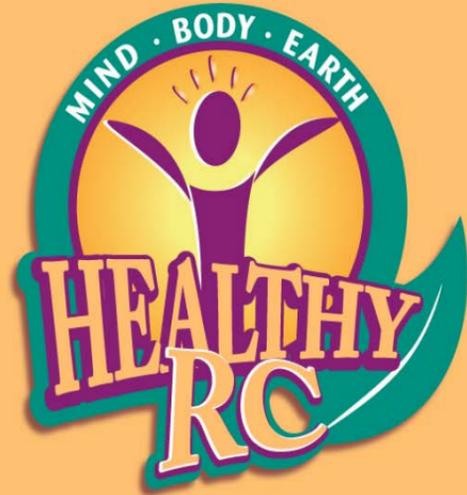


Building Healthy Communities through Safe Routes to School

Toolbox Tuesdays
SRTS and Bike/Ped Planning
June 26, 2012



Commitment to Community Health



- Rancho Cucamonga population: ~170,000 (grown 350% since incorporation in 1977)
- 40.2 square miles
- Health indicators parallel those of San Bernardino County
 - 4th most obese
 - 9th highest death rate from heart disease
 - 2 out of 3 residents are obese or overweight
 - 2 out of 4 students do not meet fitness standards
- Public health under City purview
 - City Council goal & formal adoption of resolution

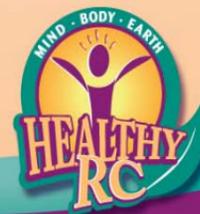


The Road to Healthy RC



- City-wide initiative to encourage healthy and sustainable lifestyles
 - Comprehensive and integrated approach
 - Multi-departmental effort
- Broad definition of health
 - Impacted by how we develop our communities

Healthy RC inspires a lifestyle that embraces a Healthy Mind, Body, and Earth, through lifelong learning and enrichment, active and healthy living and environmental sustainability.



Healthy RC Strategies

- Lead by Example
- Comprehensive Approach to Health
- Mobilize Public-Private Resources
- Empower Resident Leaders
- Advance Policies and Programs that Support Healthy & Sustainable Lifestyles



Healthy RC Integration

- Minimize reliance on General Fund
 - **Integrate** into existing and new programming
 - **Leverage resources**
 - > \$6.5 million in grant funds
- Identify **policy opportunities** to increase healthy lifestyles
 - Long-term sustainability
 - City is in an excellent position to **modify environments** that directly affect health
 - General Plan theme
- **Institutionalization...just the way we do things**



Community Events



Facilities



Employee Programs



Newsletters



Integrating Healthy RC in General Plan

Table I-1: General Plan Chapters That Reference Healthy RC

General Plan Chapter	Mind	Body	Earth
Managing Land Use, Community Design, and Historic Resources	●	●	●
Housing	●	●	●
Community Mobility		●	●
Economic Development	●		●
Community Services	●	●	●
Resource Conservation			●
Public Facilities and Infrastructure	●	●	●
Public Health and Safety	●	●	●

