

Alameda
County
Safe Routes
to Schools
Program

2017-2018 Year-End Report



*Healthy
Kids, Safer
Streets, Strong
Communities*



METROPOLITAN
TRANSPORTATION
COMMISSION



BAY AREA AIR QUALITY
MANAGEMENT DISTRICT

ALAMEDA COUNTY TRANSPORTATION COMMISSION

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The Alameda County Safe Routes to Schools Program wishes to thank all school district staff, school administrators and staff, teachers, SR2S champions, parents and students who support active and shared transportation to school.

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Alameda County SR2S Program Champion helping out at International Walk and Roll to School Day at Corvallis Elementary in San Leandro.



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1 INTRODUCTION

The Alameda County Safe Routes to Schools Program promotes safe, active, and shared transportation choices as fun and easy options for parents and students to travel to and from school.

The Alameda County Safe Routes to Schools (SR2S) Program has grown significantly since the program began, from two schools in 2006 to two hundred and fifteen schools enrolled during the 2017-18 school year. The program is administered and managed by the Alameda County Transportation Commission (Alameda CTC) and funded by federal funds and local Measure B and BB funds.

Program Changes for the 2017-2018 School Year

The Alameda County Safe Routes to Schools Program began its 12th year under a new program implementation structure guided by new goals adopted by the Alameda County Transportation Commission. The new, more data-driven program implementation structure

shifted from a primary focus on encouragement activities to a new focus on activities that affect behavior change and address safety. As such, the program's key desired outcomes are to increase mode shift to active and shared transportation modes and increase safety around schools.

Under the new program structure, Alameda CTC brought management of the program in-house by hiring, for the first time in program history, a program manager dedicated solely to oversight and administration of the program. Over the first year under the new implementation structure, staff made changes to help achieve the program's goals, including new program elements, increased focus on ongoing events, education and training activities, and increased program-wide coordination.

A robust evaluation of the program is one of the new program efforts. The purpose of the comprehensive program evaluation is to gauge effectiveness and allow staff to continuously improve the program. Program staff will continue to produce annual reports that report back on the activities of each school year. Additionally, a biennial evaluation report will include recommendations for ongoing program improvement.



Riding slowly on the sidewalk during International Walk and Roll to School Day at Maloney Elementary.



Students at Walters Junior High School celebrating International Walk and Roll to School Day in Fremont.

SR2S Desired Program Outcomes

The overarching goal for the Alameda County SR2S program is to encourage more students to walk, bike, carpool, or take transit to school.

Adopted by the Alameda County Transportation Commission on January 26, 2017, these desired program outcomes guide the Alameda County SR2S Program:

- » **Mode shift:** Increase use of active and green transportation modes to access schools (biking, walking, taking transit, and carpooling) and promote walking, bicycling, and taking transit as viable, everyday transportation options.
- » **Safety:** Increase safe pedestrian/bicycling behaviors, decrease incidence of collisions, increase student and parent confidence in safe walking/bicycling/transit riding abilities.

The Alameda County SR2S Program goals are:

- » Provide a **comprehensive, equitable program** in **fiscally responsible** manner,
- » Develop core program where every student has access to **age-appropriate bicycle and pedestrian safety training**,
- » Establish and maintain **strong, effective partnerships**,
- » Support improvements to built environment near schools to **improve access and increase safety**,
- » Encourage **adoption of Safe Routes to Schools policies and curriculum** within schools,
- » **Evaluate the SR2S program** at school level so that it is context sensitive and allows the program to adjust, and
- » Engage **parents as transportation “decision makers.”**

This report provides updates on the progress made toward these goals.

About this Report

This report summarizes 2017-2018 school year activities and presents the progress made toward the goals adopted by the Alameda County Transportation Commission.

Chapter 2. Participation and Outreach, summarizes school participation in the activities offered.

Chapter 3. Education and Encouragement, provides more details about the specific Safe Routes pedestrian, bicycle, and transit safety education and countywide encouragement activities, as well as the high school program.

Chapter 4. Mode Shift Impacts, reports how families get to and from school.

Chapter 5. Safety Impacts, outlines the School Safety Assessments and other safety-focused activities.

Chapter 6. Equity Impacts, presents the Equity Analysis results and introduces the Access Safe Routes Pilot Program.

Chapter 7. Moving Toward Sustainability, begins an assessment of district policies, Safe Routes Champions, Task Forces, and partnerships, that will maintain momentum for Safe Routes in the future.

Rancho las Positas Elementary School's mascot cheering on students during International Walk and Roll to School Day in Livermore.

The following appendices support this report:

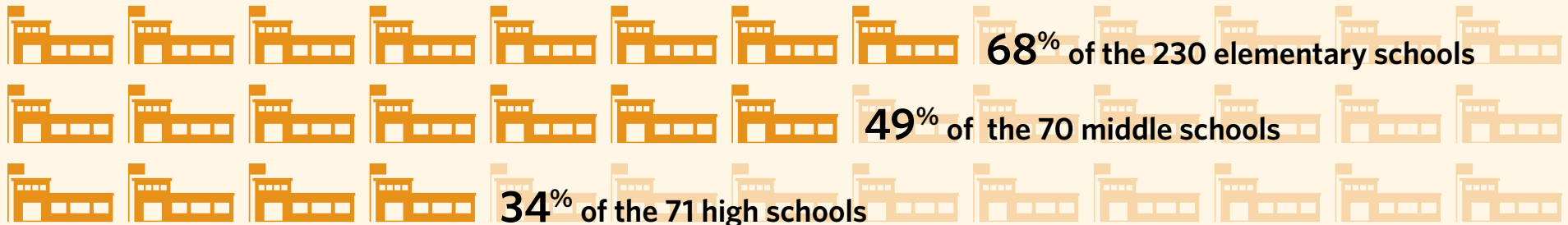
Appendix A: School Participation Matrix, summarizes the programming provided at Alameda County schools enrolled in the program.

Appendix B: School Reports, provides a one-page summary of how each enrolled school participated in the 2017- 2018 program.



2017-2018 School Year Highlights

Over half the eligible schools in the county were enrolled in the Alameda County SR2S Program. See below for the percentages of eligible elementary, middle, and high schools that were enrolled in Alameda County SR2S.




215 schools enrolled

Includes 157 elementary schools, 34 middle schools, and 24 high schools.*

59% of enrolled schools participated in 3 or more SR2S activities, and 25% participated in five or more activities (see Table 1).

30% of schools participated in all three of the countywide encouragement events**



- » 66% of enrolled schools (142 schools) celebrated **International Walk and Roll to School Day**.
- » 46% (98) participated in the **Golden Sneaker Contest**.
- » 55% (119) participated in **Bike to School Day**.


Hundreds of parents, school staff and community members volunteered.



- » 81 **parent champions** at 70 schools.
- » 100 **staff champions** at 83 schools.

11 high schools

participated in at least one SR2S activity, such as the Youth Task Forces, countywide encouragement events, or regularly scheduled events, such as a weekly Walk and Roll to School Day.



*Note: Three participating schools include Kindergarten through high school students. Those schools are counted as elementary schools for this report. For the total count of eligible schools, K-12 schools were counted as elementary, 6-12 counted as middle schools, etc to avoid double counting schools.

** The three countywide encouragement events are International Walk and Roll to School Day, Bike to School Day, and the Golden Sneaker Contest. Cocoa for Carpools is a fourth countywide encouragement events, only held at high schools.



The 6 Es Framework

Alameda County's SR2S program is guided by the 6 Es framework that is the hallmark of successful Safe Routes programs. Enrolled schools participate in different types of activities based on their unique transportation needs, challenges, and goals.

Left: Safety in numbers – Hillside Elementary walking school bus participants enjoy their trip to school.



EDUCATION

Education activities, such as theater show assemblies and bike rodeos, 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

Engineering activities aim to address physical barriers to shared and active travel. Alameda County SR2S conducts school safety assessments to identify and prioritize infrastructure improvements that help families get to school.



EQUITY

The Alameda County SR2S Program works to ensure that program resources and activities are equitably spread throughout the county. Equity efforts aim to reach the school communities that need the program the most due to safety and health concerns.



ENCOURAGEMENT

Encouragement activities, 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.



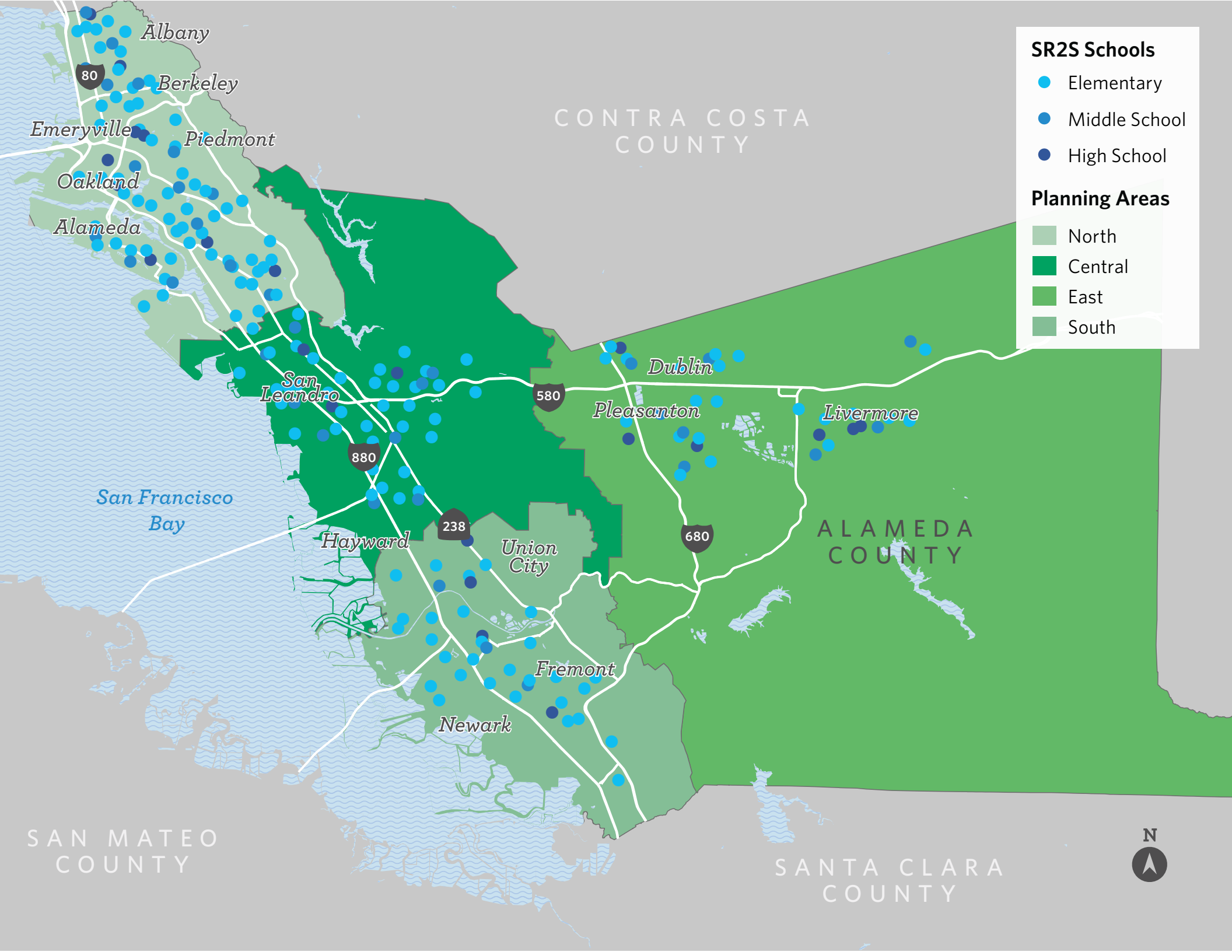
EVALUATION

Evaluation activities help schools measure their success at encouraging active and shared modes of transportation. Alameda County SR2S collects student travel data annually, conducts student surveys to evaluate how students get to school, and tracks resource allocation to continually improve the program.



ENFORCEMENT

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



<< Map A. Schools Enrolled in the 2017-2018 Alameda County Safe Routes to Schools Program

Activity Participation

Schools enrolled 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 increasingly plan and implement SR2S activities at their schools and high school students are active champions of the SR2S program. Table 1 shows the activities available to participating schools.

