

AGENDA

MTC Regional School and Youth Outreach Program Technical Advisory Committee Meeting #2

DATE: Friday, September 9, 2011
TIME: 1:00 p.m. to 3:00 p.m.
LOCATION: MTC Room 171, 101 8th St., Oakland, CA (at Lake Merritt BART)

1. Introductions (10 minutes)
2. Matrix of Ongoing and Best Practices Programs (30 minutes)
 - a. Updates to previous submittal
 - b. Next steps for ongoing programs matrix
 - c. Status of best practices research
 - d. Status of “Early Promise” Program Testing
3. Focus Area Workshops (30 minutes)
 - a. Agendas
 - i. Technology Tools (Thurs Oct 6, 1:00 p.m. to 5:00 p.m.)
 - ii. Climate Change Education (Fri Oct 7, 2:00 p.m. to 5:00 p.m.)
 - iii. Safe Routes to School (Tues Oct 11, 10:00 a.m. to 5:00 p.m.)
 - b. Invitees
 - c. Hold the Date
4. Next Steps and Confirm Next Meeting Date (10 minutes)
5. Resource Sharing (30 minutes)
 - a. Safe Routes to School Funding – Craig Goldblatt
 - b. San Francisco Safe Routes to School Program Presentation – Ana Validzic, SF Dept. of Public Health

Table 1. DRAFT Summary of Existing Programs

County	Name	Education													Encouragement								Enforcement				Engineering				Eval.				
		Assembly Program	Bicycle Program	Bicycle Rodeo	Climate Program	Family Cycling Clinics	Campaign/Brochures	Idling Reduction	In-Class Bike Program	Maps of Safe Routes	On-Street Bke Program	Parent Information	Pedestrian Program	Teacher Training	Technology Training	Website	Bike Trains	Carpool Program	Classroom Contests	Competition	Mileage Clubs/Contests	Rewards or Incentives	Periodic Walk/Bike Events	Transit/Bus Program	Annual Walk/Bike Events	Walking School Buses	Crossing Guard Program	Police Partnership	Safety Give-Aways	Student Valet	Bicycle Parking	Walk/Bike Audits	Parent Advocacy	Student Guided	Mini-Grants Program
Alameda	Alameda County SR2S	x	x	x		x							x				x	x						x	x							x			
	Richmond Spokes		x																																
	BikeMobile		x																																
	Green Star Schools		x		x		x		x		x	x		x	x				x	x				x											
Contra Costa	Contra Costa SR2S	x	x	x							x	x					x		x				x												
	West Contra Costa Safe Walk and Roll 2 School	x									x	x	x					x						x											
	Central-East County SR2S	x	x							x		x						x																	x
	San Ramon Valley Street Smarts	x		x															x					x											
	TRAFFIX																							x											
Marin	Marin County SR2S	x	x					x	x		x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x						x	
	StreetSmarts Marin																																		
	Green Ways to School Through Social Networking																																		
Napa	Napa County SR2S		x	x				x	x	x		x							x					x											x
San Francisco	San Francisco SR2S		x	x			x	x		x		x	x											x	x				x						x
	Presidio YMCA Bicycle Program		x	x	x	x						x																							
San Mateo	San Mateo SR2S																																		x
Santa Clara	School-Based Vehicle Emissions Reduction Grants																																		x
	Santa Clara Youth Outreach																							x											
	City of Milpitas Suggested Routes to School		x	x						x			x												x										
	City of Mountain View SR2S		x	x									x																						
	Palo Alto Way2Go Program		x							x	x		x	x									x												x
	StreetSmarts San Jose/ Walk N Roll	x	x	x								x	x	x																					
	City of Santa Clara SR2S		x	x								x	x																						
	City of Sunnyvale/ Traffic Safe Communities Network		x									x	x																						
Solano	Solano County SR2S	x	x	x						x	x																								
Sonoma	Sonoma County SR2S	x	x	x							x																								
Bay Area	511 SchoolPool																																		
	Speakers Bureau (BAAQMD)																																		
	Protect Your Climate Curriculum (BAAQMD)																																		
	Cool the Earth (CTE)	x																																	
	Girl Scouts Cool the Community (CTE)																																		
	Alliance for Climate Education (CTE)																																		
	Teen Environmental Action Mentorship (Headlands Institute)																																		
	Earth Team																																		
	Green Schools Initiative																																		

Regional School and Youth Outreach Program

Summary of Current Programs

Draft September 1, 2011

The following sheets provide background information regarding ongoing safe routes to school and climate change youth outreach programs in the Bay Area. This draft document is a work in progress, which reflects input from the Regional School and Youth Outreach Program Technical Advisory Committee (TAC) and ongoing outreach to stakeholders involved in program implementation.

The information contained in this draft was obtained through meetings and conversations with MTC staff, county program sponsors and implementers, online resources, and the TAC. The project team also sought out information on projects by consulting lists of awardees of relevant grants and searching the websites of individual counties, Congestion Management Agencies (CMAs), and cities or school districts where a potential projects was identified. The information is as accurate as possible, but it should be recognized that some outdated or incorrect information may exist.

Our intent was to provide a list of programs currently being implemented in the Bay Area; however, we recognize that many current programs have evolved and expanded over several years. For a number of our programs we have provided information about past year funding amounts and program coverage (e.g. number of schools) to provide a context to the current activity level. Following the current program summaries we have included information on a number of program efforts that were funded in the past 10 years but are not currently active.

The first page of this document provides a matrix of all programs summarized, broken out by the specific program elements (safety classes, walk to school days, route maps, ridesharing, etc.) being implemented.

Alameda County	
Program Name:	Alameda County Safe Routes to Schools Partnership
Purpose:	Education and encouragement program including lesson plans, education, and outreach 2010 Grant: A coordinated countywide program building on existing program.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • After-School Bicycle Program or Bicycle P.E. Education (conducted by Cycles of Change) • Bicycle Rodeos (conducted by East Bay Bicycle Coalition; EBBC). • Family Cycling Clinics (conducted by EBBC). • Expanding into high school program that will initially pilot in five schools, with plans for expansion to 10-13 in the second year (added with 2011-2012 MTA CMAQ SR2S Grant). • A Breath of Fresh Air" Puppet Show Assembly (conducted by The Big Tadoo Puppet Crew). • Parent and Teacher Workshops on personal safety, pedestrian safety, walking school buses, and parent leadership and advocacy (conducted by TransForm). • Standards-based teacher guide: curriculum provides teachers in grades K-5 with lesson plans that include the themes of pedestrian safety, community, health, and the impact of travel on climate change (implemented by TransForm). Includes development of <i>Good for You, Good for the Earth</i> and <i>This is the Way We Get to School</i> lesson plans and materials for kindergarteners and 1st graders, respectively. • Walk Audits: community workshops and conceptual plan design, involving community members, parents, school staff/ administrators, city public works agencies, city engineers, and contractors (Alta Planning + Design creates conceptual plans; TransForm helps cities obtain infrastructure grants for implementation). <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Ridesharing/Carpool/Clean Air: new pilot program targeted to reducing staff, teacher, and parent vehicle trips, expand opportunities for students who cannot walk or bike to school (added with 2011-2012 MTA CMAQ SR2S Grant). • Pollution Punch Card Contest: month long activity that encourages students to walk and bike to school through raffle prizes and give-always (organized by TransForm). • Walk and Roll to School Day (organized and led by TransForm, assistance from Alameda County Department of Public Health and individual schools). • Walking School Buses (organized by TransForm). <p><u>Other</u></p> <ul style="list-style-type: none"> • Safe Routes to Schools Mini-Grants program: funding available for schools to implement projects that increase the number of students walking and/or bicycling to school (implemented by TransForm).
Year Started:	2007
Number of Schools:	2007-2011: 83 schools 2011-2012: Will be expanded to 90 total schools, including 10-13 high schools (County SR2S Program, 2010)

Alameda County	
Program Name: Alameda County Safe Routes to Schools Partnership	
Funding: <u>Current Funding</u> <ul style="list-style-type: none"> • 2011-2013: \$3,220,000 MTC SR2S CMAQ grant <u>Previous Funding</u> <ul style="list-style-type: none"> • 2006-2008: Federal SRTS grant (administered by Caltrans) • 2009-2011: ACTIA (now Alameda CTC) Bike/Ped Grant, matching funds from Caltrans Grants (multiple types), City of Oakland, Measure A, Cycles of Change Contracts, Kaiser Permanente, Secured Other Foundations/Sources, Other Foundations • 2010: Climate Initiatives SR2S Creative Grant • Other funders: Kaiser Permanente, the William and Flora Hewlett Foundation, the Laurel Foundation and Caltrans. 	
Sponsoring Agency: Alameda County Transportation Commission (Alameda CTC)	
Implementing Organization: TransForm	
Key Partners: <ul style="list-style-type: none"> • <u>Alameda County Public Health Department (ACPHD)</u>: logistical support for Walk and Roll to School Day. • <u>Nutrition Services Department</u>: provides SR2S information on their website and provides a staff liaison. The Champions for Change Healthy Living Council parent groups encourage parents to become involved in SR2S efforts. • <u>Cycles of Change</u>: offers bicycle education to students in 4-8 grades, through either after-school bicycle program or P.E. programs. • <u>East Bay Bicycle Coalition (EBBC)</u> 	
Contact Information: Nora Cody, Alameda County Safe Routes to Schools Partnership Director, TransForm 510-740-3150 x323, nora@transformca.org	Matt Todd, Alameda CTC (510)208-7428, tlengyel@alamedactc.org

Contra Costa County	
Program Name:	Contra Costa Safe Routes to School Program
Purpose:	<p>Under the current brand known as “511 Contra Costa,” staff implement countywide and local programs that reduce vehicle miles traveled (VMT) and green house gas emissions (GHG) as part of the Contra Costa Growth Management Program, the Congestion Management Program and other legislative mandates (AB 32 and SB 375).</p> <p>The goal of the 2011/2012 MTC SR2S CMAQ grant is to increase the number and share of students who walk or bicycle to their school by providing safe and direct access, training for students, and encouragement and information to families.</p>
Program Elements:	<p>The Contra Costa Transportation Authority allocates MTA SR2S CMAQ funds among the subregions and asks the Regional Transportation Planning Committees (RTPCs) to identify programs and projects that meet federal and MTC requirements.</p> <p><u>Education</u></p> <ul style="list-style-type: none"> • SchoolPool and School Transit Program: offers free public bus tickets to parents to encourage their children to try transit instead of having a parent drive the student to school. Carpooling is encouraged if transit ridership is not a viable option (Central/East County) • Carpool to School Ridematching: allows families to use a secure website to obtain a match-list registration form and connect with other interested parties looking for a carpool (Southwest Area Program, administered by SWAT). • 511 Contra Costa TDM Website: describes all incentive programs, provides real time traffic, transit trip information, rideshare campaign details, daily promotions, and other information (developed and operated by the TRANSPAC/TRANSPLAN 511 Contra Costa staff on behalf of all of the 511 Contra Costa Programs). • Going Green Activity Wheel: includes fun and challenging activities to introduce carbon reduction strategies to children and families. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Bike to Work Day: volunteers host bicycle rest stops called “Energizer Stations” throughout the County. Bike to Work Day packets are sent to all employers registered with 511 Contra Costa. Employers are encouraged each year to form teams for the Team Bike Challenge, and the public is encouraged to nominate a Bicycle Commuter of the Year (coordinated by CCTA). • Student Transit Ticket Program: students who did not find a successful carpool match in the Carpool to School Ridematching program, or those who chose to ride public transit, are provided with two 12-ride public bus passes (Southwest Area Program, administered by SWAT). • Carpool Incentive Program: for High School students, includes a \$10.00 gas card for the driver of each carpool. All participants are entered in a weekly drawing to receive gift cards at local merchants (SWAT). <p>Ride to Read!: provides 10-Ride bus tickets to students who participated in the program to promote the use of public transit to access public libraries (West County READS!, City of Richmond, West Contra Costa County Libraries).</p>
Year Started:	1995: Contra Costa SchoolPool 2005: SWAT programs
Number of Schools:	2006/2007: 894 school trips reduced per day (SchoolPool) 2007/2008: 1,158 participants (Carpool to School Ridematching Program) 2007/2008: 1,636 participants (Student Transit Ticket Program) 2007/2008: 2 high schools (Carpool Incentive Program)

