

ALAMEDA COUNTY

# Safe Routes to Schools

## 2018-2019 Year-End Report



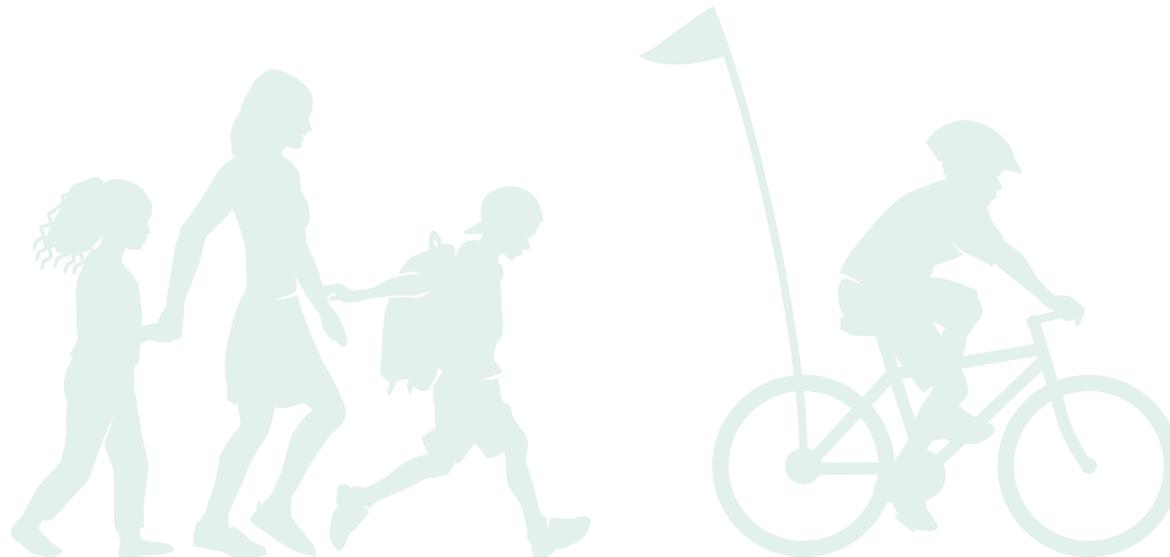
Healthy Kids



Safer Streets



Strong Communities



Safe Routes  
to Schools

Alameda County  
Transportation Commission



ALAMEDA  
County Transportation  
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**The Alameda County Safe Routes to Schools Program would like 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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# 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 thirty schools enrolled during the 2018-19 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 funds.

### Program Changes

In the 2017-18 school year, the Alameda County SR2S Program changed how it implements programming, based on new goals adopted by the Alameda CTC. The new, more data-driven structure shifted focus from encouragement activities to activities that affect behavior change and address safety. This shift supports the program's key desired outcomes to

increase mode shift to active and shared transportation modes and increase safety around schools.

During the 2018-19 school year, the program continued cultivating activities that support those goals, with new program elements, increased focus on ongoing events, education and training activities, and increased program-wide coordination.

Also new for the 2018-19 school year is a robust evaluation of the program, which seeks to gauge effectiveness and allow staff to continuously improve the program. The biennial evaluation report (published separately) includes recommendations for ongoing program improvement.

The final report is available at: <http://alamedacountysr2s.org/our-program/reports-and-resources/>

### Key findings of the 2018-19 Alameda County SR2S Evaluation Report include:

1. Administrators, SR2S Champions, local jurisdiction staff, parents and students value and support the SR2S Program and see it as an asset for their schools.
2. Driver behavior and a lack of safe walking and bicycling facilities near schools are major barriers to families using active modes.
3. In order to continue impacting mode shift, the Alameda County SR2S Program could help address other barriers to walking, rolling and shared travel by building partnerships.
4. A one-size-fits-all approach may result in under-participation by schools with less parent engagement, limited funding resources, or high staff turnover.
5. A one-size-fits-all approach may also result in a mismatch of program resources with individual school needs and priorities.

## SR2S Desired Program Outcomes

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

Adopted by the Alameda County Transportation Commission on January 26, 2017, the two desired program outcomes below 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.

In addition, the Alameda County SR2S Program goals are to:

- » Provide a **comprehensive, equitable program** in a **fiscally responsible** manner,
- » Develop a 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.”**



A student from Manzanita SEED School enjoys International Walk and Roll to School Day in Oakland.

## About This Report



**Participant in International Walk and Roll to School Day in Oakland. A program poster used to promote the event can be seen in the background.**

## This report summarizes 2018-19 school year activities and briefly reports the results of the Student Travel Tallies, and the Parent, SR2S Champions, and Administrators Surveys.

### **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. 2018-19 Mode Choice**

reports how families get to and from school, based on the 2018-19 student travel tallies.

### **Chapter 5. Safety Impacts**

outlines the School Safety Assessments, parent/caregiver concerns that are barriers to walking and biking, and other safety-focused activities.

### **Chapter 6. Equity Impacts**

presents the equity approach and introduces the Access Safe Routes Pilot Program.

### **Chapter 7. Moving Toward Sustainability**

begins an assessment of Safe Routes Champions, Task Forces, and partnerships that will maintain momentum for Safe Routes in the future.

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 Snapshots**

provides a one-page summary of how each enrolled school participated in the 2018-19 program.

### **Appendix C: District Snapshots**

provides a one-page summary of how each district participated in the 2018-19 program.

# 2018-19 School Year Highlights

Over half the eligible\* schools in the county are enrolled in the Alameda County SR2S Program as of June 2019. See below for the percentages of eligible elementary, middle, and high schools that are enrolled in the Alameda County SR2S Program.



**230** total schools enrolled

Includes 165 elementary schools, 40 middle schools, and 25 high schools.\*\*

38 percent of enrolled schools participated in more than five SR2S program elements, and 16 percent participated in ten or more



**25%** of schools participated in all three **countywide encouragement events\*\*\***

- » 60% of enrolled schools (137 schools) celebrated **International Walk and Roll to School Day**.
- » 39% (89) participated in the **Golden Sneaker Contest**.
- » 46% (106) participated in **Bike to School Day**.



**Hundreds of** parents, school staff and community members volunteered

- » 96 **Parent Champions**
- » 71 **Staff Champions**



**17** high schools participated in at least one SR2S activity, such as the Youth Task Force, countywide encouragement events, or regularly scheduled events, such as a weekly Walk and Roll to School Days.

\* All public K-12 schools in Alameda County with a physical campus whose students travel to and from school are eligible to enroll in the Alameda County SR2S Program via a simple online form

\*\*Elementary School: (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12) Middle School: Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12) High School: High Schools (9-12) .

\*\*\* 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.



ucate yourself ♦ KNOW Your history ♦ Educate yourself

KING J LONG as the MIND IS EN SLAVED THE E

GOLDEN STATE  
BASKETBALL  
19  
WARRIORS



## The 6 Es Framework

The Alameda County 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.



### 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.



### EQUITY

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



### 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.



### ENGINEERING

Engineering activities aim to address physical barriers to shared and active travel. Alameda County SR2S conducts school safety assessments to identify infrastructure improvements that help families get to school. Local jurisdictions can take these recommendations and implement improvements.