Table 1: 2017-2018 School Year SR2S Curriculum

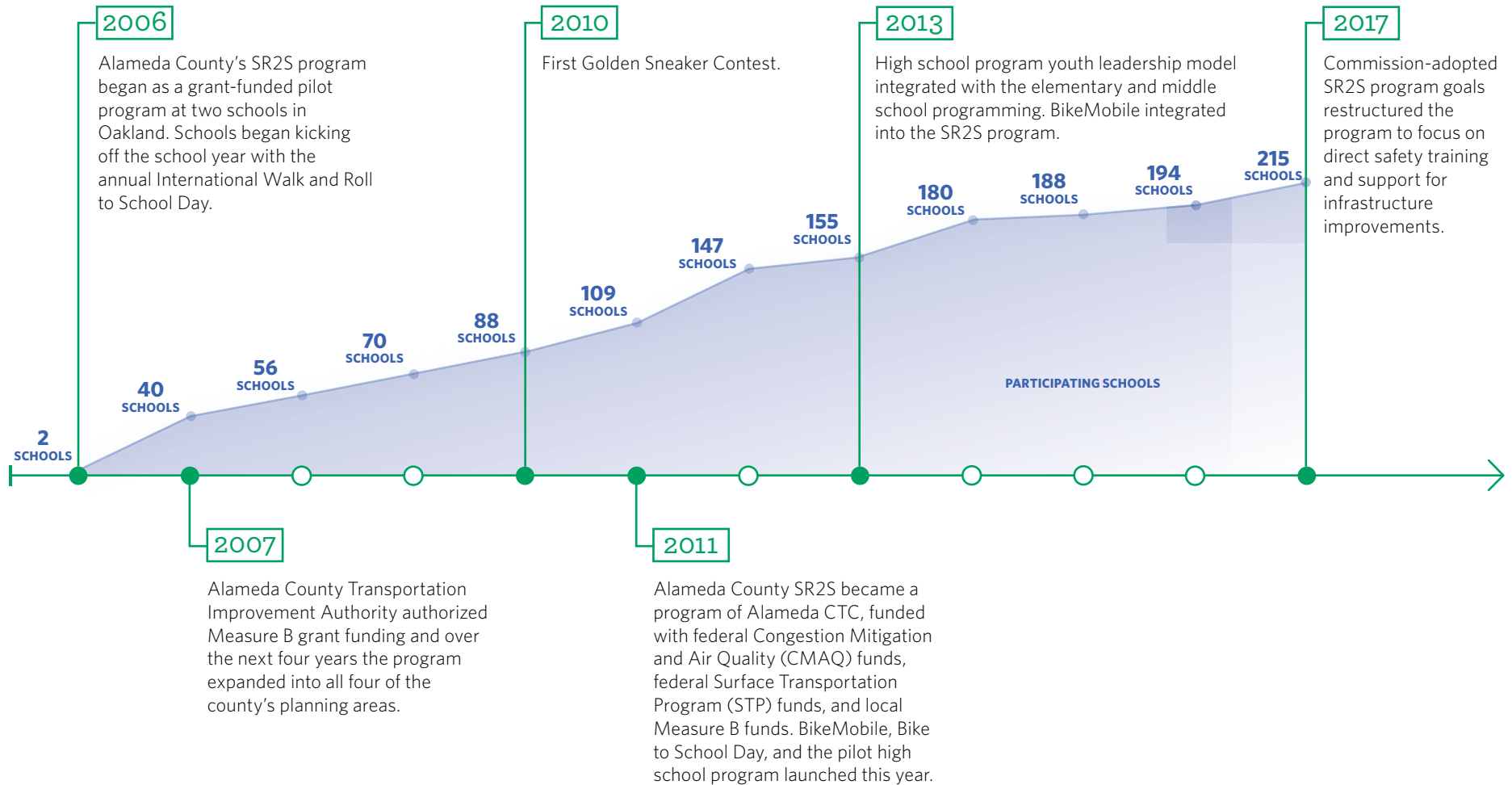
	Elementary	Middle	High
Education Activities			
Pedestrian Safety Activities			
Pedestrian Rodeos	●	●	●
Theater Assemblies	●	●	
Bicycle Safety Activities			
Bicycle Rodeos	●	●	
Drive Your Bike		●	●
BikeMobile	●	●	●
Transit Safety Activities			
Transit Use Education		●	●
Railroad Safety Education	●	●	●
Encouragement Activities			
Countywide Encouragement Events			
International Walk and Roll to School Day	●	●	●
Golden Sneaker Contest	●	●	●
Bike to School Day	●	●	●
Cocoa for Carpools			●
Ongoing Events			
Regularly Scheduled Walk and Roll to School Days	●	●	●
Walking School Bus	●		
Equity Activities			
Access Safe Routes Pilot Program	●	●	●
Engineering Activities			
School Safety Assessment	●	●	●



Bike to School Day participants at Ocean View Elementary in Albany.

Program History

The Alameda County SR2S Program has expanded rapidly over its 12-year tenure (Figure 1 on the following page). The program has grown from two schools in 2006 to two hundred fifteen in 2018. Though organizational structure, programming, and funding have shifted, the program continues to provide robust support for students and families seeking to safely and sustainably get to school.

Figure 1: Growth of the Alameda County SR2S Program

2

PARTICIPATION AND OUTREACH

The Alameda County SR2S Program offers schools across the county a wide variety of fun, instructive activities. This chapter outlines each of the SR2S activities offered during the 2017-2018 school year.

Schools participating in the Alameda County SR2S Program can tailor their programming to meet their specific needs and unique challenges. The Alameda County SR2S Program seeks to reach as many people as possible, boost participation in countywide events, such as International Walk and Roll to School Day, and help schools identify and run activities that will help them achieve their SR2S goals. Some activities are run by SR2S program partners, while others are organized by school officials, teachers, program champions, and students themselves.



The Rock the Block school assembly teaches students how to safely walk to school.

School Enrollment in the SR2S Program

In order to receive services from the Alameda County SR2S Program, public schools in Alameda County must enroll via a simple form available on the SR2S Program website. Once enrolled, schools are eligible to receive all program services free of charge, including support from a school site coordinator who will work with the school to develop an implementation plan, identify a SR2S Champion (if one has not been identified), and provide technical support related to encouragement and education activities. Enrolled schools are also eligible to receive educational activities and other program offerings. Schools do not need to be enrolled in the program to receive a school safety assessment.

School enrollment is different from school participation. Sometimes, schools enrolled in the program cannot be active participants. This is due to various factors including Champion or school administrator turnover, competing priorities, lack of resources, etc. SR2S program staff will work with these schools to understand the barriers to participation and identify solutions to reduce those barriers.

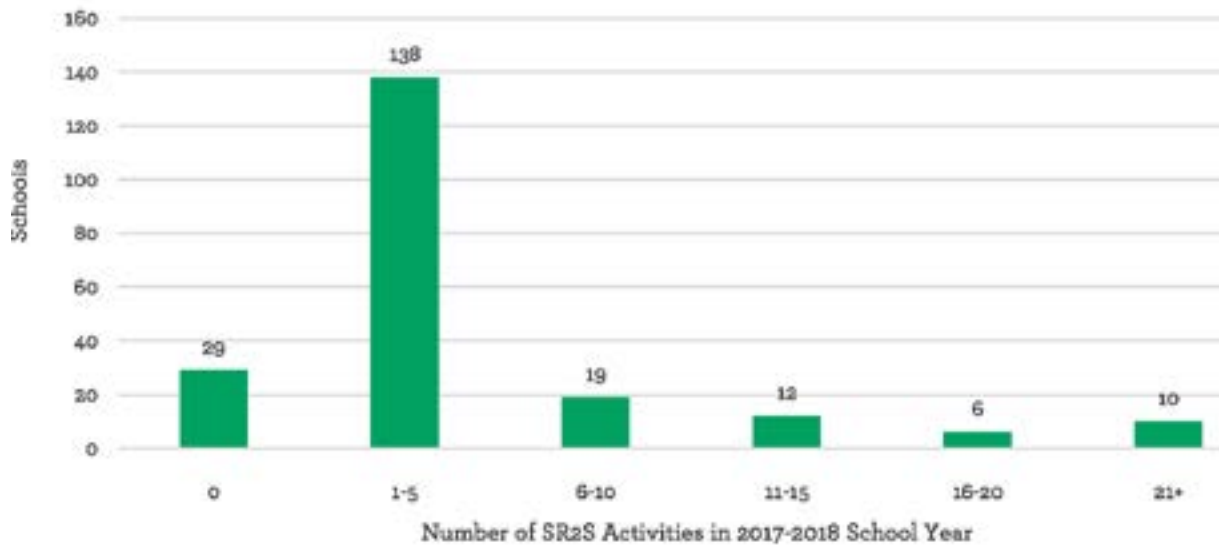
Program Activities

Table 2 shows the number of schools participating in each program activity. These numbers do not include community events or instances when schools hosted the same activity multiple times.

Table 2: School Participation in Program Activities, 2017-2018 School Year

Activity or Event	Elementary Schools Participating	Middle Schools Participating	High Schools Participating
Education Activities			
Pedestrian Safety Activities			
Pedestrian Rodeos	37	2	2
Theater Assemblies	36	1	
Bicycle Safety Activities			
Bicycle Rodeos	27	2	
Drive Your Bike	1	10	5
BikeMobile	81	19	9
Transit Safety Activities			
Transit Training		7	8
Encouragement Activities			
Countywide Encouragement Events			
International Walk and Roll to School Day	115	21	6
Golden Sneaker Contest	84	9	5
Bike to School Day	94	18	7
Cocoa for Carpools			7
Ongoing Events			
Ongoing Walk and Roll to School Days	36	4	
Walking School Bus	4		
Equity Activities			
Access Safe Routes Pilot Program	18	3	2
Engineering Activities			
School Safety Assessment	10	5	1

Figure 2. Number of Activities by School



Activities by School

The Alameda County SR2S Program seeks to reach students and their families with safety education and training about how green transportation options can be safe, fun, and easy to use. Enrolled schools are encouraged to participate in the countywide encouragement events, as well as age-appropriate safety training activities, and other educational activities based on school needs and concerns.

Figure 2 provides a breakdown of how many activities were held at all schools enrolled in the program, counting weekly, or monthly Walk to School Days as separate events. Each instance of a regularly scheduled event counts as one activity at that school. Five schools held weekly Walk to School Days throughout the school year. Just under thirty schools enrolled in the Alameda County SR2S program did not participate in any activities.

Volunteer SR2S Champions

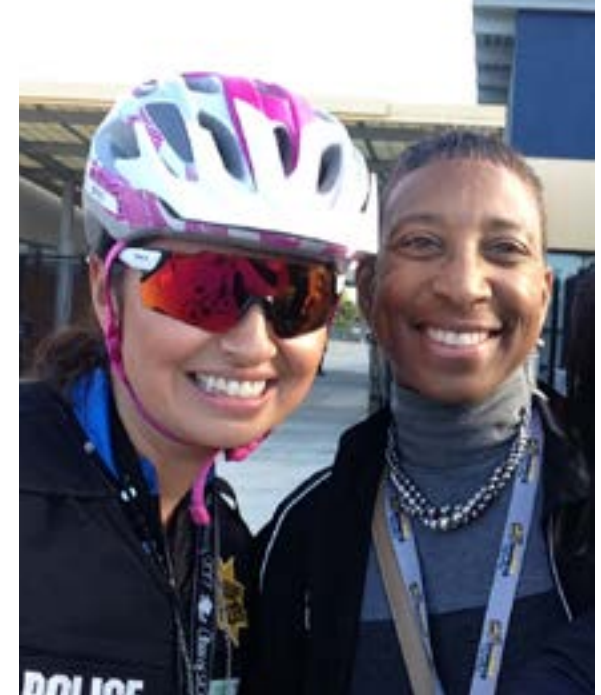
Once schools enroll in the Alameda County SR2S program, the extent of their participation varies. Schools that enroll are eligible to receive educational services and support from site coordinators, who work with each school's administration and volunteer SR2S Champion(s) to organize activities and events. SR2S Champions are volunteers who can be either family members or school staff. Champions host events, promote green transportation options, and work with students on education and encouragement activities. In middle and high schools, students are increasingly engaged in the planning and implementation of SR2S events.

One of the most important drivers of a school's level of participation is the engagement and time commitment of program Champions. Schools that have active and passionate Champions, who can dedicate time to SR2S, typically participate in more events than schools that do not have

Champions or have Champions who cannot dedicate time to SR2S. New schools and schools with new SR2S Champions typically require additional support to organize and plan events.

During the 2017-2018 school year, 181 designated SR2S Champions helped implement SR2S activities, including:

- » 81 parent Champions at 70 schools, including 22 new parent Champions, and
- » 100 staff Champions at 83 schools, including 16 new staff Champions.
- » In addition, many more parents, teachers, and members of the school community volunteered in support of SR2S activities over the year.



School principal and SR2S Champion having fun at Tyrrell Elementary's Walk and Roll to School Day in Hayward.

3

EDUCATION AND ENCOURAGEMENT

Education Activities >>

The following pages outline the specific activities available to schools enrolled in the program and describes initial outcomes and feedback.

The Alameda County SR2S program offers a wide range of fun encouragement events that combined with engaging educational programming, safety enforcement, and engineering solutions, make walking, biking, transit use, bussing, and carpooling to school safer and more accessible for families and help increase the number of students who choose these modes.

Schools enrolled in the Alameda County SR2S Program can participate in a variety of safety education activities and fun countywide events. Every school community has different needs and challenges to promoting active and shared transportation modes, so individual Safe Routes programs may involve different activities at each school. The Alameda County SR2S Program seeks to tailor activities to address a school's specific needs.

Success Story: Fremont Unified School District

Alameda County SR2S and Cabrillo Elementary worked together to encourage biking to school and to keep students and their bikes safe. The principal, physical education teacher, and the SR2S site coordinator planned educational activities and partnered with the South County Spare the Air Resource Team, which provided students with free helmets and locks.

Bike to School Day was the premier SR2S event of the year. The students had a great time and parents noticed the decreased traffic congestion at drop off and pick up that day. After such a successful event, the principal and physical education teacher were inspired to host more frequent SR2S events.

Pedestrian Rodeos

WHAT IS IT?

Safety training events using a simulated street course to teach the advantages of walking, how to walk safely, school pedestrian policies, and relevant local laws. The rodeos may also involve school and public bus safety, as well as train and rail safety.

PARTICIPANTS SAY...



"The Pedestrian Rodeo was not only fun, but was a visual learning environment that accommodated children of all abilities."

– Second Grade teacher

IN PARTNERSHIP WITH

safe moves

AUDIENCE

Elementary, middle, and high school students



Success Story

Traffic safety education is an inclusive activity for students of all abilities that reinforces learned skills while providing new challenges. These activities encourage students to interact with each other, accentuating the similarities between students of all abilities.

In October 2017, Marilyn Elementary School hosted a Pedestrian Rodeo that integrated all classes, including students with different abilities. All students made their way through the Safe Moves City simulated street course, learning about the traffic challenges they may face traveling to and from school. This inclusion encouraged students to understand the unique and similar challenges their classmates may experience when navigating traffic safety hazards.

