



**Safe Routes
to Schools**

Alameda County

www.alamedacountysr2s.org



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Alameda County Safe Routes to Schools

2016-2017 Year-End Report



Promoting safe and healthy transportation choices
for parents and children throughout Alameda County

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

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2016-2017 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 2016-2017 school year was the eleventh year of Alameda County Safe Routes to Schools Program (SR2S) promoting active and shared transportation choices to students. The program has expanded annually and now reaches 194 schools throughout Alameda County, including 176 elementary and middle schools and 18 high schools.

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



Helmet decorating is a popular activity during BikeFest at Edison Elementary in Alameda

The program includes a wide array of educational and encouragement events and activities, as well as school safety assessments all focused on improving safety and promoting green modes of transportation. The three countywide events include International Walk and Roll to School Day, the Golden Sneaker Contest, and Bike to School Day. High schools participate in Cocoa for Carpools in lieu of the Golden Sneaker Contest. Other activities include the Rock the Block Assembly, bicycle and pedestrian safety rodeos, and visits from the BikeMobile. More details about these events can be found in Chapters 2 and 3.

2016-2017 Updates

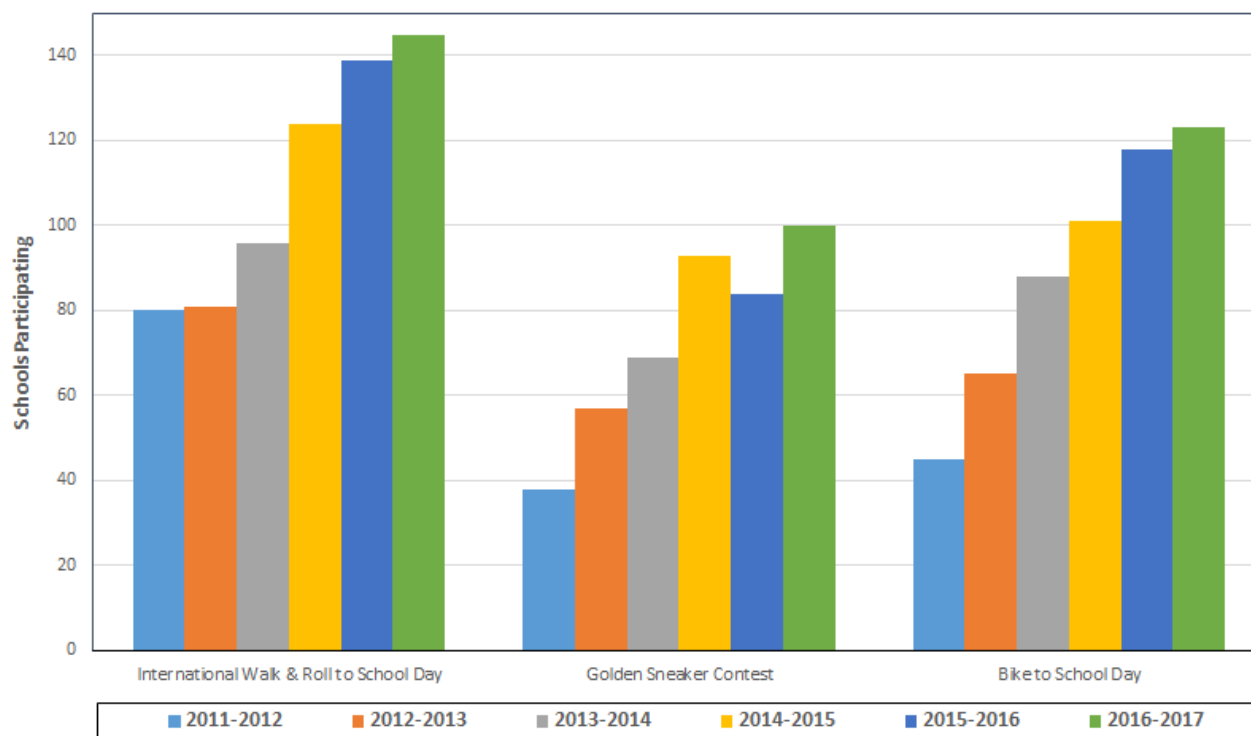
Alameda County SR2S continued to promote walking, biking, carpooling and transit use through well-established countywide events, as well as piloting new activities and programs to improve student and school engagement. During the 2016-2017 school year, Alameda County SR2S increased the number of schools participating in the overall program and saw steady participation levels in core activities. High school participation continued to grow to new levels. Successes from the 2016-2017 school year include:

- » 194 schools participated in the SR2S program, up from 173 schools during the previous school year.
- » 77% of schools involved in the SR2S program held three or more events; 60% of participating schools held five or more events.

- » 145 SR2S schools participated in International Walk and Roll to School Day in October 2016.
- » 100 SR2S schools participated in the Golden Sneaker Contest in March 2017.
- » 123 SR2S schools participated in Bike to School Day in May 2017.
- » The BikeMobile, which provides mobile bicycle repair services, made 94 visits to SR2S schools and 41 visits to other community centers and events between July 2016 and June 2017. Community visits included visits to parks, libraries, and non-SR2S schools. Over 2,700 bikes were repaired this academic year.
- » 6 new high schools joined the SR2S program this year, increasing the total number of high schools to 18.



There is no better way to start the day than with a morning party, like this one at Maya Lin Elementary in Alameda

Figure 1 Number of Schools Participating in Countywide Events

School Participation

Figure 1 shows the trends in schools participating in the annual countywide events offered through the Alameda County SR2S program since 2011.

Figure 2, on the following page, displays the number of

events at schools throughout Alameda County during the 2016-2017 school year. Schools that held more activities typically did so by hosting recurring events such as monthly or weekly Walk and Roll to School Days. Overall, schools held an average of over 9 events. The larger the circle in the map found in Figure 2, the more events the school participated in.



The Amador Owl from Dublin is eagerly awaiting students to share how they got to school on International Walk and Roll to School Day

Figure 2 Number of Activities Held at SR2S Schools, 2016-2017 School Year

ALAMEDA COUNTY
SAFE ROUTES
TO SCHOOL

of SR2S Activities

- 0
- 1 - 4
- 5 - 8
- 9 - 15
- 16 - 30
- 31 - 51

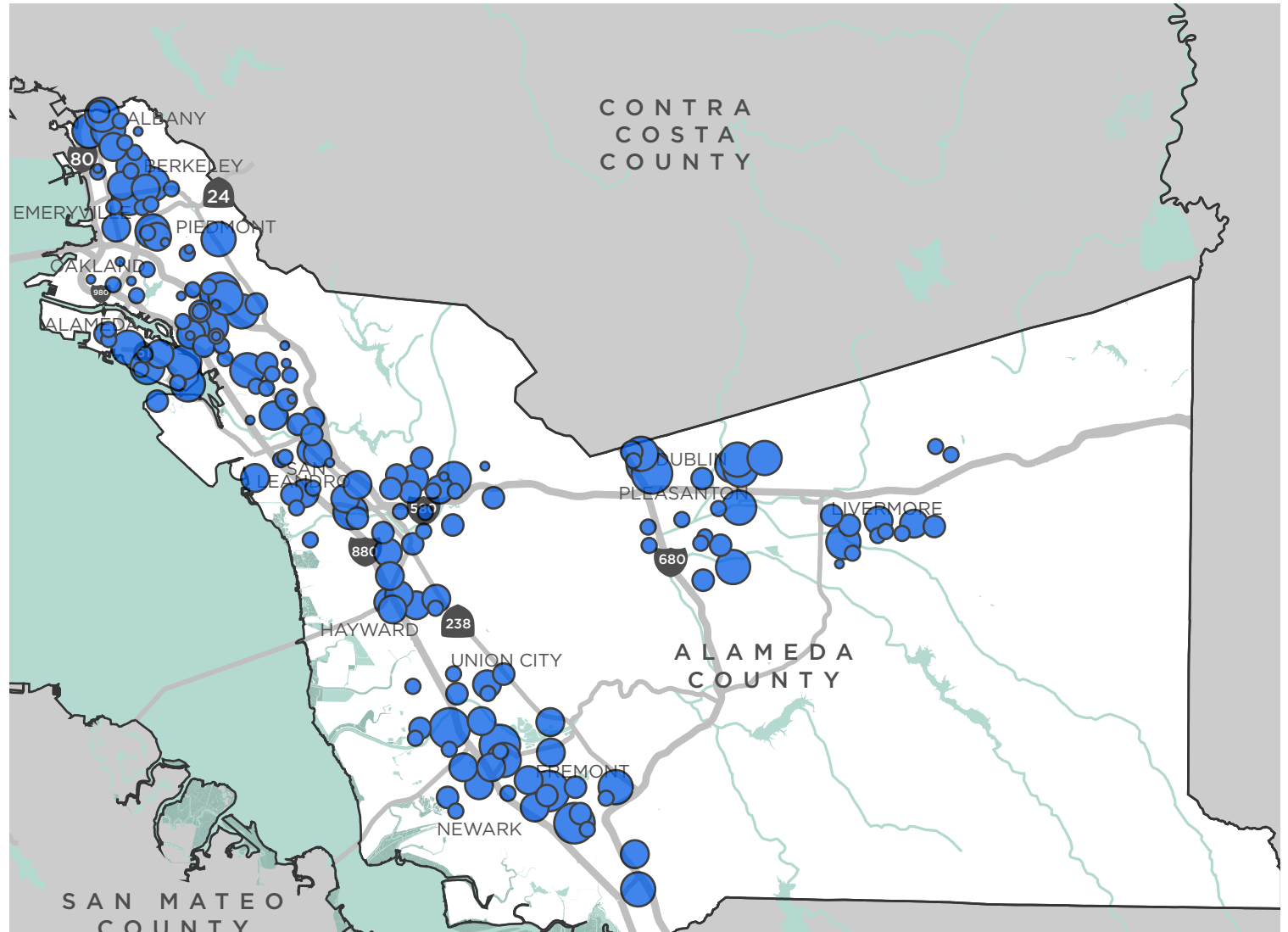


Table 1 Number of Activities per School 2016-2017

Number of SR2S Events	Number of Schools
0	11
1–5	81
6–10	43
11–15	21
16–20	11
21+	27

Table 1 above provides a breakdown of the number of schools (elementary, middle, and high schools) that conducted certain ranges of activities. The following activities are included in these totals:

- » International Walk and Roll to School Day
- » Golden Sneaker Contest
- » Cocoa for Carpools
- » Bike to School Day
- » Rock the Block Assembly
- » Pedestrian and bicycle rodeos
- » Drive Your Bike Workshop
- » Family Cycling Workshop
- » Classroom Activities
- » Educator Guide Training
- » Go Green
- » BikeMobile visits
- » SR2S-PTA meetings
- » School Site Assessments
- » Planning/organizing meetings
- » Number of walking school bus routes
- » Monthly/weekly Walk and Roll to School Days

Both Figure 2 and Table 1 show great variation in

the number of activities held at each school during the 2016-2017 academic year, ranging from 0 to 51 activities. On average, schools hosted 9 activities during this year. Some schools did not conduct any activities.

School Activity Highlights

The two schools that conducted the most activities were Sequoia Elementary from Oakland Unified School District with 51 activities, and Frederiksen Elementary from Dublin Unified School District hosting 42 activities. This is Frederiksen's fourth and Sequoia's seventh year in the program. Sequoia Elementary participated in all three countywide events and placed a strong program focus on educational classroom activities. Teachers were trained with the educator guide, and they hosted over a dozen classroom activities. Sequoia also had five walking school bus routes and hosted regular walk to school activities.

Frederiksen Elementary participated in all three countywide events and consistently held regular walk to school day activities and bike to school activities throughout the school year.



