Creating Safer Routes with Teens

TAC Meeting, June 2012
Our Plan

Best Practices Report
Select Schools
Focus Groups
Pilot Programs
Evaluate
Do it again!
Our Approach

Empower Youth

Change Mode

Be Flexible

Equity & Diversity
<table>
<thead>
<tr>
<th>Ref</th>
<th>Site</th>
<th>Ped / Bike / Car / Trans</th>
<th>Tech</th>
<th>Env Ed</th>
<th>Urban Plan</th>
<th>Equip</th>
<th>Youth Summit</th>
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Focus Groups

Mode

Barriers

Sample Programs

Messaging
Travel TO School

- Walk
- Bike / Skate
- BART
- Bus
- Drive Alone
- Dropped Alone
- Carpool

Logan HS
Foothill HS
Oakland HS
San Lorenzo HS
No Cars on Campus Day
Save a Gallon

You CAN make a difference!
Take one less car trip this week.

Site Statistics:
As of today our 2086 members have logged 571,642 miles, saving 26,311 gallons of gasoline and preventing over 255.2 tons of CO2 from being released.

My Statistics:
(Your Stats Here)

Join Now

Recent Posts
Pedaling for Prizes
Welcome to 511 SchoolPool Matching

Welcome to the 511 SchoolPool RideMatch service - this program is an interactive, on-demand system to help families coordinate with each other to carpool, walk or bike to and from school.

Join the 511 SchoolPool RideMatch system and get a list of other families who travel a similar route and with whom you could share the trip. You can also create a transit trip itinerary right from the matchlist page.

Participating schools must be registered with 511. And, more schools are added frequently. Before you start, click for a list of participating schools.

Want to promote carpooling, walking and biking at your child’s school? Download or print the flyers below. Email them to other parents in your child’s school. Or, better yet, provide these flyers to your school for distribution in school newsletters, PTA meetings, etc.

English Flyer  
Spanish Flyer  
Chinese Flyer

Your information remains confidential. Only basic contact information as your phone number and e-mail will be shared with potential matches.

Click on REGISTER HERE (right) to get started.
Messaging

Your choices change your community. Walk, bike, take transit, or carpool to school!
Messaging

Set yourself free with your own two feet. Walk, bike, or take the bus each week.
Take a step towards a cleaner world. Walk or bike to school this week.
We all know that getting dropped off by your mom is pretty much the least cool thing you can do. Safe Routes is here to help you avoid that terrible fate.
Findings: Messaging

• Set yourself free with your own two feet
• Focus on walk home
• Our humor wasn’t funny
• Don’t talk about ‘environment’
• Show impact of driving
• Short slogan that rhymes or acronym
• Pair with images
<table>
<thead>
<tr>
<th>School Selection</th>
<th>Location</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Foothill High School</strong></td>
<td>Pleasanton</td>
<td>After School</td>
<td>Earth Club &amp; Leadership</td>
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<td><strong>Logan High School</strong></td>
<td>Union City</td>
<td>After School</td>
<td>Media Academy &amp; Bike Club</td>
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<td>In School</td>
<td>Public Health Academy Elective</td>
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<td><strong>San Lorenzo High School</strong></td>
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<td>In School</td>
<td>Green Academy Urban Design Class</td>
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# Proposed Programs

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<tr>
<th>Topic Area</th>
<th>Program</th>
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<th>Foothill HS</th>
<th>San Lorenzo HS</th>
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## Piloted Programs

<table>
<thead>
<tr>
<th>Surveys</th>
<th>BikePool</th>
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<tbody>
<tr>
<td>Letter writing</td>
<td>Carpool</td>
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<tr>
<td>Walk audits</td>
<td>Guest Speakers</td>
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<tr>
<td>Research</td>
<td>Video Contest</td>
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<tr>
<td>Transportation Log</td>
<td>Safe Routes Fellows</td>
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<tr>
<td>Create Campaign</td>
<td>Final Celebration</td>
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<tr>
<td>Events</td>
<td>Evaluation</td>
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</table>
Surveys & Letter Writing
Walk Audits (San Lorenzo HS)
Walk Audits (Logan HS)
Walk Audits (Oakland HS)
Walk Audits (Oakland HS)
Research & Transportation Log
Create Campaign
Walk & Roll to School Day
Walk & Roll to School Day
Walk & Roll to School Day
Walk & Roll to School Day
BikeMobile
Bike to School Day
Bike to School Day
Bike to School Day
Transit Tuesday
Ride Free Wednesday