41

SCHOOLS
SERVED

9,110

STUDENTS SERVED

4

COMMUNITY
EVENTS

Walk and Roll Assemblies

WHAT IS IT?

Rock the Block: A Walk and Roll Musical and Step Up Crew: A Street Smart Concert are musical assemblies that focus on street safety concepts and promote active and green transportation. Rock the Block is designed for elementary schools and Step Up is for middle schools.

IN PARTNERSHIP WITH



TEACHERS SAY...



100%

FOUND ROCK THE BLOCK VERY FUN FOR THEIR STUDENTS!



88%

FOUND ROCK THE BLOCK VERY INFORMATIVE FOR THEIR STUDENTS!

"Loved the show. My class was 100% engaged! Thank you."

- Teacher whose class participated in Rock the Block

ROCK THE BLOCK

34

SCHOOLS VISITED

15,400

STUDENTS SERVED

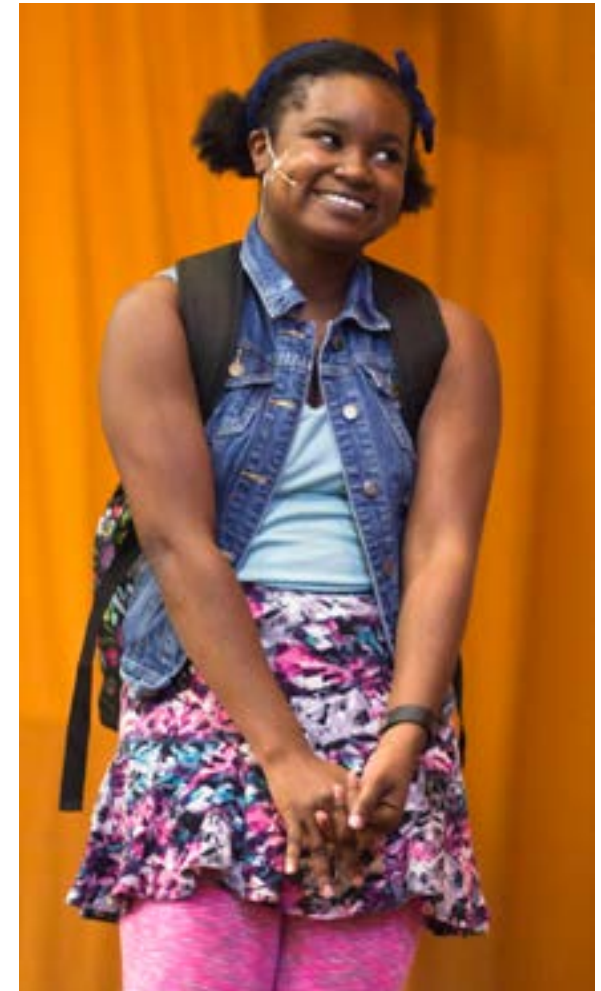
STEP UP CREW

3

SCHOOLS VISITED

1,000

STUDENTS SERVED



Rock the Block performer teaches students how to safely walk to school.

Right: Students from Peralta Elementary in Oakland with their treats on Bike to School Day.

Walk and Bike to School Day

THE OAKLAND

THIS
THURSDAY, MAY
10TH



Safe Routes
to Schools

Alameda County



Walk & Roll to School
Caminar o Rodar a la Escuela

THE OAKLAND
ALAMEDA

THURSDAY, MAY 10TH!



Safe Routes
to Schools

Alameda County



Bicycle Rodeos

WHAT IS IT?

A bike rodeo is a safety training involving a “rodeo course” laid out as a mock city for students to practice navigating different challenges on a bicycle. A team of cycling instructors 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 bike helmet.

IN PARTNERSHIP WITH



Cycles of Change

safe moves

AUDIENCE

4th-6th grade students



“At our rodeo at the Alameda Bike Festival this past weekend, we worked with a young woman, who did not know how to ride a bike. We worked with her as a learn-to-ride (on the side, outside of our course) and she continued to practice with her father. After an hour of riding, she left for a snack, then returned to continue riding. She stayed until the end of the rodeo and by the end of it was riding our course!”

– Cycles of Change instructor

31

SCHOOLS
SERVED

30 IN-CLASS RODEOS

1,905

STUDENTS SERVED

7 COMMUNITY RODEOS

1,810

STUDENTS SERVED

Drive Your Bike

WHAT IS IT?

Drive Your Bike is a week-long in-class bike safety education program that teaches students in P.E. class bike handling skills and safety principles. After in-class training, students move to the gym or blacktop to learn basic bike handling skills. Once they show competence in the basic skills, students practice biking with instructors on neighborhood streets.

PARTICIPANTS SAY...

50% 

feel like they know how to bike more safely after participating in Drive Your Bike (34% already knew how to bike safely).

 **89%**

found Drive Your Bike to be fun or very fun!

 **85%**

of students passed the bike safety quiz.

61% 

Want to bike more often after participating in Drive Your Bike (15% already bike everyday).

16

SCHOOLS
PARTICIPATED

5,516

STUDENTS SERVED

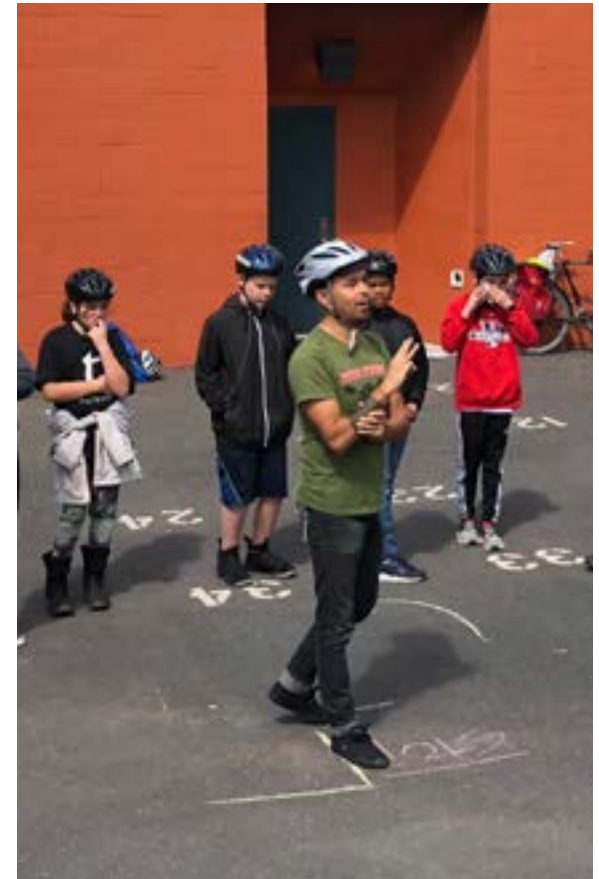
IN PARTNERSHIP WITH



Cycles of Change

AUDIENCE

Elementary, Middle, and High School Students



"THANK YOU! I've been working with you guys for 6 years and am always blown away by how awesome your Willard Middle School program is. Keep up the good work!" – PE Teacher, Willard Middle School in Berkeley

Alameda County BikeMobile

WHAT IS IT?

The BikeMobile is a mobile bike shop that travels to schools and events throughout Alameda County to provide free bicycle repair services and training on basic bicycle repair, bike mechanics, safety tips, and bike visits at schools, as well as community events.

DELIVERED BY





AUDIENCE

All grades

PARTICIPANTS SAY...

 **100%**
found BikeMobile fun!

26% 
Couldn't repair their own bike before the BikeMobile visit.

60% 
Would like to bike more often after the BikeMobile visit (31% already bike everyday).

120

VISITS TO
SCHOOLS

28

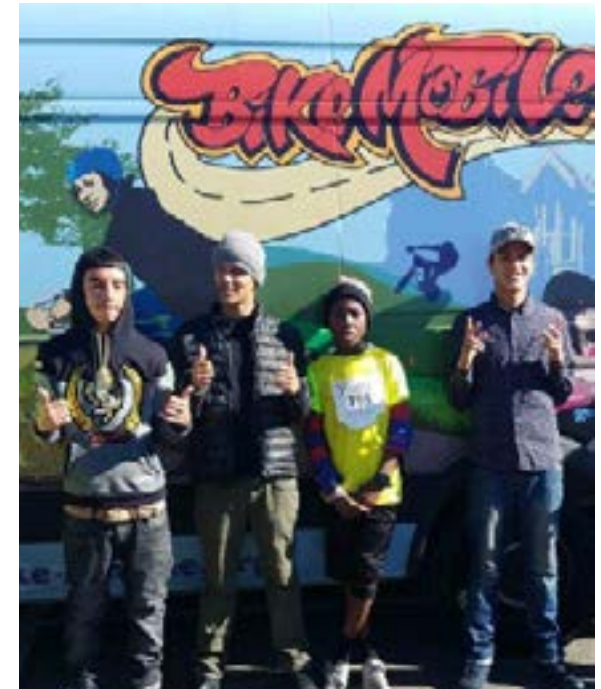
VISITS TO
COMMUNITYWIDE
EVENTS

2,636

BIKES REPAIRED

4,250

PARTICIPANTS



A group of students joined the BikeMobile team for the entire workshop. They learned about maintenance, how to fix flats, change tires, and adjust brakes. Two of the older students were quiet at first, but opened up after working on bikes together. They talked about how they enjoyed the freedom of being able to ride around their neighborhood how they help other kids in their community with maintaining their bikes, too. The BikeMobile team was happy to teach them some new skills they would be put to good use for themselves and others.

Transit Training

WHAT IS IT?

In May and June 2018, Alameda County SR2S began implementing transit trainings that provide students with training for using public transit.



AUDIENCE

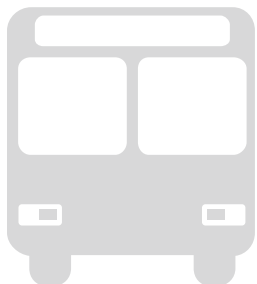
Middle school students

Five trainings were conducted in Spring 2018:

- » **270 students, grades 6th through 8th, participated** at United for Success Academy in Oakland.
- » **480 7th grade students participated** at G.M. Walters Junior High School in Fremont.
- » **3 Affordable Student Transit Pass Program transit trainings** were held at Bret Harte Middle School in March (in Hayward), Westlake Middle School in April (in Oakland), and Christensen Middle School in April (in Livermore).
- » **Over 200 youth Clipper Card** applications were distributed. Clipper Cards are reloadable cards used for electronic transit fare payment.
- » Each student received incentives (such as pencils, stickers, and wallets) and informational materials about AC Transit and the SR2S program.
- » Students learned how to reach at least two popular destinations via public transit.

Educational outcomes:

The goal of the transit training program is to increase student awareness and use of public transportation, especially in their local communities, and safety while riding transit. During the trainings, students learned how to:



- » Get on/pay for a bus ride,
- » Put their bike on the bus bike rack,
- » Read bus schedules, and
- » Use online and smart phone resources to determine bus/train routes and schedules.



Students at Bret Harte Middle School in Hayward boarding the bus during Transit Safety Training.

Encouragement Activities >>

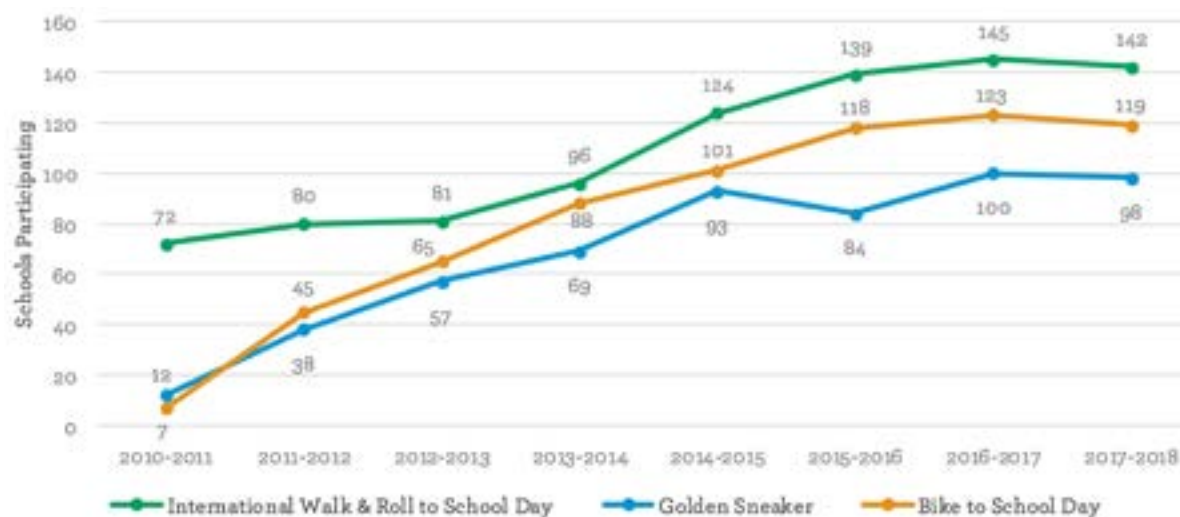
One-time events promote active and shared transportation to encourage families try the new mode for the first time or celebrate thier ongoing commitment to active or shared transportation. The events bring the school community together to celebrate how fun walking, biking, and carpooling together can be. The Alameda County SR2S program provides tools to support outreach and event promotion and technical assistance for SR2S Champions to implement these events.

Countywide Encouragement Events

Alameda County SR2S supports three county-wide encouragement events that are open to all schools: International Walk to School Day in October, the Golden Sneaker Contest in the early spring, and Bike to School Day in May. Cocoa for Carpools is another countywide encouragement event that is open to high schools only.

Figure 3 shows the number of schools participating in each of the three main countywide events over the past several years. Over the years, more and more schools have gotten involved in the Countywide Events. In the 2017-18 school year, the numbers of participating schools slightly decreased from previous years, potentially due to increased focus on educational programming over one-time encouragement activities.

