



San Mateo County
SAFE ROUTES TO SCHOOL

Healthy Kids • Green Communities • Safe Journeys

2014-15 ANNUAL REPORT



PROGRAM GOALS

Safe Routes to School (SRTS) San Mateo County is a countywide program offered by the San Mateo County Office of Education. The goal of the program is to encourage and enable school children to walk, bicycle, carpool, and use public transit as a way of getting to and from school. Funding for this program is made possible by the City/County Association of Governments of San Mateo County (C/CAG).

To achieve this goal and facilitate gains in these areas, SRTS supports school communities as they implement projects and activities that improve the health, well-being, and safety of children and result in less traffic congestion and emissions caused by school-related travel. Specific supports include grant award program facilitation, professional development, outreach, and county-wide event coordination.



PROGRAM OUTLINE

Safe Routes to School (SRTS) San Mateo County is a partnership between the City/County Association of Governments (C/CAG) and the San Mateo County Office of Education (SMCOE). During the 2014-15 year, other partners and collaborators included San Mateo County Health System, the Sequoia Healthcare Districts, the Peninsula Health Care District, the Metropolitan Transportation Commission (MTC), Commute.org, and Transform.



Additional active partners include the cities and unincorporated areas of

- Daly City
- Brisbane
- South San Francisco
- San Bruno
- Pacifica
- Millbrae
- Burlingame
- Hillsborough
- Menlo Park
- Atherton
- Woodside
- County of San Mateo
- Half Moon Bay
- San Mateo
- Foster City
- Belmont
- Redwood City
- San Carlos
- East Palo Alto
- La Honda
- Pescadero
- Portola Valley

Partners and Organizations

Recycle Works • Peninsula YMCA • Safe Moves • Bay Area Bike Mobile
School Pool • Wheel Kids • Street Smarts • Kanga Do
Silicon Valley Bicycle Coalition

FRAMEWORK FOR SUCCESS

The Safe Routes to School program is based on the comprehensive Five E's model: education, encouragement, engineering, enforcement, and evaluation

EDUCATION

Educational activities are designed to promote and provide school community members, including students, a common understanding of what the Safe Routes to School program seeks to achieve and why the program is vital to a healthy lifestyle, traffic mitigation, and a positive environmental impact. Educational activities can include school assemblies, classroom instruction, bike clubs, green teams, family fitness nights, and/or wellness fairs. Examples include

- *Bike and pedestrian safety workshops*
- *ACE: Alliance for Climate Education (middle and high school)*
- *Cool the Earth Program (elementary)*

Parent and family education is also vital for the Safe Routes to School program to be fully implemented and successful. Such parent and/or family programs can be informational meetings, driver safety orientations or workshops, volunteerism, bike rodeos, and community educational festivities.

- *Wellness fairs*
- *Curriculum guides and lessons*
- *Family Fitness Nights*



ENCOURAGEMENT

Encouragement activities align with the educational activities and the annual events. The school community has an opportunity to practice the walking and biking behaviors they have learned, generate interest, build community, and sustain momentum by demonstrating success. Encouragement activities may include a walking school bus, a bike train/brigade, golden sneaker contests and celebrating the annual International

ANNUAL EVENTS

| | |
|----------------------------------|-----------------|
| International Walk to School Day | October 8, 2014 |
| Golden Sneaker | Feb. 25-Mar. 11 |
| Earth Day | April 17, 2015 |
| National Bike to School Day | May 6, 2015 |

ENGINEERING

Engineering projects can range from capital outlay projects (parking lots, widening roads, and/or installing traffic signs). Engineering is also used to describe the analysis of the school's environment and the behavioral patterns around travel to and from school. This walkability and bikeability audit is performed to allow for direct and indirect feedback for potential positive changes. Route maps are also generated to provide an effective tool for safe and efficient travel flow.

The two engineering firms that were used for walk audits were

- Parisi Transportation Group (Martin Elementary, Half Moon Bay High School)
- Kimley-Horn (M. Tobias Elementary, Westlake Elementary).