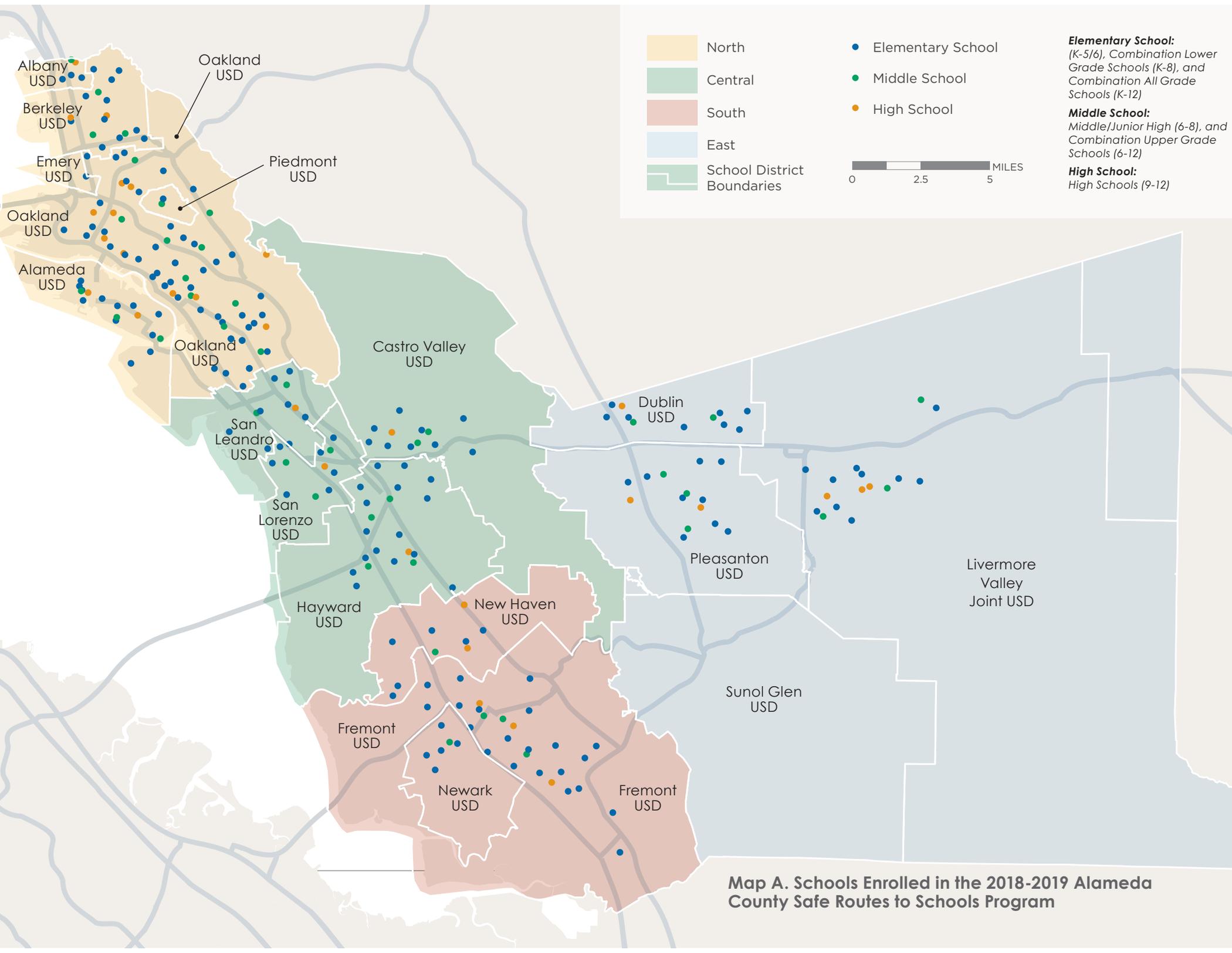
### ENCOURAGEMENT

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.



### ENFORCEMENT

Enforcement activities reinforce legal, safe, and respectful walking, bicycling, and driving behaviors.



- North
- Central
- South
- East
- School District Boundaries

- Elementary School
  - Middle School
  - High School
- 0 2.5 5 MILES

**Elementary School:**  
 (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12)

**Middle School:**  
 Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12)

**High School:**  
 High Schools (9-12)

**Map A. Schools Enrolled in the 2018-2019 Alameda County Safe Routes to Schools Program**

Table 1: 2018-19 School Year SR2S Curriculum

	Elementary	Middle	High
<b>Education Activities</b>			
<b>Pedestrian Safety Activities</b>			
Pedestrian Rodeos	●	●	
Theater Assemblies	●		
<b>Bicycle Safety Activities</b>			
Bicycle Rodeos	●		
Drive Your Bike		●	●
Alameda County BikeMobile	●	●	●
<b>Transit Safety Activities</b>			
Transit Training		●	
Rail Safety Education	●	●	●
<b>Encouragement Activities</b>			
<b>Countywide Encouragement Events</b>			
International Walk and Roll to School Day	●	●	●
Golden Sneaker Contest	●	●	●
Bike to School Day	●	●	●
Cocoa for Carpools		●	●
<b>Ongoing Events</b>			
Ongoing Encouragement Events	●	●	●
Walking School Bus and Bike Train	●		
<b>Equity Activities</b>			
Access Safe Routes Program	●	●	●
<b>Engineering Activities</b>			
School Safety Assessment	●	●	●

## 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.



Mode charts were set up so students and parents could indicate participation and travel mode on International Walk and Roll to School Day.

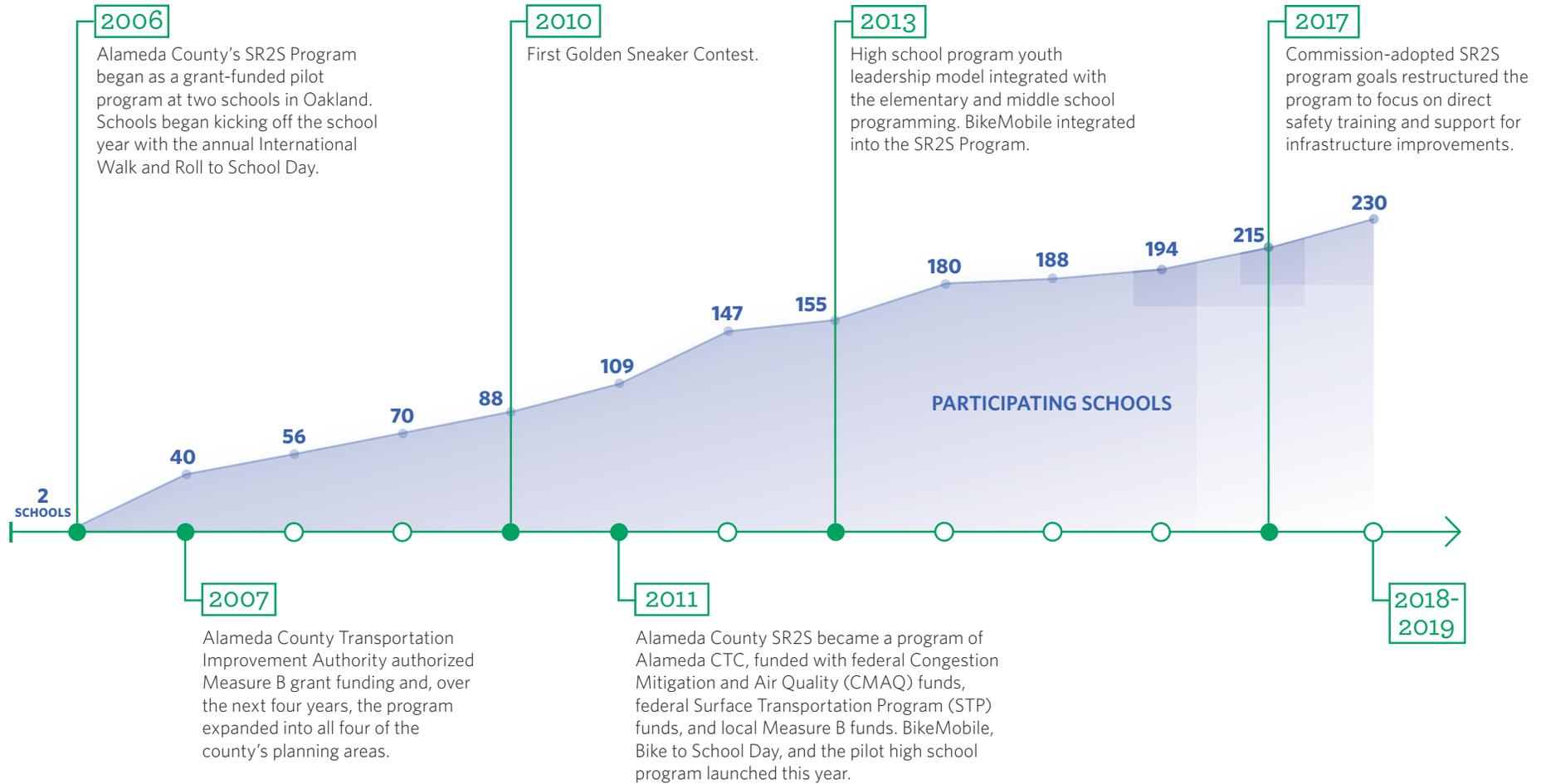
## Program History

The Alameda County SR2S Program has expanded rapidly over its 13-year tenure (Figure 1 on the following page). The program has grown from two schools in 2006 to 230 in 2019. 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.



**Bike to School Day participants at Ruby Bridges Elementary School in Alameda.**

Figure 1: Growth of the Alameda County SR2S Program



# Participation and Outreach

**The Alameda County SR2S Program offers schools across the county a wide variety of fun, educational activities. This chapter outlines each of the SR2S activities offered during the 2018-19 school year.**

## School Enrollment in the SR2S Program

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 implement activities that will help them achieve their SR2S goals. Some activities are organized and run by SR2S Program partners, while others are organized by school officials, teachers, Program Champions, and students themselves.

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 considered part of the Program and 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 Program implementation.