The BikeMobile's Fix-a-Flat Workshop teaches students from Oakland's Bridges Academy how to repair their tires

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
Less than 1	36	4.4	0	18
1	49	6.6	0	30
2	29	10.8	0	34
3	22	13	1	42
4	14	11	1	34
5	20	11.2	2	27
6	11	11.3	3	51
7	3	6.7	4	9
8	3	23	9	30
9	7	10.1	2	31

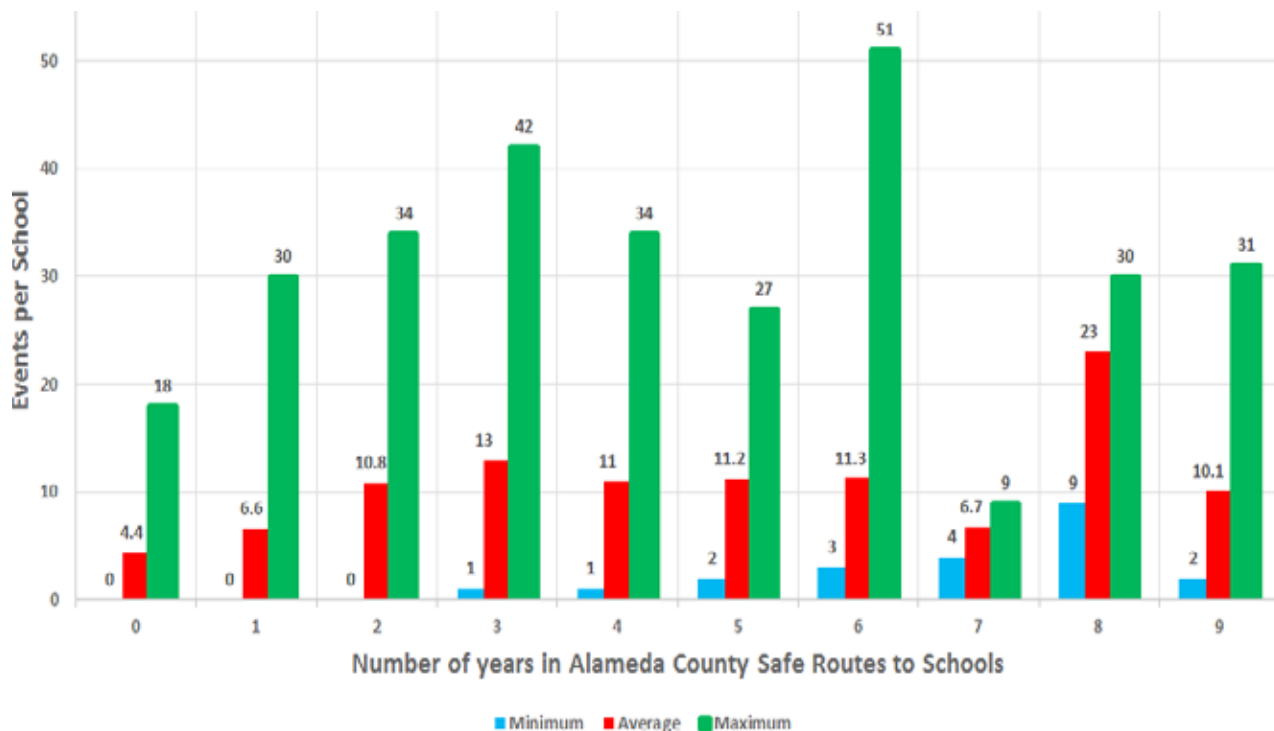
Figure 3 Number of Activities at Participating Schools, 2016-2017 School Year

Table 2 on the previous page and Figure 3 above 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 38 schools that conducted 16 activities or more during the 2016-2017 academic year. Of these schools, they ranged from being in their first year of the program to being in their tenth year of the program.

High schools tend to, on average, be more active in the program. Participating high schools, on average, conducted 13.6 activities this year, ranging from 0 to 34. Thirteen of the 18 high schools participated in at least 4 activities. Most high schools are very active in the program, but only 5 high schools completed all 3 of their countywide events. Cocoa for Carpools and Bike to School Day were the most popular events.

Participating middle schools, on average, hosted

9.1 activities this year, ranging from 0 events to 36 activities conducted. Middle school programs coordinate with student councils and leadership classes to further involve these students and to give them the opportunity to be creative by crafting marketing materials and scripts for announcements. These students help excite and motivate their fellow classmates to participate in SR2S events and activities.

Elementary schools hosted 8.4 activities per school, on average. Elementary schools conducted between 0 and 51 activities.



Student travel behavior being observed during an afternoon school safety assessment at Hayward's Bret Harte Middle School

About This Report

This report covers programming undertaken during the 2016-2017 school year. Specifically, it:

- » Presents an overview of K-8 and high school program activities
- » Reports the results of 5 years of travel data, including an analysis of activities correlated with mode shift
- » Provides an update on Alameda County's Bike Safety Education Program for children and adults
- » Tracks progress made toward goals established for the 2016-2017 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 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:** Lessons Learned, 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 program.
- » **Appendix B:** School Participation, provides one-page school reports for each participating school, describing how the school participated in 2016-2017.



The bike racks are at capacity at Berkeley's Washington Elementary on Bike to School Day

2 Program Overview

In 2016-2017, Alameda County's Safe Routes to Schools program offered three major countywide events: International Walk and 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 SR2S program began in 2006 as a California Department of Transportation (Caltrans) grant-funded pilot program at two schools in Oakland. In 2007, the Alameda County Transportation Improvement Authority authorized Measure B grant funding¹ and over the next four years the program expanded into all four of the County's planning areas.

Since July 2011, as a program of Alameda CTC, Alameda County SR2S has been funded with federal Congestion Mitigation and Air Quality (CMAQ) funds, federal Surface Transportation Program funds, and local Measure B funds.

Each year, the SR2S program continues to grow.

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

During the 2016-2017 school year, the Alameda County SR2S program provided programming into 176 elementary and middle schools. The high school program, begun as a pilot in 2011, continued to expand as a fully integrated part of the Alameda County SR2S program, with 18 schools participating in the 2016-2017 school year.



A School Safety Assessment at San Leandro's Washington Elementary

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 safety 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 active and shared modes of transportation.

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 to reach the school communities that need them most.

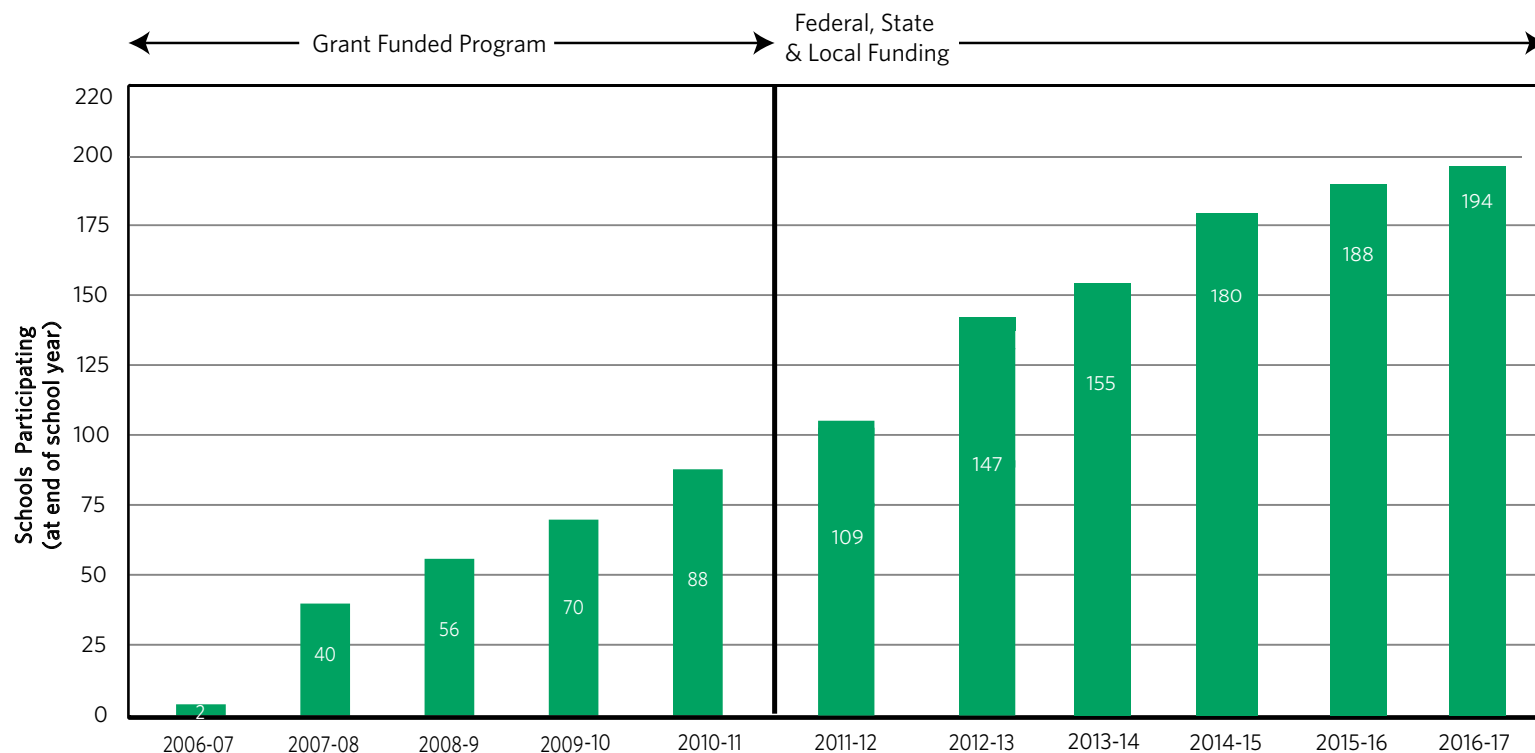
Figure 4 Growth of Alameda County SR2S Program

Figure 4 shows school participation in the Alameda County SR2S Program throughout its history.

The 2016-2017 program included the continued expansion of the program:

- » Increasing the number of participating schools to 176 K-8 and 18 high schools during 2016-2017.
- » Continuing to conduct school safety assessments (SSAs) to address infrastructure needs to encourage walking and biking to school. Safety assessments were held with stakeholders at 32 schools this year, up from 30 last year and 8 in most of the previous years.
- » Continuing to host BikeMobile visits throughout the County this year (135 visits made during 2016-2017). These visits provide bicycle safety training, including free bicycle repair and repair lessons.
- » Continuing to emphasize program equity, through analyses of where the most vulnerable populations are relative to program resources, which allows the program to shift/apply additional resources to both recruit new schools and better serve schools that currently participate.

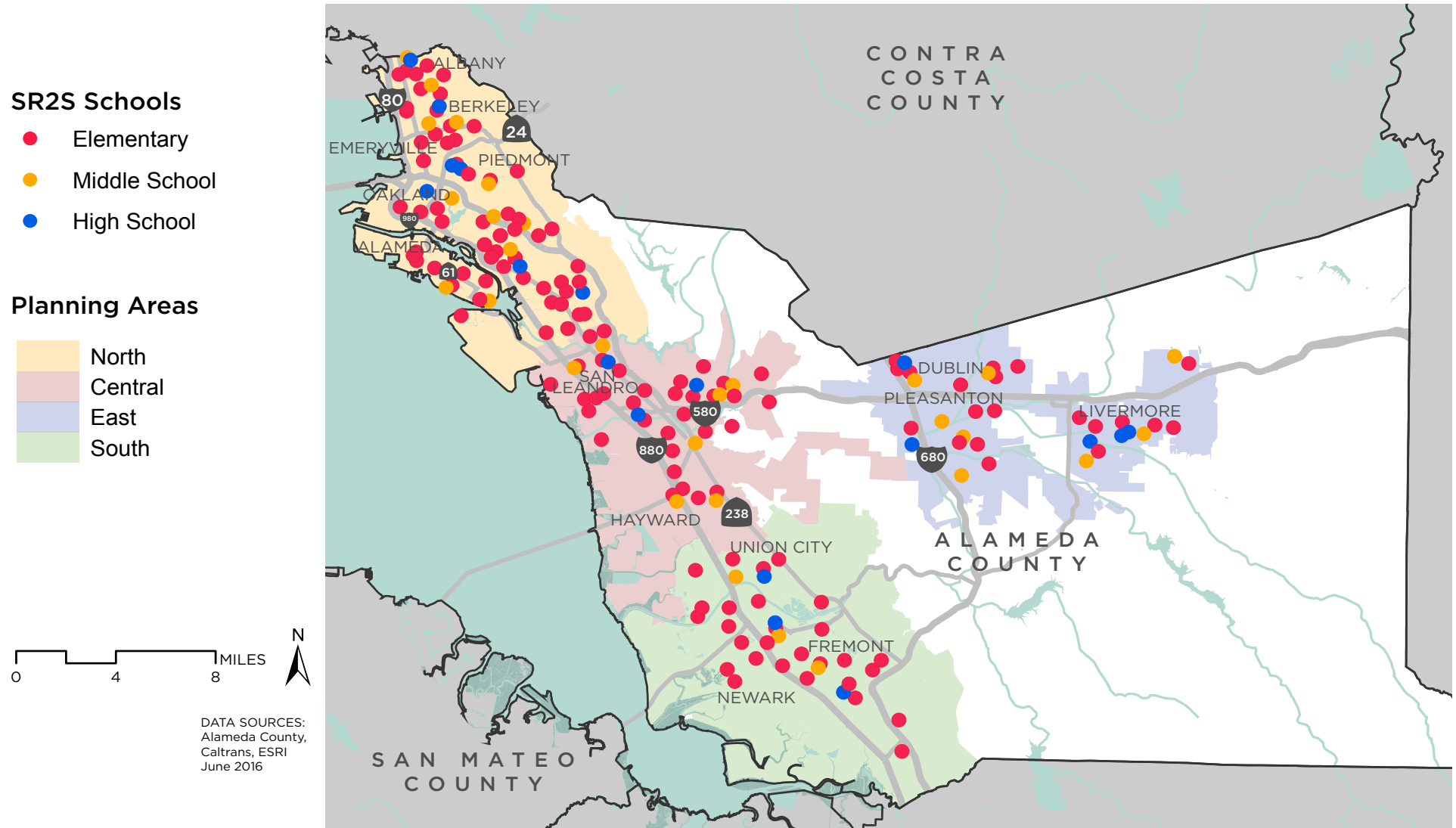
Figure 5 2016-2017 Alameda County Safe Routes to Schools Participating Schools