Figure 3. School Participation in Countywide Events





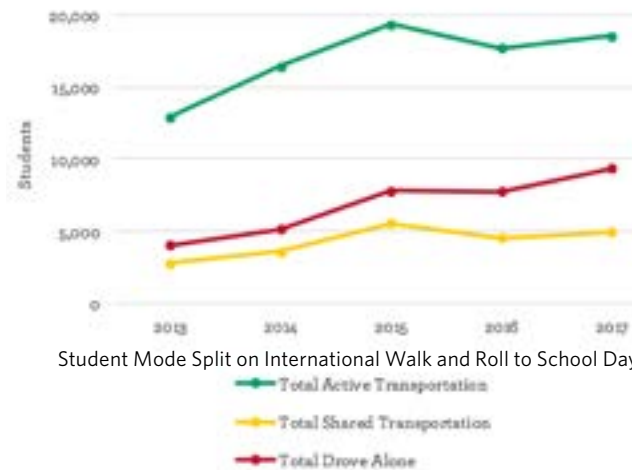
"I had a terrific time [on International Walk and Roll to School Day] chatting with our many student participants, their families, PTA volunteers, and the Ardenwood Elementary teachers, staff, and principal. It was a great way to share our support for important green community efforts."

– Lily Mei, Mayor, City of Fremont

International Walk and Roll to School Day

In October 2017, Alameda County continued its long tradition of celebrating International Walk and Roll to School Day. With a nine percent increase in school participation compared to 2016, students walked, rolled, carpooled and took transit that day as part of this event that raises awareness of travel choices and kicks off Alameda County SR2S activities for the year. Approximately 73% of students arrived by green and active transportation this year.

Figure 4. Student Participation in International Walk and Roll to School Day



Highlights of the 2017 event include:

- » **142 schools** participated .
- » Site Coordinators and Alameda CTC staff conducted **outreach to 120 elected officials**.
- » Approximately **73% of students** at participating schools **arrived by green and active travel** (43% walked, 15% rolled, 9% carpooled, 6% took transit, and 26% by auto).¹
- » More than **30 elected officials participated** in International Walk and Roll to School Day events at local schools.

¹ Based on schools reporting arrival data from International Walk and Roll to School Day



Winning classroom from Marilyn Avenue Elementary School in Livermore.

The Platinum Sneaker Award goes to....

- » Oliveira Elementary School in Fremont had the most students using "green" modes during the contest, with 66% of students walking and biking, a 31% increase from 2015.

Golden Sneaker Contest

During two weeks in February and March 2018, students participated in the Golden Sneaker Contest. The contest encourages students, parents, teachers, and administrators to make healthy choices in traveling to school by walking, biking, carpooling, and taking transit as many days as they can during the two-week period and track these trips.

At the end of the contest, the classroom in each school with the highest percentage of students using active or shared transportation received a Golden Sneaker trophy. The trophies honored the students' efforts to support a healthier environment and healthy travel choices.

Highlights of the 2018 event include:

98

SCHOOLS PARTICIPATED.

84

ELEMENTARY

9

MIDDLE

5

HIGH

Steady participation compared to 2017—when 100 schools competed in the Golden Sneaker Contest.

APPROXIMATELY

54%

of trips were by green or active modes, including walking, biking, rolling, taking transit, or carpooling.

Bike to School Day

On May 10, 2018, students from 119 schools participated in Bike to School Day, which celebrates and encourages bicycling to school concurrently with Bike to Work Day.

Schools hosted “Energizer Stations” to give passing bicyclists Bike to School Day gift bags, refreshments, and local bicycling information. Some schools organized special morning events with activities like pedal-powered smoothies made on bike blenders. Alameda County SR2S collaborated with a variety of community partners to provide giveaways such as helmets, locks, and lights to schools on Bike to School Day.

The number of schools participating in 2018 decreased slightly from 2017. Several champions mentioned difficulties due to school aptitude testing, the end of the school year quickly approaching, and adjusting to the new SR2S encouragement activity delivery methods.

119

SCHOOLS PARTICIPATED.

94

ELEMENTARY

18

MIDDLE

7

HIGH

- » Steady participation compared to 2017—when 123 schools held Bike to School Day activities.
- » Ten elected school officials participated in the event.
- » Based on the reported counts (from 72% of participating schools):
 - » Approximately 5,411 students **biked**,
 - » Approximately 1,045 students rode on **scooters**, and
 - » Approximately 248 students **skateboarded**.

“The participation was phenomenal. Our parents, students, and community all embraced this event with enthusiasm. Our bike participation grew exponentially from last year.”

– Parent Champion

“Being greeted [on Bike to School Day] at the school gate with a reflective sticker and a treat brightened everyone’s eyes even more than the exercise already had!”

– Ocean View Elementary parent

Ongoing Encouragement Events

Regular Walk and Roll to School Days promote active and shared transportation throughout the school year and are excellent activities to sustain and maintain new travel behavior. Site Coordinators help support these events by providing outreach materials, sample text for school newsletters and email announcements, and suggested activities and themes for each month, in English and Spanish.

Highlights of the 2018 event include:

40

SCHOOLS HOSTED

529 WALK AND ROLL TO SCHOOL DAYS.

6

SCHOOLS HOSTED WEEKLY EVENTS.

24

SCHOOLS HOSTED MONTHLY OR BI-MONTHLY EVENTS.



A group of Alameda County students celebrating Hike to School Day, a fun variation on Walk to School Day.

Walking School Bus

WHAT IS IT?

A walking school bus is an organized group of students who walk to school together with adult leaders. The walking school bus program element provides a toolkit, accompanying materials, volunteer recruitment, route assessment and selection, suggested route maps, and training to interested schools.

IN PARTNERSHIP WITH

Alta Planning + Design

AUDIENCE

Elementary school students

PARTICIPANTS SAY...

“[The walking school bus] gives my daughter a little bit of exercise in the morning, it gets her mind and her body ready to get into school...and she really enjoys hanging out with her friends and feeling independent.”
– Ruby Bridges Elementary School parent

“[The walking school bus] is a tiny piece of positive social/community activism.” – Edison Elementary walking school bus leader

4

SCHOOLS
SERVED

10

VOLUNTEERS
RECRUITED



During the 2017-18 school year, students at Ruby Bridges Elementary, in Alameda made big changes in how they commute to school. The Ruby Bridges SR2S program established a walking school bus in which families and students meet up and walk to school together as a group. The school plans to roll out three more walking school bus routes in the fall, and students are also encouraged to walk or roll weekly during Walk and Wheel Wednesdays.

High School Program

While Elementary and Middle School SR2S programming focuses on safety education and addresses parents' concerns about green transportation options, the high school program empowers students to work with their peers.

During the 2017-18 school year, 24 of the 71 eligible high schools in Alameda County were enrolled in the Alameda County SR2S program. Participating schools got involved in the SR2S Youth Task Force, countywide encouragement events, and ongoing events.

Youth Task Force

The Youth Task Force provides a forum for Alameda County high school students to learn how to lead Safe Routes programs at their schools and share implementation strategies to encourage mode shift among their peers. Students also discuss current transportation issues and activities at their schools while building a community of youth leaders, which strengthen the capacity and sustainability of the SR2S program.

During the 2017-2018 school year:

- » The Youth Task Force met 5 times.
- » 17 students from 7 high schools participated in the Youth Task Force.

Students participated in the Youth Task Force because...

"I want to create safe and sustainable routes and methods of transportation for kids in Dublin."
– Dublin High School student

"I feel as though it is a great opportunity to be exposed to new ideas as well as decision making. I also believe my community needs safer routes around it." – McClymonds High School student

Countywide Encouragement Events

Youth Task Force members worked with their school leadership classes to plan and coordinate countywide encouragement events at their schools including: International Walk and Roll to School Day, the Golden Sneaker Contest, Cocoa for Carpools, and Bike to School Day.

- » 7 high schools participated in **International Walk and Roll to School Day**.
- » 3 high schools participated in the **Golden Sneaker Contest**, which was a new activity for high schools this year.
- » 7 high schools and 1,097 students participated in **Cocoa for Carpools**.
- » 8 high schools participated in **Bike to School Day**.
- » 3 high schools (San Leandro HS, Dublin HS, and Irvington HS) participated in all four Big Events.

At Youth Task Force meetings, students developed best practices for successful events based on their experiences organizing school events and considering their peers' interests, teen culture, and travel logistics at their schools. These inter-school Youth Task Force discussions also inspired students to organize monthly Cocoa for Carpools events, rather than only one-time events.

Highlights include:

- » Students at Dublin, Granada, and Irvington High Schools created promotional videos to encourage students to carpool and attend the Cocoa for Carpools event.
- » Students hosted the Cocoa for Carpools event in partnership with other school events, such as Sustainable Energy Day (Berkeley High School) and Valentine's Day festivities (Albany High School).
- » Students at Albany High School also paired the event with a visit from the BikeMobile.

Ongoing Events

High school students also organized a variety of projects that served transportation needs at their schools and encouraged their peers to walk, bike, carpool, and ride transit.

Examples of ongoing events include:

- » Encouraged by the success of their initial Cocoa for Carpool event, students at Berkeley High School and San Leandro High School organized three additional monthly Cocoa for Carpool events.
- » At Irvington High School, students worked with the school administration and the City of Fremont to reward carpoolers with guaranteed parking spaces in prime locations. Carpoolers decorated their parking spaces to match their personalities, and the success of this initiative gave other Youth Task Force members ideas to start this program at their schools.
- » Dublin, Castro Valley, and Granada High School students inspired each other to create individualized promotional videos for Cocoa for Carpools. The videos were broadcast widely, raising awareness of the SR2S program at their schools via school-wide morning TV announcements, freshman seminar classes, and YouTube.
- » Students at Dublin High School were interested in increasing bus ridership to reduce traffic and offer a green alternative to driving. They partnered with the Livermore Amador Valley Transit Authority (LAVTA)'s Wheel Bus staff to create an instructional video. The students wrote the video's script, story boarded, and edited the video. The video was promoted through the Wheels Bus/LAVTA website and Twitter account. The students plan to show the video to incoming freshman at the start of the 2018-2019 school year.
- » Students at McClymonds High School took the lead in starting a SR2S program at their school after learning about the program from their peers in the Youth Task Force. They helped coordinate the student hand tallies to better understand the travel patterns at their school. McClymonds also is participating in the Access Safe Routes Pilot Program. See Chapter 6 for more information about the Access Safe Routes Pilot Program.

4

MODE SHIFT IMPACTS

Overview

One of the key goals of the Alameda County Safe Routes to Schools Program is to increase the numbers of students who use active or shared transportation modes to get to and from school.

Since fall 2011, the Alameda County SR2S has been collecting data for program evaluation in order to understand program impacts and continuously improve the program.

Defining Types of Mode Share

Active Modes:

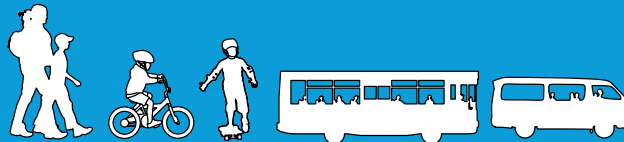
Walking, biking, and rolling

**Shared Modes:**

Carpooling, taking the school bus, or taking transit

**Green Modes:**

Active and shared modes combined



Data Sources

Alameda County SR2S collects travel behavior data from two primary sources:

- » **Student hand tallies** are conducted annually by a teacher, who asks students to raise their hands to indicate how they arrived at school and how they plan to get home—by walking, biking, riding the school bus, taking transit, using the family car, carpooling, or other mode.
- » **Parent surveys** are sent home to parents every other year in backpack mail or via a link to an online survey. Surveys ask parents how their children get to and from school, as well as opinion questions about mode choice and their participation in the Alameda County SR2S program.

The tallies present a good estimate of student travel during a specific week, while parent surveys gather additional information about parental perceptions and attitudes toward green modes.

Data Collection

Alameda County SR2S collected student hand tallies in spring 2018 to understand how students travel. Parent surveys will be collected every other year, starting in spring 2019.

Comparing hand tally results over the years tracks whether the program is successfully shifting trips to active and shared transportation modes.

96 SCHOOLS
returned hand tallies¹, representing

45%
of schools participating in the SR2S program.

¹ Schools are asked to conduct hand tallies in two classrooms per grade for a representative sample.



A student enjoying International Walk and Roll to School Day at Corvallis Elementary in San Leandro.

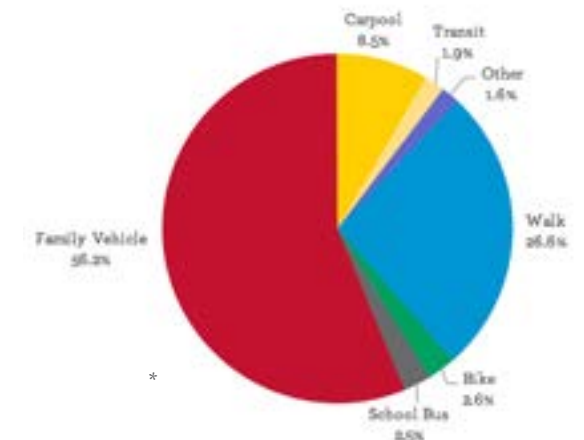


Piedmont High School student participating in Bike to School Day.

How Students Get to School

Mode split shows how many students use green modes at each school. Green modes include both active and shared travel options. Change in student travel patterns provides some insight into program effectiveness and how the program is encouraging students to walk, bike, carpool, take the bus, or transit to school. In addition, increasing active and shared trips is known to reduce transportation greenhouse gas emissions, reduce congestion, improve health, and benefit the community in other ways.