School enrollment is different from school participation. Sometimes, schools



**Students from Tom Maloney Elementary School ride together on International Walk and Roll to School Day.**

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

**Table 2: School Participation in Program Elements, 2018-19 School Year**

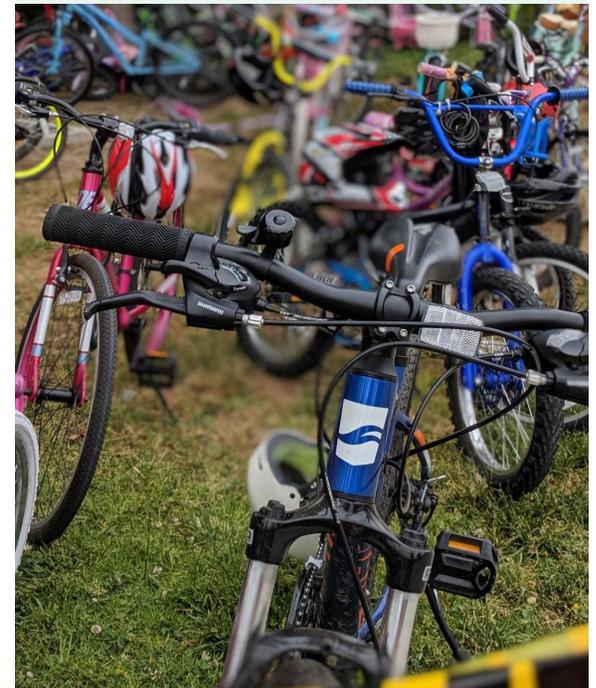
Program Element	Elementary Schools	Middle Schools	High Schools	Combined Schools*
<b>Education Activities</b>				
Pedestrian Rodeos**	34	2	-	4
Theater Assemblies	40	-	-	2
Bicycle Rodeos	27	-	-	1
Drive Your Bike	-	11	4	1
Alameda County BikeMobile**	72	23	7	8
Transit Training	-	4	-	-
Rail Safety Education	16	5	2	2
<b>Encouragement Activities</b>				
International Walk and Roll to School Day	107	21	4	5
Golden Sneaker Contest	66	13	3	7
Bike to School Day	75	16	7	8
Cocoa for Carpools	-	2	7	-
Ongoing Walk and Roll to School Days	29	2	-	1
Walking School Bus	12	-	-	1
Bike Train	4	-	-	1

\*Elementary School: (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12) Middle School: Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12) High School: High Schools (9-12) .

\*\* In addition to school-based events, Pedestrian Rodeos had two community events and Alameda County BikeMobile had 50 community events.

## 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.



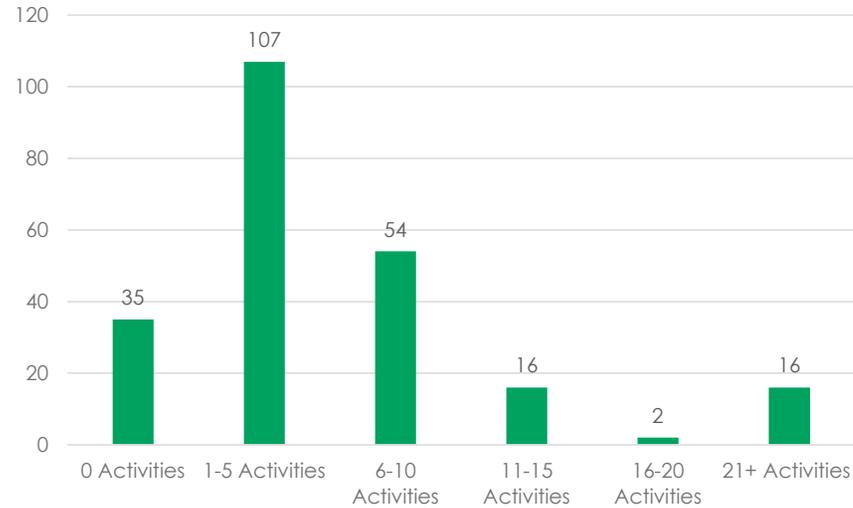
**Bikes parked at Emma C. Smith Elementary School in Livermore on Bike to School Day.**

## 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. Seven schools held weekly Walk to School Days throughout the school year. Thirty-five schools enrolled in the Alameda County SR2S Program did not participate in any activities.

**Figure 2. Number of Activities at Participating Schools**



## 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 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 2018-19 school year, 167 designated SR2S Champions helped implement SR2S activities, including:

- » 96 parent Champions at 71 schools, including 51 new parent Champions, and
- » 71 staff Champions at 62 schools, including 27 new staff Champions.

In addition, many more parents, teachers, and members of the school community volunteered in support of SR2S activities over the year.



Showing the love for walking and biking to Emerson Elementary School in Oakland on Bike to School Day.

# Education and Encouragement

**This chapter reports on the activities and events that were implemented during the 2018-19 school year.**

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, school 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 encouragement 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.

## Education Activities

SR2S education activities teach students how to safely and comfortably walk, bike, and take transit to get to school. Activities are both hands-on and educational, often taking students from the classroom to the streets.

## PEDESTRIAN SAFETY ACTIVITIES: Pedestrian Rodeos

### WHAT IS IT?

In this interactive outdoors activity, students make their way through real-life traffic situations in our simulated city street course, learning traffic safety and lawful pedestrian behavior along the way. Students will learn traffic signs and signals, pedestrian safety practices, how to cross the street safely, how to recognize and avoid hazards, the laws governing pedestrians, as well as the environmental, financial and physical advantages to walking. Sessions are 35

minutes with the ability to accommodate one classroom per session. Multiple sessions can be held throughout the school day to ensure our program sees multiple classes.

### IMPLEMENTED BY

**safe moves**

### AUDIENCE

This activity is best suited for elementary schools.



"The presentation has greatly improved since I've last seen it. The set up is organized and the information was age-appropriate. Students seemed engaged."

-Teacher whose class participated in a Pedestrian Rodeo

### PARTICIPANTS SAY...



# 100%

REPORTED THAT THEIR STUDENTS  
DEFINITELY OR SOMEWHAT BENEFITED  
FROM PEDESTRIAN RODEOS.

# 40

SCHOOLS  
SERVED

# 8,505

STUDENTS SERVED

# 2

COMMUNITY  
EVENTS

## PEDESTRIAN SAFETY ACTIVITIES: Theater Assemblies

### WHAT IS IT?

Rock the Block: A Walk and Roll Musical (Elementary) and Step Up Crew: A Street Smart Concert (Middle) are musical theater productions that focus on street safety concepts and safe behaviors, and that encourage active transportation as well as the use of transit for middle school students.

### IMPLEMENTED BY



### AUDIENCE

This activity is best suited for elementary and middle schools

### TEACHERS SAY...



**85%**  
FOUND ROCK THE BLOCK VERY FUN FOR THEIR STUDENTS!



**92%**  
FOUND ROCK THE BLOCK VERY INFORMATIVE FOR THEIR STUDENTS!

“Love the diversity of the actors ...Great tips on bicycle safety/helmet safety/hand signals!”

– Teacher whose class participated in Rock the Block

### ROCK THE BLOCK

**41** **17,730**

SCHOOLS VISITED

STUDENTS SERVED

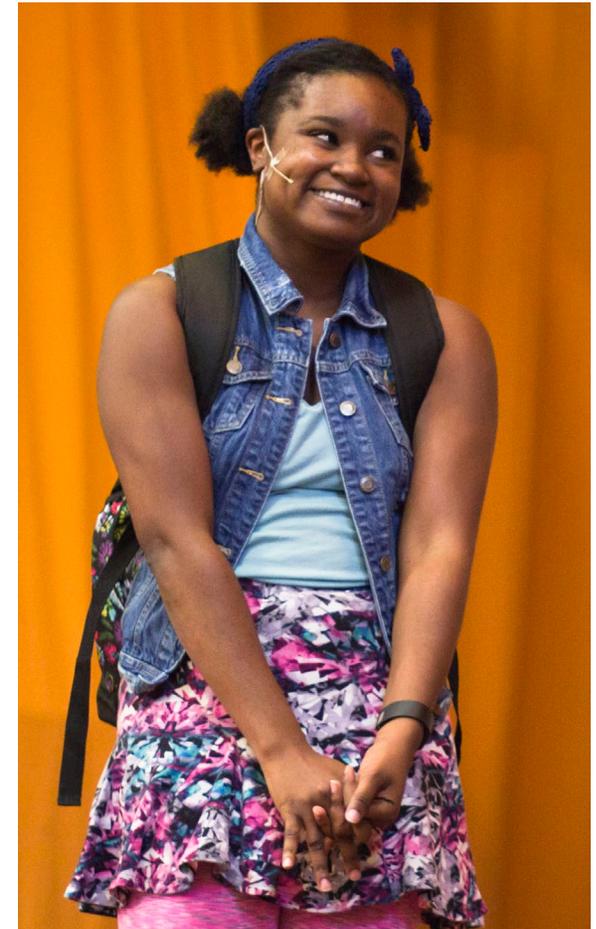
### STEP UP CREW

**2** **100**

SCHOOLS VISITED

STUDENTS SERVED

\*Note: One school participated in both assembly programs.



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

Right: Participants from Community United & Futures Elementary show off their bikes on Bike to School Day.



## BICYCLE SAFETY ACTIVITIES: Bicycle Rodeos

### WHAT IS IT?

Rodeos are fun-filled, hands-on training courses that focus on introducing elementary and middle school students to safe bicycle handling skills and safe riding techniques for on-the-road riding. The training incorporates bicycle handling drills and a simulated city streets course where students learn proper starting and stopping technique, hand signaling, how to fit a helmet, how to perform bicycle safety checks, how to ride in a straight line and how to ride safely and predictably. Sessions can be 30–45 minutes.

### IMPLEMENTED BY



safe moves

### AUDIENCE

This activity is best suited for grades 3–8 (in class), or book for a school festival or community event.