Foothill High School

RIDE FREE WEDNESDAY
The best thing to happen to the school week since Friday!

ROUTE 602 or 604
Falcons Ride Free Every Wednesday in April 2012

When you take route 602 or 604 to and from school, it's a triple win for you, your community and the environment.

IT'S EASY!
Just board the school tripper bus that conveniently serves your neighborhood and your ride is FREE!

At the end of the school day, board the bus stop in front of FHS and your ride home is FREE too.

Be a positive force in the community by making a personal pledge to commute by bus during the month of April 2012.

Customer Service (925) 455-7500 wheelsbus.com
Bike Pool
Visits from Practitioners
Visits from Practitioners
Visits from Practitioners
Safe Routes Fellows
Video Contest

This is How We Roll

Create a public service announcement (PSA) that educates and encourages your friends, family and community to walk, bike, carpool, and/or use the bus.

Contest Details

1. Form a team
   10 people maximum, everyone must be a high school student in Alameda County.

2. Create your PSA
   Convince your peers to use active transportation to get to school.
Final Celebration
Evaluation
How has your school benefited? (Students)

- Increased street safety
- Less traffic around school
- Improved drop off / pick up zones
- More students walking to school
- More students biking to school
- More students carpooling to school
- More students taking transit to school
- More students taking transit to school
- More students walking to school
- More students biking to school
- More students carpooling to school
- More students taking transit to school
- More students taking transit to school
- Increased awareness of pedestrian safety
- Increased awareness of bike safety
- Increased awareness of health & environmental impacts of driving
- Increased awareness of urban design as it relates to transportation and safety
- Increased knowledge of city planning process
- Increased knowledge of careers in the field (planning, transportation, engineering, etc.)
- Fun activities and events that engage students
- Stronger connections with city government
- Other
How has your school benefited? (Champions)

- Increased street safety
- Less traffic around school
- Improved drop off / pick up zones
- More students walking to school
- More students biking to school
- More students carpooling to school
- More students taking transit to school
- Increased awareness of pedestrian safety
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- Increased knowledge of city planning process
- Increased knowledge of careers in the field (planning, transportation, engineering, etc.)
- Fun activities and events that engage students
- Stronger connections with city government
- Other
Program Activities (Champions)
### Most Effective Activities
(According to Students & Champions)

<table>
<thead>
<tr>
<th>Focus groups</th>
<th>Transit Tuesday</th>
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<tbody>
<tr>
<td>Surveys</td>
<td>BikeMobile</td>
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<tr>
<td>Creating posters &amp; flyers</td>
<td>Bike Blender</td>
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<td>Presentations</td>
<td>Raffle prizes</td>
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<td>Making videos</td>
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<td>Guest speakers</td>
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<td>Bike to School Day</td>
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Highlights 2012

“Planning Transit Day had a little bit of everything that had to do with leadership.”

“Getting to meet city officials on a personal basis opened my eyes to careers in these kinds of related fields.”

“I was able to make a difference in my community.”

“The best part of this project was having my school work, grade, and commitment to going green all come together.”
Lessons Learned 2012

- Events (Bike to School Day, Transit Tuesday)
- Food
- Hands on experiences (Walk audit, event planning)
- Work in groups
- Short projects
- Guest speakers (local government, planners)
- Strong champions
- Outreach to parents
- Making a difference
- FUN!
Next Steps

Report
Select new sites
Solidify curriculum
Continue to pilot programming!
Creating Safer Routes with Teens

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