Figure 5: Mode Split for Countywide School Trips, Spring 2018 Hand Tally Data*



*Only includes the 96 out of 215 schools enrolled in the Alameda County SR2S Program that turned in 2018 hand tallies.



Students at Oakland International School love riding their bikes to school.

“[I love that] we are promoting a healthy and sustainable lifestyle for our students and their families. I love knowing that we are participating in something that is so much bigger than just our school or our town.”

*- Rancho Las Positas Elementary
Parent Champion*

Student Travel Mode Changes

Cesar Chavez Middle School in Hayward, Tom Kitayama Elementary, James Leitch Elementary, Bowman Elementary, and Harold William Kolb Elementary achieved the biggest mode shift to **active modes** during 2017-2018 school year. **Each school's mode shifted over 20% to walking and biking!**

Emerson Elementary in Berkeley and Tyrrell Elementary in Hayward, New Highland Academy, and Niles Elementary in Fremont achieved the greatest shift to **shared modes**. **Each school's travel modes shifted over 20% to transit, carpool, and the school bus.**

Success Story

James Leitch Elementary started participating in Alameda County SR2S in fall 2013. At the time, only 19 percent of students walked, biked, or took other active modes to school, and 63% were driven alone in their family vehicle. Over the last five years, students have dramatically increased their use of active modes.

In this year's hand tally...

43%

OF STUDENTS USED ACTIVE MODES TO GET SCHOOL.

2/3

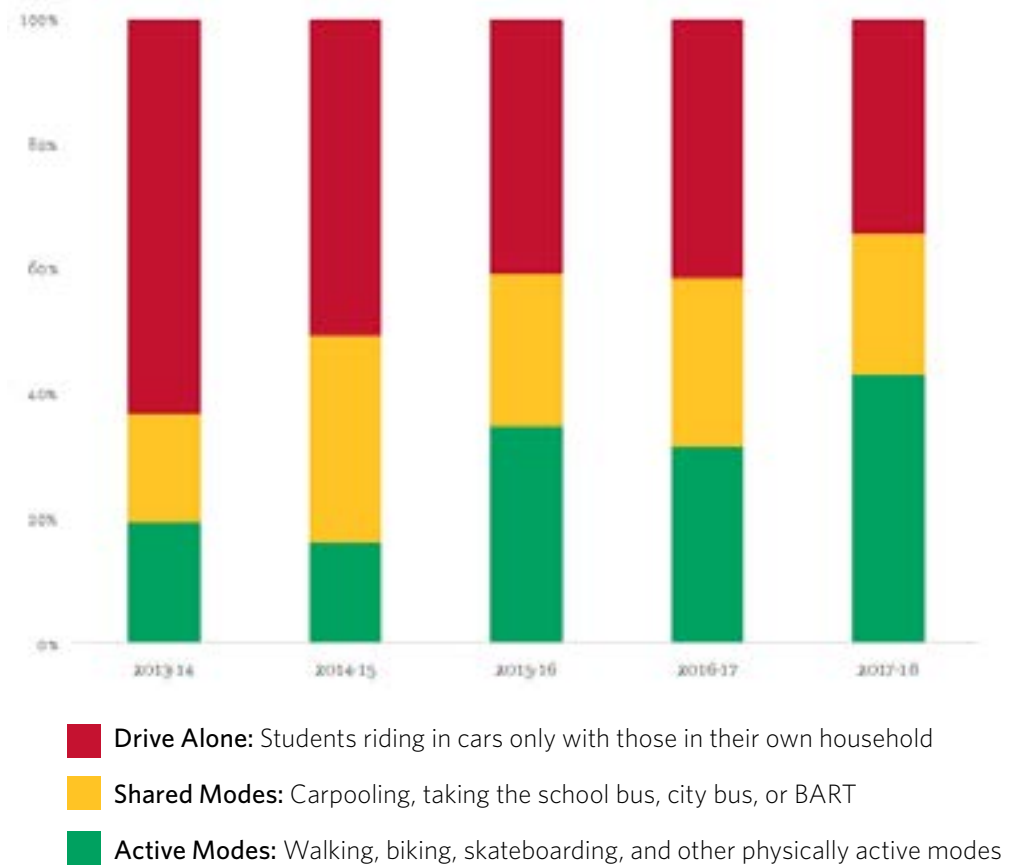
OF STUDENTS USED EITHER ACTIVE OR SHARED MODES.

THE DRIVE-ALONE MODE SHARE

HAS BEEN **CUT IN HALF** SINCE 2013.

James Leitch Elementary is one of the most active schools in Alameda County SR2S, participating in nine events in 2016-2017, and sixteen events in 2017-2018 (five major events plus ten ongoing walk to school days).

Figure 6: James Leitch Elementary Historic Mode Split



Student Travel Trends

Figure 7 represents current Alameda County mode split compared to mode split in 2014.* Overall school travel data show slight increases in use of the family car, as well as decreases in walking.

Comparing data over time at this level can be misleading because data are not collected consistently from each school every year, and within those schools, different grades and classrooms may provide data. The hand tally process is a volunteer effort that schools decide whether or not to take part in. As such, data collected is dependent on a school's ability to participate at the time of the hand tally process. Furthermore, each schools' land use, transportation options, and program engagement vary, so it can be difficult to compare mode shift for different groups of schools. In addition, countywide and national trends such as where people live and work, as well as the cost of gas, have indicated increases in driving.

**Note about Student Travel Trends Data: All data included on pages 37-40 are from 2014-2018 hand tallies. Hand tallies were collected once or twice a year, in fall and/or in spring. Comparing 2014 and 2018 data highlights changes in travel behavior over four school years. Both years collected hand tallies only once and had large hand tally participation, 109 and 96 schools respectively.*

The following student travel analyses by school and planning area use comparable data sets to identify trends in shifts toward green trips to school.*

Of the top 20 schools with the highest active mode shift since 2014:

90%

PARTICIPATED IN TWO OR MORE OF THE COUNTYWIDE ENCOURAGEMENT EVENTS IN 2018.

70%

PARTICIPATED IN ALL THREE COUNTYWIDE ENCOURAGEMENT EVENTS IN 2018.

Figure 7. How Students Get to School, 2014 and 2018 Hand Tally Data

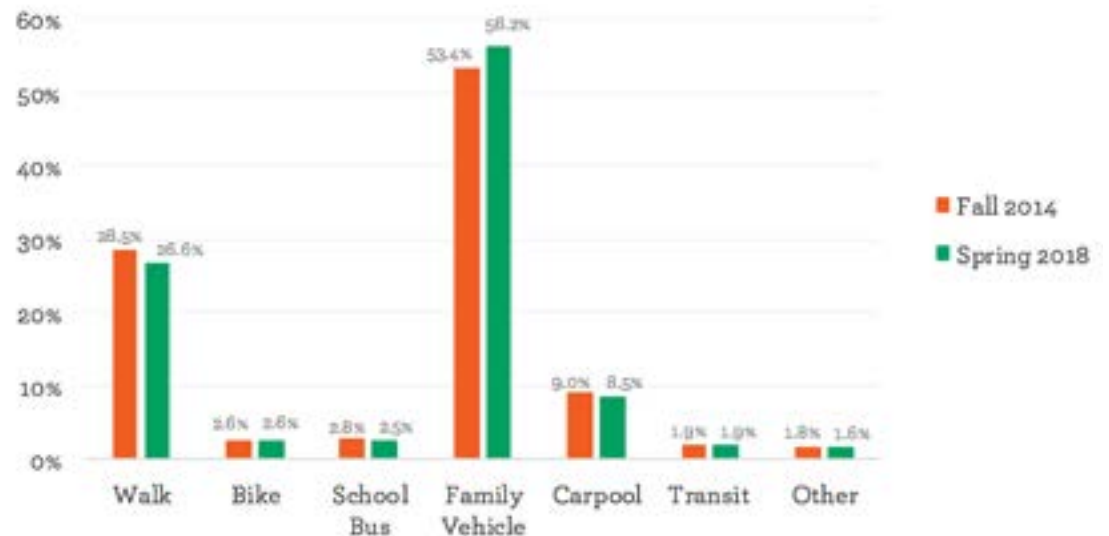
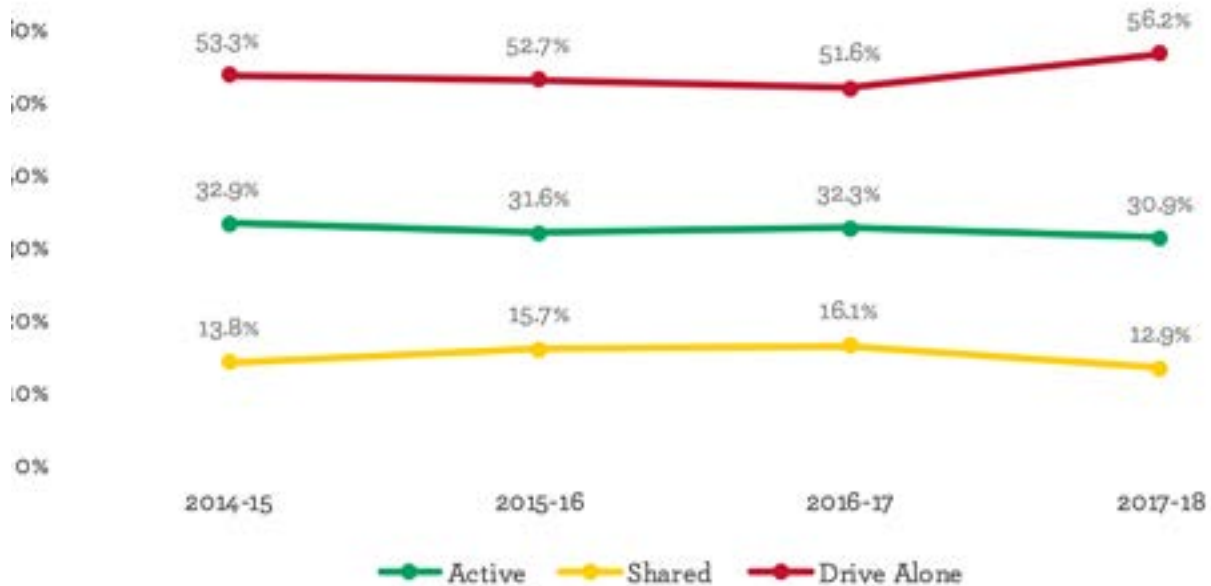


Figure 8. Mode Split for All Schools in SR2S Program, 2014-2018 Hand Tally Data



Alameda County Mode Split

Mode split between active, shared, and drive alone trips has remained within a few percentage points since 2014. Figure 8 shows the mode split for these types of trips over the past four school years.

Increasing active and shared mode split at specific schools

As described on page 35, five schools showed over 20% increases in walking and biking over their time enrolled in Alameda County SR2S and four schools showed over 20% increases in transit use, carpooling, and taking the school bus over their time enrolled in Alameda County SR2S.

In 2019, the more robust biennial program evaluation will delve deeper into understanding why some schools are successful and examine how to use those findings to help other schools encourage active and shared transportation options.

Student Travel by Planning Area

Alameda CTC divides Alameda County into four planning areas that vary greatly in geographic, population, and land use characteristics, as well as school travel habits (see Figure 9).

- » Schools in the North Planning Area have the highest percentage of students who walk, bike, skateboard, or use other active modes (36%).
- » In all planning areas, at least 27% of students use active modes to get to school.
- » All planning areas had similar rates of shared mode use (12-15%).