Table 3 Program Activities for 2016-2017

Major Program Activities 2016-2017

	Activity/Event	Elementary	Middle	High	Total
Countywide Activities**	International Walk & Roll to School Day	117	20	8	145
	Golden Sneaker Contest	83	17	N/A	100
	Bike to School Day	93	19	11	123
	Cocoa for Carpools	N/A	N/A	9	9
School-Specific Activities**	BikeMobile Visits*	71	18	9	98
	Walk and Roll to School Days/ Events	281	9	N/A	290
	Walking School Bus***	20	N/A	N/A	20
	Bike Rodeos*	26	N/A	N/A	33
	Pedestrian Rodeos*	20	N/A	N/A	25
	Drive Your Bike Program	N/A	20	9	29
	School Site Assessment	20	8	4	32
	Rock the Block Assembly	29	N/A	N/A	29

*In addition to visiting schools, some events are also held at community events/centers

**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 organizing events and bringing additional educational activities to the school.

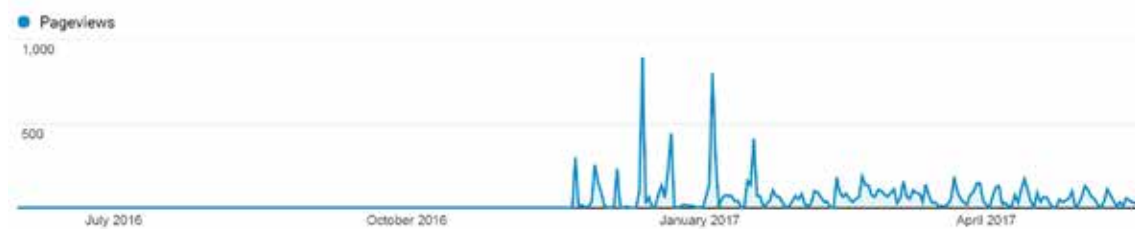
Table 3 shows activities offered during the 2016-2017 school year.

Resource Center Website

The Alameda County Safe Routes to Schools Resource Center is home to a wide array of information for students, parents, Champions, teachers, and administrators. In addition to information about the SR2S program and upcoming events, the Resource Center provides details about the many activities 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 Activities and Resources page appears in the image to the right.

Website Analytics

Over the course of the 2016-2017 academic year (through May 22nd), the Alameda County SR2S website had 12,868 total page views. Of those 12,868 views, 4,142 of them were unique page views. The website averaged about 1,072 page views per month or about 36 page views per day.



Activities and Resources

Program offerings can be customized to fit your school's needs and schedule and we offer **different tiers of achievement** to recognize each school's success. All program offerings are free, although some of the popular events have limited availability. Check out all the events coming your way!

Filter by type: [Countywide Events](#) | [Education and Safety Training](#) | [Encouragement Activities](#) | [Engineering](#) |

Filter by school level: [Elementary School Events](#) | [Middle School Events](#) | [High School Events](#) |

[View All](#)



International Walk & Roll to School Day

When: Oct 4, 2017

What: Every October over a hundred schools celebrate walking & biking to school, starting the school year off on the right foot

[Elementary School](#)

[Middle School](#)

[High School](#)



Monthly Walk & Roll to School Days

When: All year long

What: We offer schools themes and activities to hold monthly walk & roll to school days, keeping up enthusiasm for walking & biking all year long

[Elementary School](#)

[Middle School](#)

The Alameda County Safe Routes to School "Activities and Resources" page

Top 5 Visited Website Pages

- » Home page - 3,118 (1,042 unique views)
- » Participating Schools - 653 (265 unique views)
- » Golden Sneaker Contest - 694 (230 unique views)
- » All Events - 616 (70 unique views)
- » Activities and Resources - 506 (141 unique views)

Left: This chart displays the volume of page views for the SR2S website between July 1, 2016 and May 22, 2017

Elementary and Middle School Programming

In the 2016-2017 school year, 176 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.

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

Schools interested in the SR2S program submit an online registration form, providing information about the school.

For the 2016-2017 school year, 146 elementary schools and 30 middle schools registered to participate in the Alameda County SR2S program.

Alameda County Planning Areas

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

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

South: Fremont, Newark, and Union City

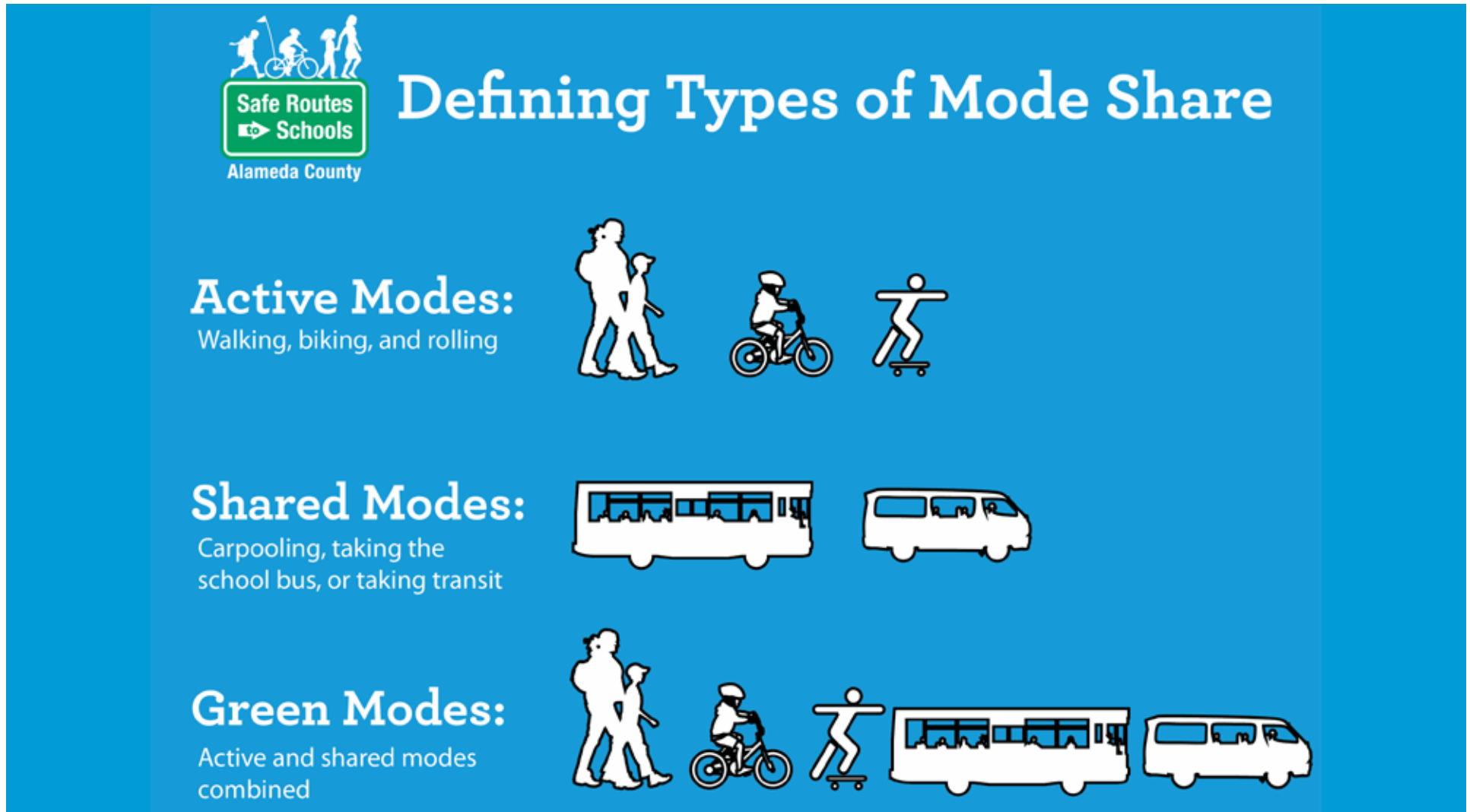
East: Dublin, Livermore, and Pleasanton



The vice mayor of Fremont pays a visit to Harvey Green Elementary on International Walk and Roll to School Day



The very proud principal of Altamont Creek Elementary in Livermore on International Walk and Roll to School Day

Figure 6 Defining Types of Mode Share

Program Delivery

Schools participating in the SR2S program receive support from Alameda County SR2S program staff, who work with each school's administration and SR2S Champions 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 that 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 who live over a mile from school transitioned after participating in Walk and Roll to School Day from driving daily to joining a walking school bus and now walk daily!”

- Sandra Larkin, Champion, Berkeley Arts Magnet, Berkeley

Each year, the SR2S program organizes three countywide events: International Walk and 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 2016-2017 school year. The program activities include:

Countywide Events

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

Education and Encouragement Activities

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

Engagement Activities

- » SR2S Educator Guide/Teacher Training
- » District-Wide Task Forces
- » Family Cycling Workshops
- » School Safety Assessments/Engineering



The principal of Brier Elementary and superintendent of Fremont Unified lead a walking school bus on International Walk and Roll to School Day

Countywide Events

International Walk and Roll to School Day

Since 2006, Alameda County SR2S has kicked off each school year with International Walk and 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.²

In Alameda County, International Walk and Roll to School Day is the largest SR2S event. SR2S Champions publicize and plan this schoolwide celebration where all are encouraged to walk and bike. In 2016, schools celebrated the October 5th event throughout the week.