Contra Costa County

Program Name: Contra Costa Safe Routes to School Program

Funding:

Current Funding

- 2011-2013: \$2,475,000 MTC CMAQ grant

Previous Funding

- 1995-2011: Contra Costa Transportation Authority (CCTA)
- Measure J programs (future potential funding source)

Sponsoring Agency: Contra Costa Transportation Authority (CCTA) under the 511 Contra Costa brand name

Implementing Agency: Regional Transportation Planning Committees (RTPCs)

Key Partners:

- Commute Alternatives program
- Contra Costa Transportation for Livable Communities (CC-TLC)
- Southwest Area Transportation Committee (SWAT) 511 Contra Costa Program
- Transportation Partnership and Cooperation Committee (TRANSPAC) and Transportation Planning Committee (TRANSPLAN)
- 511 Contra Costa Program
- West Contra Costa Transportation Advisory Committee (WCCTAC) 511 Contra Costa Program

Contact Information:

Brad Beck, AICP, Senior Transportation Planner CCTA
(925)256-4726, bbeck@ccta.net

Lynn Overcashier, TRANSPAC/TRANSPLAN 511 Contra
Costa TDM Program Manager
(925) 969-0841, ext. 202, Lynn@511contracosta.org

Lisa Bobadilla,
SWAT 511 Contra Costa TDM Program Manager
(925) 973-2651, lbobadilla@sanramon.ca.gov

Linda Young, WCCTAC 511 Contra Costa TDM Program
Manager
(510) 215-300, lindsay@ci.san-pablo.ca.us

Contra Costa County	
Program Name:	West Contra Costa Safe Routes to School Program
Purpose:	Increase the number and share of students who walk or bicycle to their school by providing safe and direct access, training for students, and encouragement and information to families.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Bike Education: after-school bicycle safety classes and P.E. bike programs (Cycles of Change). • Middle School Assemblies and after school programs at elementary schools that provide information on pedestrian and traffic safety skills (Contra Costa Health Services). • Trainings for teachers and parents: West Contra Costa Unified School District (WCCUSD) conducts advocacy/leadership trainings, while Contra Costa Health Services trains school communities on health and safety issues. • School district to hire substitutes so that teachers may attend SRTS trainings: hoping to pay volunteers who actively participate and assist in organizing SRTS events/activities (Contra Costa Health Services). • Walkability Assessments: evaluates obstacles around schools to establish routes that are safer for walking and bicycling and to help cities apply for infrastructure grants (Contra Costa Health Services). <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Classroom contests: track walking mileage and provide prizes/giveaways. (Contra Costa Health Services). • Walk to School Day: events at four elementary schools (Contra Costa Health Services).
Year Started:	2009
Number of Schools:	2 elementary, 5 middle, 2 junior high
Funding:	2009/2010: \$500,000 Federal SRTS grant, administered by Contra Costa County Public Works.
Sponsoring Agency:	West Contra Costa Transportation Advisory Committee
Implementing Agency:	Contra Costa County Public Works
Key Partners:	<ul style="list-style-type: none"> • <u>WCCUSD</u>: provides trainings for parents/teachers related to advocacy, leadership, and how to support educational success among students. • <u>Cycles of Change</u>: provides bicycle safety education component. • <u>Caltrans and Contra County Costa Public Works</u>: administers the grant funds from the Federal SRTS Program. • <u>West Contra Costa Transportation Advisory Committee</u>
Contact Information:	
Ladner-Basley, Senior Health Education Specialist Contra Costa Health Services (CCHS) (925) 313-6813, slander.beasley@hsd.co.contra-costa.ca.us	Nancy Baer, CCHS (925)313-6837, nbaer@hsd.cccounty.us

Contra Costa County	
Program Name:	Central-East County SR2S Program
Purpose:	This program empowers K-12 students to bike and walk safely on local city streets by combining teachable moments with community based challenges and support infrastructure. By exposing students to formal road education while simultaneously encouraging them to use these skills at the school and community level through special events, this program will promote biking and walking as beneficial to: individual health, public safety, and improving air quality as well as teaching the Three C's (community action, commute alternatives, and citizenship).
Program Elements:	
<u>Education</u>	
<ul style="list-style-type: none"> • Bicycle/pedestrian road safety programs: road simulation workshops during 6th -8th graders' P.E. classes, including, 'look left, look right, look left' pedestrian training, basic bicycle safety maintenance, proper helmet fit, boxing an intersection, turning hand signals, pulling out of driveways, and basic share-the-road rules as they pertain to bicyclists and motorists. • Bicycle/pedestrian safety assemblies: performed for grades K-5, featuring an entertaining and educational production on hand turning signals, 'look left, look right, look left' before crossing the street, familiarization with pedestrian countdowns at signalized intersections, how to properly wear a helmet, and how to be visible as a bicyclist or pedestrian. • Road safety programs: develop and distribute bicycle/pedestrian safety tips in English and Spanish. A one-sheet on bicycle and pedestrian tips will be produced in English and Spanish and made available in print and on-line for all school students. 	
<u>Encouragement</u>	
<ul style="list-style-type: none"> • Bicycle/pedestrian Challenge Days: for grades 6-8; class contests and individual prizes will be awarded to entice students to cycle or walk (or use commute alternatives when the former is not possible) to school on the Challenge Day. The home room with the greatest number of participants will receive additional awards along with raffle prizes to be drawn for participants. 	
<u>Other</u>	
<ul style="list-style-type: none"> • Bike/Skateboard/Scooter Parking: needs will be assessed and installed to complement educational programs and encourage biking as a sustainable activity to the school site. • Pre/Post Program Evaluation: conducted alongside each education and encouragement event: (online) Parent Surveys, Principal survey, and pre/post program school wide student travel surveys. 	
Year Started:	2012 scheduled
Number of Schools:	Program available to all interested schools in Central and East Contra Costa County (up to 132 total).
Funding:	
2011/2012:	
<ul style="list-style-type: none"> • \$724,500 SR2S funds from CCTA • \$94,000 local funds • Measure J (the local ½ cent sales tax), administered by the CCTA 	
Sponsoring Agency:	City of Pleasant Hill and 511 Contra Costa
Implementing Agency:	511 Contra Costa

Contra Costa County

Program Name: Central-East County SR2S Program

Key Partners:

- CCTA/TRANSPAC (central county)/TRANSPLAN (east county)
- Contra Costa Health Services
- Contra Costa Fire Protection District
- Local bike shops/advocacy groups
- Bicycle coalitions and committees

Contact Information:

Lynn Overcashier, Program Manager
(925)969-1566, lynn@511contracosta.org

Contra Costa County

Program Name: San Ramon Valley Street Smarts' Safe Routes to School Program

Purpose: Provide traffic safety education to students in grades K-12, better equipping them to make sound decisions when walking or bicycling to school. Deliver campaigns encouraging students to walk or bike to school.

Sustain and expand the Street Smarts Program's existing traffic safety education efforts; encourage bicycling and walking to school as a safe, healthy, convenient and cost-effective mode of transportation (Cycle 2 SRTS grant).

Program Elements:

Education

- After-school bike rodeos
- Traffic safety assemblies

Encouragement

- Walk/Bike Challenge encouragement program
- Storybook Poster Contest for grades K-5
- Video Contest for grades 6-8
- "It Happens" program for grades 9-12.
- Walking school buses

Year Started: 2009

Number of Schools: 21 elementary, 8 middle and 4 high schools in the San Ramon Valley communities of Alamo, Blackhawk, Camino Tassajara, Danville, Diablo and San Ramon.

Funding:

Current Funding

- 2011-2013: \$47,500 local funds; \$365,500 SR2S funds from CCTA

Future Funding

- 2009/2010: SRTS Federal grant administered by Caltrans.

Sponsoring Agency: Town of Danville

Implementing Agency: Town of Danville

Key Partners:

- Town of Danville
- City of San Ramon
- County of Contra Costa
- San Ramon Valley Unified School District
- San Ramon Valley Council of PTAs
- Local law enforcement agencies

Contact Information:

Nat Rojanasathira, Street Smarts Coordinator
(925)314-3382, nat@danville.ca.gov

Contra Costa County	
Program Name:	TRAFFIX
Purpose:	Reduce traffic congestion caused by parents driving their children to and from school through some of the San Ramon Valley's most congested intersections.
Program Elements:	<ul style="list-style-type: none"> • Comprehensive traffic studies throughout the Valley, and surveyed parents at all San Ramon Valley schools (TRAFFIX). • Parents are offered subsidized school bussing.
Year Started:	2009
Number of Schools:	6 elementary and 1 middle school in Danville and San Ramon.
Funding:	<ul style="list-style-type: none"> • Measure J, the 1/2 cent sales tax approved by Contra Costa voters in 2004. • Parents pay \$250 for a school year
Sponsoring Agency:	Contra Costa County
Implementing Agency:	TRAFFIX
Key Partners:	<ul style="list-style-type: none"> • Town of Danville, City of San Ramon, Contra Costa County, and the San Ramon Valley Unified School District
Contact Information:	(925)866-8739, info@RideTRAFFIX.com

Marin County

Program Name: Marin County Safe Routes to Schools Program

Purpose:

- Reduce traffic congestion around schools;
- Increase physical activity for children and youth;
- Foster a healthier lifestyle for the whole family;
- Create safer, calmer streets and neighborhoods; and
- Improve air quality and a cleaner environment.

Program Elements:

Education

- Safety classes:
 - Stop Look and Listen (2nd grade)
 - Walk Around the Block (2nd grade)
 - Traffic Safety Game Show (4th grade)
 - Helmet Safety (4th grade)
 - Wheels in Motion (4th grade rodeo)
 - Drive That Bike (6th grade)
- Bicycle Field Trips: organized field trips for students participating in clubs or requested by the school. Program includes trip planning with teachers and students, logistical assistance, safety instruction and trained instructors to accompany the students on the trip.
- Pedal Power Assembly: a family is stuck in traffic while the Traffic monster and his sidekicks gas and oil revel in the pollution. They are saved by the Traffic Transformer who takes them to a place where the air is clean and everyone bikes. Students learn about traffic and pollution.
- Middle School Assembly: students play the rolls of the Professor and the Who Cares Kid to learn about the benefits of walking and biking and the consequences of driving.

