



# Carlson & Associates, LLC

Partners for Active  
Transportation

# Safe Routes To School Pre-Proposal Outreach

Purpose

Partners

Capacity

Outreach





# Why Safe Routes To School

Ma

- Health
- Safety
- Environment
- Mobility/Access
- Economic

# Purpose



## Health



## Safety

# Purpose

## Environment



## Mobility

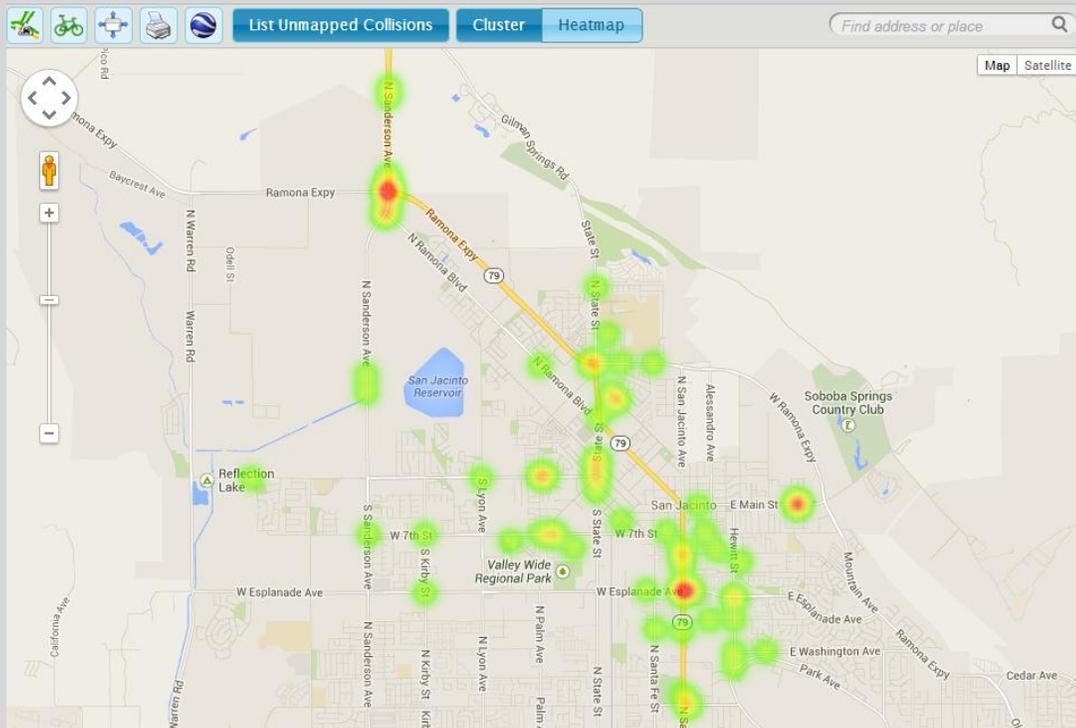


## Access



# Purpose

## Transportation Injury Mapping System



## California Student Poverty - FRPM Data

Data Source for Provision 2 or 3 Scho	School Name	Low		October 2012
		Grad	High	Percent (%) Eligible FRPM (Ages 5-17)
CALPADS	Estudillo Elementary	KK	05	75.22
CALPADS	Clayton A. Record, Jr., Elementary	KK	05	77.55
CALPADS	Megan Cope Elementary	KK	05	70.8
CALPADS	San Jacinto High	09	12	73.96
CALPADS	Hyatt Elementary	KK	05	94.16
CALPADS	San Jacinto Elementary	KK	05	96.81
CALPADS	Monte Vista Middle	06	08	84.91
CALPADS	De Anza Elementary	KK	05	84.68
CALPADS	Park Hill Elementary	KK	05	82.95
CALPADS	North Mountain Middle	06	08	82.86