Alameda CTC 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

Figure 9. Mode Split by Planning Area, Spring 2018 Hand Tally Data

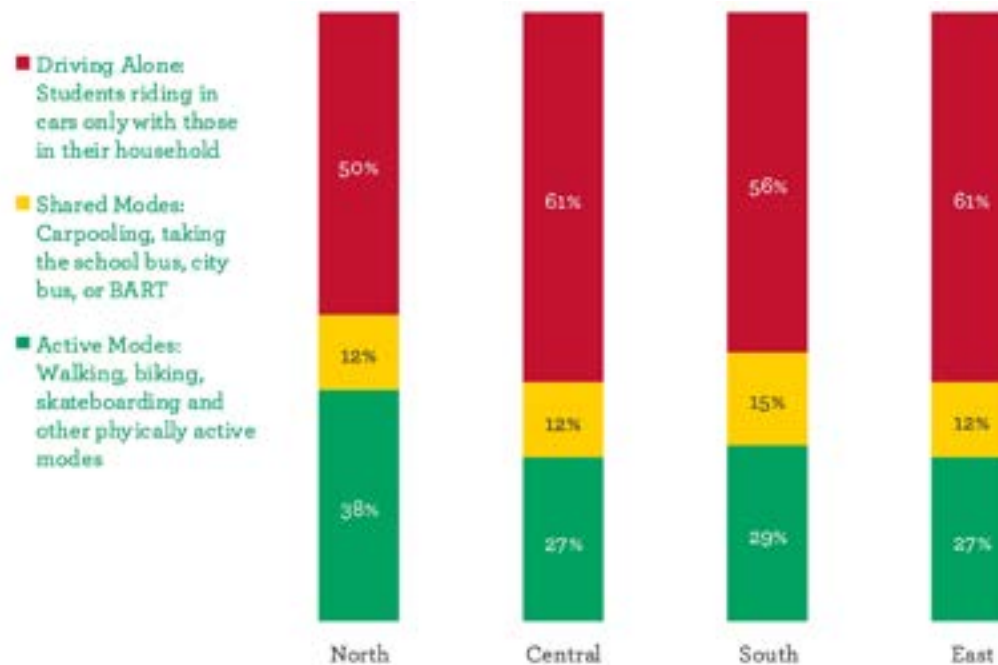


Figure 10. Change in Mode Split by Planning Area, 2014-2018 Hand Tally Data

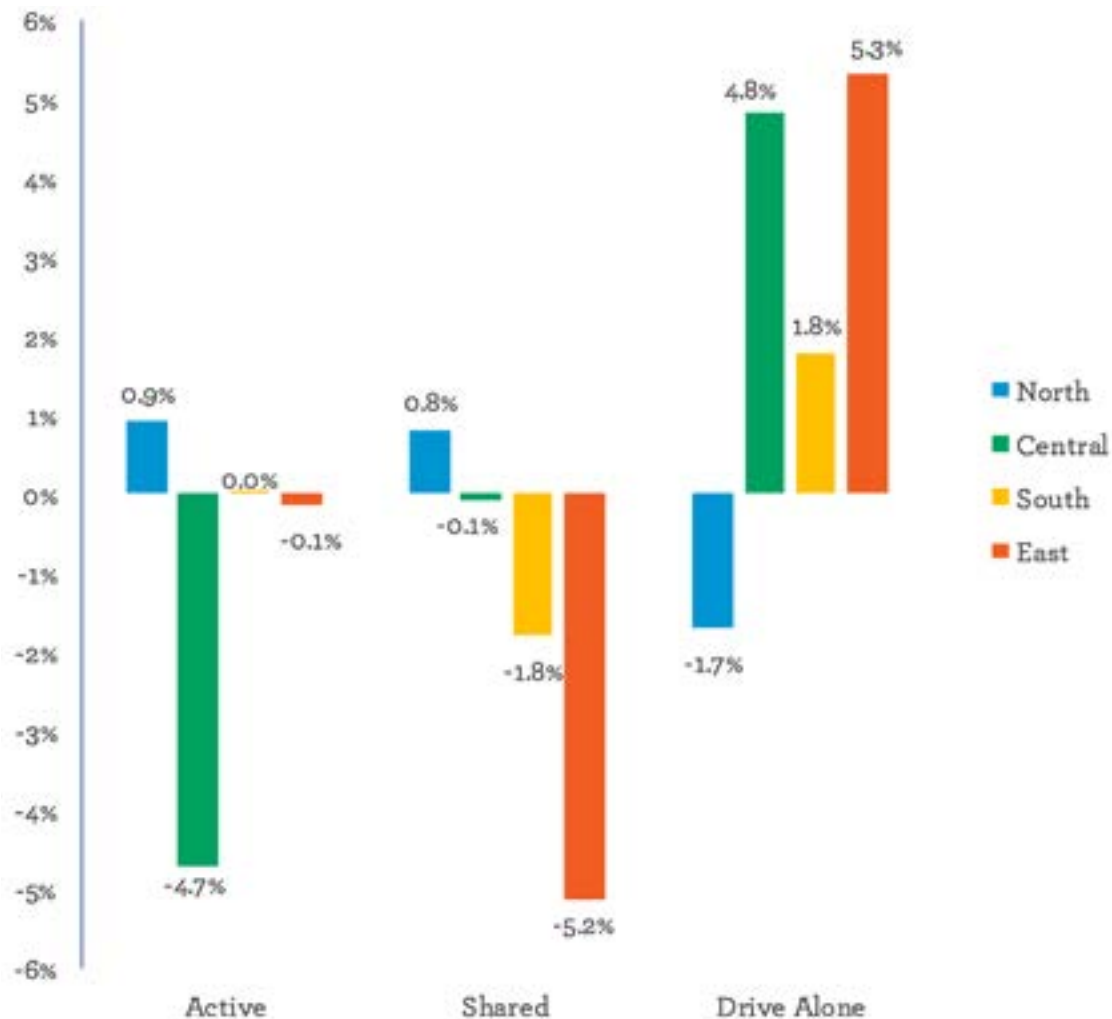


Figure 10 shows how the mode split in each planning area has changed since 2014.

- » The North Planning Area is the only planning area to see a reduction in drive alone trips since 2014 (-1.7%).
- » Active and shared modes increased in the North Planning area by about 1% each.
- » Shared trips decreased by about 5% in the East Planning Area.
- » Drive alone trips have increased around 5% in the East and Central Planning Area and 2% in the South Planning Area.

It is important to note that this analysis does not control for how long schools have been in the program. Schools that participated in 2014 are not necessarily still active in the program in 2018. Additionally, many new schools have joined the program over the past several years.

Right: Student arriving at school during Bike to School Day at Kennedy Elementary School in Fremont.



SAFETY IMPACTS

Improving safety for all students in Alameda County, whether walking, biking, taking the bus, or driving to school, is a fundamental focus and key goal of the Alameda County SR2S Program.

All students deserve to get to school safely. Per the 2017 goals and desired program outcomes adopted by the Alameda CTC, the Alameda County SR2S Program has a renewed focus on addressing the safety concerns and infrastructure barriers that prevent students and families from walking, biking, carpooling or using transit to travel to schools.

For parents, the perception that active and shared travel are dangerous often deters families from walking or biking to school. Moving forward, program staff will work to increasingly engage parents as the transportation decision-maker via strategic communications campaigns and targeted education to address these concerns.

Focusing on physical infrastructure near schools, School Safety Assessments (also known as walk audits) are an opportunity for SR2S program staff to identify physical barriers and safety concerns around schools and recommend safety improvements for cities and schools districts to implement. Increased cooperation and partnerships with local jurisdictions are key to implementing safety improvements near schools and program staff will continue to build those partnerships moving forward.

Furthermore, education activities are an effective way to increase safe student and parent behaviors. In addition to our extensive educational programming, program staff introduced two new education activities during the 2017-2018 school year that aim to boost safety—transit training and rail safety education. These efforts have taught students how to use transit safely and how to be safe near active railroad tracks.

Parent Concerns

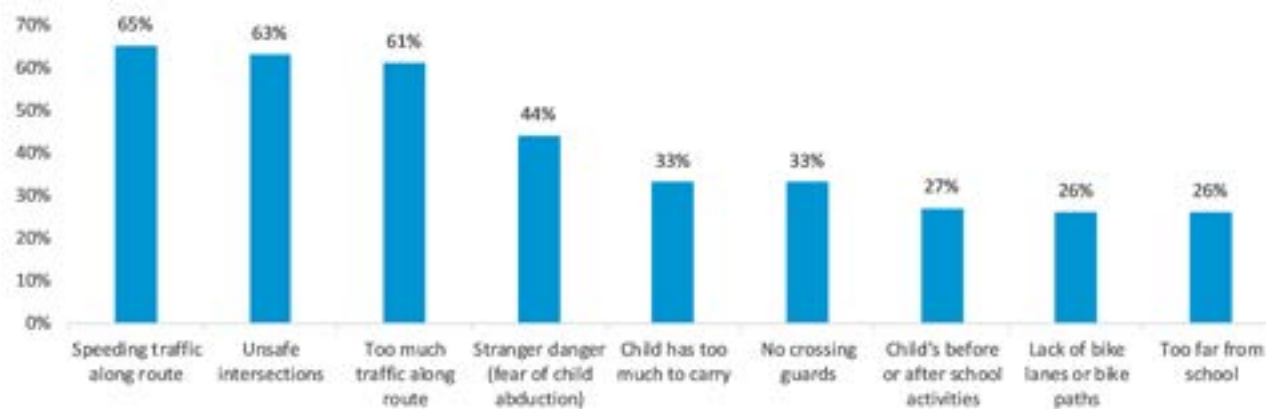
Parents are the primary decision-makers about how students get to school. Concerns about traffic, lack of infrastructure for walking and biking safely, and dangerous intersections are major barriers for families that use or want to try active transportation options.

The biennial parent survey asks questions to gauge parents' attitudes toward various transportation modes and tracks these attitudes over time to help evaluate program effectiveness and design program strategies that address negative perceptions.

Based on the spring 2017 parent survey (Figure 11):

- » 22% of parents would not feel comfortable allowing their children to walk or bike to/from school without an adult.
- » 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.
- » 71% of parents would like help identifying traffic safety issues at schools.

Figure 11. Parent Concerns with Walking or Biking to School, 2017 Parent Survey



School Safety Assessments

During the 2017-2018 school year, program staff met with most local jurisdiction staff implementing SR2S-related programming at the local level. The goal of the in-person meetings was to update local jurisdictions on the changes to the countywide SR2S program, increase cooperation between the countywide program and existing local programs, identify synergies and opportunities for coordination, and understand local programs in order to better leverage countywide and local SR2S resources.

One of the key takeaways from these meetings was that school safety assessments needed to be more robust and better coordinated with city staff and local stakeholders. As a result, during the school year program staff worked to enhance the school safety assessment process.

During a school safety assessment, school staff, community members, and transportation experts observe conditions and behaviors around a school site that impact walking or bicycling to identify as well as evaluate safety issues.

As part of a school safety assessment, planners and engineers on the Alameda County 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. The SR2S program conducted the school safety assessments in partnership with Alta Planning + Design and W-Trans.

School Selection

Alameda County SR2S program staff prioritized school site assessments by using a combination of metrics, including an equity analysis (described in Chapter 6), the proportion of student eligible to receive Free and Reduced Price Meals (FRPMs), Healthy Fitness Zone scores, and collision history. Schools that had a previous site assessment were not eligible for a repeat assessment this year, unless there was an extenuating circumstance.



2017-18 School Safety Assessments

In 2017-18, school safety assessments were held at 16 schools countywide, listed in Table 3. School safety assessments provide opportunities to partner with cities and other jurisdictions to increase safety around schools.

- » Over the program's history, Alameda County SR2S has conducted school safety assessments at 129 schools, reaching approximately 32 percent of the schools countywide.
- » SR2S-funded school safety assessments have supported 42 successful state and federal grant applications and 33 locally funded projects such as installing high visibility crosswalks, bike lanes, curb extensions, etc.

Table 3: 2017-2018 School Safety Assessments

School	District	Assessment Date
Longfellow Arts and Technology Middle	Berkeley	February 2018
Sylvia Mendez Elementary	Berkeley	March 2018
Willard Middle	Berkeley	February 2018
Dublin Elementary	Dublin	March 2018
James Dougherty Elementary	Dublin	February 2018
Cesar Chavez Middle	Hayward	February 2018
Southgate Elementary	Hayward	April 2018
James Logan High	New Haven	May 2018
Community United	Oakland	March 2018
Westlake Middle	Oakland	April 2018
Yu Ming Elementary and Middle	Oakland	March 2018
Hart Middle School	Pleasanton	March 2018
Jefferson Elementary	San Leandro	April 2018
Roosevelt Elementary	San Leandro	May 2018
Corvallis Elementary	San Lorenzo	April 2018
Dayton Elementary	San Lorenzo	April 2018

Left: Students observed boarding the bus during the Cesar Chavez Middle School School Safety Assessment.

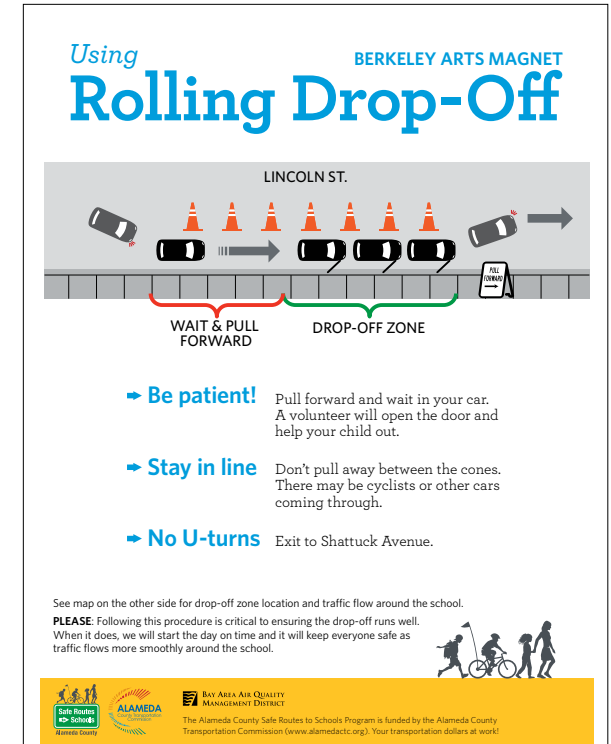
Planning and Engineering Technical Assistance

As part of school safety efforts, Alameda County SR2S program staff can provide technical assistance for schools upon request, often as a follow-up to the school safety assessment. Technical assistance includes mapping (suggested routes, enrollment, demographic and socioeconomic data, collision data), implementation of improved drop-off procedures, bike parking location or design, signage or striping plan, and cost estimates for recommended improvements.

For schools that already had a school safety assessment, pop-up demonstration projects are an option. Pop-up demonstration projects are a great way to test out a recommended improvement. Setting them up during a SR2S event ensures many community members can experience the project.

Technical Assistance Success Story

Alameda County SR2S staff collaboration with Berkeley Arts Magnet School is a great example of the impact of technical assistance for a school community. Alameda County SR2S program staff worked with school staff and parents to develop a rolling drop-off plan and map and parent-friendly communication materials (shown right). The drop-off plan strategically routes cars away from the bike boulevard that leads to the school to increase safety of students walking and biking. The rolling drop-off and route is an effort to help morning and afternoon traffic congestion.



Berkeley Arts Magnet School rolling drop-off poster used to educate families about the new circulation pattern.

Rail Safety Education

During the 2017-2018 school year, SR2S program staff partnered with Operation Lifesaver, the only nationally-recognized rail safety education provider, to tailor its curriculum to the needs of Alameda County and integrate the curriculum into the Alameda County SR2S Program. Staff began to implement targeted education activities to a few schools during the 2017-2018 school year and in fall 2018 staff will launch a broader rail safety education program.

Addressing trespass collisions involving pedestrians in railroad rights-of-way are a high-priority due to their frequency and high fatality rate. Since 2011, there have been 47 trespass collisions in Alameda County—33 (or 70 percent) of which have resulted in fatalities—yielding an average of 7.8 trespass collisions and 5.5 fatalities per year.