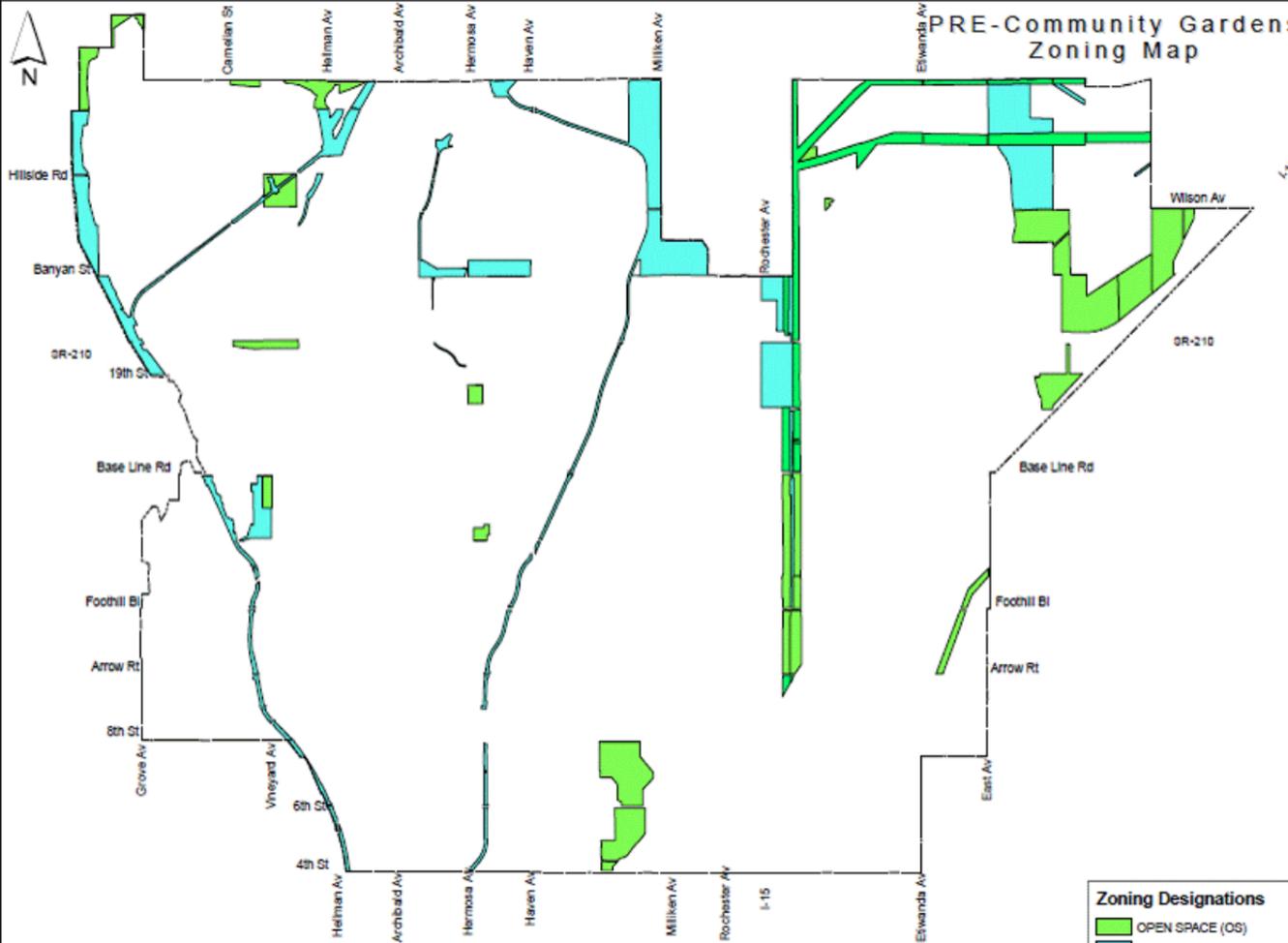


Example Policies

- Policy CS-7.2: Provide all Rancho Cucamonga residents with convenient access to healthy, locally grown fresh foods.
- Priority ED-3.4: Improve internal circulation for all modes of