### PARTICIPANTS SAY...



found Bicycle Rodeos to be fun or very fun!



would like to bike more often after participating in the Bike Rodeo (18% already bike every day).

“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

### BICYCLE RODEO PARTICIPATION

28

SCHOOLS VISITED

3,556

STUDENTS SERVED

2

COMMUNITY EVENTS

## BICYCLE SAFETY ACTIVITIES: Drive Your Bike

### WHAT IS IT?

Drive Your Bike 101 prepares students to bicycle safely to school and around their neighborhoods, and encourages them to start riding more often. The program starts in the classroom, moves to the blacktop, then culminates with an off campus neighborhood

bike ride. Bicycles and helmets are provided, and there are opportunities for students to learn to ride a bicycle if they don't yet know how. Programs are held during P. E. classes. For middle schools, the program is 5 days long. For high schools it is 4 days long.

### IMPLEMENTED BY



### AUDIENCE

This activity is best suited for high schools.

### PARTICIPANTS SAY...



feel like they know how to bike more safely after participating in Drive Your Bike (21% already knew how to bike safely).

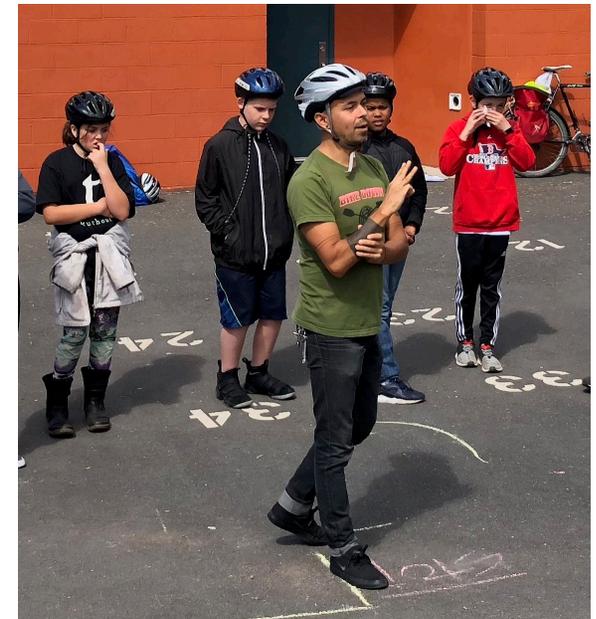


of students passed the bike safety quiz.



**16**  
SCHOOLS VISITED

**5,569**  
STUDENTS SERVED



"The hands-on aspect of Drive Your Bike really empowers students and gives them the confidence to ride." – Alameda County SR2S Program site coordinator

## BICYCLE SAFETY ACTIVITIES: Alameda County BikeMobile

### WHAT IS IT?

The BikeMobile is a mobile bicycle parts and repair shop that visits schools around Alameda County to perform bicycle repair, teach basic bike mechanics, and promote safe bicycling. Up to 50 percent of Alameda County's students do not ride their bikes due to minor issues, such as a flat tire or worn-out brakes.

The BikeMobile can address these problems by bringing mechanics to schools.

### DELIVERED BY



### AUDIENCE

This activity is best suited for all students

### PARTICIPANTS SAY...



Don't live with anyone who can repair their bike.



Would like to bike more often after receiving bike maintenance from BikeMobile (14% already bike everyday).

110

SCHOOLS VISITED

50

VISITS TO COMMUNITYWIDE EVENTS

2,170

BIKES REPAIRED

3,640

STUDENTS SERVED



"I wanted to thank the team that was here for BikeMobile yesterday. The event was a huge success thanks to the guys hard work and their ability to connect with the community. A number of students even learned how to maintain their bikes themselves. We had a lot of smiles as kids head into Spring Break with a bike they can ride this next week. Thank you for doing this for our families."

- Marc Guastavino, Assistant Principal at Searles Elementary School



te yourself ♦ know your history ♦ Educate yourself ♦ know your history ♦

the MIND IS ENSLAVED The BODY CAN

9 T "as  
XX

CIRCUS BELLA

NIKE

HEART

## TRANSIT SAFETY ACTIVITIES: Transit Training

### WHAT IS IT?

This fun and interactive activity teaches students everything about taking public transportation with a specific focus on using our local transit services, including AC Transit, Union City Transit, and Wheels. Students learn

the steps of riding the bus, bus etiquette, how to get a Youth Clipper Card, and how to combine their trips with biking through a demonstration of how to load a bike onto the bus's bike rack.

IMPLEMENTED BY  
**TransForm**  
TRANSIT

IN PARTNERSHIP WITH  
**AC TRANSIT**

### AUDIENCE

This activity is best suited for middle schools.

### Four trainings were conducted in Spring 2019:

- » **1,756 students participated** at William Hopkins Junior High, Cesar Chavez Middle School in Union City, East Avenue Middle School, and Frick Middle School.
- » **The Student Travel Transit Pass Program** (run by the Alameda County Transportation Commission) distributed over **13,000 Clipper Cards and BART Tickets** over the course of the school year, ensuring students of all socioeconomic backgrounds have access to transit trips.
- » Each student received incentives (such as pencils, stickers, and wallets) and informational materials.
- » Students learned how to reach at least two popular destinations via public transit.

---

# 1,765

STUDENTS SERVED

# 13,000

TRANSIT PASSES DISTRIBUTED



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

**TRANSIT SAFETY ACTIVITIES:****Rail Safety Education**

The purpose of the program is to provide rail safety education to elementary, middle, and high school students who attend schools in Alameda County located within one mile of railroad tracks. In addition, the program aimed to engage the general community through presentations and educational programming to senior citizens (or “older adults”), adults, parents, teachers, and community members. The program was implemented through the following efforts:

- » Developing an educational campaign that included a website, educational materials, and a National Rail Safety Week campaign
- » Providing pedestrian and bicyclist rail safety presentations to students
- » Incorporating rail safety education into SR2S Task Force meetings

**25**TRAININGS  
PROVIDED**2,826**

STUDENTS SERVED

**THERE ARE****248** **AT-GRADE RAIL-HIGHWAY CROSSINGS**

open to the public and

**121** **GRADE-SEPARATED CROSSINGS**

in Alameda County

**SINCE 2011, THERE HAVE BEEN****47** **TRESPASS COLLISIONS**

in Alameda County, 33 of which (or 70 percent) have resulted in fatalities

## Encouragement Activities

One-time events encourage families to try a new mode for the first time or celebrate families ongoing commitment to active or shared transportation. The events bring the school community together to celebrate how fun walking, biking, transit use, and carpooling can be.

Alameda County SR2S implements three countywide encouragement events that are open to all schools enrolled in the program: International Walk to School Day in October, the Golden Sneaker Contest in late winter/early spring, and Bike to School Day in May. Cocoa for Carpools is a countywide encouragement event that is open to middle and high schools only.



Students riding scooters during International Walk and Roll to School Day at Manzanita SEEDS school.

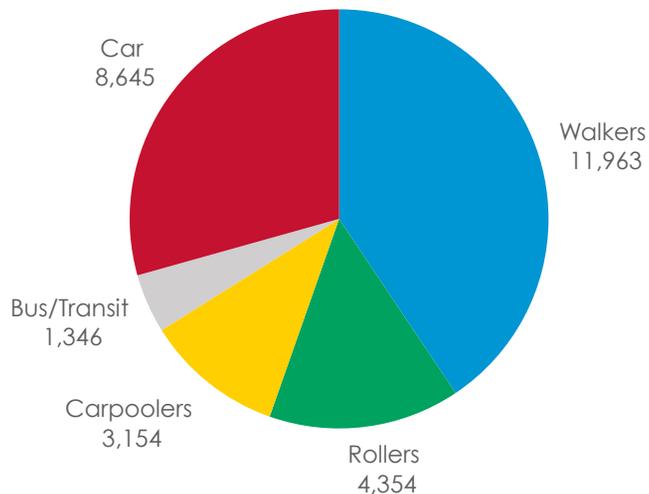
**“We had so many students out dancing and celebrating safe routes to school, half our staff attended, and so many parents and families came. It was really fun!”**

**– SR2S Champion at Think College Now Elementary School in Oakland**

## COUNTYWIDE ENCOURAGEMENT EVENTS: International Walk and Roll to School Day

In October 2019, Alameda County continued its long tradition of celebrating International Walk and Roll to School Day. 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.

**Figure 3. Student Modes on International Walk and Roll to School Day\***



\* For the 133 schools that provided counts.

Highlights of the 2018-19 event include:

- » **137 schools** participated.
- » Mode chart counts were received from 82 percent of participating schools.
- » Approximately **71 percent of students** at participating schools **arrived by shared and active travel** (55 percent walked or rolled, and 15 percent used shared transportation).<sup>1</sup>
- » More than **35 elected officials** participated in International Walk and Roll to School Day events at local schools.

<sup>1</sup> Based on schools reporting arrival data from International Walk and Roll to School Day.

**“International Walk and Roll to School Day is great! More than half the students that recorded a mode walked, rolled, carpooled or took a bus.”**

**– Parent Champion, Creekside Middle School**

## COUNTYWIDE ENCOURAGEMENT EVENTS: Golden Sneaker Contest

From February 25 to March 8 2019, nearly 60,000 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.

