Bike to School Day was on par with participation last year.	Program staff should work with Task Forces and school Champions to continue to create excitement and energy around B2S Day. In addition to helping new schools start this tradition, Champions and program staff should provide assistance to ensure the previously participating schools continue to participate. Schools should also improve (if not done already) their bicycle parking situation to help entice students to bike.
Cocoa for Carpools	Cocoa for Carpools is one of the most popular high school events with three-quarters of high schools participating this year.	Expand the program to all participating County high schools. Program staff and school Champions should also look into further incentivizing carpooling during other times of the year.
ENGINEERING		
School Site Assessments	The SR2S program took on a greatly expanded approach to School Site Assessments this year. The program coordinated 30 site assessments; previously only eight were done per year.	Continue to offer an expanded number of School Site Assessments as they can provide tangible benefits to the safety and perception of students and parents walking and biking to school. Close coordination with school, program, and City/County staff will be required to make, fund, and implement the suggested changes.
ENFORCEMENT		
Working with Law Enforcement	A key part of the School Site Assessment process, and much more generally, the school community is local law enforcement. Police departments and the County Sheriff provide enforcement mechanisms to help curb and control driver, pedestrian, and bicyclist behavior.	Schools should work with local law enforcement to ensure that all traffic and movement laws are followed. Whether it is jaywalking or loading zone violations, these all play a part in the travel behavior and decisions students and parents make around schools.
Crossing Guards	Some schools and cities are able to provide crossing guards at select locations at certain times to help students crossing the streets close to their schools.	Program staff should continue to work with school, district, and law enforcement officials to find locations and seek funding for additional crossing guards where there needed at key intersections throughout the County. The program should consider providing crossing guard training, vests, and other resources as feasible.
EVALUATION		
Program Equity	Alameda County SR2S has previously had a strong focus on growth and expansion. While the program strives to continue expanding, the program wishes to grow in a manner that increases the geographic and demographic equity of the reach of these programs and activities.	Carefully and thoroughly evaluate the existing reach of this program and establish where current gaps exist. Program staff should then work with local officials to bring those schools into the program and give them the support and resources they need to thrive.
Data Collection	Every year the program evaluates the data collection processes we use to seek areas where we can improve.	Continue to develop new and improved data collection methods to increase accuracy and efficiency.
Student Tallies & Mode Share	Teachers and school volunteers conduct the hand tallies in classrooms and then provide the program with the student mode share data.	Continue to work with local partners and develop new and improved ways to collect and share this mode share information.

PROGRAMS	STATUS	RECOMMENDATION
Parent Surveys	Parent surveys are conducted every few years to track attitudinal shifts and parental perceptions.	Conduct another parent survey within the next year or two to get updated parental perception on various Safe Routes to Schools related issues.
FUNDING		
Grant Funding for Improvements	Grants are a great way for schools, cities, and the County to find money and resources to make improvements that they otherwise would not be able to fund.	Program staff should continue to support schools seeking BAAQMD grants for bike parking and should work with local officials to seek out funding for other improvements, especially those that stem from School Site Assessment recommendations.
Identifying Short and Long Term Projects	Regular walk or biking events, countywide events, and School Site Assessments are great ways to find and examine the shortcomings of existing campus and infrastructure needs.	Program staff should aid local officials in identifying both funding and timeline prospects for projects. Short term projects like improving bike parking are relatively quick and easy fixes that can have a big impact for relatively less money. These projects should be worked on while logistics and funding for larger, longer term projects get settled.
POLICIES		
Institutionalize Partnerships	Individual schools and specific programs have established partnerships to donate to or otherwise help their event/activity.	Program staff should track these partnerships and work with these partners to expand and grow them to potentially benefit the entire program.
Task Forces	Task Forces meet regularly to discuss issues and help with planning and coordinating events and activities.	Task Forces should begin to play a more expanded role both by continuing their previous work, but also by helping program with expansion and equity.



METROPOLITAN
TRANSPORTATION
COMMISSION



Safe Routes
to Schools

Alameda County

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