transportation, consistent with the concept of “Complete Streets.”



PRE-Community Gardens Zoning Map

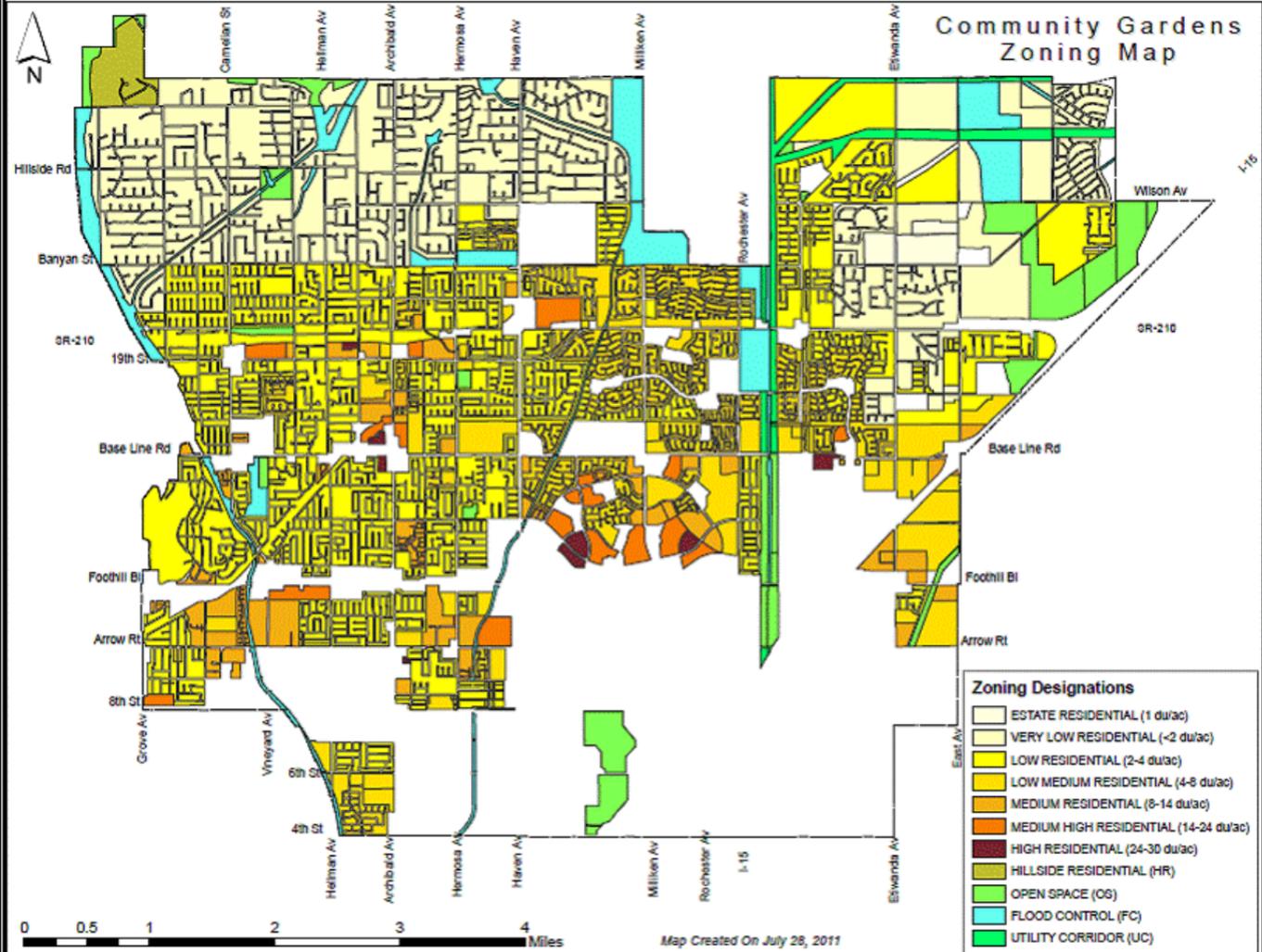


Map Created On September 6, 2011

Zoning Designations	
	OPEN SPACE (OG)
	FLOOD CONTROL (FC)
	UTILITY CORRIDOR (UC)