ENFORCEMENT

The main goals of enforcement strategies are to deter unsafe behaviors of drivers, pedestrians, and bicyclists and to encourage all road users to obey traffic laws. Effective tools have come in the way of student valet programs, Active Speed Monitors, and open conversations with and the visibility of resource officers. Paired with the tools above, school community education and encouragement activities reinforce and truly make a positive impact.

EVALUATION

The evaluation component is an important element of any SRTS program and is used to help determine if the most vital needs are being addressed, the appropriate strategies are being used and the desired results are being achieved. Evaluation data also informs decisions about adjusting activities when necessary.

The two main evaluation tools/activities in SRTS programs are

Student Travel Tallies, which help measure how students get to and from school. This data is collected through the National Safe Routes Student Travel Tally Form and computed with the assistance of the National Safe Routes Data Center.

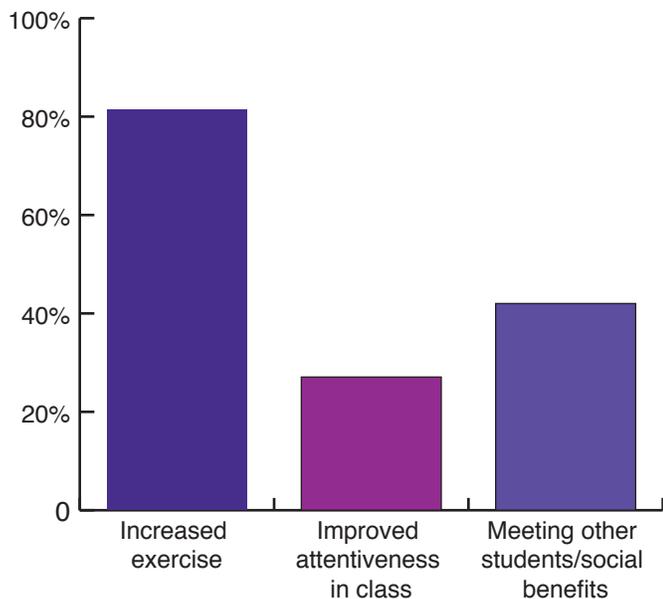
The Safe Routes to School Parent Survey, which asks for information about what factors affect whether parents allow their children to walk, roll or bike to school, the presence of key safety-related conditions along various routes to school and related background information. The Parent Survey is available in English, Spanish, Chinese, and Tagalog. There is an online and printable version.

DATA BREAKDOWN

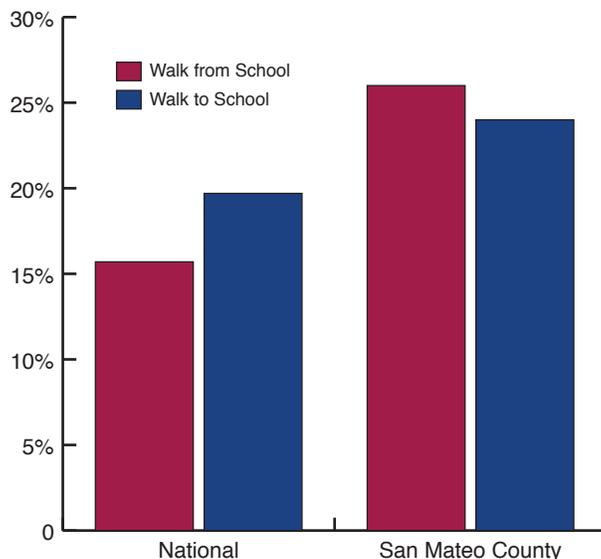
In 2014-15, the Safe Routes to School program

- Supported **133** schools
- Conducted **four** walkability and bikeability audits
- Held **over a thousand** assemblies, bike rodeos, and educational events
- Awarded **\$655,201** in funding