Encouragement

- International Walk to School Day: includes providing training, incentives, posters, and flyers to schools.
- Bike to School Day in May: provides posters and incentives.
- Go for the Green (elementary schools): provides each classroom with a colorful poster of a tree. Every day at roll call, each student who has arrived at school via a green trip—walking, biking, carpool or bus—puts a leaf on the tree. The class with the most leaves (as a percentage of the class) at the end of the contest will be awarded a Green Ways to School certificate and \$100, presented during Earth Day week.
- No Cars on Campus Day: Drake High School students organized this event which banned all cars from the main parking lot. The students had a remote parking lot where students could park and then walk or bike the remaining ¼ mile but many students chose to walk or bike the whole way. The engineering students held a special demonstration of their home made human powered vehicles at lunch.
- Green Ways to School Challenge: all schools in the program compete to see which school has the largest increase in green trips for the year and since entering the program. The winning schools get cash awards
- Save a Gallon: website allows students to register online and track trips individually or as a team or class. Miller Creek Middle School tested using a scanning devise to record trips over a four week period. 42% of the students recorded walking, biking or carpooling during that time (25% already ride the bus).
- Poster Art: engages students to paint colorful posters to promote walking, biking and carpooling to school. The end result of a Poster Art class is the creation of 10 – 12 eye-catching posters to hang on fences and bulletin boards. The signs help to build awareness of the school's effort to increase the level of walkers and bikers. Poster Art has been a big success in promoting International Walk and Roll to School Day and other walking/biking events at Marin schools. The posters can also be used by walking neighborhood groups to promote traffic reduction campaigns.

Marin County

Program Name: Marin County Safe Routes to Schools Program

- Team Leader Support: team leaders are brought together three times a year for luncheons that provide training, support and the opportunity to share experiences. A Volunteer Liaison provides ongoing support along with regular e-blasts with suggested newsletter announcements.
- Teens Go Green (middle schools): also known as ReThink your Commute, the program aims to eliminate the one-student-per-motor-vehicle school trip to school. This past year, middle school students who walked, biked, traveled by bus or carpoled had the opportunity to enter a raffle and win a new iPod nano. The classroom in each school that accumulates the most green trips will be rewarded with a cash prize, which can be used toward a class party.
- Teens Go Green Clubs: organized clubs either part of existing clubs such as Student Leadership or Environmental Clubs. The clubs organize Teens Go Green Days, assemblies and ReThink Your Commute contests.
- WHAT DO I STAND FOR?: the Values Clarification Activity invites students to explore their beliefs, values, and their willingness to take action with transportation and the environment as the central theme. The purpose of the activity is to empower students to consciously make a difference in their world by being aware of their own views. They actively hear the perspectives of others, discuss positive role models, and take a proactive stand for their beliefs. Facilitators encourage a safe environment for students to explore their personal values and the choices they make.
- BRINGING SCIENCE TO LIFE: re-thinking Our Transportation Choices teaches students about the carbon cycle, energy conversion, and global climate change. Students learn that fuel from automobiles is the primary cause of a world-wide shift away from a balanced ecosystem. Marin County's green house emissions are discussed and students reflect on the impact of their own transportation choices and how they can adapt behaviors to support sustainable transportation
- Faith and Fantasia Book: faith would love to walk to school but her mother worries about her safety. But Faith worries more about her mother's driving. Fortunately, Faith has her superhero alter-ego, Fantasia, who saves the day when Faith's mother has too many near misses. This light-hearted book is a way for parents to learn about safe driving through their children. They read the book together and at the end the child gives the parent a quiz. For ages 6 – 8. NOTE: THIS PROGRAM HAS YET TO BE USED.
- Dormant programs include: Frequent Rider Miles Award, Golden Sneaker Award, Pollution Punch Card contest

Enforcement

- Enforcement - partner with law enforcement to increase the police presence around schools and use driver's education to change the behavior of parents and commuters who are not paying attention to the children on the roads.
- Crossing Guard Program: provides trained guards at key intersections to reduce the reluctance parents may have in allowing their children to walk or bicycle to school. Crossing guard locations are prioritized based upon proven criteria (Public Works Directors with the Technical Advisory Committee and TAM).

NOTE: Marin County Bicycle Coalition (MCBC) is currently developing a complete inventory of all programs for evaluation. The information should be available by the end of June, and will be included in the program element summary.

Year Started: 2000

Number of Schools: 2011-2012: 37 elementary, 11 K-8, 7 middle, 4 high

Marin County

Program Name: Marin County Safe Routes to Schools Program

Funding:

Current Funding

- 2011-2013: \$475,500 MTC CMAQ SR2S grant

Previous Funding

- 2000-2004: National Highway Transportation Safety Administration grant
- 2004: Bay Area Air Quality Management District (BAAQMD)
- 2005-2025: Measure A Sales Tax
- 2010: MTC's Block Grant Program

Sponsoring Agency: Transportation Authority of Marin (TAM)

Implementing Partner: Parisi Associates (Transportation Consultants)/MCBC

Key Partners:

- Parisi Associates and Alta Planning + Design: lead contractors who oversee SR2S elements, conduct walkability audits, create infrastructure plans, and lead other activities.
- Marin County Bicycle Coalition: organizes and implements the SR2S programs in schools; organizes and leads the task forces.
- City Public Works – participates in Task Forces, walk audits and implementing infrastructure improvements.
- Police Departments: administers enforcement.
- Youth organizations: assists with implementing programs in schools.
- Marin County Department of Health and Human Services (H&HS): brings the SR2S message to their workshops/events in schools.

Contact Information:

David Parisi, Parisi Associates
(415)388-8978, david@Parisi-associates.com

Wendi Kallins, Marin County Bicycle Coalition
(415)488-4101, wendi@marinbike.org

Marin County	
Program Name:	SchoolPool Marin
Purpose:	The SchoolPool Marin program helps families find others to carpool, walk, bike or take the bus together to or from school. Funded by a 2010 MTC Climate Initiatives Grant, Green Ways to School introduces new technological tools (technical social marketing/web interface [511]) to shift the cultural choice towards green transportation modes.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> Promotional branding and materials. SchoolPool: a trip-matching website. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> Classroom contests and interschool challenges. Teens Go Green program: organizes clubs in middle and high schools. <p><u>Other</u></p> <ul style="list-style-type: none"> Evaluate success of the program: peer review of guidebooks, student tally surveys, SchoolPool trip-tracking results, parent surveys (TAM, MCBC, Bay Area SR2S Programs)
Year Started:	2010
Number of Schools:	Undetermined
Funding:	<p>2010: \$383,000 MTC SR2S Creative Grant</p> <ul style="list-style-type: none"> Matching funds from Marin Community Foundation: \$175,000 Matching funds from TAM: \$100,000
Sponsoring Agency:	Transportation Authority of Marin (TAM)
Implementing Agency:	Transportation Authority of Marin (TAM)
Key Partners:	<ul style="list-style-type: none"> <u>MTC/511</u>: develop the next generation of SchoolPool tools and interfacing with 511.org tools. <u>Cool the Earth</u>: create a Green Teams Guidebook with Alameda County Waste Management Authority, establish Green Teams in Marin County schools with Youth Leadership Institute. <u>Marin Community Foundation</u>: provide matching funds. <u>Marin County Bicycle Coalition (MCBC)/Safe Routes to School</u> <u>Marin County Transit District</u> <u>Additional collaborators</u>: Alameda County Waste Management Authority, Bay Area Bicycle Coalition, Sonoma County Climate Protection Campaign to develop trip-tracking tools and to efficiently deliver tools that can be shared with other SR2S programs throughout the Bay Area.
Contact Information:	
Karita Zimmerman (415) 226-0824, kzimmerman@tam.ca.gov	

Marin County

Program Name: StreetSmarts Marin

Purpose: To make Marin's streets safer and friendlier by:

- Addressing traffic problems at their source – in the minds of drivers, pedestrians and bicyclists.
- Bringing education to the equation by supplementing traffic safety efforts involving engineering and enforcement.
- Working on many levels through outdoor advertising and the press, community events, school activities and discussions, neighborhood initiatives, corporate sponsorships and more.

Program Elements:

Education

- Street Smarts safety banners: hang on fences and buildings.
- Safe Driving brochure, safety flyers and educational articles: distributed to all students' families in newsletters and e-news updates.
- "Get Street Smart! Did You Know?": Community Traffic Safety Program designed to raise awareness, change attitudes and improve driving, pedestrian and bicycling behaviors (available for community representatives, businesses, homeowners associations and other organizations to present).

Year Started: 2008

Number of Schools: 2008: Corte Madera, Larkspur and Mill Valley
2009: original pilot communities and Tiburon, Belvedere, Ross, San Anselmo and Fairfax

Funding:

Transportation Authority of Marin (TAM)

Sponsoring Agency: Transportation Authority of Marin (TAM)

Implementing Agency: Transportation Authority of Marin (TAM) and local jurisdictions

Key Partners:

- City/Town Managers: Town of Corte Madera, City of Larkspur, City of Mill Valley, City of Belvedere, Town of Fairfax, Town of Ross, Town of San Anselmo, Town of Tiburon.
- Public Works: Town of Corte Madera, City of Larkspur, City of Mill Valley, City of Belvedere, Town of Fairfax, Town of Ross, Town of San Anselmo, Town of Tiburon
- Police Departments: Twin Cities, City of Mill Valley, City of Belvedere, Town of Ross, Town of San Anselmo, Town of Tiburon.
- Fire Departments
- Planning Departments
- School Partners: Larkspur School District, Larkspur PTA, Mill Valley School District, Mill Valley PTA Council, Tamalpais Union School District, Ross Valley School District, Ross School District, Reed School District.

Contact Information:

TAM: info@StreetSmartsMarin.org

Belvedere: sfracolli@cityofbelvedere.org

Corte Madera: streetsmartinfo@ci.corte-madera.ca.us

Fairfax: kwilkie@townoffairfax.org

Larkspur: custsvc@larkspurcityhall.org

Mill Valley: psegale@cityofmillvalley.org

Ross: llopez@townofross.org

San Anselmo: rschneider@sananselmopd.org

Tiburon: mswalberg@ci.tiburon.ca.us

Napa County	
Program Name:	Napa County Safe Routes to School Program
Purpose:	Build on the success of California and Marin County's SRTS projects through a 3-year program of education, encouragement, enforcement and evaluation to create a significant, lasting change in the way children get to and from school in Napa County.
Program Elements:	
<u>Education</u>	
<ul style="list-style-type: none"> • Bicycle safety sessions: two-week in-class and on-street training for 3rd and 4th graders (SR2S teachers). • Guided bike ride field trip: after training sessions (organized by Napa County Office of Education). • Bike rodeos: include helmet giveaways and free bike tune-ups (organized by Police Departments). • Parents program • "How to share the road with bicycles and pedestrians:" classes to be developed and taught to adults (2011/2012 with MTC SR2S CMAQ funds). • Safety brochures: in multiple languages will go home for parents and students with tips on safe biking and walking at participating SRTS schools (2011/2012 with MTC SR2S CMAQ funds). • Maps: clearly identifying the safest routes to a school from a community (2011/2012 with MTC SR2S CMAQ funds). • Pedestrian safety: training sessions for 2nd to 5th graders (conducted by Napa County Office of Education staffs, trained SR2S teachers). • Walk Assessments (organized by teachers and parents). 	
<u>Encouragement</u>	
<ul style="list-style-type: none"> • Contests: Walk across the world/ state- students log how many miles walked; prizes/giveaways are provided. • Weekly Walking Wednesdays (organized by Napa County Office of Education). • Weeklong Bike/Walk events: will take place at all SRTS schools during the month of May as participants in International Bike/Walk to school day (2011/2012 with MTC SR2S CMAQ funds). • Monthly walk and bike to school days (organized by Napa County Office of Education). • Free reflectors: given to students to clip onto their backpacks so they can be more visible when they walk or bike to school (2011/2012 with MTC SR2S CMAQ funds). 	
<u>Other</u>	
<ul style="list-style-type: none"> • Data will be collected for every school that identifies the community attitude towards biking and walking and if there are any physical barriers to biking and walking in the community (2011/2012 with MTC SR2S CMAQ funds). 	
Year Started: 2008: State SR2S Grant awarded 2009: Implementation began	
Number of Schools:	
2008-2011:	6 elementary schools in pilot program
2011-2012:	Program will be expanded to 15 elementary schools
Funding:	
<u>Current Funding</u>	
<ul style="list-style-type: none"> • 2011-2013: \$157,500 MTC CMAQ grant; \$21,000 other local funding 	
<u>Previous Funding</u>	
<ul style="list-style-type: none"> • 2006-2009: SRTS Federal grant administered by Caltrans. 	