1/16

Community Gardens Zoning Map

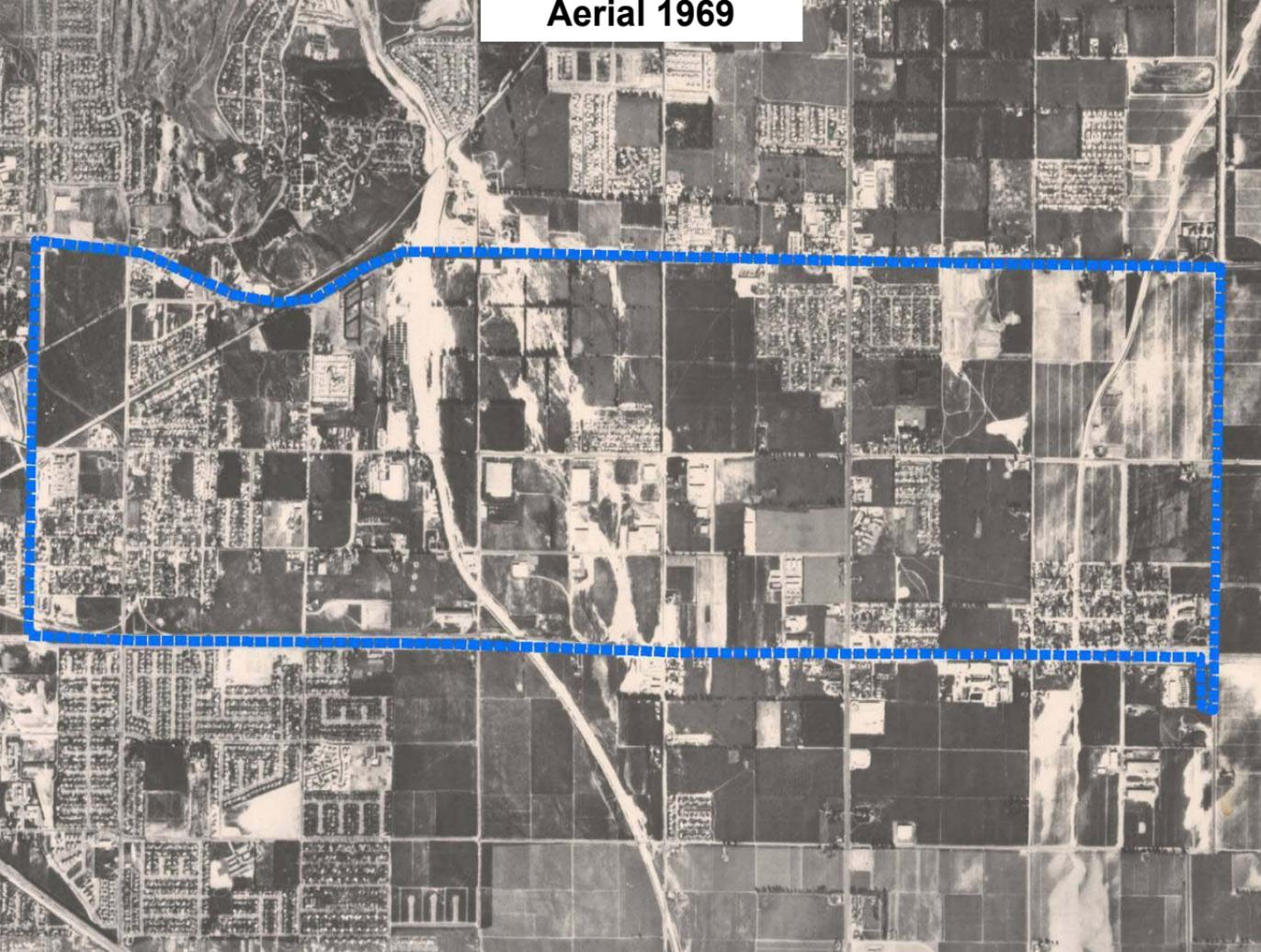


Making the Healthy Choice, the Easy Choice

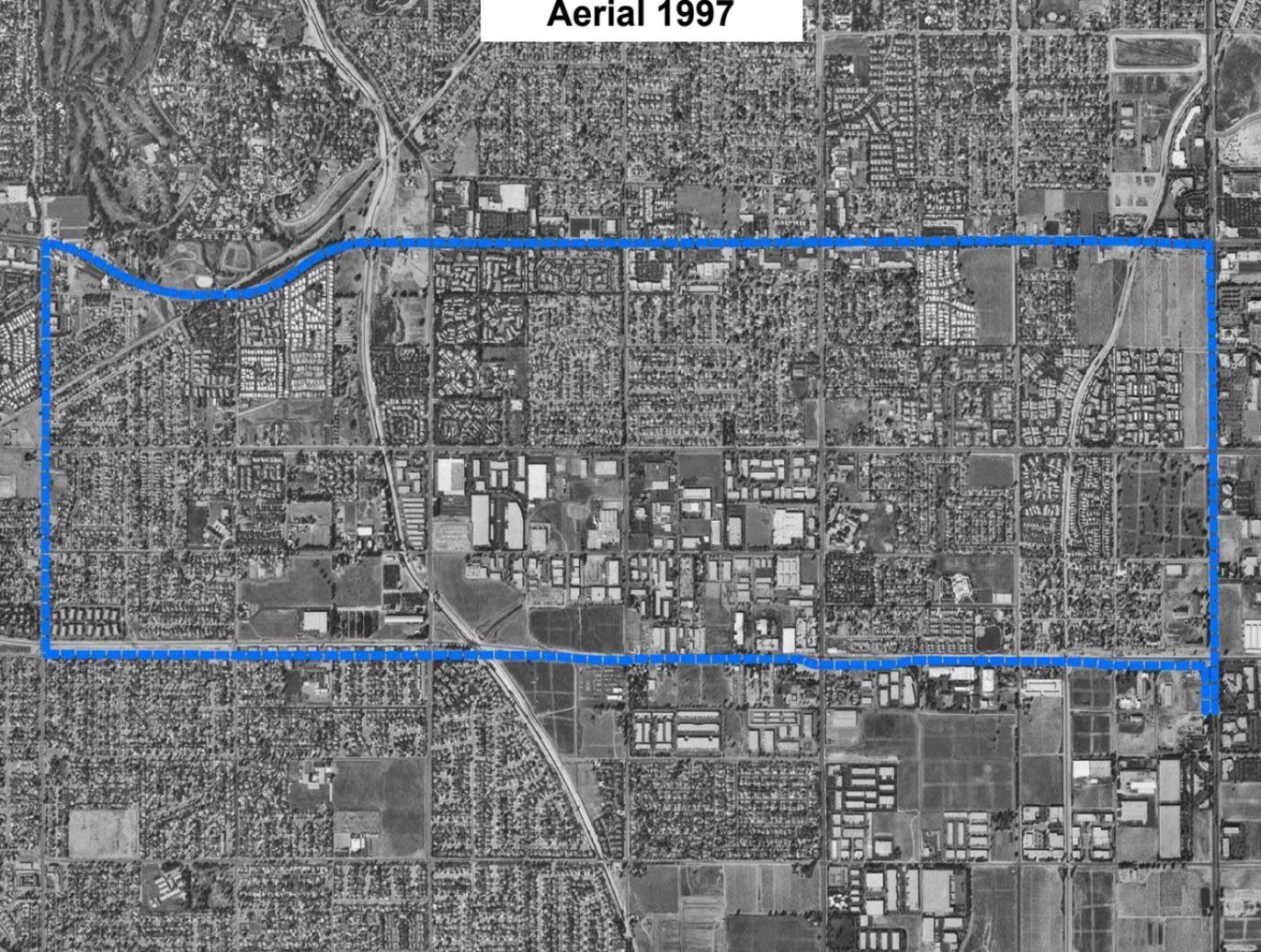
- Increase opportunities for **healthy eating & active living** throughout the city
- Emphasis on areas at **highest risk** for obesity and **least amount of resources** to address the problem
- Identify strategies to overcome barriers to HE/AL in neighborhoods
 - Lack of curbs, sidewalks, bike lanes
 - Lack of green space
 - No large grocery stores
 - Public safety concerns