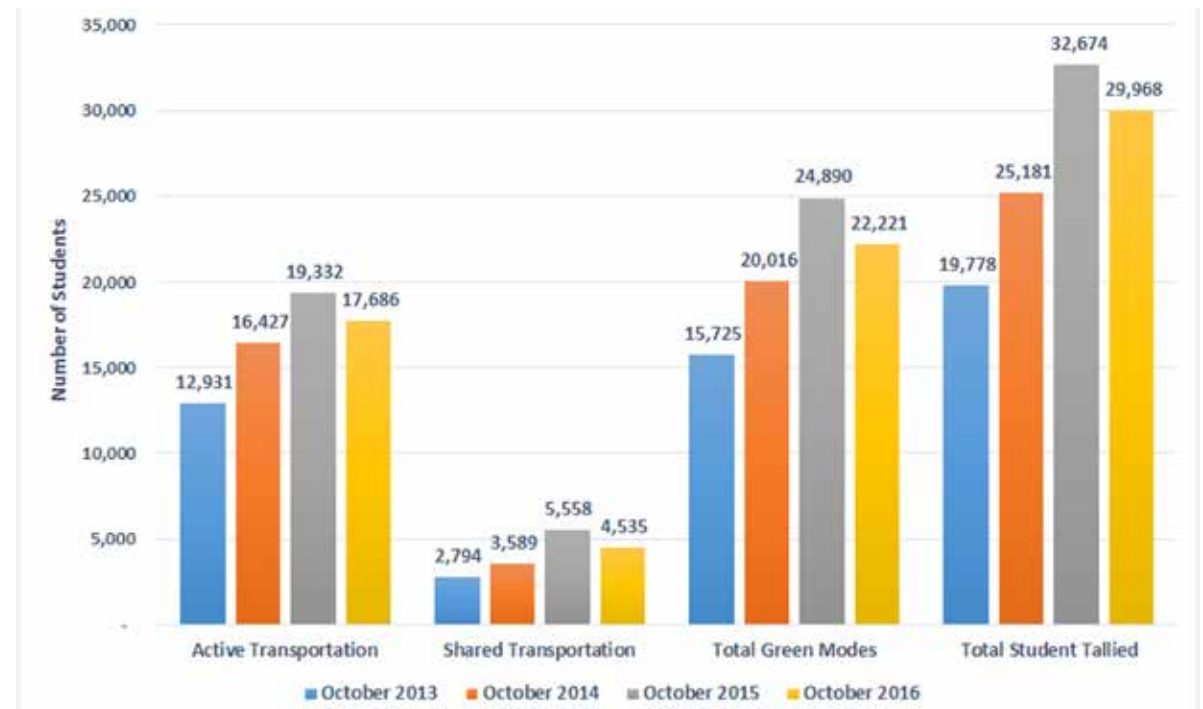
Alameda County SR2S supports school efforts with outreach materials, activities such as the bike blender (a bicycle that has been configured with a pedal powered-blender that makes smoothies for students) or bicycle trivia wheel, and encouragement. This event raises visibility of the program and sets the foundation for the year.

Highlights

During the month of October 2016, 145 schools in Alameda County participated in International Walk and Roll to School Day: 8 high schools, 20 middle schools, and 117 elementary schools; 29 schools conducted hand tallies during the event.

² <http://www.iwalktoschool.org/about.htm>

Figure 7 International Walk and Roll to School Day Travel Modes, 2013-2016



Based on student tallies during the event, 59% of students walked or rolled and 74% arrived using green modes (including walking, bicycling, skating, carpooling, taking transit, and bussing). On a typical day, approximately 44% of students countywide arrive via green modes, indicating a sizable increase for this day.

Figure 7 above shows the number of students using active and shared transportation on International

Walk and Roll to School Days held since 2013. Despite the absolute number of students tallied decreasing this year, the proportion of students traveling by active modes on this day remained at 59%. Students taking shared modes did fall slightly from 17% to 15%. International Walk and Roll to School Day continues to draw steady levels of participation with a strong majority of students traveling using active and shared 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—was first rolled out in 2010 and 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 Golden Sneaker trophy.

Participating schools publicize the event, track how



The winners of the Platinum Sneaker Contest from Malcolm X Elementary in Berkeley accepting their award during an Alameda CTC meeting

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. Beginning this academic year, high schools no longer participate in the Golden Sneaker Contest.

At the end of the contest, the Platinum Sneaker Award is given to the 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 presented at an Alameda County Transportation Commission meeting in spring each year.

Highlights

In March 2017, 100 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 its achievement.

This year, the Platinum Sneaker Award went to Malcolm X Elementary School in Berkeley. Malcolm X Elementary has been in the Alameda County SR2S program since 2012 and has seen steady increases in active and shared trips to school. Students regularly participate in all three countywide

events: International Walk and Roll to School Day, the Golden Sneaker Contest, and Bike to School Day and participates in visits from the BikeMobile.

During the 2016 Golden Sneaker Contest, 77% of Malcolm X Elementary School students arrived at school by walking, biking, carpooling, or taking transit; up from 53% on a typical day. The school logged over 3,000 green trips to school during the contest.



Golden laces for the Golden Sneaker Contest winners from Oakland's Esperanza's Elementary School

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 2017, Alameda County SR2S organized its sixth Bike to School Day with 123 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.



California's Office of Traffic Safety created a mascot, Pete Walker, who visits schools around the state. On Bike to School Day, Pete Walker posed for a photo with a family from Fremont's Azeveda Elementary

Highlights

In May 2017 123 schools (93 elementary schools, 19 middle schools, and 11 high schools) participated in Bike to School Day. School participation levels stayed fairly level from last year. Over 3,000 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.



A happy student during Bike to School Day at Pioneer Elementary in Union City

Ongoing Student Programs

Monthly/Weekly 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, sample text for 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 2016-2017 school year, 290 weekly or monthly Walk and Roll to School Days were held, with several schools boasting dozens of students participating monthly.

This year, 37 schools held monthly or weekly Walk to School Day activities. Ardenwood Elementary and Brier Elementary, both from Fremont, each held 25 of these Walk to School activities.

Sixteen schools held monthly or weekly Bike to School Day activities. Dublin's Frederiksen Elementary held 12 Bike to School Day activities. Albany's Marin, Cornell, and Ocean View Elementary Schools and Alameda's May Lin Elementary Schools each held 9 Bike to School Day activities.



The walking school bus drivers from Oakland's Martin Luther King Jr. Elementary School



A highly visible walking group from Hayward's Golden Oak Montessori

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 participating schools upon request.

Highlights

During 2016-2017, 20 schools had regular walking school buses, collectively creating 33 different walking routes. Based on student hand tally data, there are higher rates of walking at schools with walking school bus programs.

The 20 schools that had walking school buses this year are: Ardenwood Elementary in Fremont (1 route), Azevada Elementary in Fremont (2 routes), Brier Elementary in Fremont (3 routes), Cherryland Elementary in Hayward (1 route), Community United in Oakland (20 events), Creekside Middle in Castro Valley (1 route), John Green Elementary in Dublin (1 route), Harvey Green Elementary in Fremont (1 route), Garfield Elementary in San Leandro (1 route),



A walking school bus from Fremont's Azeveda Elementary on International Walk and Roll to School Day

Guy Emanuele Jr. Elementary in Union City (1 event), Henry Haight in Alameda (1 route), Kolb Elementary in Dublin (1 route), Laurel Elementary in Oakland (3 routes), Manzanita Community in Oakland (1 route), Martin Luther King Jr. Elementary in Oakland (1 route), Niles Elementary in Fremont (2 routes), Peralta Elementary in Oakland (1 route), Redwood Heights Elementary in Oakland (3 routes), Sequoia Elementary in Oakland (5 routes), and Hillside Elementary in San Lorenzo (2 routes).

Walking school bus maps can be made upon request. These are provided as a resource at school events, such as kindergarten orientation and parent meetings,

like Back to School Night. No maps were requested this year.

Bike Trains

Similar to walking school buses, bike trains are a group of bicyclists (students and parents) who meet up and ride together to school. Bike trains are a great way to encourage bicycling and can be organized/coordinated similarly to walking school buses.

During this academic year, bike trains were formed for ongoing Bike to School Days, International Walk and Roll to School Day, and Bike to School Day. No reoccurring bike trains were formed this year.



A bike train from LeConte Elementary in Berkeley on Bike to School Day

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 2016-2017, 98 SR2S-related BikeMobile visits were made to schools. An additional 48 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 and 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 2016-2017 school year, Alameda County SR2S offered bike rodeos in almost all school districts. Over 1,800 students participated in bike rodeos at 33 schools during 2016-2017. Rodeos were held across

Alameda County reaching all participating school districts.



After learning from the pros, this student from Fremont's Parkmont Elementary is ready to fix his own bike



These kids from Oakland's International Community School are eagerly awaiting their turn on the rodeo course



At helmet fitting as a part of a BikeMobile visit at Hart Middle School in Pleasanton

Drive Your Bike Program

Drive Your Bike is a week-long bike safety curriculum for middle school and high school students that culminates in on-street skills practice. After in-class training during P.E. class, students move to the gym or blacktop to learn basic bike handling skills. Once they show 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 11 middle schools through 20 sessions and 4 high schools through 9 sessions; serving over 5,000 students in the 2016-2017 academic year.

Of these 11 schools, 8 had hosted Drive Your Bike sessions in the 2015-2016 academic year as well. These schools represent 8 of the 16 school districts participating in SR2S. Fremont Unified School District and Oakland Unified School District each had 3 schools participate hosting 5 and 4 sessions, respectively. The following school districts had 2 schools participate: Alameda Unified (4 sessions), Castro Valley Unified (6 sessions) and Livermore Valley Joint Unified (3 sessions). The following districts had 1 school participate: Albany Unified (2 sessions), and New Haven Unified (2 sessions).

Family Cycling Workshops

Family Cycling Workshops are 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 4-hour class that includes games, safety drills, skill building, and a neighborhood ride.

Highlights

Family Cycling Workshops involved 369 participants this academic year. Eleven workshops were held around the County: Ashland and Alameda each hosted 2 and Union City, Dublin, Fremont, Pleasanton, Newark, Livermore, and Berkeley each held 1.



Critical skills are being taught at Piedmont's Pedalfest

“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



What's the best way to get to May Lin Elementary? In mom's cargo bike, of course!

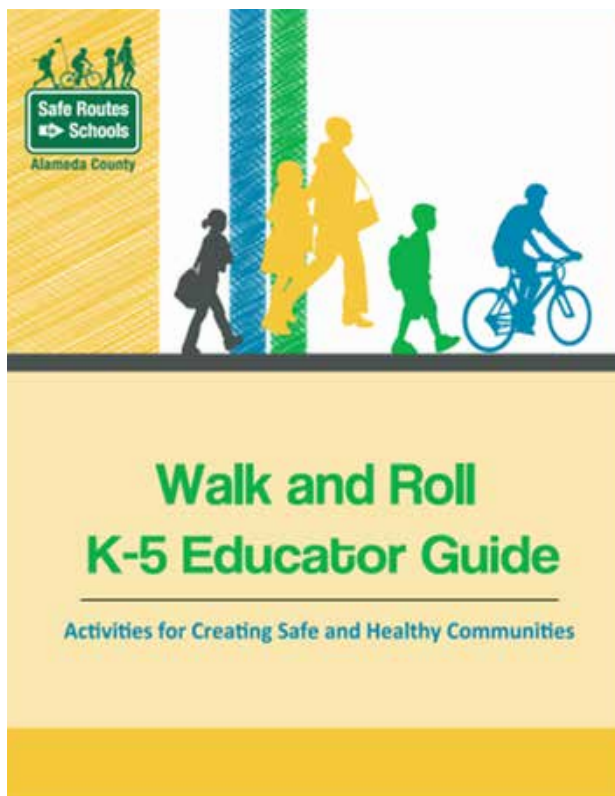
School, Parent, and Community Programs

Educator Guide/Teacher Trainings

A K-5 SR2S Educator Guide was developed 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 in 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 SR2S 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 SR2S program staff and can download the Guide through the program website. During the 2016-2017 academic year, 108 teachers from 5 schools received this training.



The Walk and Roll Educator Guide provides in-class activities that relate to California Common Core State Standards and that teachers can use to support SR2S 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. Steering Committee meetings, made up of community members engaged in health education, were held regularly. In the central and south areas of the County, health workers, called Promotores in Spanish-speaking communities, had an important role on the Steering Committee.

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 Safety Assessments

During a school safety assessment, 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 terms of the walking and biking environment within a quarter-mile of the school.

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

Highlights

Alameda County SR2S staff conducted site assessments during the 2016-2017 school year at 32 schools throughout Alameda County. In past years, about 8 school site assessments were held per year.



A school site assessment debrief at Bancroft Middle School in San Leandro

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 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, site coordinators returned to multiple meetings and worked with school Champions to raise awareness of the Alameda County SR2S program. In fact, 16

elementary schools' SR2S programs were active with their PTA. Hesperian Elementary in San Lorenzo lead the way hosting/attending seven 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. In some cases, the standard SR2S activities encouraged SR2S Champions to take on new or different events beyond the standard program offers to encourage active transportation.

Marin Elementary School in Albany has SR2S built into its PTA structure, which supports the program activities with funding and identifying parent volunteers.