Napa County	
Program Name:	Napa County Safe Routes to School Program
Sponsoring Agency:	Napa County Transportation & Planning Agency (NCTPA)
Implementing Agency:	Napa County Office of Education
Key Partners:	
<ul style="list-style-type: none"> • <u>American Canyon, Napa, and Calistoga police and fire departments</u>: enforce during mornings and afternoons; assist in coordinating traffic on trips through the neighborhoods as needed; increase driver awareness of safety around schools; present bicycle safety laws to classrooms; and conduct bike rodeos. • <u>Napa County Bicycle Coalition</u>: train SR2S teachers on correct bicycle etiquette; provides volunteers for SR2S events. • <u>Napa County Safe Kids Coalition</u>: support events, and provide materials. • <u>County Board of Education</u>: provide teacher teaching in curriculum. • <u>The Hub Bike Shop</u>: provide discounts on all bike-related materials. • <u>Queen of the Valley Hospital</u>: provide medical information and injury reports in and around schools. • <u>Parent volunteers</u>: provide assistance for all events. 	
Contact Information:	
Eliot Hurwitz Manager of Land Use, Transportation and Climate Napa County Transportation and Planning Agency (707) 259-8782, ehurwitz@nctpa.net	David Seyms Safe Routes to School Project Manager Napa County Office of Education (707)253-6884, dseyms@ncoe.k12.ca.us

San Francisco County

Program Name: San Francisco Safe Routes to Schools

Purpose: Provide an opportunity to make walking and bicycling to school safer and more accessible for children, including those with disabilities, and to increase the number of children who chose to walk and bicycle.

Program Elements:

Education (conducted by SF Bicycle Coalition, SF Police Department, and SF Municipal Transportation Agency)

- Helmet Safety and Bicycle Rodeo: educational lessons for 4th-graders (SRTS Liaisons, the SFBC and Presidio YMCA).
- Distribution of traffic safety educational packets to drivers near schools
- Development and distribution of maps for students and parents/caregivers that show safe pedestrian and bicycle routes to school
- Stop! Look! Listen! and Walk Around the Block: pedestrian safety curricula for 2nd graders (SRTS Liaisons, the SFBC and Presidio YMCA).
- Good for You, Good for the Earth: kindergarten educational classes with a focus on why it is a good idea to walk, bike, take the bus, or carpool to school. (SRTS Liaisons, SFUSD; 2011/2012 with MTC SR2S CMAQ funds).
- This is the Way We Get to School: first grade educational classes with a focus on how students' parents and/or grandparents got to school and how school travel has changed over the years, plus comparing how students in other parts of the world get to school. (SRTS Liaisons, SFUSD; 2011/2012 with MTC SR2S CMAQ funds).
- Automobile idling reduction program: educational campaign during school drop-off and pick-up. (San Francisco Department of the Environment's EnvironmentNow; 2011/2012 with MTC SR2S CMAQ funds).
- School RideMatching program funded by Transportation Fund for Clean Air (TFCA) grant; no longer operational.

Encouragement (conducted by SF Unified School District and SF Department of Health)

- Technical assistance on how to establish other encouragement activities focused on environmental benefits of walking and biking, such as pollution punch cards, golden shoe awards, frequent rider miles program, etc. (2011/2012 with MTC SR2S CMAQ funds).
- Targeted outreach of San Francisco's SR2S program by DOE's EnvironmentNow workers and other Coalition members to incoming students and families at kindergarten orientation. (2011/2012 with MTC SR2S CMAQ funds).
- Shape-Up San Francisco Walking Challenge: 10 week challenge wherein teams log how many miles they walk (given in terms of the California coastline).
- Walk to School Day in October and Bike to School Day in April: organized by SFMTA and the San Francisco Safe Routes to School Program; SFMTA provides toolkits and classroom activities.
- Enhanced trainings: establish and facilitate recurring walking school buses and bike trains. (EnvironmentNow workers; 2011/2012 with MTC SR2S CMAQ funds).

Enforcement (conducted by the SF Police Department)

- Additional observation of traffic behavior and enforcement of traffic laws

Evaluation (SF Department of Health)

- Evaluate improvements in transportation to and from school.
- Evaluate children and parents' attitudes and knowledge of walking and biking.

Year Started: 2009

Number of Schools: 2009-2011: 5 elementary schools
2010-2011: Expanded to 15 elementary schools and develop a new kindergarten and 1st grade curriculum

San Francisco County

Program Name: San Francisco Safe Routes to Schools

Funding:

Current Funding

- 2011-2013: \$1,079,000 MTC CMAQ funds

Previous Funding

- 2006-2008: SRTS Federal grant administered by Caltrans and Transportation Fund for Clean Air (TFCA) for School Ride Share program

Sponsoring Agency: San Francisco County Transportation Authority (SFCTA)

Implementing Agency: San Francisco Safe Routes to School Coalition (SRTS-SF) led by the Department of Public Health

Key Partners:

- SFBC: conducts educational presentations and encouragement activities for walking- and biking-related topics.
- San Francisco Unified School District (SFUSD): coordinates all events at each school and identifies key individuals within schools.
- San Francisco Municipal Transportation Agency (SFTMA): runs the School Area Safety Program, which coordinates with other City departments and SFUSD to provide adult crossing guards, traffic enforcement, high-visibility school crosswalks, school warning signage, and school bus and passenger loading zones (*Safe Routes to School in San Francisco: Targeted Education and Outreach Programs Brochure*). Also develops walking/biking maps, conducts walk audits, and assists with grant application process for each school to secure funding for infrastructure improvement.
- San Francisco Police Department: conducts enforcement aspect through additional observation of traffic behavior and enforcement of traffic laws; assists with education presentations.
- Department of Children, Youth and Families: organizes Shape Up SF Walking Challenge.
- San Francisco Unified School District Office of Sustainability: provides information for installing bike racks at schools.
- Presidio YMCA Bike Program: assists with educational presentations on bike safety, and in organizing SF Bike to School Day in Spring 2010.

Contact Information:

Ana Validzic, SF Dept. of Public Health
(415) 581-2478, ana.validzic@sfdph.org

San Francisco City and County	
Program Name:	School Idling Project
Purpose:	Educational campaign focused on reducing auto idling to parents/ caregivers during school drop-off/pick-up.
Program Elements:	The Environment Now team will be on-site at selected schools during morning drop-off to speak with Parents and caregivers about idling and its impact on air quality. Each school will be assigned specific workers who will operate the initial data collection phase of the Campaign and continue to work during drop-off at least once per week, so that parents/caregivers become accustomed to their presence. SF Environment Now outreach team will distribute materials on the various impacts on idling and benefits to reducing idling time.
Year Started:	September 2011
Number of Schools:	15 (San Francisco Safe Routes to Schools designated schools)
Funding:	<p><u>Current Funding</u></p> <ul style="list-style-type: none"> • Caltrans
Sponsoring Agency:	San Francisco Department of the Environment
Implementing Agency:	SF Environment Now outreach team from SF Department of the Environment
Key Partners:	<ul style="list-style-type: none"> • San Francisco Safe Routes to Schools • San Francisco Unified School District • Shape Up San Francisco • San Francisco Bicycle Coalition
Contact Information:	<p>Donnie Oliveira Green Jobs Coordinator San Francisco Department of the Environment donald.oliveira@sfgov.org 415.355.379</p>

San Francisco City and County

Program Name: San Francisco/MTC School Ridematching Program

Purpose: The goals of the San Francisco/MTC School Ridematching Program not only include vehicle miles traveled (VMT) and greenhouse gas reductions, but also a self sustaining outreach system that can maintain and increase participation in the program. The project will focus on children's transportation choices to help ensure that the education and behavior change starts at an early age.

Program Elements:

Education

- Cost effective self-sustaining ridesharing program to reduce VMT transporting children to and from schools.
- Promote all modes of transportation options- walking, biking, transit, and carpooling- to and from school. Since bicycling and walking may not be feasible for all due to home to school distance, those children who do not live close to school will be encouraged to carpool.

Other

- Introduction meetings and outreach events, and register participants.
- Collect travel mode data for each of the schools participating in the project, both before the program begins at the school, and at the end of each school year. This will provide some basic information on behavior change with the program.

Year Started: August 2011 to May 2013

Number of Schools: The goal is to outreach to 40 elementary schools, 2 middle schools and 2 high schools (44 total). Each year, SFE will target 22 schools. The significant majority of these schools will be public, with attempts to reach immersion and private schools.

Funding:

Current Funding

- TFCA FY2011-2012 funding Cycle

Sponsoring Agency: San Francisco County Transportation Authority

Implementing Agency: San Francisco Department of the Environment

Key Partners:

- The program will be developed in coordination with the San Francisco Safe Routes to School Program (SRTS), the San Francisco Unified School District (SFUSD) and the Metropolitan Transportation Commission's (MTC) 511 program.
- Metropolitan Transportation Commission
- San Francisco Safe Routes to Schools
- San Francisco Unified School District
- Shape Up San Francisco
- San Francisco Bicycle Coalition

Contact Information:

San Francisco City and County

Program Name: San Francisco/MTC School Ridematching Program

Krute Singa, Transportation Demand Manager
Department of the Environment, City and County of
San Francisco
11 Grove Street, San Francisco CA 94102
415.355.3734, krute.singa@sfgov.org

San Mateo County	
Program Name:	San Mateo Safe Routes to School
Purpose:	Oversee the development of the SR25 program and assure that the program meets its objectives. Initial pilot project for selected schools and then full countywide implementation as part of MTC's Climate Initiatives Program.
Program Elements:	<p>The County Office of Education will provide leadership, technical assistance and support to participating school districts and their individual schools sites. School sites will also be able to apply for and receive grants to implement school-specific programs. Networks of collaboration will be developed among school sites and other agencies such as city governments, the County Health System and community organizations and volunteers. The County Office of Education will create regional networks supported by SR25 specialists who deliver technical assistance and other services to school sites.</p> <p><u>Education</u></p> <ul style="list-style-type: none"> • Traffic/pedestrian safety workshops/lesson: incorporates health/environment, crossing guard training. • Outreach, brochures (may include Walking School Bus, Bike Train) • Create a web site that lists the resources and services of SR25 (English and Spanish). • Training workshops and Orientation Meetings: at the County, district, city, and school levels for project participants, principals and parent leaders. • October 19, 2011 Kick-Off event at the County Office of Education to provide outreach to schools and other agencies and raise awareness of the new SR25 programs. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Events/contests (examples include, Walk and Roll to School Days, Helmet Giveaways, Walk to School Wednesday, Walk to School Week, etc). <p><u>Enforcement</u></p> <ul style="list-style-type: none"> • Consider rules of the roads, speeding, partner with law enforcement, increase presence around schools.
Year Started:	2010: Toolkit development 2011: Implementation of first year projects
Number of Schools:	Outreach to all 23 school districts (100 elementary schools, 45 intermediate, 25 high schools in the County) Target of serving 50 schools
Funding:	<p><u>Current Funding</u></p> <ul style="list-style-type: none"> • 2011-2013: \$1,429,000 MTC CMAQ funds; local match from Measure M <p><u>Previous Funding</u></p> <ul style="list-style-type: none"> • 2010: Caltrans SR25 grant
Sponsoring Agency:	City/County Association of Governments of San Mateo County (C/CAG), San Mateo County Health System
Implementing Agency:	San Mateo County Office of Education (SMCOE)/ San Mateo County Superintendent of Schools

San Mateo County

Program Name: San Mateo Safe Routes to School

Key Partners:

- San Mateo Office of Education: Will facilitate and coordinate the development of school site projects and provide a menu of resources and services from which schools can choose; schools can also create their own program activities.
- San Mateo County Health System
- San Mateo County Task Force: reviews and comments on program development and implementation proposals put forth by the Technical Workgroup.
- Technical Workgroup: a subgroup of the Task Force, conducts research, drafts working papers and creates program and Call for Proposal guidelines for review and comment by the Task Force.
- School Wellness Policy Committee: convened monthly by the San Mateo County Health System, strengthens and supports the implementation of school wellness policies, reviews the Call for Proposals, champions applications from local schools/collaborative, and advises on the Toolkit development.
- Get Healthy San Mateo County Task Force (GHSMC): representatives from the healthcare sector, schools, preschools, childcare, after school programs, community-based organizations, parent organizations, policy makers, and more.