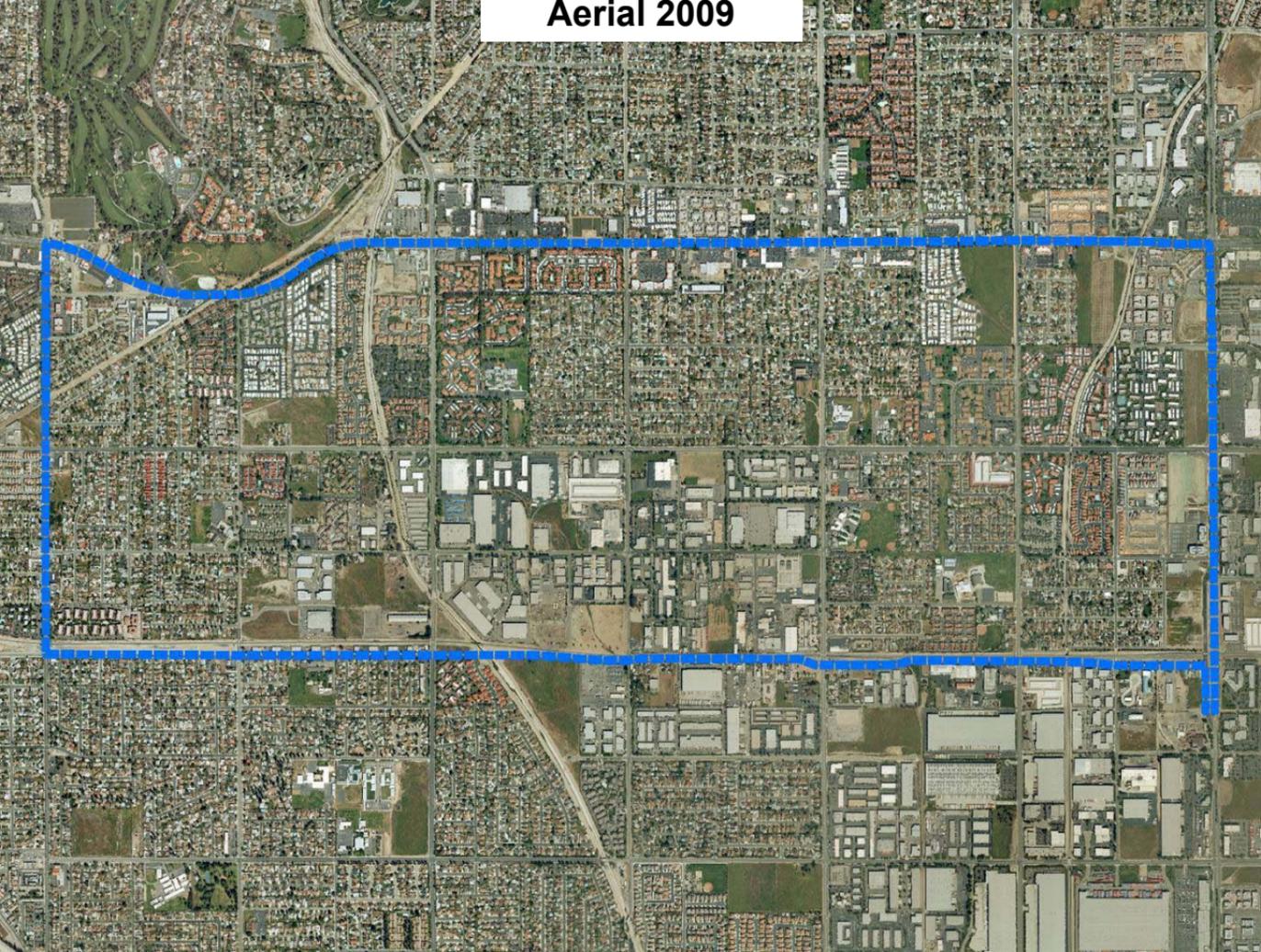
Aerial 1969



Aerial 1997



Aerial 2009



Mobilizing Public/Private Resources



- **Optimize community resources**
 - **Healthy RC Collaborative:**
 - Residents (youth & adults)
 - City staff
 - Public health professionals
 - Community organizations
 - Faith-based institutions
 - Hospitals
 - Schools
 - Local businesses
 - Universities
- (Randall Lewis Health Policy Fellow)



Community Engagement

- Community Forums for youth and adults
- Identify barriers and challenges to healthy eating and active living in southwest Rancho Cucamonga; i.e., lack of curbs and sidewalks, no bike lanes
- Propose strategies to mitigate challenges, i.e., SRTS
- Formed Subcommittees made up of City staff, community organizations, and residents



Empowering Community Leaders

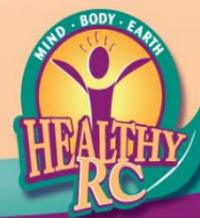
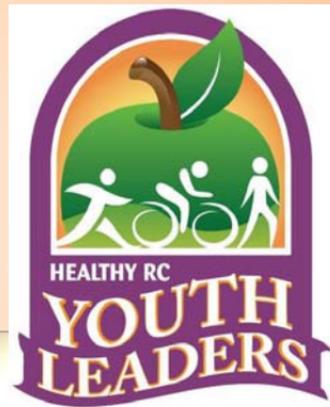


- Community-based Participatory Approach
- Building “**Community Champions**”
- Recognizes that EVERYONE has something to contribute to the process
- Participate in decisions that affect their community
- **Meaningful participation**
- Sense of ownership
- Increases trust and bridges cultural gaps
- **Long-term sustainability**



Empowering Youth Leaders

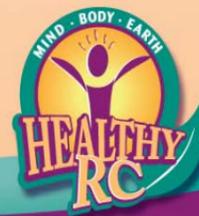
- Modeled after “Community Champions”
- Competitive process: application, interview, critical thinking exercise
- Branding Workshops
- Youth empowerment workshops conducted by CANFIT
- Active Living Activities:
 - Walkability audits
 - Video development (PSA’s)



Active Living: Safe Routes to School (SRTS)



- Improving health, safety, and transportation
- Implemented at 8 schools in the city with 5 more planned for next school year
- 5 “E’s”
 - Education, Encouragement, Enforcement, Engineering, Evaluation
- Stakeholder Workshops, Bicycle/Pedestrian Safety Education, Bicycle Safety Rodeos
- National Center for SRTS grant recipient
- **City management tool** – creating safer, more accessible settings for walking and bicycling