Trespass collisions and fatalities are concentrated in the unincorporated communities of San Lorenzo and the City of Hayward. As such, initial rail safety education programming will focus on schools located within these communities. The goal of the program is for rail safety education to eventually reach all public schools in Alameda County.

Right: Students crossing the railroad tracks at Cesar Chavez Middle School in Hayward.



6

EQUITY IMPACTS

Overview

The Alameda County SR2S Program addresses equity by working collaboratively with communities to address their unique challenges, and providing these community members with resources to live healthy, productive lives.

Equity Approach

The Alameda County SR2S Program seeks to balance fair geographic distribution of resources with resource distribution based on need. Map B shows Alameda County SR2S schools and communities of concern illustrating the distribution of schools enrolled in the SR2S program located in Communities of Concern.¹

¹ Communities of Concern is a regional designation developed by the Metropolitan Transportation Commission (MTC) to identify historically disadvantaged communities in the nine-county San Francisco Bay Area. MTC defines communities of concern as census tracts that have a concentration of BOTH 70 percent minority AND 30 percent low-income households, OR that have a concentration of three or more of the following six factors: 20 percent Limited English Proficiency, 10 percent Zero-Vehicle Household, 10 percent Seniors 75 Years and Over, 25 percent People with Disability, 20 percent Single-Parent

32%

OF PARTICIPATING SCHOOLS

(68) are located in neighborhoods with high concentration of communities of concern.

The SR2S program uses a data-driven approach to offer comprehensive programmatic and technical assistance to schools with higher need. The SR2S program conducted an equity analysis to understand how resources are being distributed throughout the county and identify schools and communities that are not well-served by the program.

All public schools in Alameda County received an “equity score” (described below). Schools that received a high equity score were a higher priority for school safety assessments and were eligible to participate in the Access Safe Routes Pilot Program. School safety assessments, described in detail on page 44,

Family and/or 15 percent severely rent-burdened household, but only IF they also have a concentration of low-income households.



Students at Independent Elementary School in Castro Valley gather for Walk and Roll to School Day.

documented safety and infrastructure needs and collaboratively developed infrastructure recommendations. The Access Safe Routes Pilot Program is described in detail on page 53.

Equity Analysis

The equity analysis is the foundation of Alameda County SR2S's equity efforts. The analysis assigns an equity score to public schools in Alameda County. High-equity need schools have high concentrations of the some or all of the following historically-disadvantaged communities:

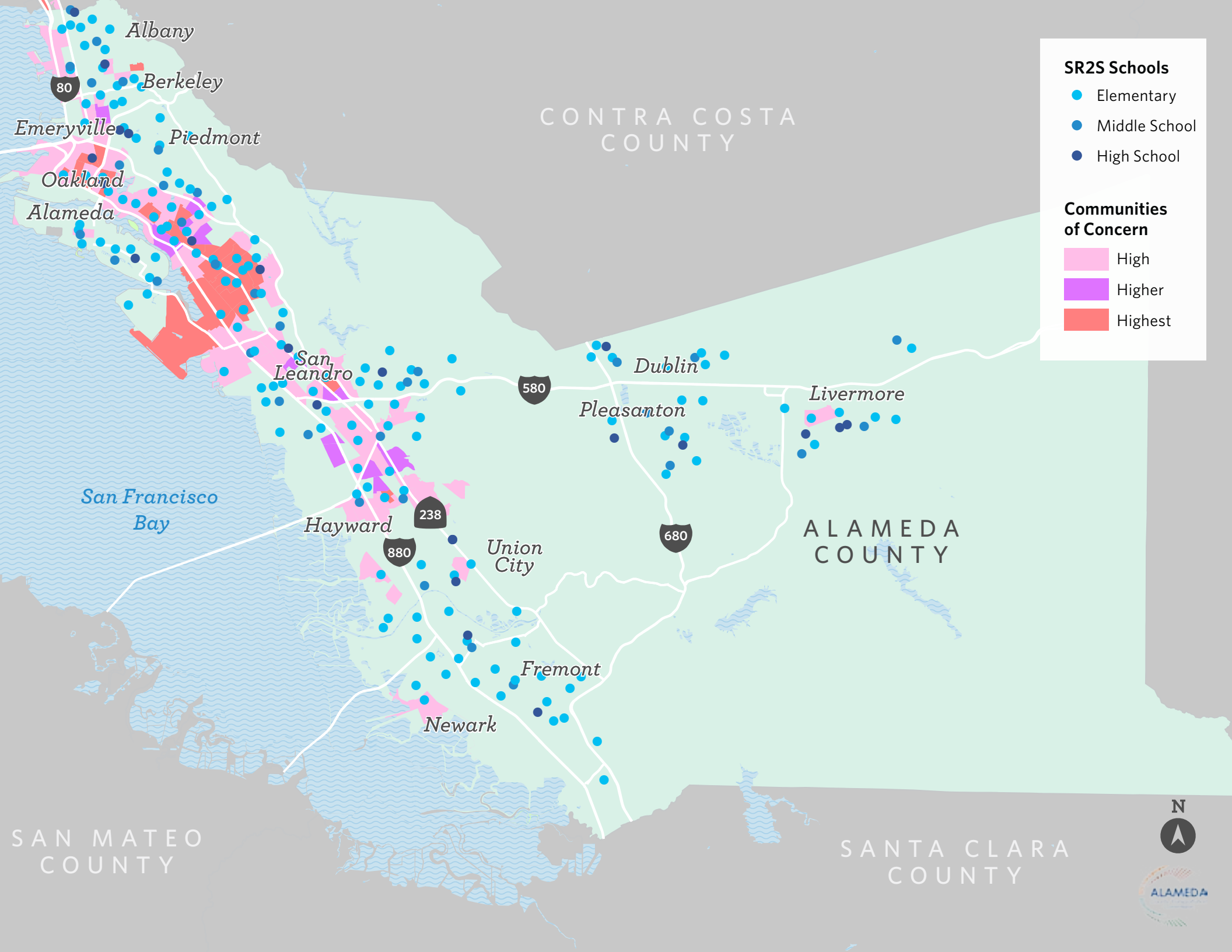
- » Children under age 18,
- » People of color,
- » People with limited English proficiency,
- » Families with low incomes,
- » People without health insurance,
- » People who are unemployed,
- » Single-parent households,
- » People with disabilities, and
- » Those with no access to a motor vehicle.

Transportation equity is particularly important for these groups because of their common reliance on active and public transportation, which renders them more vulnerable to poor infrastructure.

The equity analysis draws from existing demographic information from the US Census Bureau and compares the demographics for a school's census tract against the average for Alameda County. This comparison becomes the equity score for each school. The equity score is a composite metric that reflects the concentration of historically-disadvantaged groups residing in the school's neighborhood (census tract). The higher the equity score, the higher the concentration of equity factors present in the school's community.



An Alameda County BikeMobile staff member getting a bike ready for a student to ride at Park Elementary in Hayward.



SR25 Schools

- Elementary
- Middle School
- High School

Communities of Concern

- High
- Higher
- Highest



<< Map B: MTC 2017 Draft Communities of Concern and 2017-2018 SR2S Schools

Table 4 shows the average equity scores for the schools participating in the Alameda County SR2S Program compared to those that are not participating:

- » In most school districts, equity scores are comparable between enrolled and non-enrolled schools.
- » In four districts (Albany City, Castro Valley, Emery, and Pleasanton) the enrolled schools have higher equity scores than the non-enrolled schools.
- » In three districts (Alameda County Office of Education, Alameda, and New Haven) the non-enrolled schools have higher equity scores than the enrolled schools.

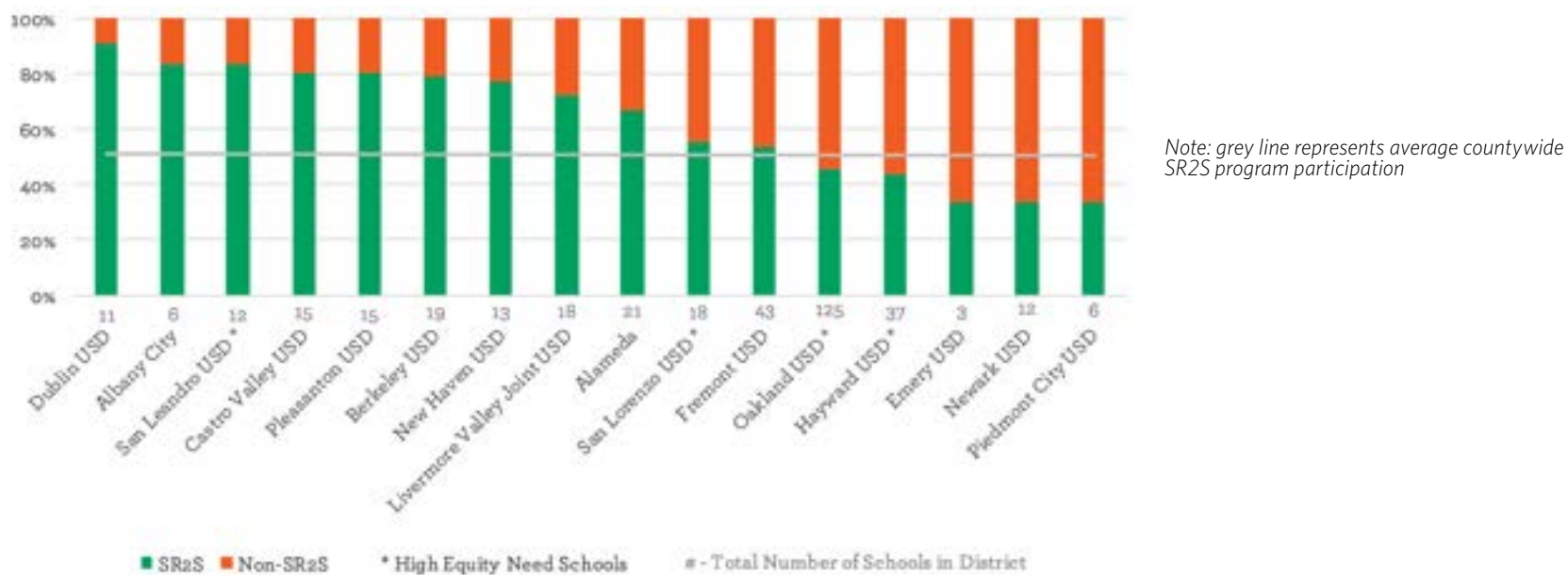
THE AVERAGE EQUITY SCORE IN ALAMEDA COUNTY IS:

46

Table 4: Average District Equity Scores (2017-2018)

District	SR2S Schools	Non-SR2S Schools
Oakland Unified	65	64
Hayward Unified	60	59
San Lorenzo Unified	57	56
San Leandro Unified	52	53
Emery Unified	51	39
Alameda County Office of Education	46	74
New Haven Unified	45	59
Alameda Unified	43	61
Albany City Unified	41	32
Fremont Unified	38	39
Berkeley Unified	38	42
Newark Unified	37	40
Castro Valley Unified	36	23
Pleasanton Unified	34	19
Dublin Unified	34	31
Livermore Valley Joint Unified	33	32
Piedmont City Unified	24	24

Figure 12. Proportional Enrollment in SR2S by District, 2017-2018 school year



Fifty-five percent of Alameda County schools participate in the SR2S Program. Figure 12 shows each district's participation rate and how it compares to the county average. Oakland and Hayward School Districts have above average equity need (based on the Alameda County SR2S Equity Analysis) and below average program participation. Due to higher numbers of people from historically marginalized groups and lower numbers of enrolled schools, Hayward and

Oakland School Districts are good potential targets for SR2S program expansion.

Overall the data show that Alameda County SR2S is reaching many high-need schools across the county, but there is room for expansion to serve additional high-need schools. Next year, the Alameda County SR2S Program will work to engage the disadvantaged schools affiliated with the Alameda County Office of Education,

Alameda Unified School District, and the New Haven Unified School District to continue to prioritize program expansion based on need. Additionally, the Alameda County SR2S Program will also emphasize program enrollment in areas where there is a lower than average percentage of schools participating in the program and where there are high needs, such as Oakland and Hayward Unified School Districts.

Access Safe Routes Pilot Program

During the 2017-2018 school year, program staff launched the Access Safe Routes Pilot Program, which seeks to increase program participation in under-resourced schools, i.e. schools with high equity scores. The pilot provides highly-tailored support to participating schools in order to identify and address the barriers to increased use of active modes. At the same time, site coordinators work with the schools to build



THE PILOT PROGRAM WILL BE CONSIDERED SUCCESSFUL IF:

In the short-term, high equity need schools participate in more SR2S activities

In the long-term, schools take the lead on more implementation efforts

internal leadership that results in a more sustainable program in the long term. Program staff are testing strategies to understand and address the needs of under-resourced schools in order to help these schools successfully implement a SR2S program. The pilot will continue through the 2018-2019 school year.

Access Safe Routes Goals

The goals of the Access Safe Routes Pilot Program are:

1. To encourage greater participation by under-resourced schools in the SR2S program in the near term.
2. To understand how to build sustainable programs at under-resourced schools in the long term.
3. To deepen our understanding of effective methods and strategies to engage with and get results in under-resourced schools.

The Access Safe Routes Pilot Program provides targeted support to under-resourced schools in exchange for input and engagement from the school. This approach will inform short- and long-term efforts to develop the culture and infrastructure necessary to maximize use of active and shared transportation modes for school-related travel.

Access Safe Routes Activities

In addition to the typical Alameda County SR2S Program offerings, schools participating in the Access Safe Routes Pilot program will receive additional technical assistance:

- » A school-specific assessment and maintenance plan for future school-led efforts.
- » A tailored approach to addressing the schools' needs, based on the unique circumstances that affect students' safe use of active and shared modes, and modes may have the most viability for that school.
- » Assistance in building leadership capacity of the school community to implement an independent SR2S program.