Contact Information:

John Hoang, C/CAG
650-363-4105, jhoang@co.sanmateo.ca.us

Peter Burchyns, Director, Safe Routes to Schools
San Mateo County Office of Education
650.802.5563, pburchyns@smcoe.k12.ca.us

Santa Clara County

Program Name: Santa Clara County School-Based Vehicle Emissions Reduction Program (VERBS) Grants/ Traffic Safe Communities Program

Purpose:

- (1) to facilitate the planning, development, and implementation of projects and activities that will reduce traffic, fuel consumption and air pollution in the vicinity of schools, and improve safety; and
- (2) to reduce traffic related injuries and fatalities to school children; and
- (3) to enable and encourage children, including those with disabilities, to walk and bicycle to school; and
- (4) to make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.

Program Elements:

- Mini-grants for schools to help fund projects that increase their number of students walking and biking. Public education and outreach activities can include:
 - Air quality public education messages
 - Activities that promote new or existing public or group transportation services, developing messages and advertising materials (including market research, focus groups, and creative), placing messages and materials, evaluating message and material dissemination and public awareness, technical assistance, and any other activities that help forward less-polluting transportation options.
 - Non-construction public outreach related to safe bicycle and pedestrian use.
 - Travel Demand Management Activities including traveler information services, shuttle services, carpools, vanpools, parking pricing, etc.
- Participation in the Traffic Safe Communities Network SR2S Program includes involvement in:
 - Walk and Bike to School Week
 - Traffic safety mini-grant program
 - Safe Routes to School Program including walkability/bikeability assessment, traffic safety planning, and student and parent traffic safety education.

Year Started: 2008

Number of Schools: 22 schools: walkability/bikeability assessment
Goal to work with at least 30 schools, including 80% of schools within Sunnyvale and one middle or high school

Funding:

2011/2012: \$4,039,000 MTC SR2S CMAQ funds to be split 50/50 for infrastructure and non-infrastructure grants

Sponsoring Agency: Santa Clara Valley Transportation Authority (VTA)

Implementing Agency: Traffic Safe Communities Network (TSCN)/ Santa Clara Public Health Department

Santa Clara County

Program Name: Santa Clara County School-Based Vehicle Emissions Reduction Program (VERBS) Grants/ Traffic Safe Communities Program

Key Partners:

- Silicon Valley Bicycle Coalition: provides support to ensure that bicycle and pedestrian issues are addressed for the program; participates in work group.
- California Office of Traffic Safety/National Highway Traffic Safety Administration: administers grant for program.
- Police departments: organize and conduct bike rodeos, and provide assistance with Walk and Bike to School week.
- Schools and school districts: assist with parent traffic safety education/workshops, Walk and Bike to School week, walkability/bikeability assessments.
- Traffic Safety Communities Network: implements education component (conducts trainings, workshops, etc.).
- Santa Clara Department of Public Health: Nutrition and Wellness: provides assistance with Walk and Bike to School week.

Contact Information:

Alice Kawaguchi, Traffic Safe Communities Network,
408.793.2733, alice.kawaguchi@hhs.sccgov.org

Santa Clara County	
Program Name:	Santa Clara Youth Outreach Program
Purpose:	To encourage Santa Clara County students to learn and experience the benefits of public transportation.
Program Elements:	<ul style="list-style-type: none"> • Class Presentation: educate students about how to safely use VTA service. Students learn about common transportation etiquette, such as the “do’s and don’ts” of riding public transportation. Presenters spend additional time teaching older students how to read bus schedules and plan trips. Students view a fun, educational transit video that teaches them the rules to ride. (VTA and teachers) • Class Pass Program: allows teachers within Santa Clara County to take their students on field trips traveling by VTA buses and light rail for free
Year Started:	2009
Number of Schools:	Class Presentation: 8000 students in 350 classes during the 2009-2010 school year Class Pass: transported 55,200 teachers and students during the 2009-2010 school year
Funding:	VTA
Sponsoring Agency:	Santa Clara Valley Transportation Authority (VTA)
Implementing Agency:	Santa Clara Valley Transportation Authority (VTA)
Key Partners:	
Contact Information:	
Youth Outreach Coordinator (408) 321-7500	

Santa Clara County

Program Name: City of Milpitas Suggested Routes to School Program

Purpose: The Suggested Routes to School Program aims to educate students about traffic safety, increase awareness and improve choices that children make as they travel to and from school. Traffic safety education will assist in preventing traffic-related injuries to our young students.

Program Elements:

Education

- "Drive Your Bike" school curriculum (Silicon Valley Bicycle Coalition [SVBC]).
- Bicycle rodeos: students are taught bicycle riding skills and safe bicycle riding. The rodeos were held on school campus, where students could practice in a traffic free environment.
- Elementary school workshops (Parisi and Associates/SafeMoves)
- Elementary school Pedestrian and Bicycle Safety Rodeos (Parisi and Associates)
- Computerized carpool program (City of Milpitas).
- Middle School Teen Workshop (Parisi and Associates)
- Middle School Teen Traffic Skills Course (Parisi and Associates)
- Suggested routes to school maps
- Walking audits: at all 11 elementary and middle schools

Encouragement

- International Walk and Bike to School Day: to encourage students to walk and bike to school with the intent that it will become a habit through the rest of the school year.
- Student Valet program: trains 4th, 5th and 6th graders to assist students who are being dropped off by their parents at school.

Enforcement

- Crossing guard program

Year Started: 2008

Number of Schools: 9 elementary and 2 middle
8 schools participate in the Student Valet Program

Funding:
2006-2008: \$375,000 SRTS Federal grant administered by Caltrans.

Sponsoring Agency: City of Milpitas

Implementing Agency: Parisi and Associates with Safe Moves

Key Partners:

- Milpitas Unified School District
- Silicon Valley Bicycle Coalition

Contact Information:

James Lindsay, Planning & Neighborhood Services Director
(408) 586-3273 , jlindsay@ci.milpitas.ca.gov

Santa Clara County

Program Name: City of Mountain View Safe Routes to School

Purpose: Transportation Climate Action Campaign: implement a five-year campaign to reduce greenhouse gas.

Program Elements:

Education

- Workshops for students (over 200 workshops over a three-year period).
- School Traffic Safety Rodeos, School/Family Safety Rodeos.
- Safe Routes to School Passport.
- The City will create and coordinate a computerized carpool program.

Year Started: 2006

Number of Schools: Expand to all public and private schools K-12 and Los Altos High School

Funding:

Current Funding

- \$500,000 VERBS Grant from VTA
- \$65,000 City of Mountain View local match

Previous Funding

- 2006-2008:: SRTS Federal grant administered by Caltrans

Sponsoring Agency: City of Mountain View

Implementing Agency: City of Mountain View

Key Partners:

- Local school districts
- Individual schools
- The Silicon Valley Bicycle Coalition (SVBC) will be responsible for administering the "Drive Your Bike" school curriculum.

Contact Information:

Helen Kim, Mountain View
(650) 903-6523, helen.kim@mountainview.gov

Santa Clara County	
Program Name:	Palo Alto Way2Go Program
Purpose:	In addition to encouraging carpooling, Way2Go programs engage City officials and staff to actively participate and provide focused programs aimed at reducing vehicle miles traveled in Palo Alto. Transportation Climate Action Campaign: implement a five-year campaign to reduce greenhouse gasses.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • In-classroom bicycle and pedestrian safety education courses for grades K through 3rd, and 5th and 6th grade levels. • Education materials for middle school students: develop to encourage safe alternative transportation use (2011/2012 VERBS grant). • Middle school parent education : expand (2011/2012 VERBS grant). • Walking/biking safe route to school maps: develop for all schools via public workshops. • Website: includes a SchoolPool coordination element (2011/2012 VERBS grant). • Citywide School Commute Safety Study report: included 10 schools • Outreach to Spanish and Chinese-language speaking community (2011/2012 VERBS grant) <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Walk and Roll to School events: include all elementary schools in the first week of October, and nearly all in the spring Earth Day promotion, in conjunction with parent Safe Routes to School volunteers. • Monthly Walk and Roll promotions (2011/2012 VERBS grant) <p><u>Enforcement</u></p> <ul style="list-style-type: none"> • Count stations • Crossing guards
Year Started:	2000
Number of Schools:	All public schools in the City – reaches over 5,000 students annually.
Funding:	2011/2012: \$528,000 VERBS Grant from VTA, \$132,000 City of Palo Alto local match
Sponsoring Agency:	City of Palo Alto
Implementing Agency:	City of Palo Alto
Key Partners:	<ul style="list-style-type: none"> • <u>City/School Liaison</u>: Subcommittee made up of representatives from the City Council and the Palo Alto Unified School District (PAUSD) Board of Education. • <u>City/School Traffic Safety Committee</u>: made up of representatives from the city staff, and school district staff and the PTAs. • Palo Alto Unified School District • League of American Bicyclists certified instructor: teaches bicycle riding skills and related traffic laws. • Parks and Recreation Department: provides youth bicycle education through the Enjoy Catalog
Contact Information:	
Jaime Rodriguez, Palo Alto (650) 329-2136, jaime.rodriguez@cityofpaloalto.org	

Santa Clara County

Program Name: StreetSmarts San Jose/San Jose Walk N Roll

Purpose: The StreetSmarts program brings education into the equation by building awareness, offering safety tips, and reminding all of us to take responsibility for our actions on the road. San Jose Walk N Roll is a Transportation Climate Action Campaign to reduce greenhouse gas.