The Champions from Fremont's Task Force getting ready for 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, councils, and elective classes.

The 2016-2017 school year represented the sixth year working with high schools as part of the Alameda County SR2S program. Staff continued to engage students through clubs, councils, and elective classes, as well as through a Youth Task Force.

Eighteen schools participated in the program for the 2016-2017 school year, including 6 new high schools: Castlemont High, Del Valle High, Livermore High, McClymonds High, Oakland's Fremont High, and Oakland International 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 overarching Alameda County SR2S program for major events.

Highlights from the 2016-2017 school year include:

- » During October 2016, 8 high schools participated in International Walk and Roll to School Day, with almost 2,200 students using green modes to commute to school.
- » The BikeMobile made 15 visits to 11 high schools across the County this school year and serviced over 250 bikes. Additionally, dozens of students attended the BikeMobile's Fix-a-Flat Workshop.
- » Eleven high schools participated in Bike to School Day in May 2017, with over 530 students riding to school.
- » Seven high schools hosted a student-led Cocoa for Carpools event in December, encouraging students to carpool to school. Over 1,000 high school students carpooled the morning of the event. Two schools enjoyed the event so much, they hosted it a second time in the spring.



Albany High School students enjoying the BikeMobile and bike blender on Bike to School Day

Table 4 High School Program Highlights

School	City	Highlights
Albany High	Albany	Identifying a lack of available bike parking as an issue on campus, Earth Team students successfully raised \$1,000 for new bike racks. They also worked with the school administration and facilities staff to get approval for the installation of 7 new bike racks. There was an over 15% increase in the number of students that participated in Walk and Roll to School Day.
American High	Fremont	In their second year of participating in the Safe Routes to Schools program, American High School students decided to commit their year-long project toward establishing a Carpool Parking Lot. Green Committee members of the Leadership class have been working with the administration to create the school's first-ever parking permit system as a whole, and will designate a priority section of the parking lot to carpoolers. The students were able to put on a successful Cocoa for Carpools in anticipation of the new Carpool Parking Lot, with 197 students carpooling to school.
Berkeley High	Berkeley	Green Team Students, along with the Berkeley High Safety Committee, school staff, and other stakeholders conducted a comprehensive school site assessment. The students created a survey that reached 5 classrooms and 111 students, which will be used to help inform infrastructure and traffic safety features on areas surrounding campus. On Bike to School Day, there were 114 students and staff that either biked or skateboarded to school.
Castro Valley High	Castro Valley	The student leadership group worked with Castro Valley High School administrators and facilities staff to get approval for a carpool parking lot for the 2017-2018 school year. With the support of the SR2S site coordinator, students wrote a proposal for their carpool project that included a statement of purpose, survey data, visual aids, an FAQ section and much more. During their Cocoa for Carpools event, students counted 109 carpoolers and on Bike to School Day counted over 100 students that biked, skateboarded, or rode their scooter to school.



The hot cocoa is flowing at American High School's Cocoa for Carpools in Fremont

School	City	Highlights
Castlemont High	Oakland	SR2S program staff met with school staff to determine programming possibilities and potential student groups or classes that could work on SR2S events. Collectively, strategies were determined that can promote sustainable mode shift including: provide students with bike locks or the school with a bike cage; provide school's Fab-Lab with bike parts and tools so that students can build bikes to ride. Another area that could be explored more is increased promotion of the Student Transit Pass Program (STPP).
Del Valle Continuation High School	Livermore	Del Valle High School hosted a School Site Assessment this year to evaluate issues facing students who walk and bike to school. Teacher Paul Grasseschi lead the bike class that fixes donated bikes and distributes them to community members in need. The class was a great partner for other local schools serving as a resource to get more students biking by providing free bikes.
Dublin High	Dublin	Leadership students at Dublin High School have used a multifaceted approach toward promoting transit use to school. The Leadership students collaborated with school administration to get bus passes to be sold on-campus (as opposed to being exclusively sold at local grocery stores), while also creating a bus training video that will be distributed by the school and played during Freshman orientation. The school also celebrated Walk and Roll to School Day, with over 170 students traveling to school via sustainable modes.
Fremont High	Oakland	SR2S program staff met with school staff to discuss possibilities for events and SR2S programming. It was determined that the school has very few bikers and is currently working to increase student attendance before focusing on sustainable commuting to and from school. However, there is potential to increase the use of the STPP, and if there is a way to provide students that do have bikes with bike locks, that may increase their likelihood of biking to school.
Foothill High	Pleasanton	Students continued another year of successful partnership with the City of Pleasanton and School Leadership to put on a successful Bike to School Day. The school continued to celebrate Bike to School Day by hosting the event on the same day as Bike to Work Day. In doing so, the school was able to provide giveaways to both commuters and students. On the day of the event, 48 students chose to bike to school.



These Dublin High School students are filming a video to showcase the benefits of taking public transportation

School	City	Highlights
Granada High	Livermore	Students in the Jeffersons Awards Club at Granada High School have collaborated with SR2S and City Engineers to create improvements to a drop-off area on a residential street behind the school. The efforts of the club has resulted in the implementation of a Loading Zone that has greatly reduced congestion and has made access to the school much safer for pedestrians and cyclists. Around the same time that the Loading Zone was installed, the school also hosted an extremely successful Bike to School Day, with 65 students biking to school.
Irvington High	Freemont	Green Advisory students at Irvington have been working toward opening a Carpool Parking Lot at their school next year. Currently the student parking lot is filled to capacity and morning congestion in front of the school has caused frustration among students and staff. Students here also used the Cocoa for Carpools event to generate interest for their Carpool Parking Lot project, which resulted in 202 students carpooling on the day of the event.
James Logan High	Union City	We began to work on a health and transportation curriculum with our Health Clinic partners at James Logan High School, but our staff Champions faced difficulty in recruiting and sustaining the student group that we worked with last year. We are working with Health Clinic staff to figure out options moving forward, particularly around raising funds for new bike racks and finding ways to support the STPP efforts.
Livermore High	Livermore	We are looking forward to collaborating with the Livermore High School Green Engineering Academy in the future. We began to draft a curriculum for the Civil Engineering and Architecture Class with a staff Champion, and we are hoping to roll out the lessons next year. Students in the academy take a series of science, technology, engineering, and math-focused classes (STEM), and we are hoping to use the lessons for the incoming Junior class next year, with the potential for follow-up into their Senior year.



A long line of bikes means that the BikeMobile was very popular at Fremont's Irvington High School

School	City	Highlights
Oakland International High School	Oakland	In spite of having lost our Champion early in the year, we were able to re-recruit last year's Champion and the school was able to have a solid participation in International Walk and Roll to School Day and Bike to School Day. According to our Champion there has been an evident increase of bikers in the school this year. On any given day the number of bikes on the campus bike rack is over 50 bikes, which nearly exceeds its capacity.
Oakland Technical High	Oakland	As part of their problem based curriculum, 13 AP Environmental Science students took on a wayfinding project to promote increased walking and biking in the neighborhoods surrounding their school. With support from their site coordinator, students posted 20 signs that indicate how long it takes to walk or bike to nearby destinations such as parks, libraries and locally sourced organic produce stores. On Bike to School Day, Oakland Technical High School's Energizer Station counted 47 bikers.
San Leandro High	San Leandro	Worked with a freshman student leadership class to host a shadow tour of San Leandro High School campus in which the students spoke with 8th graders about the free student transit pass. On Bike to School Day, 37 students and staff biked to school.
San Lorenzo High	San Lorenzo	In spite of having our original class setting cancelled at the beginning of the year, we were able to forge a collaboration with the AP Human Geography class at San Lorenzo High School. The focus at this school was curriculum-based, and we were able to work with our staff Champion to put together lessons that used SR2S applications for the content the students were learning. In addition to creating year-end transportation research projects, the school was also able to put on Bike to School Day, with 38 students biking to school and a high turnout for BikeMobile repairs.



San Leandro High's Cocoa for Carpools was very popular among all the San Leandro High students



Foothill High School students are excited to greet bicyclists at their Energizer Station on Bike to School Day



Last minute preparations were underway for Castro Valley High School's Cocoa for Carpools



It's always a busy day when the BikeMobile visits San Leandro High School, rain or shine ...



Berkeley High School's Energizer Station on Bike to Work Day



AP Environmental Science students from Oakland Technical High School hanging wayfinding signage to encourage walking to local destinations and hang out spots

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 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 4 complete school years (12-13, 14-15, 15-16, and 16-17) in addition to Spring 2012 and Fall 2013 for a total of 8 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 2016-2017 school year, student hand tallies were conducted in both fall and spring semesters to obtain an accurate estimate of student travel during a typical week. A parent survey was conducted in Spring 2017; 276 parents participated in the online survey.

The following analysis begins by comparing spring 2017 hand tallies to those collected during fall 2016 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 2017, to fall 2012 hand tallies, the first robust dataset collected since the program began.



After a pit stop at an Energizer Station, these students from San Leandro's Roosevelt Elementary are ready for a great Bike to School Day



Students and parents enjoying the valley sun on a Walk and Roll Day at Livermore's Rancho Las Positas Elementary

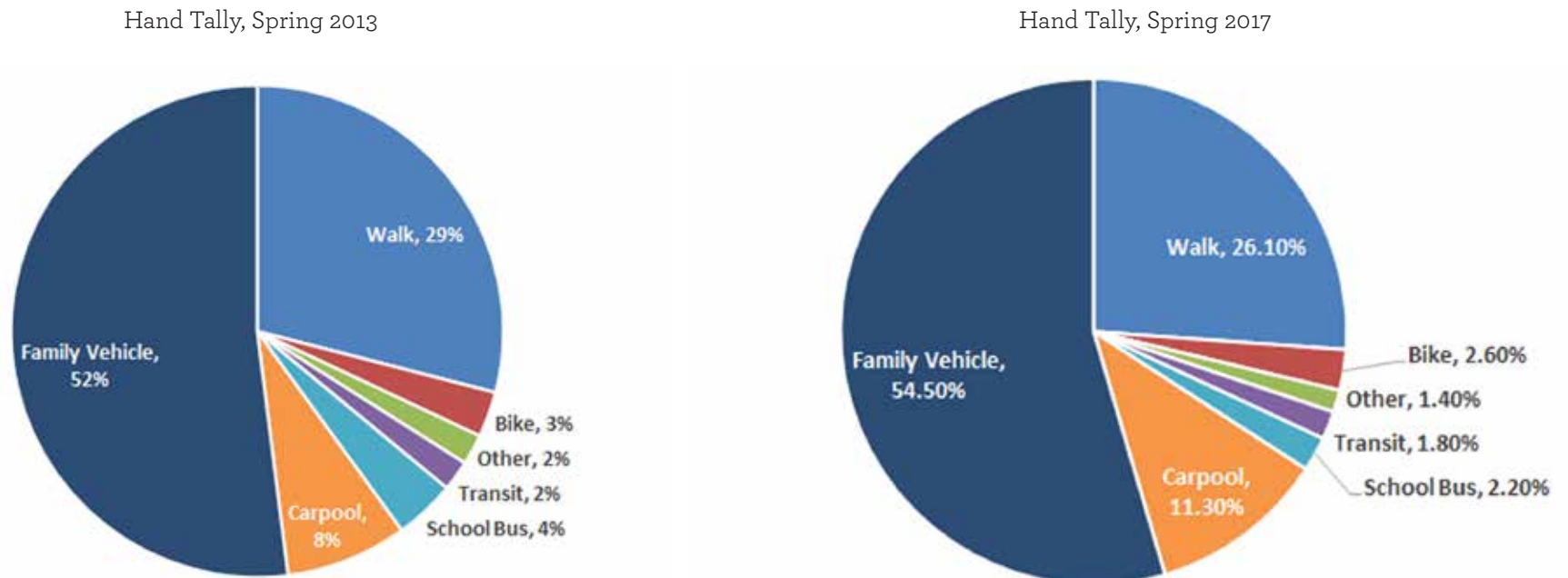
Countywide Results

The spring 2017 hand tallies were gathered in 85 schools, approximately 47% of schools participating in the SR2S program. 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 2017, active transportation accounts for 30% 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 15% of the mode split.