This pilot will also identify effective strategies to engage with school partners at under-resourced schools and to support sustainable programs.

MOVING TOWARD SUSTAINABILITY

There are several key elements to ensuring SR2S sustainability over time, these include: building strong institutional partnerships, relying on systems rather than individuals, supporting program Champions and other volunteers, maintaining and increasing consistent funding, integrating SR2S into local policy, and celebrating successes.

To be sustainable in the long term, the Alameda County SR2S Program must address several challenges on an ongoing basis: ensuring program support in the face of changes in school leadership, competing priorities at schools, insufficient funding, and turnover of volunteer Champions. Participation in Alameda County SR2S offers schools ample opportunities to build institutionalized, thriving SR2S programs.

This chapter outlines several components of the SR2S program that are designed to support program sustainability: policy efforts, advisory committees, and task forces. The chapter also provides perspectives from school administrators and Champions on the opportunities and challenges faces by the Alameda County SR2S Program. It concludes with a description of several key changes that will be implemented in the 2018-19 school year.

Policy Efforts

School and district-level policies that support SR2S set the stage for successful efforts at each individual school. 15 districts in Alameda County have SR2S-supportive policies.

By explicitly adopting policies that support the use of active transportation and shared modes and reductions in driving, school districts can encourage more schools to promote and plan for Safe Routes to Schools activities. For additional impact, district policies can be incorporated into the student and teacher handbooks and into wellness policies.

To promote SR2S, district policies can also:

- » Require crossing guards,
- » Establish staggered school arrival and drop off, remote drop-off locations, or car-free zones to reduce congestion,
- » Implement no idling zones to reduce pollution around schools, and
- » Provide bike parking and storage.

SR2S Task Forces

SR2S school site coordinators, staff, parents, teachers, district and city staff, and students convene quarterly in district Task Forces to discuss strategies for promoting Safe Routes to Schools and implementing successful SR2S programs. At these meetings, participants share information about planned activities, partner on events, and brainstorm solutions to common challenges. These meetings provide a critical opportunity for SR2S stakeholders to collaborate across organizations that might not typically interact— an essential feature for a sustainable SR2S program.

8 Safe Routes Task Forces met 3 times over the course of the 2017-2018, with an average of 8 participants per meeting, shown in Table 5.

Table 5. Task Force Participation

Task Force	Average Participation (Schools and Cities)
Alameda	6
Albany	3
Berkeley	4
Central	14
Fremont	14
Newark/New Haven	4
Oakland	13
Tri-Valley	6

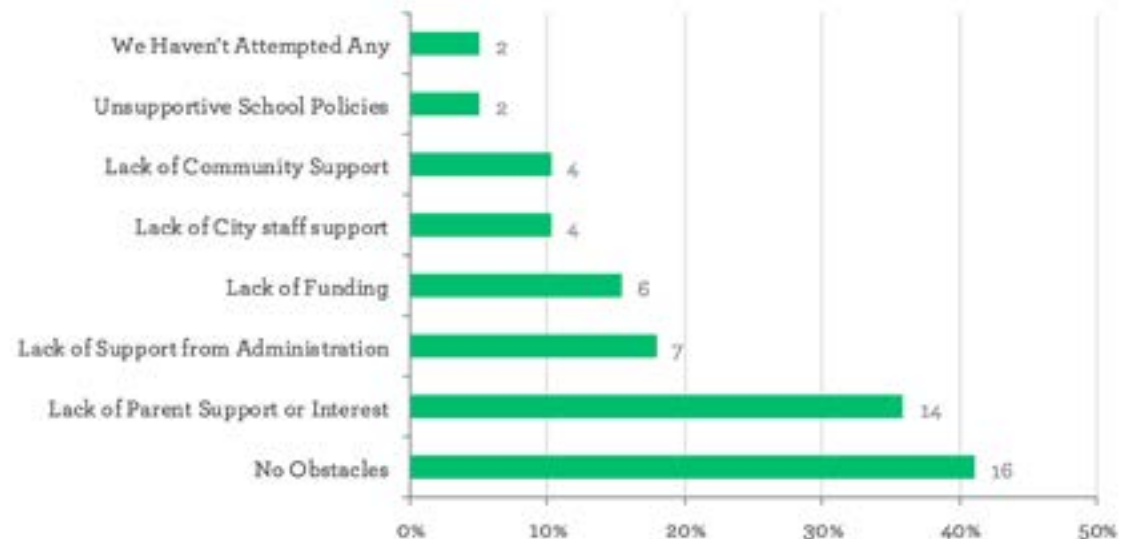
SR2S Champions

SR2S Champions are parent or teacher volunteers who are critical to program success. Champions host events, promote green transportation options, and work with students on education and encouragement activities. Recruiting more program Champions and ensuring that existing Champions are well-supported is essential for long term program sustainability.

During spring 2018, program staff surveyed SR2S Champions to learn what obstacles they are facing and how they feel the Alameda County SR2S program can be improved to better meet their needs. Champions generally reported enjoying working with the Alameda County SR2S program and having opportunities to work with local officials to address environmental and infrastructure barriers to using green transportation modes.

“The program is successful at supporting SR2S Champions to encourage active lifestyles and shared transportation. Students are excited to walk and bike to school.” – SR2S Champion

Figure 13. Obstacles to Champions Organizing SR2S Activities



A total of 41 SR2S Champions completed the survey. Their responses indicated:

- » 61% of SR2S Champions have attended Task Force meetings in their districts.
- » Of those, 56% found the Task Force meetings very helpful and the remaining 44% found them somewhat helpful.
- » 41% of Champions feel they do not face barriers to organizing SR2S activities at their schools.
- » 36% of Champions found a lack of parent support or interest as an obstacle to organizing SR2S activities at their schools. Respondents mentioned that they had parents express interest in the program, but then it was tough to get them to follow through.



Champion Spotlight

Anne Aranda is a teacher champion at Colonial Acres Elementary School in Hayward. Her understanding of her school community helped our program blossom. In a site with parking and commute issues, she encouraged the community and staff to embrace healthy commuting. Even today, she is laying the foundation for another successful Golden Sneaker Contest in February! She hopes to create healthy competition between participants with fun data collection while focusing on health and the environment.

School Administrators

School administrator support and enthusiasm for the Alameda County SR2S Program is another essential component of long-term program sustainability. Principals set the priorities for their schools. Alameda County SR2S worked with principals across the county to set goals for their program and create strategies to achieve those goals. In spring 2018, school administrators were surveyed to learn about their experience with SR2S programs at their schools. A total of 34 school administrators from 28 schools participated in this survey.

School administrator survey responses show that:

48%

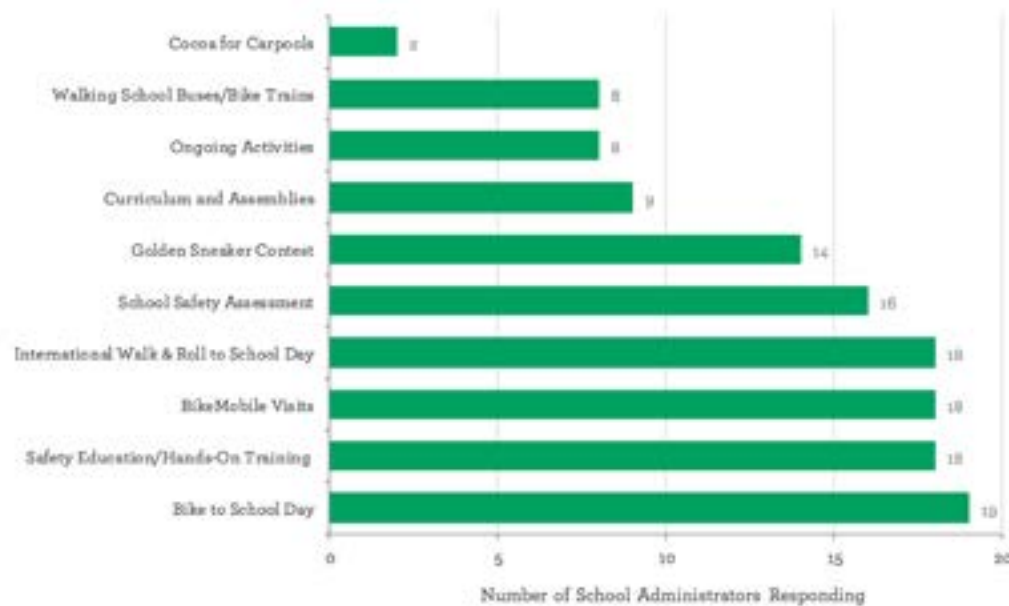
OF SCHOOLS

have at least one staff person dedicated to the SR2S Program.

43%

OF SCHOOLS

have at least one parent volunteer or champion dedicated to the SR2S Program.

Figure 14: School Administrators' Preferred SR2S Activities for Improving Safety

School administrators also weighed in on the perceived effectiveness of program activities at improving safety and getting more students to bike, walk, carpool, or take transit to school. Figures 14 and 15 show ratings for different activities and how many responding schools participate in each one. Key findings include:

School administrators overwhelmingly rated program activities as somewhat or very effective at both improving safety and getting students to choose green travel modes.

Activities that participating administrators found somewhat or very effective at improving safety include:

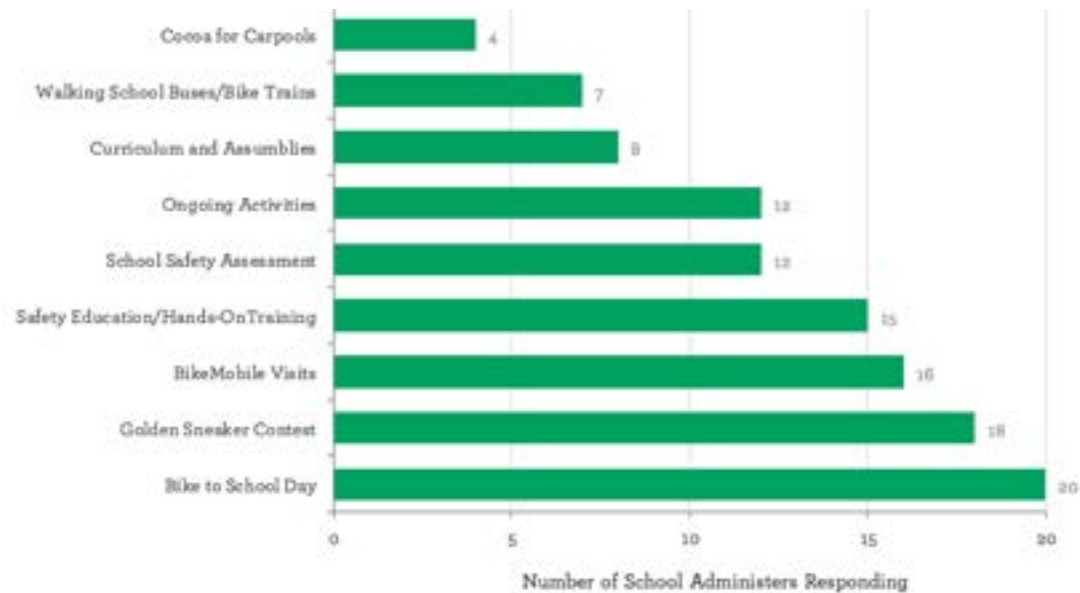
- » BikeMobile Visits (82%),
- » Safety Education/Hands-On Training (82%),
- » Bike to School Day (73%),
- » International Walk and Roll to School Day (69%),
- » School Safety Assessment (67%),
- » Golden Sneaker (67%),
- » Ongoing Activities (67%).

Activities that participating administrators found somewhat or very effective at getting students to choose active and shared modes:

- » Golden Sneaker Contest (84%),
- » International Walk and Roll to School Day (83%),
- » Bike to School Day (82%),
- » BikeMobile Visits (75%),
- » Safety Education/Hands-On Training (67%),
- » Ongoing Activities (67%).

When asked how the Alameda County SR2S program can be improved, most administrators were very positive and appreciative of the current offerings and the support that the school site coordinators and other partners provide. Administrator suggestions included more parent-facing events and education, partnering with the PTO, providing a SR2S liaison to lead school assemblies, and community outreach.

Figure 15: School Administrators' Preferred SR2S Activities for Getting Students to Bike, Walk, Carpool, or take Transit to School



Looking Forward to the 2018-2019 School Year

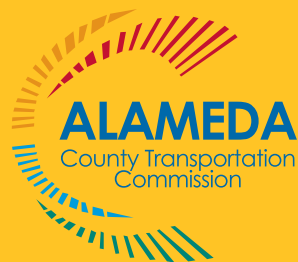
The Alameda County SR2S Program team is looking forward to new initiatives that will continue expanding services in more integrated, sustainable, and equitable ways.

Some specific activities planned for the 2018-2019 school year include:

- » Continuing the **Access SR2S Pilot program**, to bring more comprehensive programming to the schools most in need of support,
- » Testing a **new bicycle education curriculum for high school students**, which will promote bicycling as a viable means of everyday transportation,
- » Convening **local SR2S Advisory Committees** to solicit guidance from technical experts throughout the county,
- » Working with cities to continue **implementing infrastructure improvements identified** and recommended via school site assessments,
- » **Surveying parents and caregivers** to understand the barriers to use of active transportation at different schools and track safety perceptions,
- » Rigorously **evaluating** the entire Alameda County SR2S Program, including the distribution of resources, learning objectives, and sustainability, to better deliver programming targeted to individual schools' needs and achieving the goals of the program, and
- » Launching the **SR2S mini-grant program** to help cities and districts implement infrastructure improvements around schools.

Right: BikeMobile participant doing maintenance on a hand tricycle.





ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS 2017-2018 YEAR-END REPORT

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