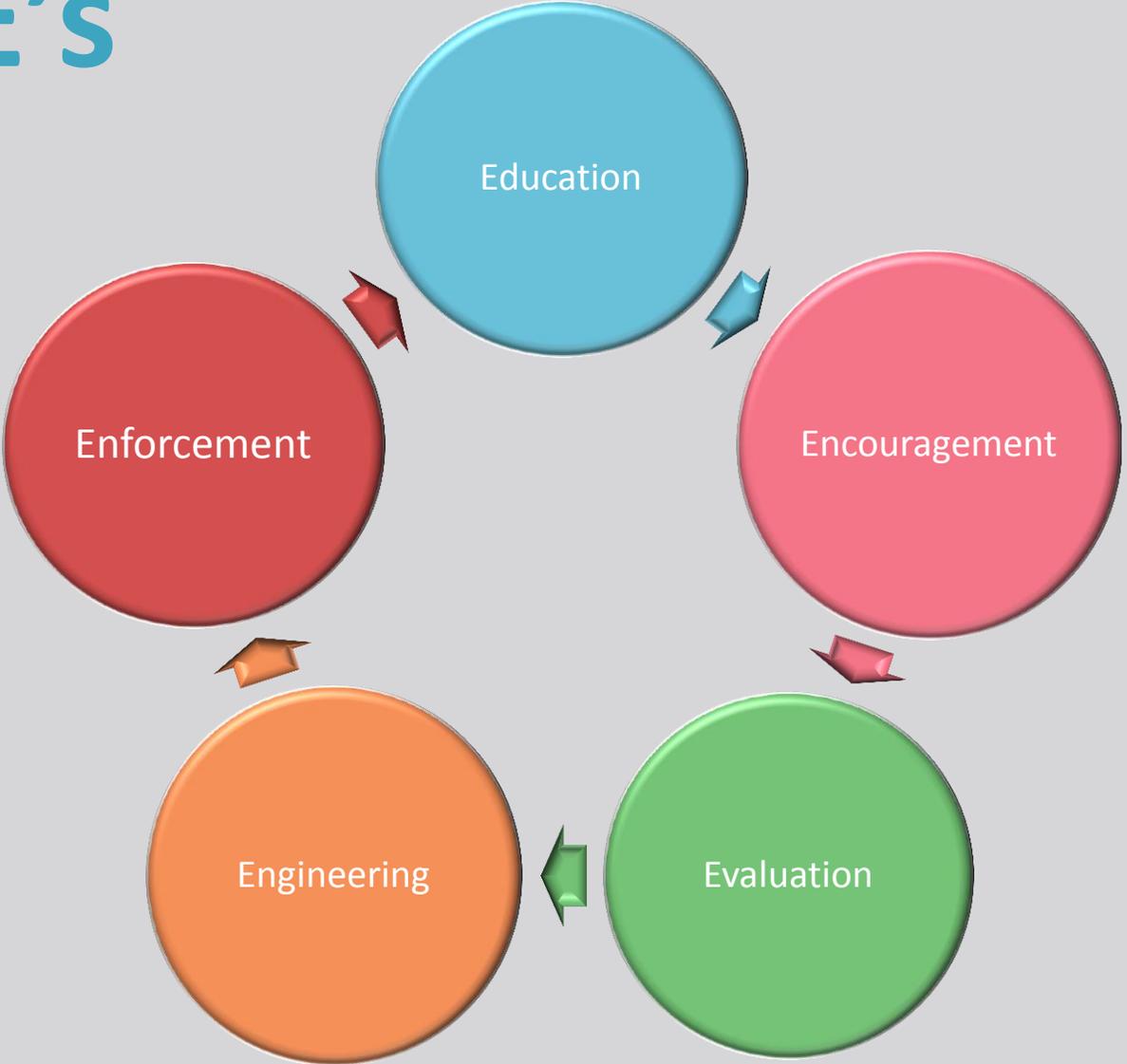


## Identify Partners

- Achieve Mutual Objectives
- Leverage Resources
- Create Sustainability

# The 5 E's

Local Partners



# Community Organizing

## Form or Join a Coalition

- Build Awareness
- Create Momentum
- Attract New Partners
- Share & Leverage

## Resources

Parents, Students

Police, Fire, CHP,  
EMS

Traffic Engineering  
& Public Works

School District,  
Principals, PTA,  
School Boards

Mayor's Office &  
City Council

Regional Gov't  
Agencies, Health

Bike & Ped  
Advocates

Business – Retail,  
Service

Neighborhood  
Watch, Community  
Service Groups



**Put their  
best foot  
forward**

**They'll be happier**

Walking to school is a great chance for children to socialise with their friends and arrive at school relaxed and ready to learn.

To find out more, please visit [www.walktoschool.org.uk](http://www.walktoschool.org.uk)

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# Outreach

- Clear
- Consistent
- Aligns with National and State Goals
- Be Creative, Branding

# Outreach



Community Presentations



School Events



Community Service, Traffic Safety Commission Meetings



## Capacity

- Internal – What is your role?
- External – What do your partners contribute?

# Resources

The screenshot shows the SafeRoutes website homepage. At the top left is the SafeRoutes logo with the tagline "National Center for Safe Routes to School". Navigation links include Home, Submit data, Go to Guide, and Find state contacts. A secondary menu includes Program Tools, Funding Portal, Events & Training, Data Central, and About Us. The main content area features the headline "Connecting the trip to school with..." followed by four image-based categories: Safety, Health, Community, and Choice. Below this is a "CELEBRATE NATIONAL BIKE TO SCHOOL DAY ON MAY 7" banner with a "Learn More" button and a "BIKE TO SCHOOL DAY" logo. To the right is a "SAFE ROUTES TOOLBOX" section with links for Interactive Map, Resources, and Webinars, and a "Search for a program near you" button.

<http://www.saferoutesinfo.org/>

The screenshot shows the header of the California Active Communities website. It features the logo for "CALIFORNIA ACTIVE COMMUNITIES" and the tagline "CREATING OPPORTUNITIES FOR EVERYDAY PHYSICAL ACTIVITY". A navigation bar includes links for Home, About Us, Our Projects, New Tools, Resources, and Sitemap. An illustration of a person in a wheelchair is visible on the right side of the header.



**California Active Communities** creates community-wide opportunities for safe, everyday physical activity through behavioral, environmental and policy change for Californians of all ages and abilities.