While the hand tally data presented in Figure 8 represents current mode share throughout the County, analyzing mode shift at this level does not give an accurate representation of trends, because land use, transportation options, and program engagement varies throughout the County. The following analysis uses comparable data sets to identify trends in shifts toward green trips to school. Green trips are defined as those using active and/or shared modes of transportation.

Figure 8 Mode Split for Countywide School Trips, Spring 2013 Hand Tally Data and Spring 2017 Hand Tally Data



Current Mode Split by Planning Area

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

- » Schools in the north planning area consistently have the highest **active** mode rates (36%).
- » The north part of the County currently has the highest rate of bicycling (4.1%), a title long held by the east area (3.7%).
- » Schools in the north (17%) and south (17%) planning areas have higher rates of **shared** trips to school, above the countywide average of 15%.
- » **Single family vehicle** trips account for a similar share of the mode split in the south and central planning areas, while the east part of the County has the highest rate of single family vehicle trips.

Figure 10 shows the percentage change of modes between 2012-2017.

Unlike the data presented in the subsequent “Comparison to Prior Years” section, the data in Figure 9 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. Though some schools within each planning area have seen shifts in modes, the overall area averages include newer schools where shifts have yet to occur.

Figure 9 Current Mode Split by Planning Area, Spring 2017 Hand Tally Data

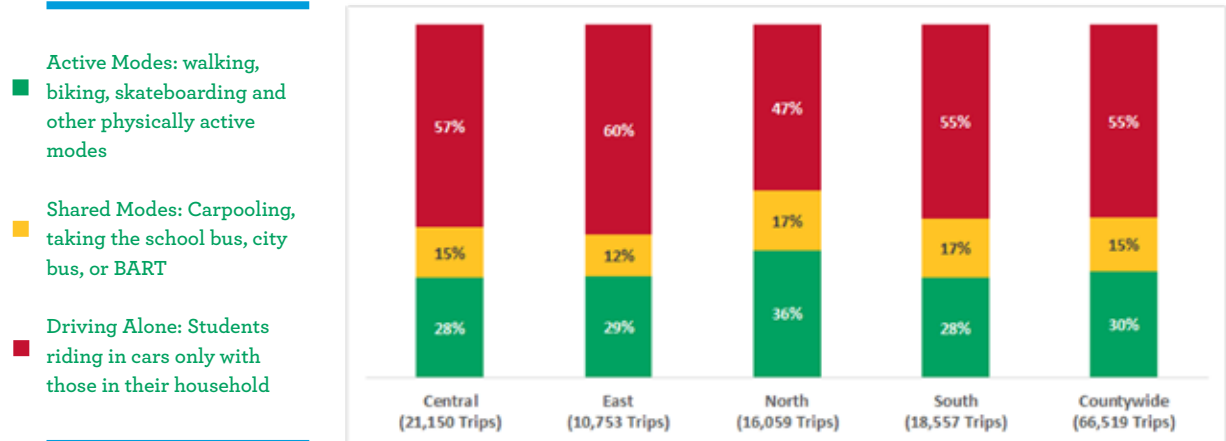
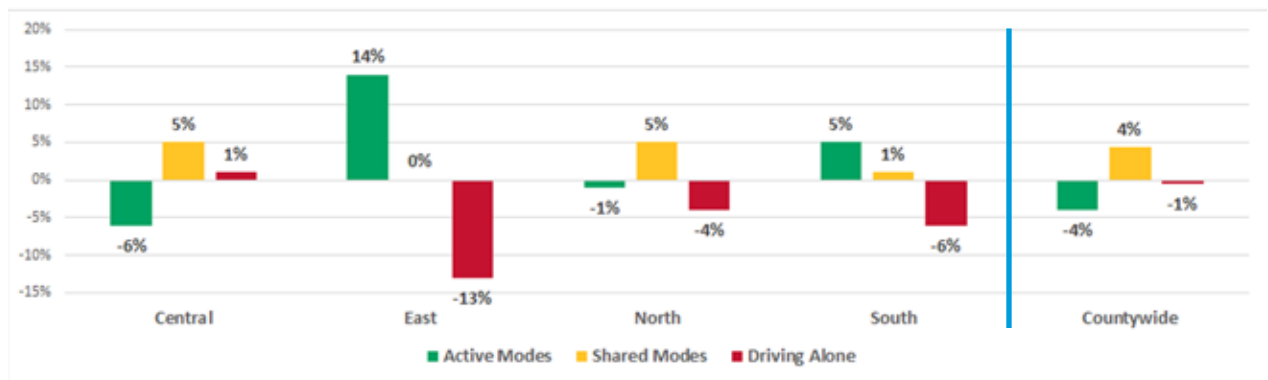


Figure 10 Change in Countywide Mode Split by Planning Area, 2012-2017



Three interesting trends emerge from this data: 1) the near universal increase in shared modes across the County, 2) the east and south planning areas have seen great increases in active mode shares, and

3) in the central planning area, active modes have given way predominantly to shared modes, but the north area's increase in shared modes has been mostly driven by reductions in family vehicle usage.

Do More Events Result in Higher Mode Shift?

To understand if conducting more events results in mode shift, the most active schools in the Alameda County SR2S program were analyzed. The following analysis was completed to understand the effects of higher program participation.

Schools That Conduct Over 16 Events:

The 38 schools that conducted more than 16 events are the most active schools in the Alameda County SR2S Program. These schools can be characterized as follows:

- » Distribution: Schools are not equally distributed by planning area: 2 Central, 10 East, 19 North, and 7 South.
- » Education Events (BikeMobile, classroom activity, Drive Your Bike, Bike Rodeo, Rock the Block, etc.):
 - » K-8 schools did an average of 8.5 education events; countywide average was 2.4 events.
 - » High schools did an average of 2.1 education events; countywide average was 1 event.
- » Encouragement Events (Monthly/weekly walk to school day activities, Walking School Bus, and countywide events):
 - » K-8 schools held an average of 10.4 events; countywide average was 3.5 events.

- » High schools did an average of 2.4 events; countywide average was 2 events.
- » Program Support Events (PTA meeting, other meeting, task force):
 - » K-8 schools hosted an average of 3.2 events; countywide average was 2 events.
 - » High schools did an average of 22.9 events; countywide average was 11 events.

Mode Shift

Of the 38 schools that conducted over 16 events, only 8 had completed hand tallies in both 2012 and 2017. Based on these 8 schools, it can be determined that schools that held 16 or more activities had a higher average green (walk, bike, carpool, bus, and “other”) and active mode (walk, bike, and “other”) share than the countywide average. Table 5 on the following page contains the average mode shift for schools that hosted 16 or more events.



Kids learning hand signals at a Family Cycling workshop in Hayward

The following analysis focuses on those 8 schools for which complete hand tally data is available.

- » Of those 8 schools, 5 schools had a positive green mode shift (walking, biking, carpool, and bus), ranging from a 3% to 27% increase from their respective baselines. Schools with a green mode shift of at least 5% did 17-27 events (average 23 events; 3 schools).
- » Three schools had a positive or neutral active mode

shift (walking and biking), ranging from a 0% to 28% increase from their respective baselines. Schools with an active mode shift of at least 5% did 17-27 events (average 21 events; 2 schools).

- » Four schools had a positive walk mode shift (1 school was neutral), ranging from a 2% to 30% increase from their respective baselines. Schools with a walk mode shift of at least 5% did 17-25 events (average 21 events; 2 schools). Kolb Elementary in Dublin and Oakland's Community

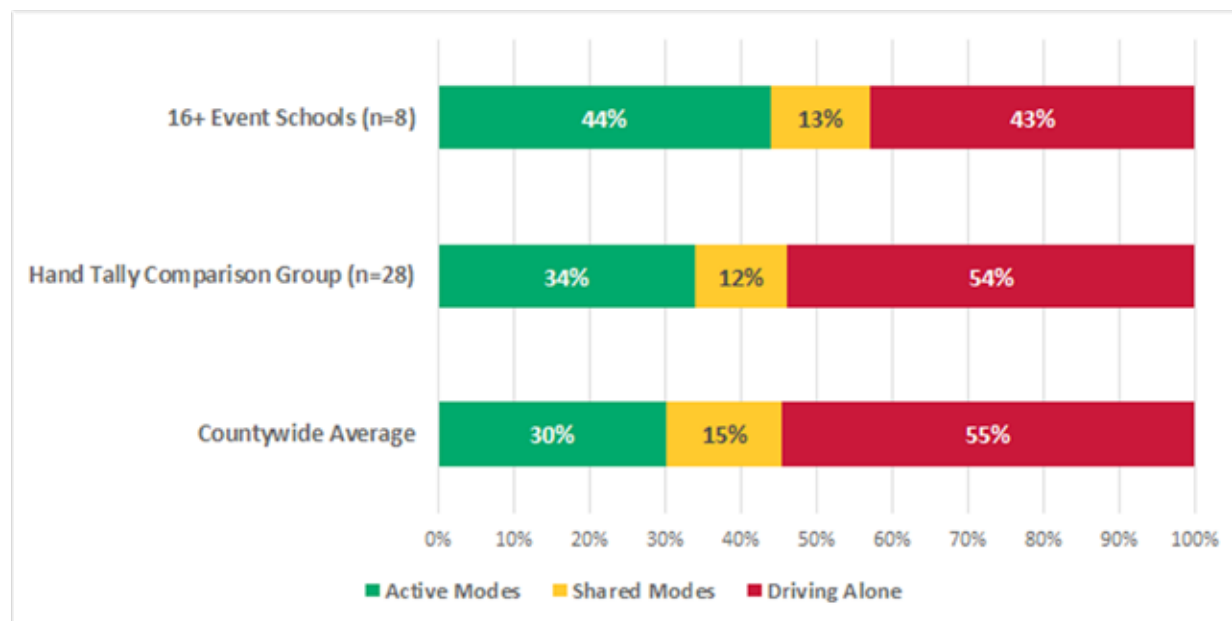
United Elementary both held pedestrian rodeos. Community United hosted 7 other pedestrian events; Kolb held 10 pedestrian-focused events.

- » Four schools had a positive bike mode shift, ranging from a 1% to 5% increase from their respective baselines. The one school that had a bike mode shift of at least 5% did 17 events. Community United Elementary hosted a BikeMobile visit and had a bike rodeo event.

**Table 5 Mode Shift Comparison Table
(2012-2017)**

	K-8, 16+ events (n=8)	Comparative Hand Tally Group K-8 (n=28)
Average green mode shift	2%	1%
Max	27%	26%
Min	-18%	-23%
Average active mode shift	0%	0%
Max	28%	25%
Min	-12%	-25%
Average walk mode shift	3%	1%
Max	30%	29%
Min	-9%	-17%
Average bike mode shift	-2%	0%
Max	5%	3%
Min	-7%	-7%

Figure 11 Mode Shift Comparison, 2012-2017



Comparison to Prior Years

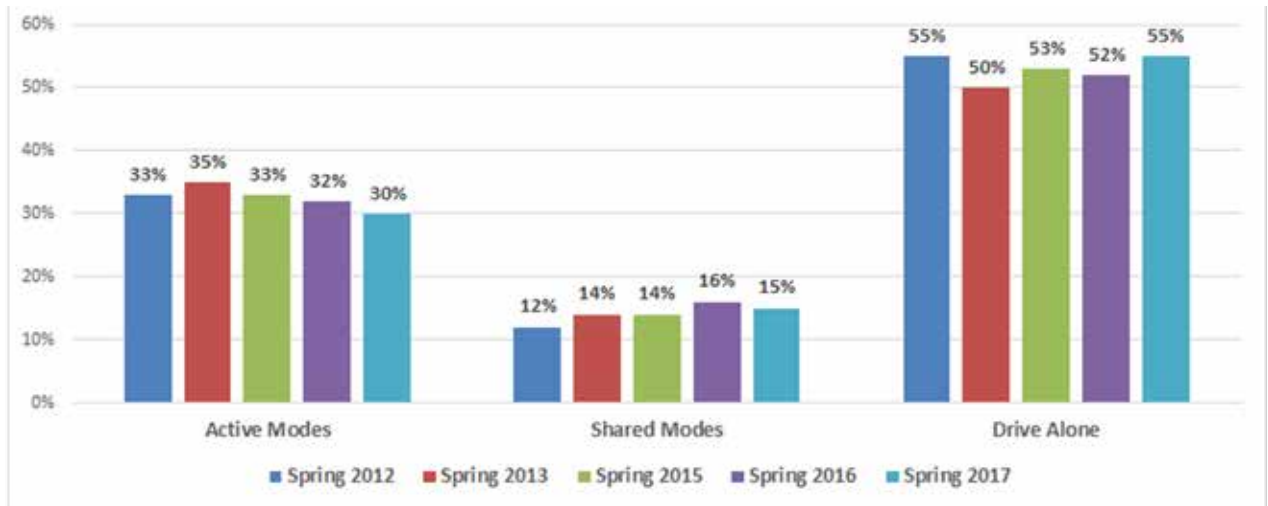
Countywide, hand tally data collected each semester since spring 2012 shows small but continual increases in active transportation, as well as decreases in driving alone. Shown in Figure 12, this data includes all participating schools that collected data during each time period (data was not collected in Spring 2014). Due to the significant increase in new schools in recent years, mode shifts appear to be steady. However, when analyzing only schools with comparable data sets, interesting 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 2017 show the following trends in mode shift:

- » Increases in **active modes** in the central planning area and relatively steady active mode shares in the east planning area. Decreases were observed in the north and south planning areas.
- » Increases in **shared modes** were observed across all planning areas with large increases in the east and south planning areas. Much of this increase in shared transportation is attributable to carpool trips.
- » Decreases in **driving alone** trips occurred in the central and east planning areas, and remained steady in the south. The north saw a 2% increase.