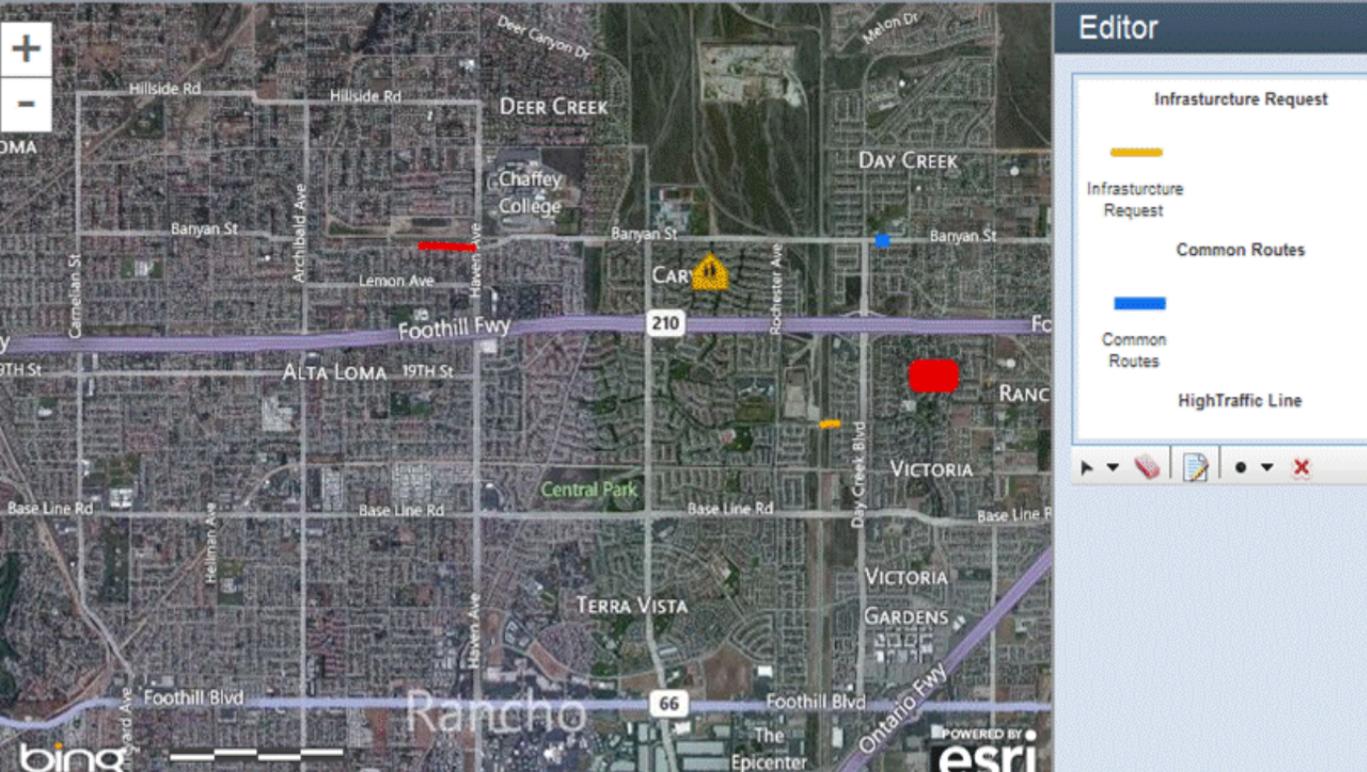
Stakeholder Workshops



GIS Interactive Web-based SRTS Map

SRTS Map - RC

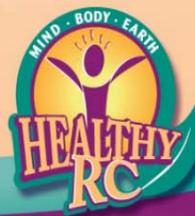
RC SRTS Locations



Walkability Assessments

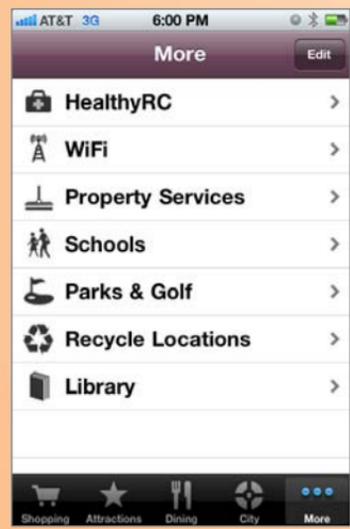


Trail Accessibility

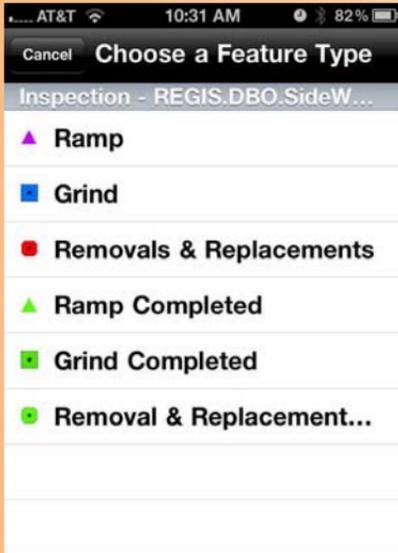




Mobile Application



Sidewalk Inventory



Infrastructure Project

Upgrade maintenance access road to Class 1 bike trail

EXISTING GRAVEL ROAD TO BE PAVED WITH 3" A.C. OVER NATIVE AND STRIPED FOR CLASS 1 BIKE LANE



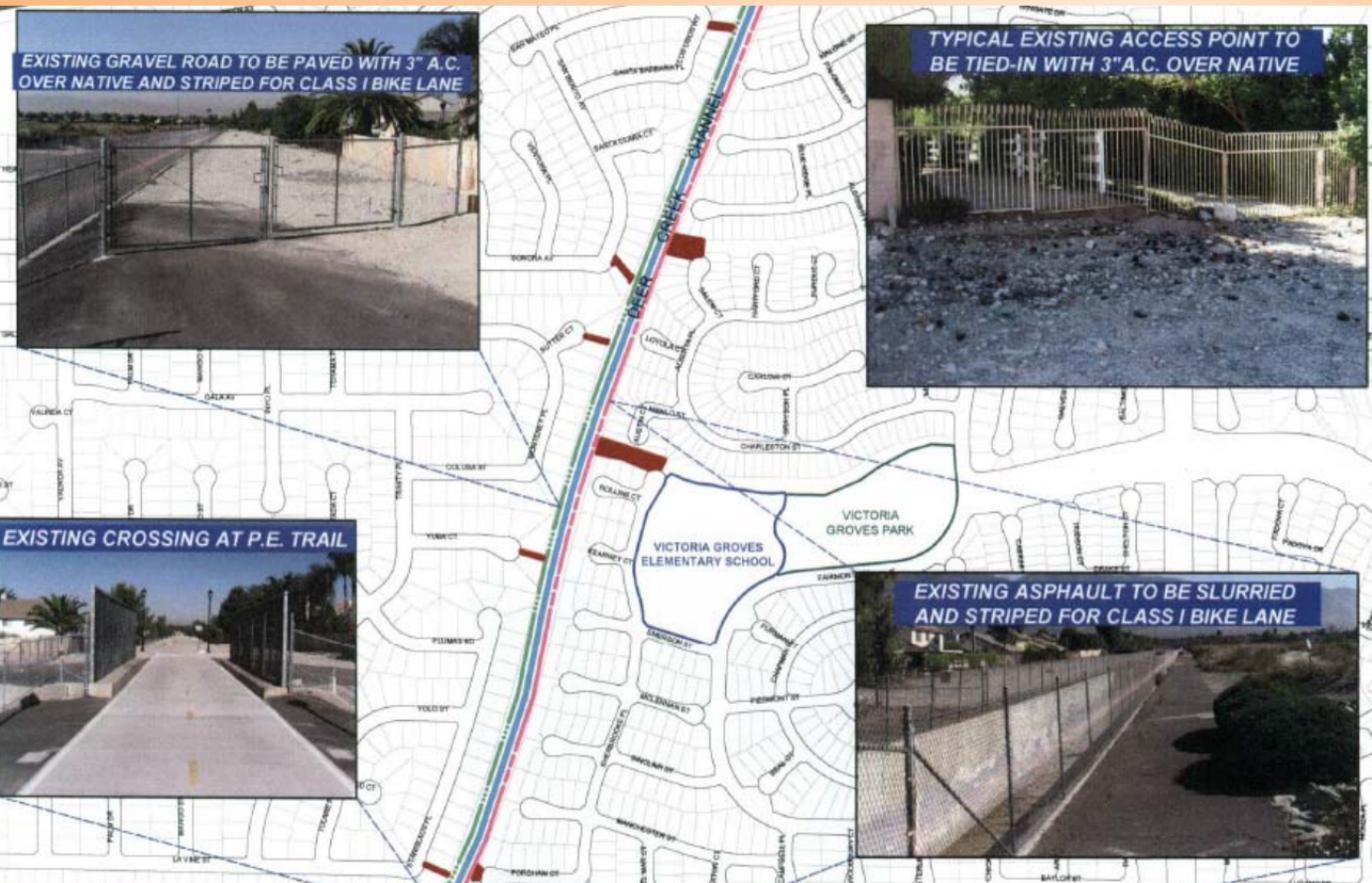
TYPICAL EXISTING ACCESS POINT TO BE TIED-IN WITH 3" A.C. OVER NATIVE



EXISTING CROSSING AT P.E. TRAIL



EXISTING ASPHALT TO BE SLURRIED AND STRIPED FOR CLASS 1 BIKE LANE



Infrastructure Project

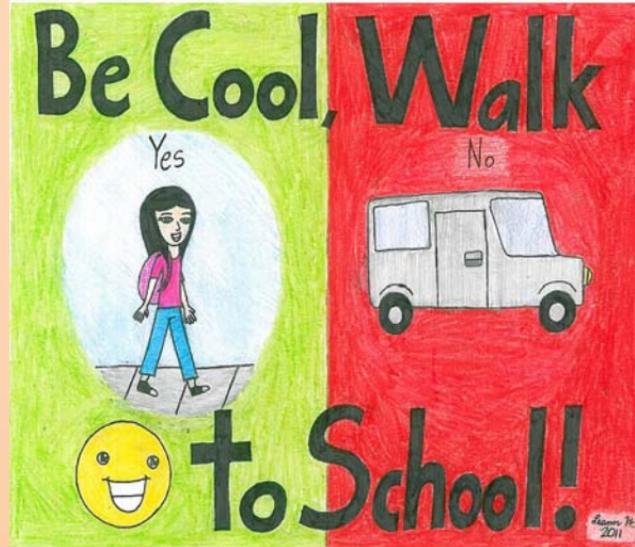
Sidewalk Improvements



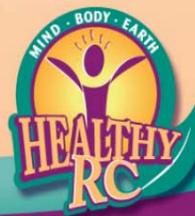
Bicycle Safety Education



Poster Contest



Encouragement Activities



Walk to School Day



Media Coverage



More than 300 students from Rancho Cucamonga schools took part in Safe Routes to Schools on Wednesday. The students were escorted from Cucamonga School by the Rancho Cucamonga sheriff's department.

Students ditch rides to school

Hundreds unite for walk to cut pollution

By Wendy Leung Staff Writer

RANCHO CUCAMONGA — On a damp, chilly Wednesday, more than 300 Rancho Cucamonga Middle School students got up earlier than usual, turned down any offers for a ride and chose to walk instead.

It was part of an International Walk to School Day and the city's Healthy RC initiative to cut down pollution from cars and encourage a healthy lifestyle. Students met at Los Angeles Cucamonga and The Ontario-Cover schools and turned a procession with the school band toward the Feroz Boulevard carpool.

"It's great there's such an amazing turnout," said Jenna Zierobes, a physical education teacher who walked the two-mile distance from her home. "It's really neat to see people out and take part in something like this."

It made Jasmine Gonzalez, 10, who normally gets a ride from her mother, want to ask permission to start walking.

"Some of my mom thinks it's not safe," she said.

But Jasmine believes walking, especially if she can acquire walk friends, is fun.