Program Elements:

Education

- Interactive traffic safety education assembly
- Bike “rodeo” – an interactive bicycle safety simulation course with helmet giveaways and fittings
- Street Smarts Movie (on Pedestrian Safety) Grades K-4
- Assembly: education on enhancing safety and healthy lifestyles
- Classroom discussions about safe walking and biking behaviors
- Our Classroom Kit with talking points for teachers and quizzes and activities (Grades K-3)
- Promotional materials: StreetSmarts school safety fence banners, classroom pedestrian safety posters
- Parent Education Seminars

Enforcement

- Operation Safe Passage: a targeted enforcement effort conducted three times a year: after school starts, after students are back at school after the winter break and in May (collaboration between California Highway Patrol, Santa Clara Sherriff’s Department and the San José Police Department).

Year Started: 2003
2005: School Safety Education Component

Number of Schools: Available at no cost to all San Jose elementary and middle schools.
Adopted by 24 San José neighborhoods as well as 23 other California Communities.
2005-2006: 190 presentations were given at 47 schools, reaching over 28,000 students (School Safety Education Component).

Funding:

Current Funding

- \$943,000 VERBS Grant from VTA
- \$118,000 City of San Jose local match

Future Funding

2002: grant from the California Office of Traffic Safety
2005-2006: OTS funded School Safety Education Component

Sponsoring Agency: City of San Jose Department of Transportation

Implementing Agency: City of San Jose Department of Transportation

Santa Clara County

Program Name: StreetSmarts San Jose/San Jose Walk N Roll

Key Partners:

- San Jose Police Department
- American Automobile Association (AAA)
- Walk San Jose
- MTC
- San Jose Unified School District
- Valley Transportation Agency (VTA)
- California Highway Patrol
- Other jurisdictions implementing the program: Cities of Davis, San Ramon, and Santa Rosa, Monterey County Health Department, TAM, and the West Contra Costa Safe Communities Project.
- Caltrans
- Santa Clara County TSCN
- San Jose Bicycle and Pedestrian Advisory Committee
- Safe Moves, Inc
- Cities of San Francisco and Santa Clara.

Contact Information:

Linda Crabill, City of San Jose DOT
(408)277-4499, linda.crabill@sanjoseca.gov

Kelly Doyle, San Jose
(408)277-8685, kelly.doyle@sanjoseca.gov

Santa Clara County

Program Name: City of Santa Clara Safe Routes to School

Purpose: Provide a toolkit of materials for all school districts in a CD format, designed to model StreetSmarts. The goal is to have a 20% increase in walking and bicycling and a 20% reduction in vehicle trips in 2011-2012.

Program Elements:

Education

- Bicycle Safety Rodeos (police departments).
- Educate students on the proper safety equipment to wear and the proper way to ride their bicycles
- Safe Routes to School Maps
- Parent Traffic Safety Education/ workshops: (schools and TSCN)
- Walkability/Bikeability Assessments (TSCN staff and volunteers)

Encouragement

- Walking school buses.
- Frieker Program (now Boltage), prizes, giveaways, and events

Evaluation

- Counts, teachers collect data

Year Started: 2010

Number of Schools: 18 elementary, 2 middle
Expanding to 35 schools
The CD of materials will be provided free to all cities

Funding:

2011/2012:

- 500,000: VERBS Grant from VTA
- 65,000: City of Santa Clara matching fund

Sponsoring Agency: Santa Clara Valley Transportation Authority (VTA)

Implementing Agency: City of Santa Clara

Key Partners:

- Silicon Valley Bicycle Coalition
- Santa Clara Bicycle Advisory Committee
- Traffic Safe Communities Network (TSCN)

Contact Information:

Santa Clara County	
Program Name:	City of Sunnyvale/Traffic Safe Communities Network
Purpose:	Increase walking and bicycling to school to reduce greenhouse gases and improve air quality.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Parent traffic safety and encouragement activities: workshops, family fun bike nights, help with planning walking school buses • Traffic safety education for students: rodeos, classroom presentations, and/or assemblies • Walkability/bikeability assessments: including bicycle and pedestrian counts and environmental checklists. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Incentives and other resources for encouragement activities like Walk and Bike to School Week. • Safe Routes to School multi-disciplinary planning meetings to develop site-specific plans to get more students walking/biking to school and to improve safety.
Year Started:	2008
Number of Schools:	14 elementary/middle schools in Sunnyvale; 20% outside the city
Funding:	<p><u>Current Funding</u></p> <ul style="list-style-type: none"> • \$64,780 VERBS Grant from VTA • \$64,780 City of Sunnyvale matching funds <p><u>Previous Funding</u></p> <p>2006-2008: SRTS Federal grant administered by Caltrans.</p>
Sponsoring Agency:	City of Sunnyvale
Implementing Agency:	County Public Health Department Traffic Safe Communities Network (TSCN)
Key Partners:	<ul style="list-style-type: none"> • <u>Traffic Safe Communities Network (TSCN)</u> • <u>Santa Clara County Public Health Department</u> • <u>The Public Works Department of the City of Sunnyvale</u>
Contact Information:	<p>Alice Kawaguchi Health Education Specialist in Traffic Safe Communities Network (408) 793-2733, Alice.Kawaguchi@phd.sccgov.org</p>

Solano County	
Program Name:	Solano County Safe Routes to School Program
Purpose:	1. Increase healthy and safe alternatives to driving alone/chauffeured trips to school. 2. Reduce number of driving alone/chauffeured trips and the number of student vs. vehicle accidents along routes to school. 3. Maximize interagency cooperation in all SR2S efforts.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Bicycle Rodeos: implemented at 60 schools (police departments and Department of Public Health). • Student education & safety training (conducted by school districts, Solano County Department of Public Health). • Safety Assemblies: Solano County Department of Public Health. • Marketing SR2S programs (2011/2012 MTA SR2S CMAQ grant) • Mapping Project: design and market "Suggested Routes to School" maps at 22 schools, including school site walking audits (2011/2012 MTA SR2S CMAQ grant). • Walking Audit and Planning Events: at 20-30 schools (STA; city engineers). <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Encouragement contests & events (school districts, Solano County Department of Public Health). • Walk and Roll to School Days: students are given raffle tickets for walking and bicycling safely (Solano County Department of Public Health and/or PTO volunteers). • Walking School Bus Program (2011/2012 MTA SR2S CMAQ grant) <p><u>Enforcement</u></p> <ul style="list-style-type: none"> • Enforcement coordination (police departments). • Crossing guard trainings, including Safety Patrols where older students team with crossing guards.
Year Started:	2005
Number of Schools:	2008-2009: 10 schools participated 2010-2012: 80 schools, about 30 actively participating
Funding:	<p><u>Current Funding</u></p> <ul style="list-style-type: none"> • 2012-2013: \$942,000 MTC SR2S CMAQ funds. <p><u>Previous Funding</u></p> <ul style="list-style-type: none"> • Clean Air grant administered by the Yolo-Solano Air Quality Management District (YSAQMD) • Transportation for Clean Air (TFCA) funding administered by Bay Area Air Quality Management District (BAAQMD) • TFCA regional grant administered by BAAQMD: • Transportation Development Act (TDA) Article 3 administered by STA • T-Plus Federal Planning Funds administered by STA
Sponsoring Agency:	Solano Transportation Authority (STA)
Implementing Agency:	Solano County Department of Public Health

Solano County

Program Name: Solano County Safe Routes to School Program

Key Partners:

- Solano County Department of Public Health: program coordination; provide program and safety coordination services beginning 2009. The Health Promotion and Education Bureau provides education and encouragement services to schools.
- Solano Napa Community Information (SNCI): organizes and implements activities at elementary schools in Fairfield.
- Vallejo City Unified School District: organizes and implements activities at elementary schools in Vallejo.
- Public Works/City Engineers: assist in walking audit and planning events.
- Benicia and Suisun Police Departments: administer bike rodeos and other events at schools in Benicia and Suisun.
- School District personnel: assist with activities at schools.

Contact Information:

Sam Shelton, STA Project Manager
(707) 424-6075, sshelton@sta-snci.com

Sonoma County	
Program Name:	Sonoma County Safe Routes to Schools Program
Purpose:	The program promotes walking and biking to school through education and incentives that show how much fun it can be. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer routes to school.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Bicycle Safety/Skill Rodeos (Safe Kids Sonoma County) • Bicycle and Pedestrian Safety Outreach Program: offers bicycle and pedestrian safety assemblies, classroom lessons, and bicycle skill/safety rodeos to schools. (Santa Rosa Police Department). • K-6 curriculum on safety and benefits, etc., includes informational assemblies and information /workshops for parents. • Informational assemblies • Parent classes and workshops • Education and Encouragement School Route Map: GIS-based suggested route to school maps, with safety-coded routes. Accompanying marketing and education program to encourage "walking and biking buses," create manual for other areas to produce similar maps. (SR25 Creative Grant) • iWalk Sonoma County: offers starter kits for individual walkers, links to walking groups, worksite walking programs, maps, and more. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Information for starting Bike Train Campaigns at schools. (Safe Kids Sonoma County). • International Walk and Roll to School Day and Weekly and/or Monthly Walk and Roll to School Days (organized by Sonoma County Department of Public Health and Kaiser; SR25 provides resources). • Ongoing Walk/Roll Wednesdays (organized by Safe Kids Sonoma County). • Golden Sneaker Awards: classrooms compete to have the highest percentage of walkers or riders each month, to earn the coveted "Golden Sneaker" award (implemented by Department of Public Health). • Frequent Rider Miles (month-long contest): students track the number of days they walk, bike, carpool, and/or take the bus to school with this month-long contest (Department of Public Health). • Information for starting Walking School Bus Campaigns at schools (Department of Public Health). • Walkability Audits (Department of Public Health)
Year Started:	2008
Number of Schools:	9 elementary schools, 1 charter school (k-8), 2 middle schools.

Sonoma County	
Program Name: Sonoma County Safe Routes to Schools Program	
Funding: <u>Current Funding</u> <ul style="list-style-type: none"> • \$1,034,000 MTC CMAQ funds • \$45,000 (Measure M) • \$294,667 (South Santa Rosa, Sebastopol & Measure M) <u>Previous Funding</u> <ul style="list-style-type: none"> • 2009/2010: SRTS Federal grant administered by Caltrans for the Roseland and Bellevue School Districts. • Measure M (Sonoma County's quarter cent transportation sales tax administered by Sonoma County Transportation Authority) • Sebastopol (Federal SRTS grant administered by Sebastopol Public Works) • South Santa Rosa (Federal SRTS grant administered by County of Sonoma Public Works and Sonoma County Department of Health Services) • City of Santa Rosa (Federal SRTS grant administered by Santa Rosa Public Works Department) 	
Sponsoring Agency: Sonoma County Department of Public Health	
Implementing Agency: Sonoma County Bicycle Coalition (SCBC)	
Key Partners: <ul style="list-style-type: none"> • <u>Sonoma County Department of Public Health</u>: facilitates the evaluation, engineering, and enforcement work for South Santa Rosa schools, staffs Safe Kids Sonoma County, and organizes Walk and Roll to School Days. • <u>Sonoma County Transportation Authority (SCTA)</u>: administers Measure M, Sonoma County's quarter cent transportation sales tax which funds a portion of program. • <u>Safe Kids Sonoma County</u>: coordinate Walk and Roll to School days, facilitate the Safe Kids Bike and Pedestrian Action Team, and provide bike rodeos and trainings on how to hold a bike rodeo, and helmet banks. • <u>St. Joseph's Health Foundation</u>: funds Safe Kids Sonoma County. • <u>iWalk Sonoma</u>: offers starter kits for individual walkers, links to walking groups, worksite walking programs, maps, and more. They provide resources online for starting walking school buses. • <u>Kaiser</u>: provides volunteers for Walk and Roll to school day and gives \$1,000. • <u>Network for a Healthy California Kids Power Play Campaign</u>: assisted in organizing Walk and Roll to School day and Walking School Buses. • <u>Sonoma County Police Department</u>: provides bike rodeos • <u>511 SchoolPool Matching System</u> • <u>iWalk</u> 	
Contact Information: Tina Panza, Sonoma County Bicycle Coalition, 707-545-0153, tina@albikesonoma.org	Seana Gause, Son Co TA (707)565-5372, sgause@sctainfo.org

SR2S Creative Grant Programs

Program Name: BikeMobile: A Bike Repair and Encouragement Vehicle

Purpose: Mobile truck promoting walking/biking to school, recreation centers, and community events.