A seven-day teachers' strike in the Oakland Unified School District during the last week of February 2019 disrupted the Golden Sneaker Contest for the 18 participating schools in Oakland.

Highlights of the 2019 event include:

**89**

SCHOOLS PARTICIPATED

**72**

ELEMENTARY\*

**14**

MIDDLE\*

**3**

HIGH

APPROXIMATELY

**51%**

of trips completed by students in participating classrooms were by active or shared modes, including walking, biking, rolling, taking transit, or carpooling.

\* Elementary School: (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12) Middle School: Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12) High School: High Schools (9-12)

## THE PLATINUM SNEAKER AWARD GOES TO...

San Leandro High School in San Leandro had the highest percentage of students using active and shared modes during the contest. San Leandro High is the first high school to win the Platinum Sneaker Award! Additionally, San Leandro High offered additional support to under-resourced schools to build support and excitement around active and shared travel to school.



Students from the winning classroom celebrate their golden sneaker trophy at Jefferson Elementary School in San Leandro.

## COUNTYWIDE ENCOURAGEMENT EVENTS:

### Bike to School Day

On May 9, 2019, students participated in Bike to School Day, which celebrates and encourages bicycling to school concurrently with Bike to Work Day.

Some schools hosted “Energizer Stations” to give passing bicyclists 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.

**“Students were very excited about the event. I have many families whose kids are now going to make it a point to bike every Thursday of the week.”**

**– Risha Krishna, Vice Principal, Joe Michell IB School**

Highlights of the 2019 event include:

# 106

SCHOOLS PARTICIPATED

# 83

ELEMENTARY\*

# 16

MIDDLE\*

# 7

HIGH

APPROXIMATELY

# 4,500

STUDENTS

biked, rode on scooters or skateboarded to school (from the 85 schools that provided data).

\* Elementary School: (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12) Middle School: Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12) High School: High Schools (9-12)



Volunteers from the Sheriff's Office set up to receive students on Bike to School Day at Edendale Middle School.

**“We had so many students express interest in biking and they loved the fresh fruit that we provided! This was my first year organizing the event and I learned a lot. I think, moving forward, I'll do more work to help students understand the importance of biking to school and the why behind the event.”**

**- Emily Zanoli, Staff Champion, Think College Now**

## 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.

### Bike Train

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

IMPLEMENTED BY  
**TransForm**  


Highlights of 2018-19 events include:

**32**  
SCHOOLS HOSTED

**351**  
ONGOING WALK AND ROLL  
TO SCHOOL DAYS

Highlights of 2018-19 events include:

**5**  
SCHOOLS SERVED

**53**  
EVENTS HELD

### 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.

IMPLEMENTED BY  
**TransForm**  


**AUDIENCE**

This activity is best suited for elementary students.

**13**  
SCHOOLS SERVED

## 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 2018-19 school year, 24 of the 65 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 2018-19 school year, 28 Youth Task Force members from six different schools throughout the county participated in four meetings.

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.

### 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.

- » Four high schools participated in **International Walk and Roll to School Day.**
- » Three high schools participated in the **Golden Sneaker Contest.**
- » Seven high schools participated in **Cocoa for Carpools.**
- » Seven high schools participated in **Bike to School Day.**
- » **Castro Valley High School and San Leandro High School** participated in all four encouragement events.

# 4 2018-19 Mode Choice

## Overview

One of the key program outcomes is to increase the number of students who use active or shared transportation modes to get to and from school.

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

## Defining Modes

### 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

The Alameda County SR2S Program collected student hand tallies in spring 2019 to understand how students travel. Parent surveys are collected every other year.

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

**76** SCHOOLS  
returned hand tallies<sup>1</sup>, representing

**33%**  
of schools participating in the SR2S Program.

<sup>1</sup> Schools are asked to conduct hand tallies in at least two classrooms per grade for a representative sample.

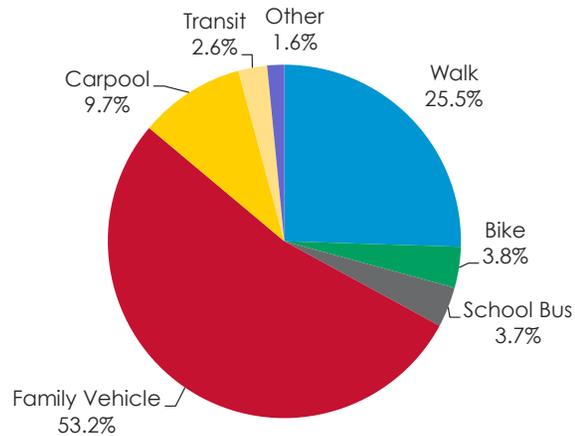


Volunteers collecting data on how students traveled to school during a Walk to School Day event.

## How Students Get to School

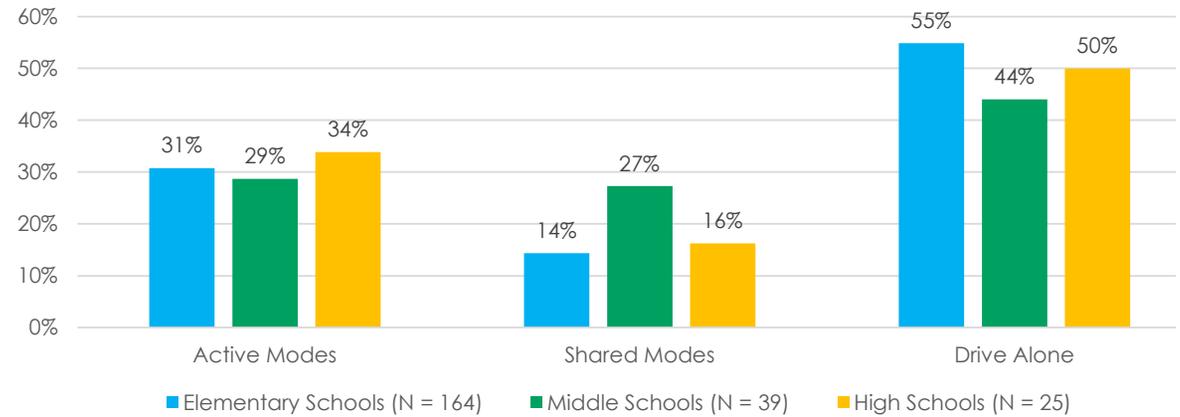
Mode split shows how many students use green modes at each school. Green modes include both active and shared travel options. Change in student travel patterns provides some insight into program effectiveness and how effective the program is at encouraging students to walk, bike, carpool, take the bus, 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 4: Mode Split for Countywide School Trips, 2018-19 Hand Tally Data\***



\* Only includes the 78 out of 230 schools enrolled in the Alameda County SR2S Program that returned 2019 hand tallies.

**Figure 5: Mode Split by School Type**



Source: 2018-19 Hand Tally Data for all Available Schools

Note: Percentages may not add to 100% due to rounding.

Elementary School: (K-5/6), Combination Lower Grade Schools (K-8), and Combination All Grade Schools (K-12) Middle School: Middle/Junior High (6-8), and Combination Upper Grade Schools (6-12) High School: High Schools (9-12)

### Student Age

Older students are slightly more likely to use active modes, while middle school students are the most likely to use shared modes to get to school.

### Student Travel Mode Changes

Of schools reporting 2018-19 hand tally data, Harold William Kolb Elementary, John Muir Middle School, and Wilson Elementary achieved the biggest mode shift to **active modes** since their entry into the SR2S program. **Each school's active mode share has increased by over 20 percent!**

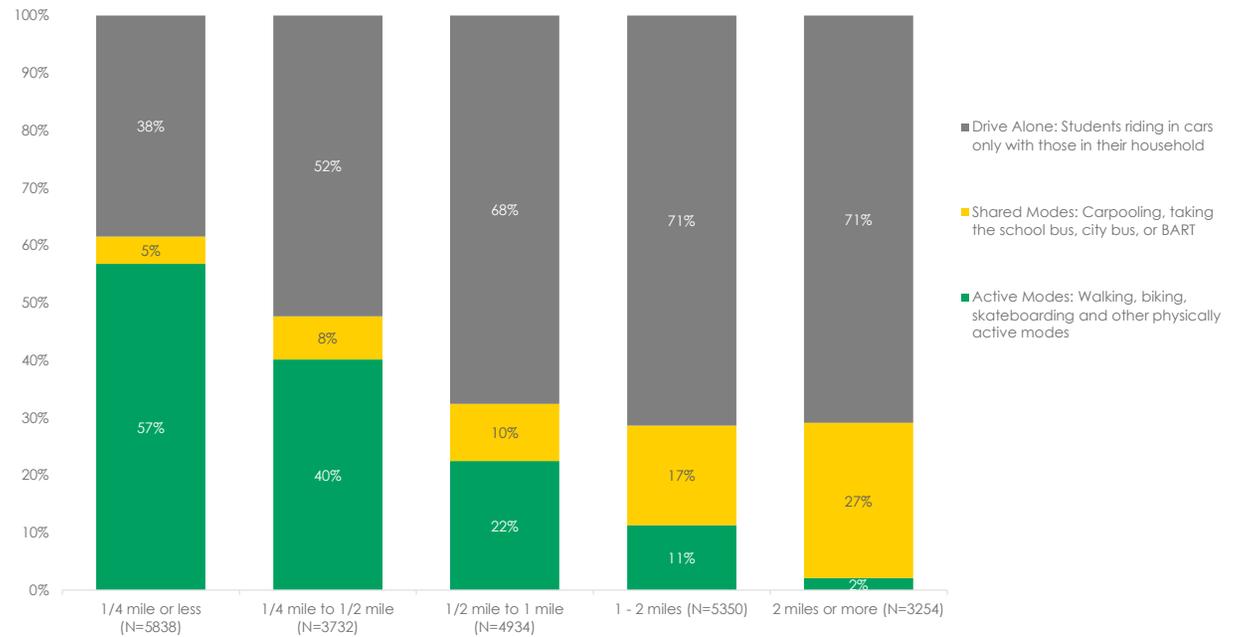
Of schools reporting 2018-19 Hand Tally data, Andrew N. Christensen Middle, Glenview Elementary, and James Leitch Elementary have achieved the greatest shift to **shared modes** since entering the SR2S Program. **Each school's travel modes shifted over 20 percent to transit, carpool, and/or the school bus.**