Figure 12 Countywide Mode Split for All Schools in SR2S Program, Spring 2012 to Spring 2017



San Leandro's McKinley Elementary's mode share chart from Bike to School Day



Achieve Academy's large walking school bus on International Walk and Roll to School Day

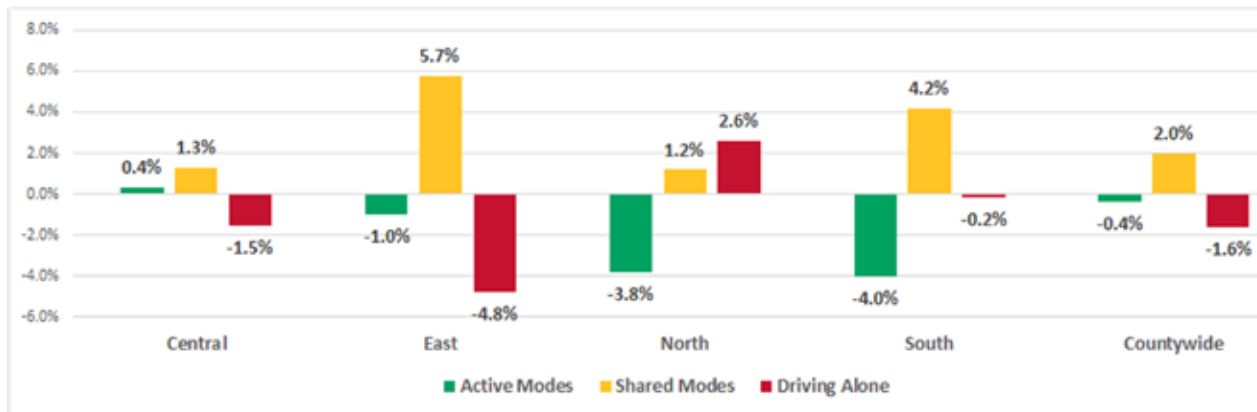
Figure 13 Mode Shift By Planning Area, Fall 2012-Spring 2017, Hand Tally Data

Figure 13 above details mode shift by planning area based on hand tally data from fall 2012 and spring 2017. This data only represents the 28 schools that have hand tally data for those two semesters.

Highlights

- » The east planning area saw an almost 6% increase in students using shared modes.
- » The east planning area saw an increase of over 3% of students walking to school.
- » The south planning area experienced a shift from active to shared modes; family vehicle use remained relatively stable in this area.
- » The central planning area saw a 2% increase in trips made to school by students walking.

- » The central planning area saw increases in school bus and carpool mode share.
- » The north planning area has seen a slight increase in students biking, but decreases in walking.
- » The north planning area was the only area to experience an increase in students being driven alone to school.

The 28 schools in the comparative group had the following characteristics:

- » These schools on average hosted 3.3 educational events in the 2016-2017 academic year.
- » These schools on average hosted 6.2 encouragement events.
- » 75% of these school participated in all three major

countywide events. All but two of the remaining schools participated in two of the three events.

- » On average these schools hosted 3.8 pedestrian-focused events and 1 bicycle-focused event.
- » Two-thirds of these schools did at least one of the following: worked with the PTA, a Task Force, or held other planning/organizing meetings. Collectively these schools averaged 1.7 meetings.



This family from Cherryland Elementary in Hayward walked to school in International Walk and Roll to School Day

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. The most recent Student Travel Tallies were collected Spring 2017, with 85 schools, only 47% of participating schools, returning tallies. This analysis covers the 61 schools that submitted hand tallies for at least 2 years.

Green mode share is the combined total of active and shared modes; 35 schools increased their green mode share from their first semester in the program when counts were taken to Spring 2017, ranging from an increase of 0.1% to 26.4%. **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, SR2S becomes part of the school culture and embraced by families.

A shift towards green modes of transportation was seen most frequently in schools located in the north and central parts of Alameda County: 18 schools in the north, 14 in south, 17 in the central area, and 8 in the east. More specifically, 43 schools increased their active mode share and 16 schools increased both their share of walkers and people biking to school.

Common characteristics associated with a positive shift in green modes appear in Figure 14.

Figure 14 Characteristics Associated with Shifts to Green Modes

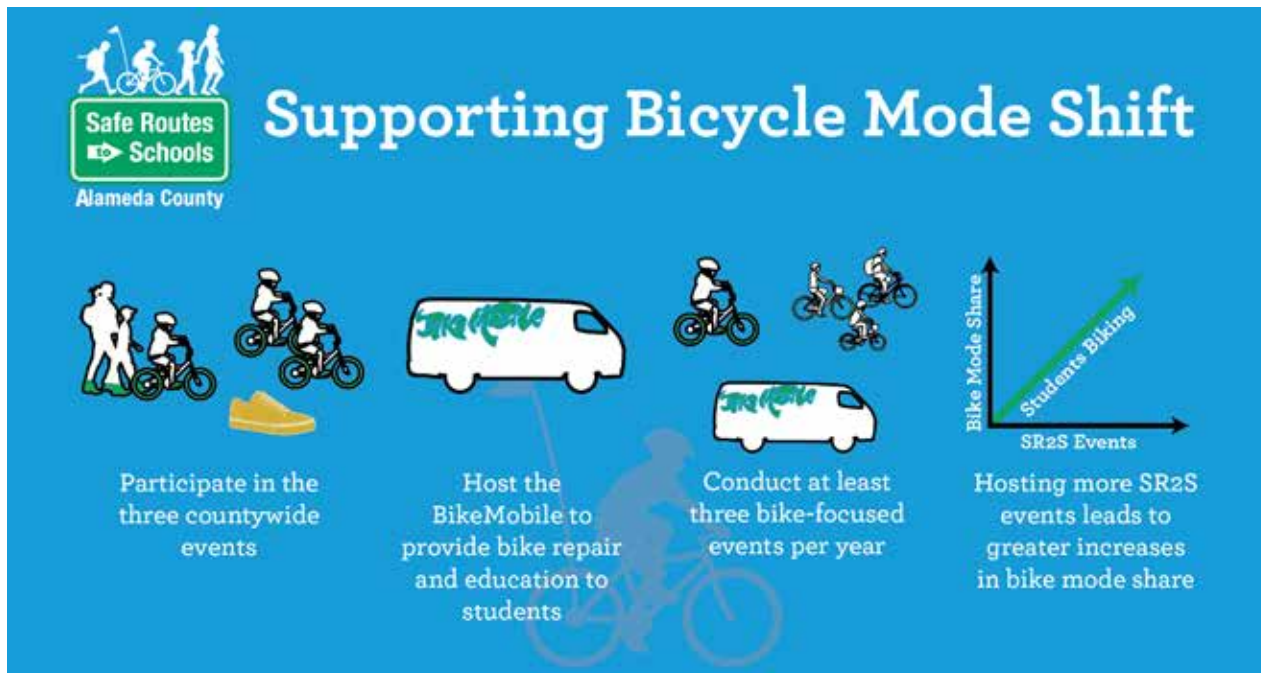


Trends in Bicycling

Twenty-nine schools saw a positive increase in biking with increases ranging from <1% to 15.3%. Common characteristics found among these successful schools include:

- » 97% of these schools participated in International Walk and Roll to School Day, 90% participated in Bike to School Day, and 85% of the eligible schools participated in the Golden Sneaker Contest.
- » 66% of the schools hosted at least one BikeMobile visit to provide education and bike repair for students.
- » These schools hosted on average 3.7 bike focused events or activities (BikeMobile, Drive Your Bike, Bike Rodeo, Family Cycling Workshop, Walk and 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 15 Characteristics Associated with Increases in Bicycling



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

Trends in Walking

Thirty-one schools had a positive shift in walking, with increases ranging from <1% to 47.2%. Characteristics of these successful schools include:

- » 97% of these schools participated in International Walk and Roll to School Day and 93% of eligible schools participated in the Golden Sneaker Contest.
- » 35% of these schools conducted monthly walk to school activities.
- » Three schools had at least one active walking school bus route.

Figure 16 Characteristics Associated with Increases in Walking

School Spotlight: Bowman Elementary School

An example of positive shifts in active modes is Bowman Elementary in Hayward. Bowman saw a 14.7% increase in green mode share, a 20.7% increase in active mode share, and a 18.5% increase in walking to school since 2014. During the hand tallies, Bowman had the following mode split: 40% walk, 2% bike, 2% school bus, 48% family vehicle, 7% carpool,

0% transit, and 1% other. This data is sampled from almost 250 students.

Bowman joined Alameda County SR2S in 2014 and has been consistently active. Bowman participated in a total of 12 events including:

- » All 3 countywide events
- » One education events
- » Three encouragement events

- » Two pedestrian-focused events
- » Two bicycle focused events
- » Classroom activities
- » Seven planning/coordination meetings
- » Met/coordinated with PTA

This year Bowman was able to accomplish 3 of the 4 characteristics that support a positive shift in bicycle mode share from Figure 15 and 2 of the 3 characteristics for supporting a positive shift in pedestrian mode share from Figure 16.

Examining their past activity history tells a similar story about their event history. In 2014-15 Bowman hosted 10 events, and the following year, Bowman's activity level rose to 14 events! Staying active consistently over many years helps build excitement and a culture of using active/green transportation.

Key Statistics:

- » Active Mode Share: 43%
- » Growth in Active Mode Share: 18.5%
- » Green Mode Share: 52%
- » Growth in Green Mode Share: 20.7%

Parental Perceptions

The parent survey asks questions to evaluate parents' attitudes toward various transportation modes. While parents overwhelmingly felt that walking and bicycling is important for their children's health, 22% of parents would not feel comfortable allowing their children to walk or bike to/from school without an adult at any grade.

The survey also asks parents about their concerns regarding their children walking or biking to/from school. Countywide, traffic safety (including traffic speed, intersections, and amount of traffic) is the main concern parents have. Stranger danger was also a significant concern for parents. Other concerns are shown in Figure 17.

71% of parents would like help identifying traffic safety issues at schools.

45% of parents would like help with a Walk and Bike to School Day.

83% of parents said that they would probably let their child walk or bike to/from school if the safety of intersections and crossings were improved.