Program Elements:

- Providing bicycle repairs and repair/safety education to encourage bicycle use.
- Includes return visits to encourage continued use of bicycles through incentives.

Year Started: 2011

Number of Schools: N/A

Funding:

\$500,000 Climate Initiatives SR2S Creative Grant

Sponsoring Agency: Alameda County Transportation Commission (Alameda CTC)

Implementing Agency: Alameda County Transportation Commission (Alameda CTC)

Key Partners:

- Cycles of Change
- Transform
- East Bay Bicycle Coalition (EBBC)
- Alameda County Public Health Department

Contact Information:

Tommy Bensko, Cycles of Change
safecycles@cyclesofchange.org

SR2S Creative Grant Programs	
Program Name:	Green Ways to School Through Social Networking
Purpose:	Green Ways to School introduces new technological tools (technical social marketing/web interface [511]) to shift the cultural choice towards green transportation modes.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Promotional branding and materials. • SchoolPool: a trip-matching website. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Classroom contests and interschool challenges. • Teens Go Green program: organizes clubs in middle and high schools. <p><u>Other</u></p> <ul style="list-style-type: none"> • Evaluate success of the program: peer review of guidebooks, student tally surveys, SchoolPool trip-tracking results, parent surveys (TAM, MCBC, Bay Area SR2S Programs)
Year Started:	2010
Number of Schools:	Undetermined
Funding:	<p>\$383,000 Climate Initiatives SR2S Creative Grant</p> <ul style="list-style-type: none"> • Matching funds from Marin Community Foundation: \$175,000 • Matching funds from TAM: \$100,000
Sponsoring Agency:	Transportation Authority of Marin (TAM)
Implementing Agency:	Transportation Authority of Marin (TAM)
Key Partners:	<ul style="list-style-type: none"> • Cool the Earth • Marin Community Foundation • Marin County Bicycle Coalition (MCBC) • Marin County Transit District
Contact Information:	<p>Wendi Kallins, Marin County Bicycle Coalition (415)488-4101, wendi@marinbike.org</p>

SR2S Creative Grant Programs

Program Name: Green Star Schools

Purpose: Engaging students and teachers in climate change with school curriculum and competition

Program Elements:

- Development of a curriculum framework for teachers, web based interface and tracking which will be integrated with 511, competition with other schools/ classrooms; events; before and after measurements and surveys made part of curriculum.
- Support GreenTeams in schools
- Combine the strengths of youth driven action, organizational project support and web-based technology for promoting alternative transportation among students as well as school communities at large. This would include climate change presentations, green team conventions, age-relevant bicycle skills training workshops, incentive-based commute contests, social networking and audio/visual media outreach and innovative web-based transportation tools.

Year Started: 2011

Number of Schools: Not Available

Funding:

867,000 Climate Initiatives SR2S Creative Grant

Sponsoring Agency: Alameda County Waste Management Authority

Implementing Agency: Alameda County Waste Management Authority

Key Partners:

- Bay Area School Transportation Collaborative: made up of Alameda County, San Mateo County, City of San Jose, Sonoma County
- City of San Jose Environmental Services Department
- County of San Mateo Department of Public Works
- EarthTeam: provide an array of support services for transportation action projects that range from in-classroom presentations to multiple visits and lesson presentations that guide students and teachers.
- Green Schools Initiative
- Alameda County Office of Education

Contact Information:

Mark Spencer, Senior Program Manager
Alameda County Waste Management Authority
(510)891-6500, MSpencer@stopwaste.org

SR2S Creative Grant Programs	
Program Name:	Education and Encouragement School Route Map
Purpose:	GIS-based suggested route to school maps, with safety-coded routes. Accompanying marketing and education program to encourage "walking and biking buses" create manual for other areas to produce similar maps.
Program Elements:	<ul style="list-style-type: none"> • Walking audits and public planning events. • Suggested route to school maps, with safety-coded routes. • Marketing and education program to encourage "walking and biking buses" • Create manual for other areas to produce similar maps.
Year Started:	2011
Number of Schools:	Maps to be updated at 15 pilot schools Maps to be created at 7 additional schools
Funding:	\$250,000 Climate Initiatives SR2S Creative Grant
Sponsoring Agency:	Solano Transportation Authority (STA)
Implementing Agency:	STA
Key Partners:	<ul style="list-style-type: none"> • N/A
Contact Information:	Sam Shelton, STA Project Manager (707) 424-6075, sshelton@sta-snci.com

Multi-County (Regional)**Program Name:** 511 SchoolPool**Purpose:**

The 511 SchoolPool system helps schools with traffic congestion by enabling parents to link up to form alternative transportation pools for walking, bicycling, or carpooling. 511 SchoolPool will enable parents to register in the online system and find other parents with whom they can share the task of transporting their children to school.

Program Elements:

- SchoolPool is a technology that matches parents with others who have similar commutes.

Year Started: 2010**Number of Schools:** N/A**Funding:**

MTC

Sponsoring Agency: MTC**Implementing Agency:** MTC**Key Partners:**

- 511.org

Contact Information:

Susan Heinrich, MTC
SHeinrich@mtc.ca.gov

Multi-County (Regional)	
Program Name:	Speakers Bureau
Purpose:	Air District staff will be happy to come to your school and talk to students about air quality and public and climate health.
Program Elements:	<ul style="list-style-type: none"> • Air District staff works with teachers to design presentations that will fit with the curriculum being taught at the time of the presentation. • Air District staff available to present to classrooms
Year Started:	N/A
Number of Schools:	N/A
Funding:	BAAQMD
Sponsoring Agency:	Bay Area Air Quality Management District (BAAQMD)
Implementing Agency:	
Key Partners:	
Contact Information:	

Multi-County (Regional)	
Program Name:	Protect Your Climate Curriculum
Purpose:	Protect Your Climate addresses California educational standards for physical, earth and life sciences, mathematical reasoning, investigation and experimentation, visual and language arts, reading comprehension and history and social science.
Program Elements:	<ul style="list-style-type: none"> Curriculum: 16 lessons for 4th and 5th grade students that focus on air pollution, energy, waste reduction and transportation, available for download at no cost.
Year Started:	N/A
Number of Schools:	N/A
Funding:	BAAQMD
Sponsoring Agency:	Bay Area Air Quality Management District (BAAQMD)
Implementing Agency:	BAAQMD
Key Partners:	<ul style="list-style-type: none">
Contact Information:	

Multi-County (Regional)	
Program Name:	Cool the Earth
Purpose:	In order to promote behavior change in the classroom and in students' homes the Air District has sponsored Cool the Earth – a green house gas reduction program for K-8th grade students and their parents.
Program Elements:	<ul style="list-style-type: none"> • Climate change assembly program that educates K-8 students and their families about climate change and inspires them to take simple actions to reduce their carbon emissions. • Can be run through a parent volunteer within minimal teacher involvement. • Action Coupons: Take an action, turn in a coupon, get a reward. • Action Banner: See how all those actions add up to make a big difference.
Year Started:	
Number of Schools:	25, elementary & middle schools
Funding:	
Sponsoring Agency:	BAAQMD
Implementing Agency:	Cool the Earth Volunteers, headed by a team leader
Key Partners:	<ul style="list-style-type: none"> • The Climate Project • Marin Community Foundation • Bill Nye's Climate Lab at Chabot Space and Science Center • Pacific Gas and Electric Company • Conservation Corp North Bay • EcoMom Alliance • Green Zebra • Alliance for Climate Education
Contact Information:	Jenny Jedeikin, Creative Services and Communications Director Cool the Earth

Multi-County (Regional)**Program Name:** Girl Scouts Cool the Community**Purpose:****Program Elements:**

- Four-meeting program
- Interactive story explaining the concepts of global warming
- Creative art projects teaching about carbon footprints
- Community outreach with energy-saving Action Coupon booklets
- Scout recognition with Cool the Earth trading cards and climate change patch

Year Started:**Number of Schools:****Funding:****Sponsoring Agency:** Cool the Earth**Implementing Agency:****Key Partners:**

- Girl Scouts

Contact Information:

Kymerly Miller, Program Manager
kmillier@girlscoutsnorcal.org.

Multi-County (Regional)	
Program Name:	Alliance for Climate Education
Purpose:	A national nonprofit based in Oakland, California, dedicated to educating America's high school students about the science behind climate change and inspiring them to do something about it—while having fun along the way.
Program Elements:	<ul style="list-style-type: none"> • ACE Assembly: ACE educators present climate science that resonates with students via an in-school assembly that blends storytelling, cutting edge animation, music and video (free). • Do One Thing (DOT) Campaign: Pledge to do one thing to help the environment • Action Teams: Student-led groups focused on climate projects. ACE provides project ideas and leadership trainings. • Leadership training • Grant and scholarship opportunities
Year Started:	2008
Number of Schools:	
Funding:	
Sponsoring Agency:	Cool the Earth
Implementing Agency:	
Key Partners:	
Contact Information:	Ethan Burke 510.251.5993, ethan.burke@climateeducation.org

Multi-County (Regional)	
Program Name:	Headlands Institute
Purpose:	This area of study introduces basic climate change concepts. Students begin to define and understand climate change by learning about the carbon cycle, the greenhouse effect, and phenology. They observe the impacts climate change is having on our oceans and local communities, and play games to help identify actions we can all take to reduce our environmental footprint.
Program Elements:	<ul style="list-style-type: none"> • Climate Change Basics: observation and discussion, interactive games teaching the carbon cycle, native plant nursery visit, skins and skulls lab. • Impacts on Oceans: Teaches how climate change is affecting oceans. • Teen Environmental Action Mentorship (TEAM) intern: Students lead interactive games with participating elementary school students, steward lab spaces, work with a professional Mentor Educator, and create a lesson to bring to a classroom in the students' community.
Year Started:	2011 (Climate change area of study added)
Number of Schools:	Grades 5+
Funding:	
Sponsoring Agency:	Golden Gate National Park
Implementing Agency:	Headlands Institute
Key Partners:	<ul style="list-style-type: none"> • NatureBridge – nonprofit residential education partner of the National Park Service.
Contact Information:	<p>Jeanelle Steiner 415.332.2307</p>

Multi-County (Regional)	
Program Name:	Bill Nye's Climate Lab
Purpose:	The Chabot Space & Science Center's Bill Nye's Climate Lab (BNCL) is a 4,100-square-foot interactive site-specific climate science exhibition and an internet-based innovative website.
Program Elements:	<ul style="list-style-type: none"> • Bike With Bill: This is an onsite exhibit component where kids can ride an actual bicycle with Bill Nye (projected and interactive) and discover solutions to transportation problems. As the visitor pedals, Bill Nye explores with them comparisons of different transportation methods and their energy use and CO2 output to determine the cleanest and most efficient forms of transportation. • Transportation Design Challenge: In this online web interactive, and companion onsite exhibit component, kids design the most clean and efficient vehicle possible to transport goods between two US cities. The user accrues clean energy points based on their vehicle's efficiency and emissions ratings. They also create a souvenir snapshot of their vehicle design that they can modify and share online and through social networking sites. • Students collect 'solutions' on personalized Climate Scout ID badges throughout Bill Nye's Climate Lab.
Year Started:	
Number of Schools:	N/A
Funding:	Donations
Sponsoring Agency:	Chabot Space and Science Center
Implementing Agency:	Chabot Space and Science Center
Key Partners:	<ul style="list-style-type: none"> • Air Force Office of Scientific Research • Bank of America Foundation • Bay Area Air Quality Management District • Richard and Rhoda Goldman Fund • Gordon and Betty Moore Foundation • Sea Change Foundation • Tomkat Foundation
Contact Information:	Etta Heber, Director of Programs

Previous Programs (Funded Since 2001)

Program Name: Contra Costa "Street Smarts" Campaign

Purpose: A regional traffic safety education campaign to include a variety of traffic safety messages aimed at motorists, pedestrians, and bicyclists.