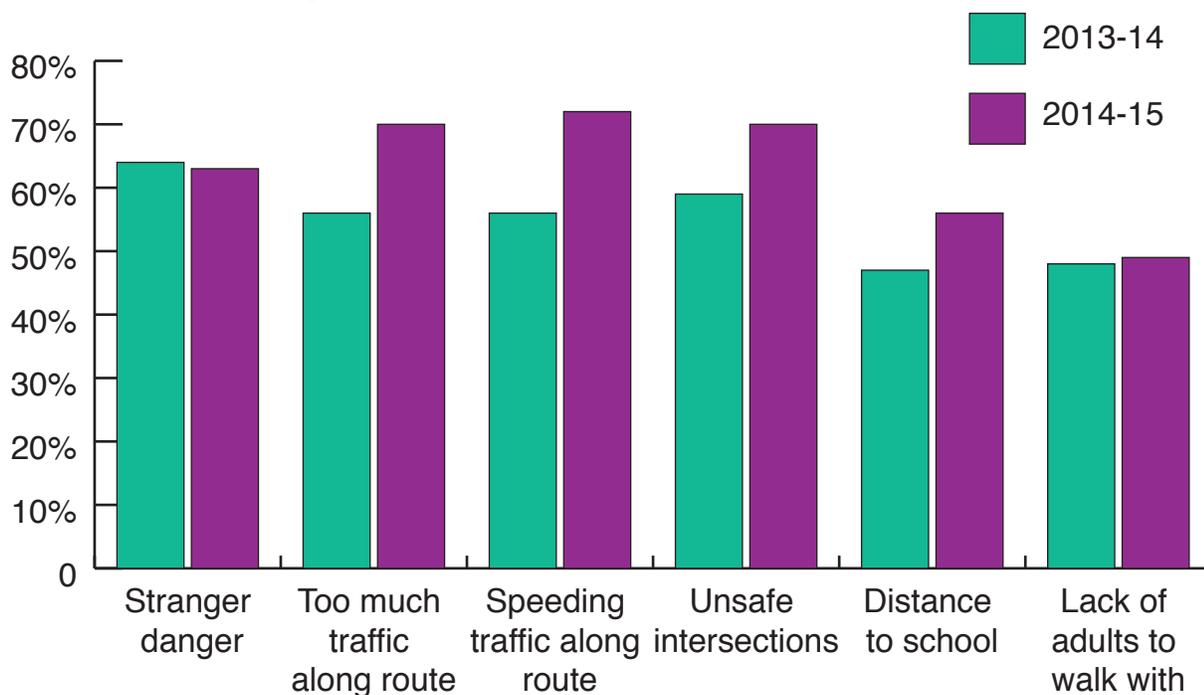
Benefits of Participation



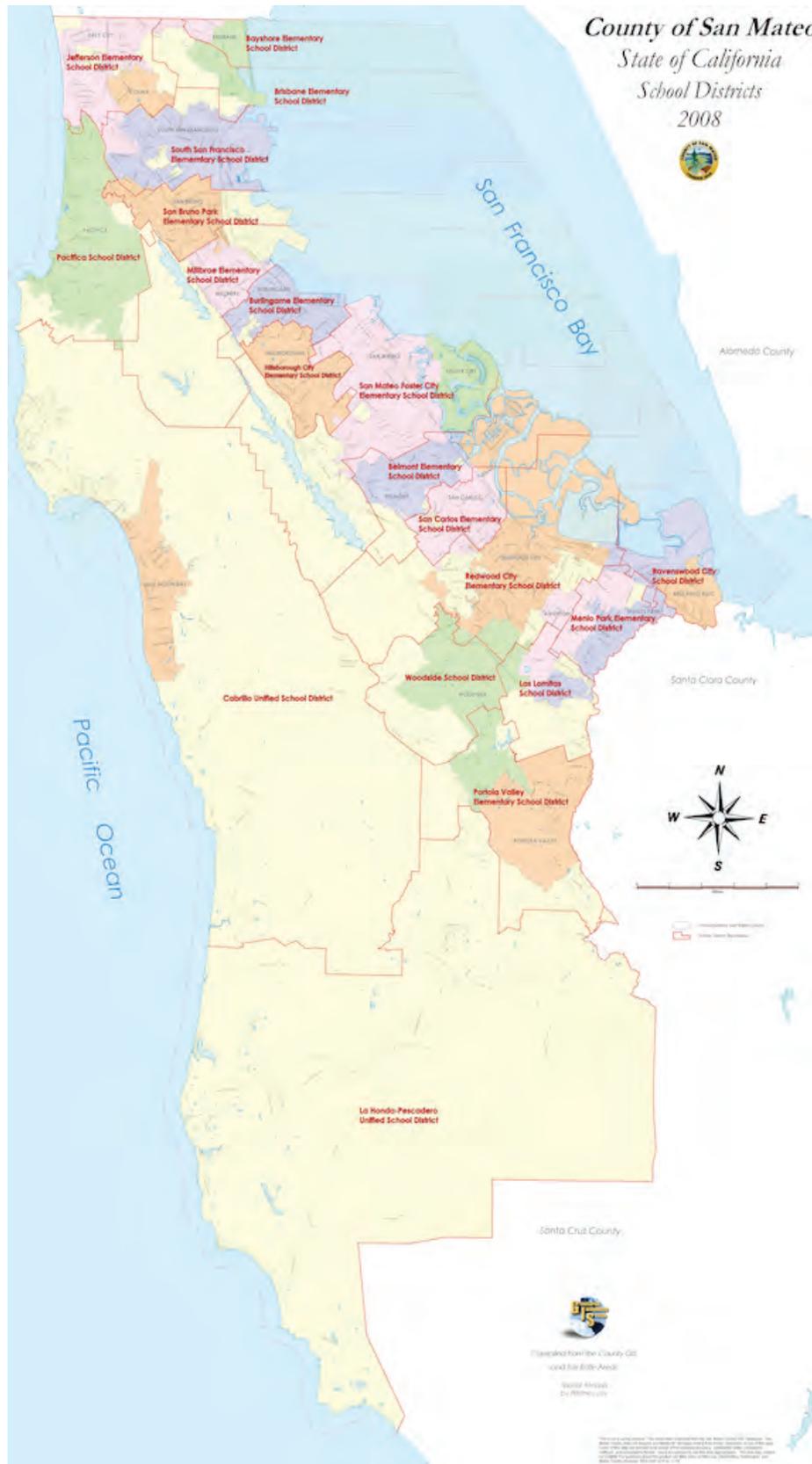
Participation Rates



Key Parental Concerns



PARTICIPANTS



During the 2014-15 school year, 133 schools and/or organizations participated in the San Mateo County Safe Routes to School program.

- Belmont-Redwood Shores (7 schools)
- Brisbane (3 schools)
- Burlingame (6 schools)
- Cabrillo (6 schools)
- Hillsborough (4 schools)
- Jefferson Elementary (15 schools)
- La Honda-Pescadero (3 schools)
- Menlo Park City (4 schools)
- Millbrae (5 schools)
- Pacifica (7 schools)
- Portola Valley (2 schools)
- Ravenswood (8 schools)
- Redwood City (17 schools)
- San Bruno Park (7 schools)
- San Carlos (7 schools)
- San Mateo-Foster City (20 schools)
- Sequoia High (5 schools)
- Sacred Heart (1 school)
- Afterschool Programs (6 schools)



LOOKING AHEAD

Parent Involvement: One of the future goals for the SRTS program is to make strides in the area of parent involvement through various parent committees such as but not limited to Site Councils and PTA meetings.

K-16 Involvement: In San Mateo County, we are fortunate to have several unified school districts as well as high school union districts and several community colleges in the area.

Sustainability: Embed the SRTS program and philosophy into everyday school community practices.



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