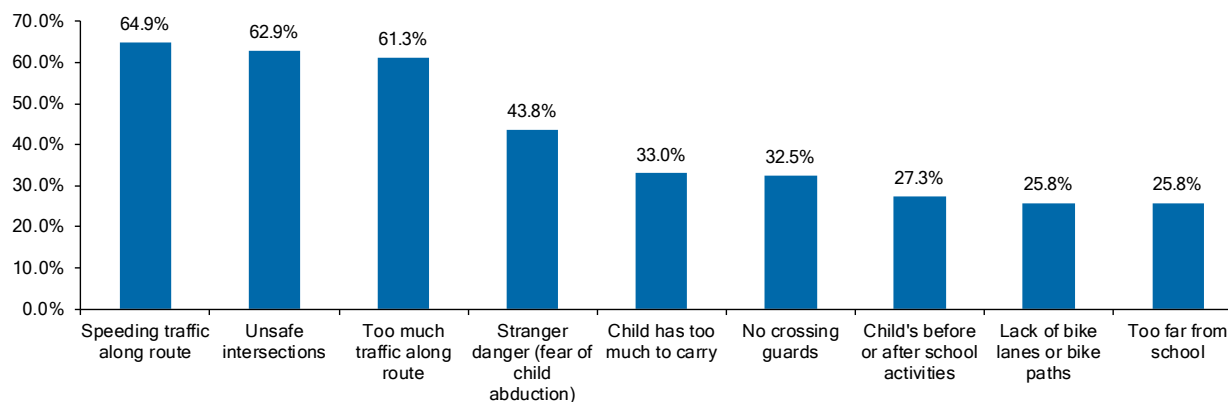
76% of parents said that they would probably let their child walk or bike to/from school if the amount and speed of traffic were reduced.

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. Two secondary messages that resonate with parents include: walking and bicycling are fun for the family, and driving causes air pollution and hurts the environment. This data helps to inform programming and on-the-ground changes to improve school access for active modes.

52% of parents feel that improving ride share or trip share coordination would encourage shared transportation.

46% of parents felt that designating a priority drop-off or parking area would encourage shared transportation.

Figure 17 Parent Concerns with Walking/Biking to School, 2017 Parent Survey



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 Program has been providing classes in Alameda County since 2012. Classes target a variety of age ranges and topics to encourage all Alameda County residents to bicycle.

Class Types

Classes offered through the program include:

- » Urban Adult 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, fit a helmet, avoid bike theft, ride after dark, and prevent common crashes.
- » Urban Adult 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 ideal 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.



Kids learning hand signals during a rodeo at Oakland's Pedalfest



Kids learning how to safely bike and scooter during a Family Cycling Workshop in Ashland

2016-2017 Classes

During the 2016-2017 school year, 98 bicycle safety education classes were held throughout the County, up from 76 the prior year and meeting the goal set for 2016-2017. These classes educated 3,250 bicyclists, more than last year's 2,449. Figure 18 on the next page displays class type and location, while Table 6 displays classes by planning area from July 2016 through June 2017. Attendance numbers for June 2017 are based on anticipated attendance estimates.

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 and recreation guides
- » Press releases

Table 6 Bicycle Safety Education Classes and Attendance by Planning Area, 2016-2017

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*	22	0	3	1	26
Road-Riding Classes	2	1	1	1	5
Family Cycling	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.

Class Type	North Planning Area	Central Planning Area	East Planning Area	South Planning Area	Countywide Total
Family Workshop	145	60	42	122	369
Kids Bicycle Rodeo	891	429	302	395	2017
Classroom Workshop	191	78	38	32	339
1-Hour Workshop	214	7	66	1	288
Road Riding Workshop	40	15	6	16	77
Adult Learn to Ride	121	0	0	0	121
Train the Trainer	39	0	0	0	39



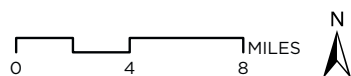
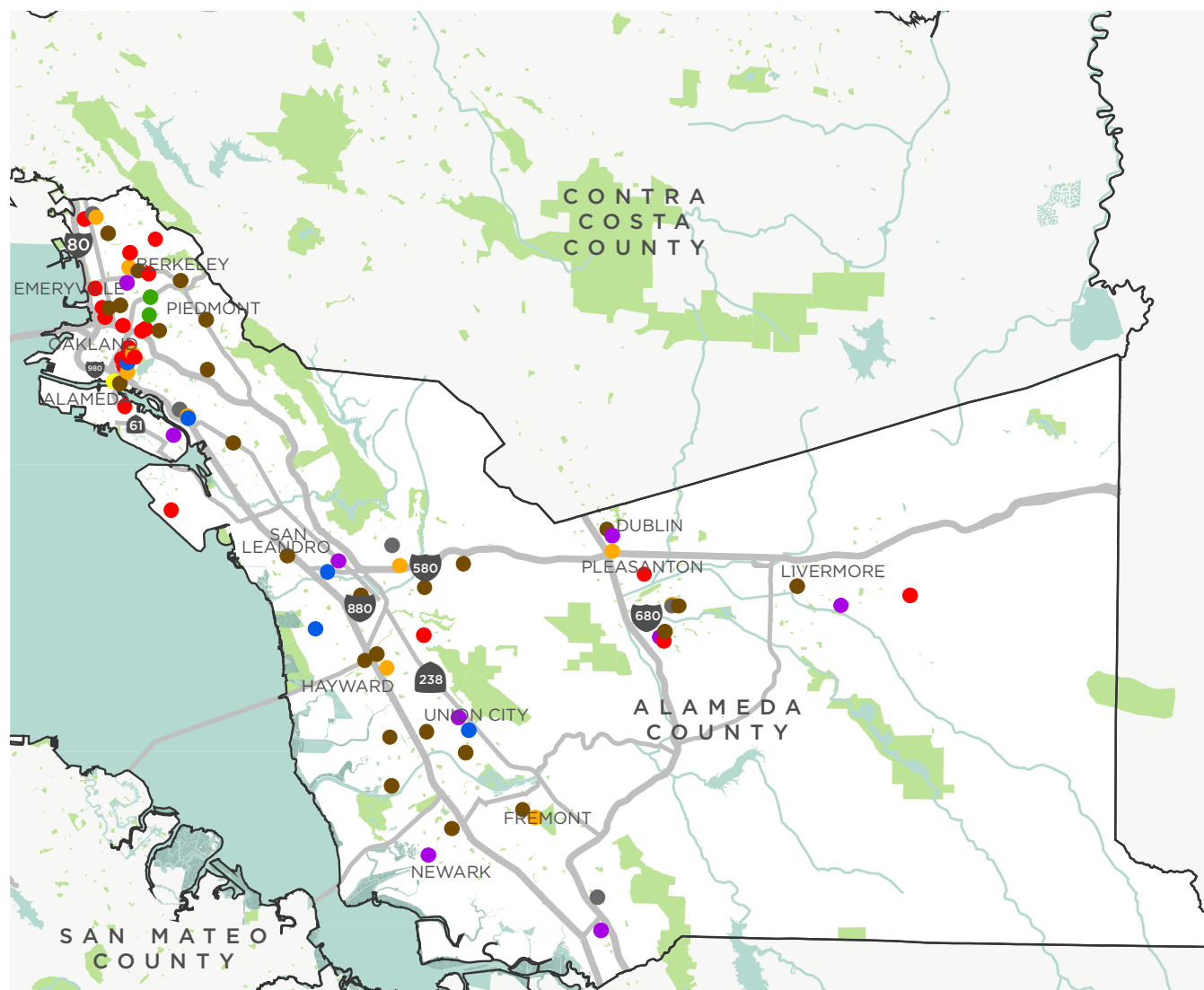
Participants at a 1-hour class in Oakland learn the basic anatomy of a bicycle



The participants of a Train the Trainer class; training more coaches creates new class and teaching opportunities

Figure 18 Bicycle Safety Education Classes throughout Alameda County, 2016-2017**BIKE EAST BAY
EDUCATION CLASSES**ALAMEDA COUNTY
SAFE ROUTES
TO SCHOOL**Class Type**

- 1-hr
- Adult Learn-to-Ride
- Classroom
- Road
- Rodeo
- Train the Trainer
- Family Workshop

DATA SOURCES:
Alameda County,
Caltrans, ESRI
June 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 19 displays the number of classes over time and Figure 20 displays the number of class participants over time. The average number of attendees per class has grown from 16 in 2012 to 33 in 2017.

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.

In early 2017, the LAB hired a new executive director and new education director. After discussions with the new LAB leadership team, the week-long training was deemed not necessary for instructors who already had years of experience teaching. A standard training for coach candidates will be held in the later part of 2017 to finish the training for these new coaches. Bike East Bay is currently seeking grants to finance this training.

Figure 19 Bicycle Safety Education Classes throughout Alameda County, 2012-2017

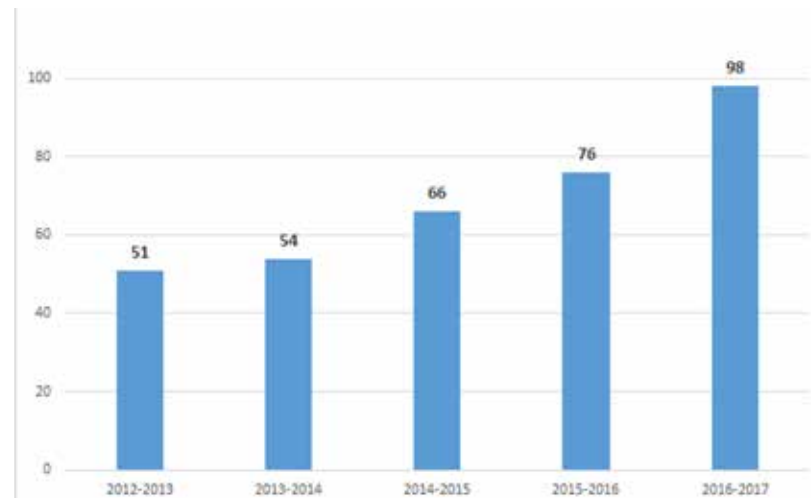
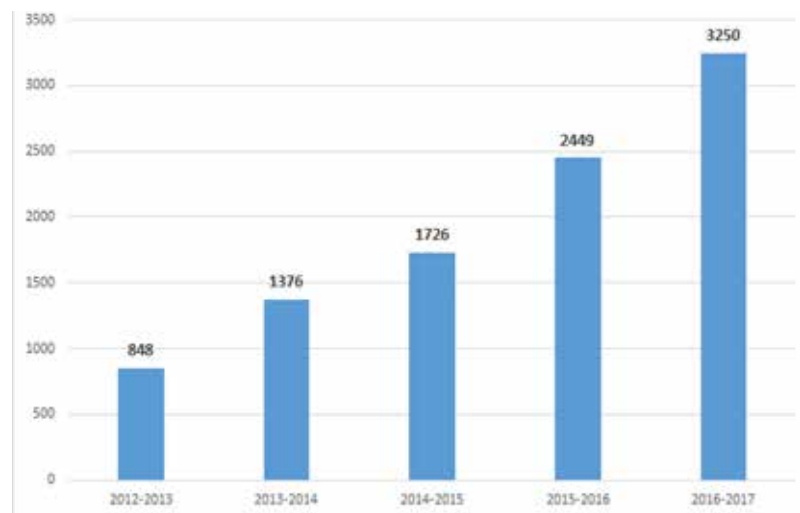


Figure 20 Bicycle Safety Education Class Participation, 2012-2017



Lessons Learned

The Alameda County Safe Routes to Schools 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.

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.

Table 7, 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 school staff member is peddling hard to blend some smoothies for these San Lorenzo High School students on Bike to School Day 2017

Table 7 Evaluation of 2016-2017 Goals and Recommendations for the Future

PROGRAMS	STATUS	RECOMMENDATION
EDUCATION		
Educator Training	Alameda County SR2S K-5 SR2S Educator Guide 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 only served 10 schools this year (most schools had multiple sessions).	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 many classrooms and there were over 20 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	Twenty 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	Seventeen 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 82 SR2S-related visits in addition to 41 community-focused visits this year; repairing over 2,700 bikes.	Continue to host as many (combined SR2S and community) BikeMobile visits a year as possible. 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 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.

PROGRAMS	STATUS	RECOMMENDATION
Golden Sneaker Contest	Participation growth for the Golden Sneaker Contest was 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.
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 most 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 32 site assessments.	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 Sherriff provide enforcement mechanisms to help curb driver, pedestrian, and bicyclist behavior and improve safety.	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.

PROGRAMS	STATUS	RECOMMENDATION
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.
Parent Surveys	Parent surveys are conducted every few years to track attitudinal shifts and parental perceptions. Parent surveys were conducted this year.	Conduct another parent survey within two years 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
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COMMISSION



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