Program Elements:

Education

- Develop materials: posters in English and Spanish, banners, display boards, bumper stickers, rulers, magnet
- Commercials before movies
- Monthly newsletter insert
- One-hour educational presentation
- Consultation on conducting own Street Smarts Campaign

Year Started: 2005

Number of Schools: Targeted two elementary schools

Funding:

2005:

- \$10,000 grant from the Keller Canyon fund
- Support of County Supervisor Federal Glover's Office

Sponsoring Agency: Contra Costa Public Works Department

Implementing Agency: Contra Costa County's Injury Prevention Program

Key Partners:

- AC Transit
- Contra Costa County
 - Public Works*
 - Office of Supervisor John Gioia
Community Development
 - Health Services
- City of San Pablo
- City of Richmond
- North & East Neighborhood Council, Richmond
- San Pablo Safety Commission
- West Contra Costa Transportation Advisory Committee
- West Contra Costa Unified School District

Contact Information:

Denise Gallegos-Milosevich
Project Coordinator
(925)313-6110

Previous Programs (Funded Since 2001)			
Program Name:	WalkBike Marin		
Purpose:	Raising awareness of walking and bicycling and highlighting new facilities built as part of the Nonmotorized Transportation Pilot Program (NTPP) and other funding sources.		
Program Elements:	<p>This program targets all residents and visitors in Marin. Only elements that are directed to youth are included below.</p> <p><u>Education</u></p> <ul style="list-style-type: none"> • <i>Riding with Youth Workshops</i>: taught parents how to safely bicycle with children. Each workshop provided parents and their children with basic skills for riding, including an indoor classroom session with a video, bike and helmet safety checks, equipment information, blacktop skills exercises, and practice rides. The workshops were free three-hour Saturday morning sessions throughout Marin County. Participants received Marin County bikeway maps, bumper stickers, and bike flat tire repair kits. • <i>Youth Bike Repair Program</i>: weekly introductory repair classes for bicyclists, introducing them to the shop, proper tool use, and basic bike repair. The Bicycle Works also provided an open work and learning space at their shop and held additional classes at various locations in the county. 		
Year Started:	2008		
Number of Schools:	149 participants at 14 workshops (Riding with Youth Workshops) 168 participants at workshops throughout the county and 2,529 youth-days of repair clinic instruction (Youth Bike Repair Program)		
Funding:	<p>\$25 million - federal grant as part of the Nonmotorized Transportation Pilot Program (NTPP).</p> <ul style="list-style-type: none"> • \$50,000 for Riding with Youth Workshops • \$40,000 for bike repair training program, which Youth Bike Repair Program was an element of. 		
Sponsoring Agency:	County of Marin (Dept of Public Works)		
Implementing Agency:	Marin County Bicycle Coalition (MCBC; Riding with Youth Workshops) Trips for Kids Marin and WalkBikeMarin (Youth Bike Repair Program.)		
Key Partners:	<ul style="list-style-type: none"> • <u>Marin County</u>: oversees distribution of funding and managed the NTPP. • <u>Alta Planning + Design</u>: manages the programs and reporting. 		
Contact Information:	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Peggy Clark, SR2S Scheduling Coordinator MCBC Share the Road Program Manager 415456-3469, 8#, peggy@marinbike.org </td> <td style="width: 50%; vertical-align: top;"> Marilyn Price, Trips for Kids (415)458-2986, www.tripsforkids.org/marin </td> </tr> </table>	Peggy Clark, SR2S Scheduling Coordinator MCBC Share the Road Program Manager 415456-3469, 8# , peggy@marinbike.org	Marilyn Price, Trips for Kids (415)458-2986, www.tripsforkids.org/marin
Peggy Clark, SR2S Scheduling Coordinator MCBC Share the Road Program Manager 415456-3469, 8# , peggy@marinbike.org	Marilyn Price, Trips for Kids (415)458-2986, www.tripsforkids.org/marin		

Previous Programs (Funded Since 2001)	
Program Name:	Gilroy Unified School District
Purpose:	
Program Elements:	<ul style="list-style-type: none"> • Education and encouragement program: develop and implement. • Adult crossing guard: training and recruitment program. • School Zone Traffic Enforcement Program, purchase and circulate two mobile radar speed feedback trailers.
Year Started:	
Number of Schools:	7 elementary schools, 3 middle schools
Funding:	2009/2010: \$301,500 SRTS Federal grant administered by Caltrans
Sponsoring Agency:	City of Gilroy
Implementing Agency:	City of Gilroy
Key Partners:	
Contact Information:	

Previous Programs (Funded Since 2001)	
Program Name:	Fairfield-Suisun Unified School District SRTS
Purpose:	<ol style="list-style-type: none"> 1. Educate students and families; 2. Incorporate all aspects of safety; 3. Implement components of "Street Smarts"; 4. Create brochures; 5. Hold Safety Assemblies; 6. Set up School Safe Traffic Zone.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Educating students and families, incorporating all aspects of safety into school education, including components of "Street Smarts." • Brochures. • Safety assemblies <p><u>Enforcement</u></p> <ul style="list-style-type: none"> • Crossing guard program (including police department training) • Establishing school safe traffic zones.
Year Started:	2006
Number of Schools:	
Funding:	2006/2007 and 2007/2008: \$150,000 SRTS Federal grant administered by Caltrans.
Sponsoring Agency:	
Implementing Agency:	
Key Partners:	.
Contact Information:	

Previous Programs (Funded Since 2001)**Program Name:** Cotati-Rohnert Park Unified School District SRTS**Purpose:****Program Elements:**Education

- Hire experts to conduct one or two-day training seminars at each school site and to develop and coordinate age appropriate classroom curriculum.

Encouragement

- Walk and Roll to School Day

Evaluation

- Periodic measurement of student participation will be recorded.

Year Started:**Number of Schools:****Funding:**

2006/2007 and 2007/2008: \$83,084 SRTS Federal grant administered by Caltrans.

Sponsoring Agency:**Implementing Agency:****Key Partners:**

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Contact Information:

Amy Jolly, Safe Routes to School Program Manager for the Sonoma County Bicycle Coalition

Previous Programs (Funded Since 2001)	
Program Name:	City of Santa Rosa
Purpose:	Develop a 2-year pilot SRTS program, utilizing and built upon the techniques and successes of federally recognized SRTS program. Include events such as walk and bike to school days. Establish a task force.
Program Elements:	<p><u>Education</u></p> <ul style="list-style-type: none"> • Bicycle Rodeos • School assemblies • Outreach: promotional ads in various local publications, Radio Campaign – The Roads of Our Lives, Facebook ads with walking and cycling safety tips • Walking audit: Citywide uncontrolled crosswalk analysis and prioritization. <p><u>Encouragement</u></p> <ul style="list-style-type: none"> • Walk-n-Roll to School Events • Community Events and Fairs <p><u>Enforcement</u></p> <ul style="list-style-type: none"> • Community Policing: deploys officers by foot or bicycle in and around school zones, works with the Public Works Department to identify radar trailer locations, and works with schools individually to improve loading zone circulation (City police department).
Year Started:	2006
Number of Schools:	13 elementary and 5 middle schools
Funding:	2006/2007 and 2007/2008: \$250,000 SRTS Federal grant administered by Caltrans.
Sponsoring Agency:	City of Santa Rosa
Implementing Agency:	City of Santa Rosa
Key Partners:	<ul style="list-style-type: none"> • Santa Rosa City School District • Santa Rosa Police Department Bicycle and Pedestrian Safety Program • Sonoma County Bicycle Coalition (SCBC)
Contact Information:	
Julia Gonzalez Grant Administrator, City of Santa Rosa, Safe Routes to School Program	

Previous Programs (Funded Since 2001)

Program Name: City of Sebastopol Safe Routes to School

Purpose: The goal of Safe Routes to School programs is to encourage walking and bicycling where it is safe, and to make changes where it is not safe.

Program Elements:

- Establish a formal and ongoing SRTS Program, based on the national model program in neighboring Marin County.

Year Started: 2006

Number of Schools: 2 elementary, 1 middle, and 1 charter

Funding:

2006/2007 and 2007/2008: \$250,000 SRTS Federal grant administered by Caltrans.

Sponsoring Agency: Sebastopol Unified School District

Implementing Agency: Sonoma County Bicycle Coalition

Key Partners:

- SRTS Task Force

Contact Information:

Sarah Hadler
Program Manager, Safe Routes to School Sebastopol
707-545-0153, sarah@bikesonoma.org

Glossary

ACCMA	Alameda County Congestion Management Agency (now Alameda CTC)
ACPHD	Alameda County Public Health Department
ACTIA	Alameda County Transportation Improvement Authority (now Alameda CTC)
Alameda CTC	Alameda County Transportation Commission (Alameda County's CMA; formed from ACCMA and ACTIA)
BAAQMD	Bay Area Air Quality Management District
C/CAG	City/County Association of Governments of San Mateo County (San Mateo County's CMA)
CMA	Congestion Management Agency
CMAQ	Congestion Mitigation and Air Quality
CCHS	Contra Costa Health Services
EBBC	East Bay Bicycle Coalition
GHSMC	Get Healthy San Mateo County Task Force
H&HS	Marin County Department of Health and Human Services
MCBC	Marin County Bicycle Coalition
NCTPA	Napa County Transportation & Planning Agency (Napa County's CMA)
NHTSA	National Highway Traffic Safety Administration
NTPP	Nonmotorized Transportation Pilot Program
PTOs	Parent Teacher Organizations
SBVER	School-Based Vehicle Emissions Reduction
SCBC	Sonoma County Bicycle Coalition
SCTA	Sonoma County Transportation Authority
SFBC	San Francisco Bicycle Coalition
SFCTA	San Francisco County Transportation Authority SF County's CMA)
SFMTA	San Francisco Municipal Transportation Agency
SFUSD	San Francisco Unified School District
SNCI	Solano Napa Community Information
SRTS-SF	San Francisco Safe Routes to School Coalition
STA	Solano Transportation Authority (Solano County's CMA)
SVBC	Silicon Valley Bicycle Coalition
TAM	Transportation Authority of Marin (Marin County's CMA)
TDA	Transportation Development Act
TFCA	Transportation for Clean Air
TIP	Transportation Improvement Program
TSCN	Traffic Safe Communities Network (Santa Clara County)
VTA	Santa Clara Valley Transportation Authority (Santa Clara County's CMA)
WCCUSD	West Contra Costa Unified School District
YSAQMD	Yolo-Solano Air Quality Management District