### Distance From School

Families are more likely to walk to school if they live closer to it. While more than half of families who live within a quarter-mile of the school walk, only 22 percent who live a half-mile to a mile from the school walk.

There is potential for the program to shift trips among the families living within a quarter-mile of the school who currently drive. The families who live slightly further away are the best opportunities to shift trips to active or shared transportation.

**Figure 6: Mode Split by Distance from School**



Source: 2018-19 Parent/Caregiver Survey

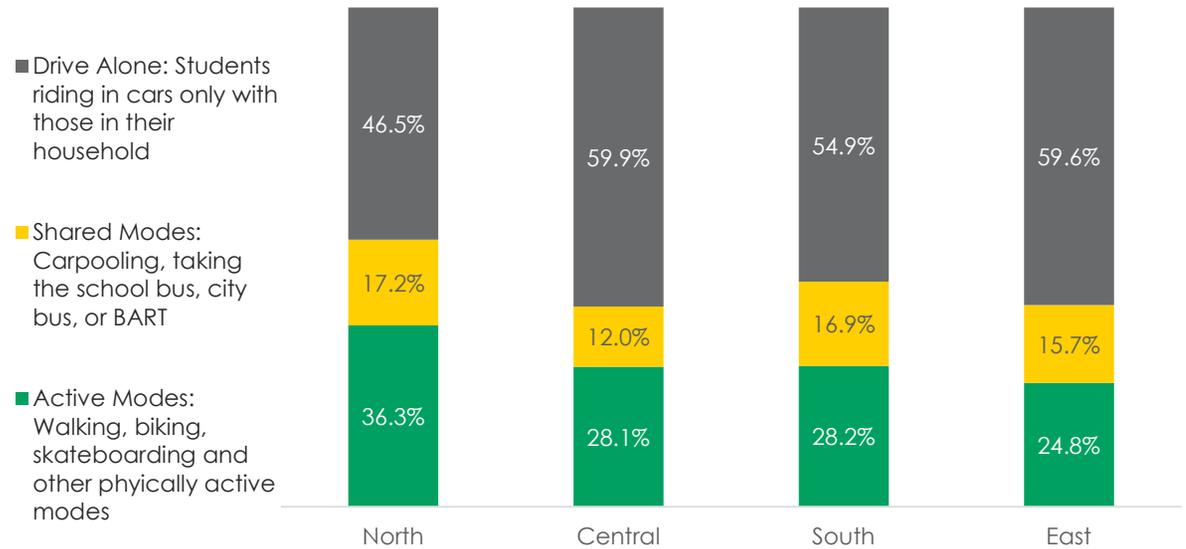
Note: Percentages may not add to 100% due to rounding.

## 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 7).

- » Schools in the North Planning Area had the highest percentage of students who walk, bike, skateboard, or use other active modes (36 percent).
- » The North, South, and East Planning Areas had the highest percentage of students using shared modes of travel, such as: carpooling, taking the school bus, or riding public transit (15 percent through 17 percent).

**Figure 7. Mode Split by Planning Area, 2018-19 Hand Tally Data**



### 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



Three young women are standing on a grassy lawn. The woman on the left is wearing a black tracksuit with white stripes on the sleeves and is holding a black bicycle helmet. The woman in the middle is wearing a black jacket over a white shirt and blue jeans, also holding a black bicycle helmet. The woman on the right is wearing a white jacket over a black and white striped shirt and black pants, holding a black bicycle helmet. They are all smiling and looking at each other.

**BIKE TO WORK DAY 25<sup>TH</sup> YEAR**  
MAY 9, 2019  
**ENERGIZER STATION**  
BIKE GO GO EAST BAY

911  
Alaska  
H  
GOOLAN LAW FIRM  
veeva  
lyft

BIKE TO WORK DAY 25<sup>TH</sup> YEAR  
**ENERGIZER STATION**

BEAR 100  
PACIFIC AVENUE TACOMA WA 98402  
253-827-2121 FAX 253-872-4225  
24 PCS  
MADE IN CHINA

# 5 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.

Additionally, 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 and strengthen those partnerships.

Furthermore, education activities are an effective way to increase safe student and parent behaviors.

**“The biggest hurdle in our district is infrastructure. Sidewalks...will have more of an impact on the number of students walking to school than any SR2S Program.”**

**— Champion survey response**

## Parent Concerns

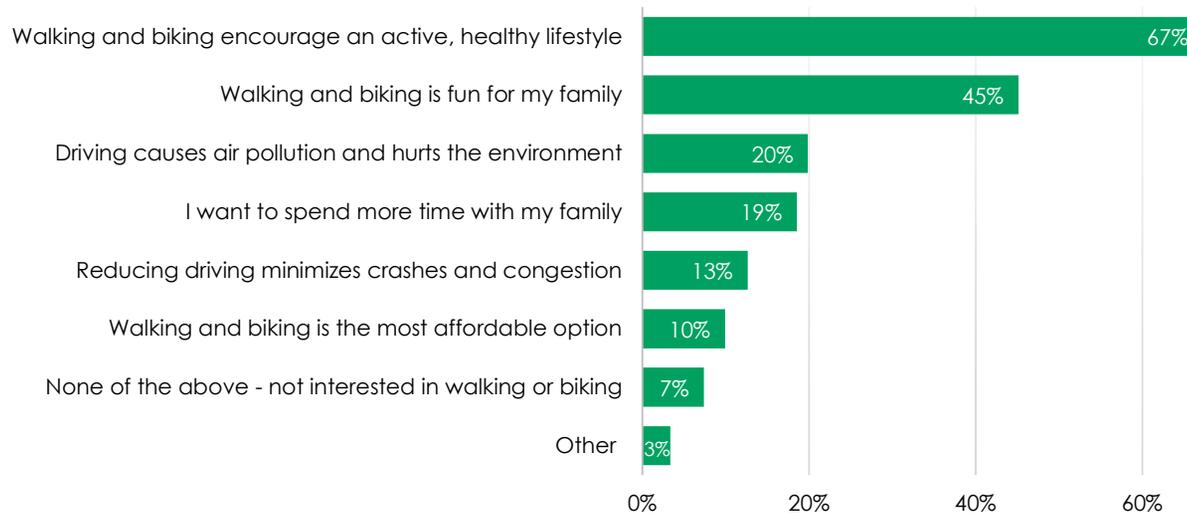
Parents are the primary decision-makers about how students get to school. Concerns about traffic, lack of infrastructure for walking and biking safely, and dangerous intersections are major barriers for families that use or want to try active transportation options.

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 2018-19 parent survey (Figure 9, following page):

- » 38 percent of parents would not feel comfortable allowing their children to **walk** to/from school with or without an adult, while 59 percent would not feel comfortable allowing their children to **bike** to/from school with or without an adult.
- » Traffic safety concerns emerged as the most commonly held concern among parents.
- » 41 percent of parents cited speeding cars as a primary concern when deciding whether their children are allowed to walk and bike to school, and 36 percent cited poor driving behavior near schools.