#### Healthy Transportation Network

Walking and bicycling safety information, education, and trainings for local government and community organizations. [> Project description](#)

#### Safe Routes to School Technical Assistance Resource Center

For programs throughout the State. [> Project description](#)

#### Walk to School

For materials, ideas, and technical assistance to start a Walk to School program in your neighborhood. [> Project description](#)

#### More Projects

Don't miss our other great projects! [> Projects overview](#)

<http://www.caactivecommunities.org/>

# Resources



## Pedestrian and Bicycle Information Center

Data & Resources Community Support Planning & Design Training & Events Programs & Campaigns

### DATA & RESOURCES

- Library
- Case Studies
- Frequently Asked Questions
- State by State Information
- International Information
- Fact Sheets
  - Who's Walking and Bicycling
  - Safety Guide
  - Crash Statistics
  - Health Benefits
  - Economic Benefits
  - Environmental Benefits
  - Social Justice Issues

## Data and Resources



The Pedestrian and Bicycle Information Center holds a wealth of case studies, research, guides and other information related to pedestrian and bicycle safety, engineering, education and enforcement.

<http://www.pedbikeinfo.org/>



## RESOURCE GUIDE

### MAPPING

Maps assign data to a set geographic location. Additional layers of data (time, distance, change etc.) can be added to provide one of the most effective means to display information. Maps can be used to show walkability, obesity's growth over time, social inequity, crime hotspots or personal history. Communities have more access to free mapping data via major search engine (Google and Bing) while GIS (Geographic Information Systems) data is collected and used by local governments and organizations to better understand communities. New GIS mapping programs will provide platforms to address social issues and allow organizations or communities create their own mapping system.

This resource guide was created in August 2010 and was last updated in August 2011.

#### Green Map System

<http://www.greenmap.org/>

Green Map System promotes sustainable development through mapmaking. They have worked with over 500 communities in 55 countries to develop maps that highlight natural resources, ecological, social, and cultural resources. The website has interactive map features as well as example maps.

#### Story Mapping

<http://www.storymapping.org/>

StoryMapping is a project for the Center for Digital Storytelling, which combines digital storytelling and mapping technologies. The website has resources such as the MapBuilder, Community Walk, and Wayfaring which enable communities to develop interactive maps. Additionally the website has some examples from several communities who have used this technique.

#### Maps for Change (using photovoice)

<http://map4change.org/>

Maps for Change is an interactive website that allows users to tell compelling stories about their communities using maps, blogs, and other digital tools. There are several example maps that have been created on the website for users to explore.

#### Walkscore

<http://www.walkscore.com/>

Walkscore is an online tool that measures a neighborhood's walkability by using an algorithm to determine what amenities are within walking distance of a determined location. The site has added a transit score to determine the degree of public transportation that serves a determined location.

<http://www.activelivingbydesign.org/>

# Resources

<http://saferoutescalifornia.org/>

## Safe Routes to School in California

Safe Routes to School National Partnership

BAY AREA NETWORK    SO CAL NETWORK    STATE NETWORK    SRTS / ATP FUNDING    POSTS    COMMENTS

ABOUT    GET INVOLVED    NEWS BY POLICY    NEWS BY SOCAL COUNTY    CONTACT

### ATP Goals and Priority Projects

#### Active Transportation Program goals:

- Increase walking and bicycling as a means of transportation.
- Increase safety and travel options for people walking and bicycling.
- Reduce vehicle use and greenhouse gas emissions, especially in large urban regions.
- Enhance public health, with a special focus on reducing childhood obesity through Safe Routes to School projects and programs.
- Ensure that disadvantaged communities fully benefit from ATP.

#### What are the ATP's priorities for funding?

The ATP specifically prioritizes funding for projects and planning in disadvantaged communities, Safe Routes to School projects, non-infrastructure projects, and Recreational Trails projects. All projects must meet one or more of the program goals above, and will be ranked according to [scoring criteria](#).

#### What qualifies as a Disadvantaged Community?

For a project to qualify for the Disadvantaged Communities priority funding requirement (25% of all funding) or for funding to develop an active transportation plan for a disadvantaged community (up to 5% of all funding), the project must clearly demonstrate a benefit to a community that meets **any** of the following criteria:

- The community's median household income is less than 80% of the statewide median based on census data available here: [1.usa.gov/1d11ehm](http://1.usa.gov/1d11ehm)
- An area in the top 10% of CalEnviroScreen scores available here: [bit.ly/1jKKwZA](http://bit.ly/1jKKwZA)
- A school community with least 75% of public school students eligible to receive free or reduced price meals – data is available here: [bit.ly/1e1XpNA](http://bit.ly/1e1XpNA). Applicants using this criteria must demonstrate how the project benefits the school community.

Safe Routes to School in California  
Like

696 people like Safe Routes to School in California.

Facebook social plugin

#### Los Angeles County Active Transportation Collaborative

[Find out more about our work in Los Angeles County](#)

#### Subscribe to the SRTS Blog

Enter your email address to subscribe to the Safe Routes to School California blog and receive notifications of new posts by email.



## Conclusion

- Build sustainability in program design
- Create systems that are sustainable after the project period ends.