"It helps me physically," she said. "We run a mile every Friday so this might help us with our time."

Rancho Cucamonga Middle School is the first school to join the city's Safe Routes to Schools program. The school recently received a \$1,000

eliminated its bus service as a cost-cutting measure. Today, the majority of the middle school students who walked on Wednesday typically get dropped off to a car.

Principal Bruce LaValle said he knows it's parents' personal choice to allow their children to walk.

"We do provide a safe route with sidewalks and crossing guards at major intersections," LaValle said. "We hope with this event we'll get people walking in groups and encourage them to be healthy."

Marisol Sanchez, who walks her three children to two different schools in the district, found the benefits of walking by accident. Sanchez's family became a one-car household during the recession so they were forced to walk.

Nanches lost 30 pounds and watched her cholesterol

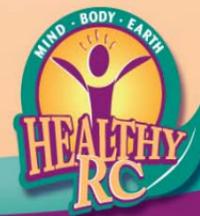
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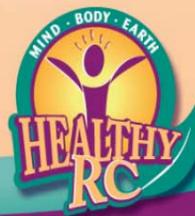
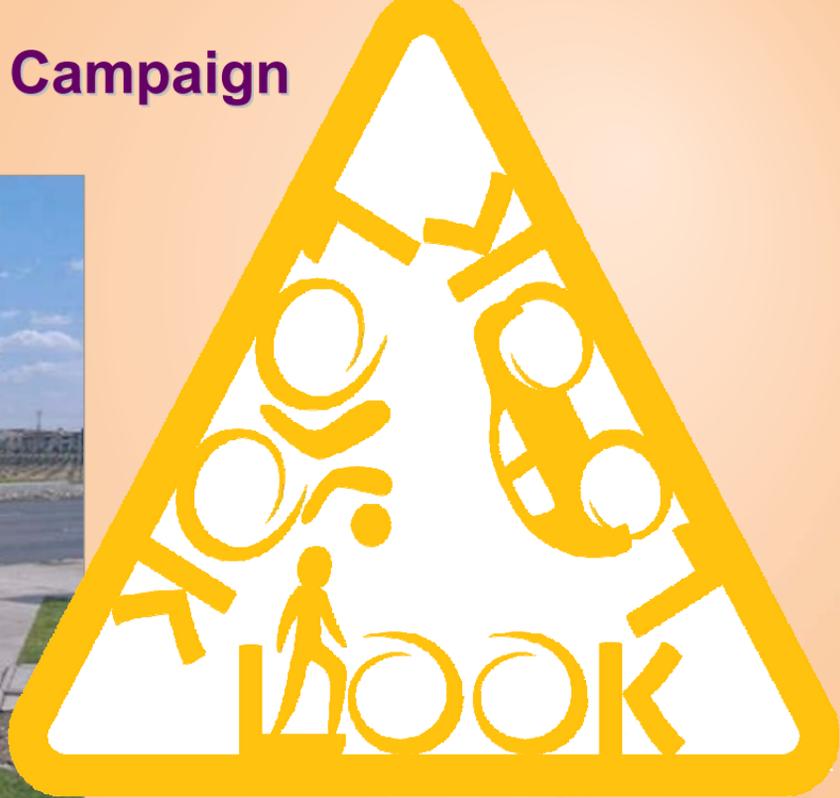
Pedestrian Safety Campaign



- Increase in pedestrian collisions
- Multi-departmental team
- Workshop conducted by Pedsafe
- Declared March Pedestrian Safety Month
- Sidewalk stencils & pole wraps
- Schools - banners
- Social Media campaign



Pedestrian Safety Campaign





See & Be Seen

LOOK LOOK LOOK

See and Be Seen Stop, Look, Listen



LOOK LOOK LOOK

Stay Alert • Stay Alive



Safety Tips

For Pedestrians:

- **Cross only at intersections** and marked crosswalks.
- **Before crossing, LOOK** left, right, then left again.
- **Use pedestrian push buttons.** 
- **Begin crossing on "walk" signal.**
- **Make sure you are visible after dark** and in bad weather.
- **Watch out for vehicles backing out** of parking spaces and driveways.
- **Be alert while crossing.** Look up from phones or other devices, remove headphones.

For Bicyclists:

- **Obey all traffic signs** and lights.
- **Never ride against traffic.** Ride with traffic to avoid potential accidents.
- **Use hand signals** to tell motorists to you intend to do.



- **Walk your bike** at crossings.
- **Always wear a helmet.** Helmets dramatically reduce the risk of head injury in a bicycle accident. Anyone under age 18 must wear a helmet by law.
- **Kids under age 10** should ride on sidewalks and paths (not roads).
- **Be visible.** Wear bright clothing and use reflectors.

LOOK LOOK LOOK
Stay Alert • Stay Alive

Basic Framework for Establishing a SRTS Program in Your City

- Bring together the right people
- Hold a kick-off meeting
- Gather information & identify issues
- Identify solutions
- Make a plan
- Act on the plan
- Evaluate, make improvements and keep moving!



Other Healthy Living Initiatives

Rancho Cucamonga



- Complete Streets
- Joint-use Agreements
- Community Gardens
- Farmers' Markets
- Nutrition Standards
- Healthy RC Dining Program
- Smoke-free Recognition Program
- Fun on the Run Mobile Recreation Program



For More Information about Healthy RC and SRTS

Visit the Healthy RC Website:

www.HealthyRC.info

Contact:

Erika.Lewis-Huntley@CityofRC.us

(909) 477-2700 ext.2008