**Figure 8. Reasons Parents Allow or Consider Walking/Biking with Children, 2018-19 Parent Survey**



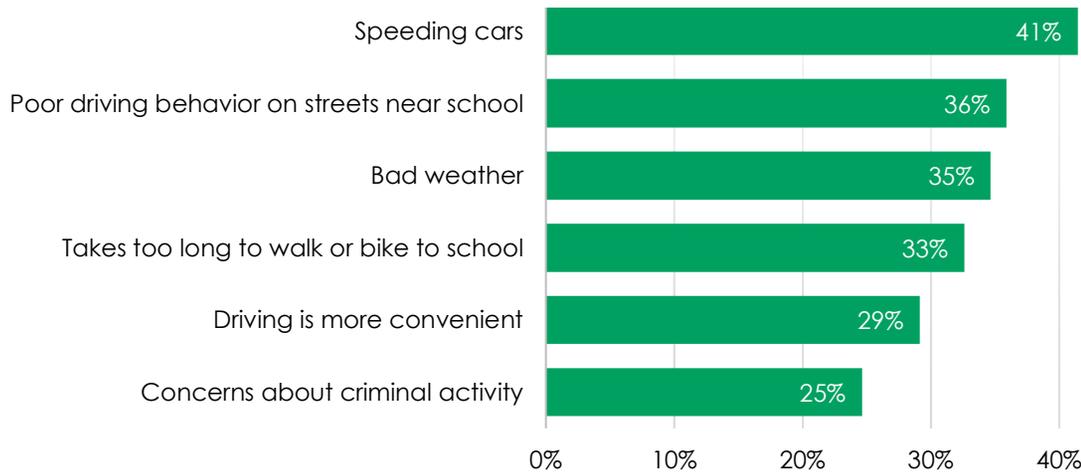
Over 4,500 parents were surveyed during the course of the 2018-19 school year to better understand their perceptions, priorities, and concerns related to children walking and biking to school.

Of parents surveyed, an overwhelming 67 percent reported that encouraging an active and healthy lifestyle for their family was a primary reason they would consider or allow their child to walk and bike to school.

With 45 percent of responding parents, recreation was the second most commonly cited reason parents would consider walking or biking to school for their children.

Parent survey responses show that:

**Figure 9. Parent Concerns with Walking or Biking to School, 2018-19 Parent Survey**



**82%**

**OF PARENTS**

believe walking or biking to school is important to their child's health.

**75%**

**OF PARENTS**

believe that walking or biking to school is a good option for their child.

**71%**

**OF PARENTS**

wish that walking or biking to school is something they did more often.



## School Safety Assessments

During the 2018-19 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 and 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.

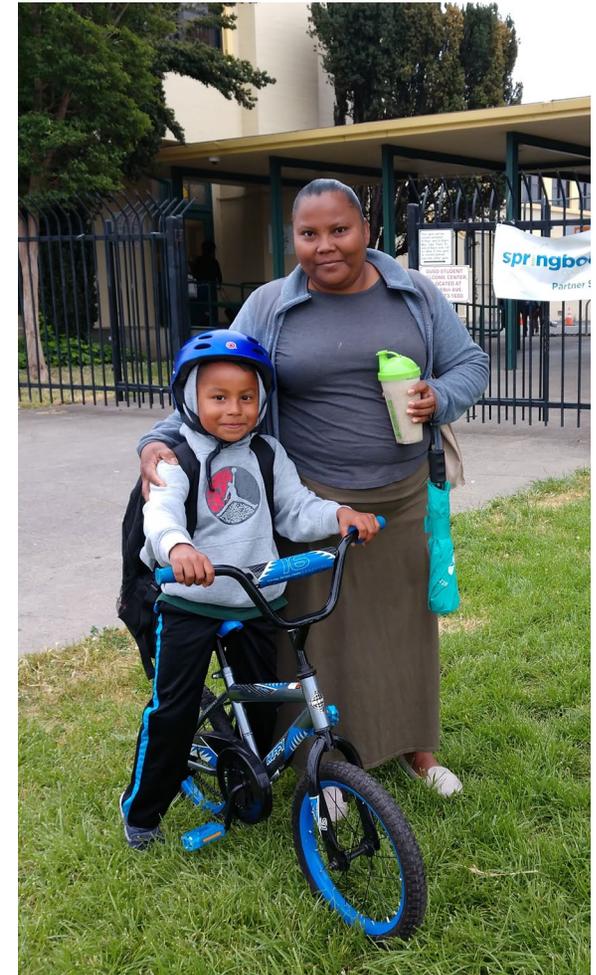
### 2018-19 School Safety Assessments

In 2018-19, school safety assessments were held at 18 schools countywide, listed in Table 3. School safety assessments provide schools with opportunities to partner with cities and other jurisdictions to increase safety.

- » Over the program's history, the Alameda County SR2S Program has conducted school safety assessments at 214 schools, reaching approximately 93 percent of schools enrolled in the SR2S Program.

**Table 3: 2018-19 School Safety Assessments**

School	District
Amador Elementary School	Dublin
ARISE High School	Oakland
Cottonwood Creek Elementary School	Dublin
Edison Elementary School	Alameda
Franklin Elementary School	Oakland
KIPP Bridge Academy	Oakland
Korematsu Discovery Academy/Esperanza Elementary School	Oakland
Lydiksen Elementary School	Pleasanton
Mohr Elementary School	Pleasanton
Monroe Elementary School	San Leandro
Oakland Charter Academy	Oakland
Oakland School for the Arts	Oakland
Peralta Elementary School	Oakland
Redwood Heights Elementary School	Oakland
Schilling Elementary School	Newark
Skyline High School	Oakland
Tennyson High School	Hayward
Winton Middle School	Hayward



**A parent and student participating in Bike to School Day at Community United & Futures Elementary.**

## 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), and implementation of improved drop-off procedures.

## Rail Safety Education (ACT Safely)

The Alameda County Safe Routes to Schools (SR2S) Program implemented a brand new program element—called ACT Safely—that delivers much-needed pedestrian and bike safety education curriculum with a focus on safety near railroad tracks funded by a grant from the California Office of Traffic Safety (OTS). The duration of the grant was October 1, 2018 to September 30, 2019, and was completed by a project team consisting of the Alameda County Safe Routes to Schools program manager and consultant staff.

The purpose of the program is to provide rail safety education to elementary, middle, and high school students who attend schools in Alameda County located within one mile of railroad tracks. In addition, the program aimed to engage the general community through presentations and educational programming to senior citizens (or “older adults”), adults, parents, teachers, and community members. The program was implemented through the following efforts:

- » Developing an educational campaign that included a website, educational materials, and a National Rail Safety Week campaign
- » Providing pedestrian and bicyclist rail safety presentations to students
- » Providing pedestrian safety presentations to adults with a focus on parent groups and PTAs, as well as older adults
- » Incorporating rail safety education into SR2S Task Force meetings
- » Tabling at community events to share rail safety information and educational materials
- » Distributing safety equipment, including bicycle helmets and lights



# 6 Equity Impacts

**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.**

## 30%

**OF PARTICIPATING SCHOOLS**  
(68) are located in neighborhoods with a high concentration of communities of concern.

## Equity Approach

Transportation equity is particularly important for disadvantaged communities because of their common reliance on active and public transportation, which renders them more vulnerable due to poor infrastructure. 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.<sup>1</sup>

<sup>1</sup> 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 Family and/or 15 percent severely rent-burdened household, but only IF they also have a concentration of low-income households.

**Malcom X Elementary School in Berkeley had excellent participation in Bike to School Day.**



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.

### Equity Analysis

In 2016, Alameda County SR2S program staff conducted an equity analysis of all schools in Alameda County to identify gaps in SR2S programming; assess if the SR2S Program was reaching schools equitably in all jurisdictions in the county; and provide insight as to how the program operates in, and provides resources to, disadvantaged communities within the county.

The SR2S equity analysis assigned an “equity score” to public schools in the county based on ten demographic indicators obtained from the 2014 American Community Survey (ACS) 5-year estimates. Each of the ten indicators received equal weight in determining the composite equity score.

The indicators used for the analysis are listed below.

- » Race
- » Age
- » Income
- » Limited English proficiency
- » Health insurance
- » Single-parent household
- » Unemployment
- » Disability



**A parent and students riding scooters at Manzanita SEED Elementary.**

## Access Safe Routes Pilot Program

During the 2017-18 school year, program staff launched the Access Safe Routes Pilot Program, which continued through the 2018-19 school year. The pilot sought to increase program participation in under-resourced schools, i.e. schools with high equity scores. The pilot provided highly-tailored support to participating schools in order to identify and address the barriers



### 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

to increased use of active modes. At the same time, site coordinators worked with the schools to build internal leadership that would result in a more sustainable program in the long term. Program staff tested strategies to understand and address the needs of under-resourced schools in order to help these schools successfully implement a SR2S Program.

### Access Safe Routes Goals

The goals of the Access Safe Routes Pilot Program were:

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 provided targeted support to under-resourced schools in exchange for input and

engagement from the school. This approach informed 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 received 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.
- » Assistance in building leadership capacity of the school community to implement an independent SR2S Program.

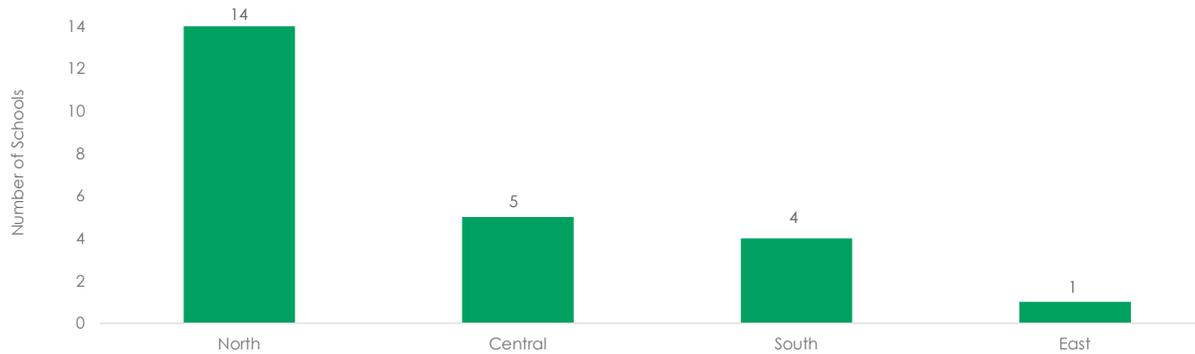
This pilot also identified effective strategies to engage with school partners at under-resourced schools and support sustainable programs.

During the 2018-19 school year, 24 schools across the county participated in the Access Pilot Program.

As illustrated in Figure 10, Access schools are most heavily concentrated in the North Planning Area (including ten schools in Oakland Unified School District).

An additional five Access schools are located in the Central Planning Area and four are located in the South Planning Area. Only one school located in the East Planning Area was included in this stage of the pilot.

**Figure 10. Number of Access Schools by Planning Area, 2018-19 school year**



**Table 5: Access School Activity Participation, 2018-19 school year**

School Name	District	Pedestrian Rodeo	Rock the Block Assembly	Bike Rodeo	Drive Your Bike	BikeMobile	International Walk & Roll to School Day	Golden Sneaker Contest	Bike to School Day	Cocoa for Carpools	Ongoing Walk & Roll Events	Walking School Bus
Achieve Academy	Oakland Unified	●	●				●	●				
Alliance Academy	Oakland Unified	●				●						
Anna Yates Elementary	Emery Unified	●		●		●	●	●	●			
August Schilling Elementary	Newark Unified	●	●	●		●	●	●				
Cabrillo Elementary	Fremont Unified		●			●		●	●			
Community United & Futures Elementary	Oakland Unified	●	●	●		●	●	●	●		●	
Esperanza Elementary	Oakland Unified					●	●	●			●	
Fred T. Korematsu Discovery Academy	Oakland Unified	●		●			●	●	●			
Garfield Elementary (San Leandro)	San Leandro Unified	●						●				
Guy Jr. Emanuele Elementary	New Haven Unified	●	●			●	●	●	●		●	●
International Community	Oakland Unified	●	●	●		●	●	●	●		●	
John Muir Middle	San Leandro Unified					●	●	●	●	●	●	
Malcolm N Elementary	Berkeley Unified	●		●		●	●	●	●		●	
Manzanita SEED Elementary	Oakland Unified					●	●		●			
Markham Elementary	Oakland Unified	●	●	●		●	●	●				
Marylin Avenue Elementary	Livermore Valley Joint Unified	●		●			●	●	●			
McClymonds High	Oakland Unified								●			

Table 5: Access School Activity Participation, 2018-19 school year, continued

School Name	District	Pedestrian Rodeo	Rock the Block Assembly	Bike Rodeo	Drive Your Bike	BikeMobile	International Walk & Roll to School Day	Golden Sneaker Contest	Bike to School Day	Cocoa for Carpools	Ongoing Walk & Roll Events	Walking School Bus
Ocean View Elementary	Albany City Unified	●	●	●		●	●	●	●		●	
Ruby Bridges Elementary	Alameda Unified	●	●	●		●	●	●	●		●	●
San Leandro High	San Leandro Unified					●		●	●	●		
Searles Elementary	New Haven Unified	●	●	●		●	●	●	●		●	
Southgate Elementary	Hayward Unified	●	●	●		●	●	●	●			●
Tyrrell Elementary	Hayward Unified		●	●		●	●	●			●	
United for Success Academy	Oakland Unified				●	●	●			●	●	

# 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 faced by the Alameda County SR2S Program.

## SR2S Task Forces

SR2S 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 Programs. Participants share information about planned activities, partner on events, and brainstorm solutions to common challenges.

Eight Safe Routes Task Forces met three times each over the course of the 2018-19 school year, with an average of 8 participants per meeting, shown in Table 4.

## Youth Task Forces

The Youth Task Force provides a forum for high school students to learn how to lead Safe Routes programs at their schools, to discuss current transportation issues and activities at their schools, and to build a community of youth leaders.

**Table 4. Task Force Participation**

Task Force	Average Participation (Schools and Cities)
Alameda	7
Albany	5
Berkeley	6
Central	9
Fremont	9
Newark/New Haven	4
Oakland	12
Tri-Valley	11

## SR2S Champions

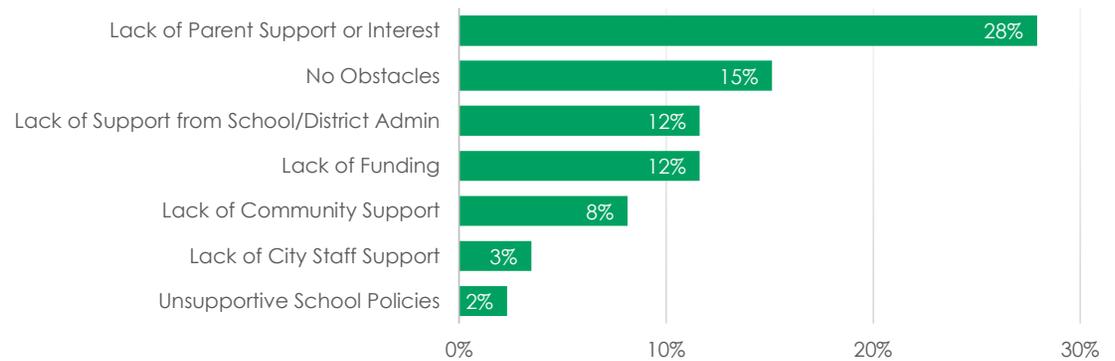
SR2S Champions are parent or teacher volunteers who are critical to program success. Champions host events, promote green transportation options, and work with students on education and encouragement activities. Recruiting more program Champions and ensuring that existing Champions are well-supported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

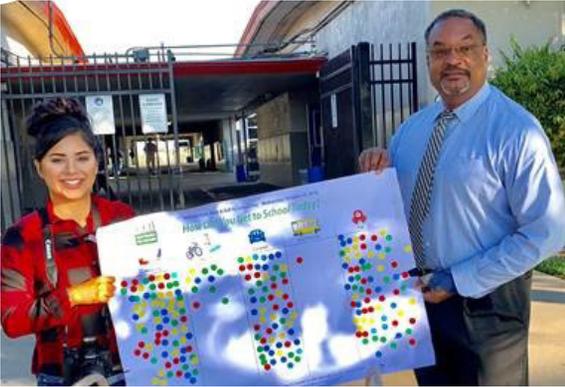
During spring 2019, Program staff surveyed SR2S Champions to learn what obstacles they are facing and how they feel the Alameda County SR2S Program can be improved to better meet their needs. Champions generally reported enjoying working with the Alameda County SR2S Program and having opportunities to work with local officials to address environmental and infrastructure barriers to using green transportation modes.

A total of 55 SR2S Champions completed the survey. Their responses indicated:

- » 71% of SR2S Champions have attended Task Force meetings in their districts.
- » Of those, 58% found the Task Force meetings very helpful and the remaining 40% found them somewhat helpful.
- » 15% of Champions feel they do not face barriers to organizing SR2S activities at their schools.
- » 28% 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.

**Figure 11. Obstacles to Champions Organizing SR2S Activities**





### Champion Spotlight

Jasmin Vega-Kochel continues to enthusiastically support John Muir Middle School's Safe Routes to Schools Program as the parent facilitator. Now in her fifth year, she coordinates the school's participation in International Walk and Roll to School Day, the Golden Sneaker Contest, and Bike to School Day. Her impact on the school is evident in the recently-completed Golden Sneaker Contest: over 1,000 students participated, with their first-place class coming in with a participation rate of 95%! Jasmin says that "the winning class is very excited to have won the trophy and a donut party, which should be organized soon."

## School Administrators

School administrator support and enthusiasm for the Alameda County SR2S Program is another essential component of long-term program sustainability. Alameda County SR2S worked with principals across the county to set goals for their program and create strategies to achieve those goals. In spring 2019, school administrators were surveyed to learn about their experience with SR2S programs at their schools. A total of 46 school administrators from 14 school districts participated in this survey.

School administrator survey responses show that:

# 73%

**OF SCHOOLS**

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

# 50%

**OF SCHOOLS**

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

## Looking Forward to the 2019-20 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.

During the 2019-20 school year, the Alameda County SR2S Program will continue most of the same education, encouragement, and outreach activities. Rail safety education program implementation will be completed in the early fall and evaluated separately. The Alameda County SR2S Program team will continue seeking new opportunities for partnerships and funding, leveraging existing relationships and program resources to continue expanding and improving the Program.



International Walk and Roll to School Day at Community United & Futures Elementary.



EDENDALE  
MIDDLE SCHOOL



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM 2018-2019 YEAR-END REPORT

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