

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



Best Practices Report

Ref	Site	Ped / Bike / Car / Trans	Tech	Env Ed	Urban Plan	Equip	Youth Summit	Advocacy	Incentive
A	West Oakland Health & Safety Collaborative (West Oakland, CA)	Ped	X	X	X			X	X
B	Safe Routes (Alexandria, VA)	Bike				X			
C	Recycle-a-Bicycle (New York, NY)	Bike		X		X	X		X
D	Cycles of Change (Oakland, CA)	Bike		X		X			X
E	School Pool (Contra Costa, CA)	Car	X						
F	YouthPass (Portland, OR)	Transit	X					X	
G	New Youth (Ontario, Canada)	Transit	X	X				X	
H	Youth for Public Transit (International)	Transit	X				X	X	
I	Future Leaders in Planning (Chicago, IL)	Ped / Bike	X	X	X			X	
J	Safe Routes, Contra Costa CA	Ped / Bike		X	X		X		
K	"Way to Go" Safe Routes (Montpelier, VT)	Ped / Bike	X		X			X	X
L	"Teens Go Green" Safe Routes (Marin County, CA)	Bike / Car	X	X			X	X	
M	Safe Routes (Redwood City, CA)	Bike / Car		X			X		

Focus Groups

Mode

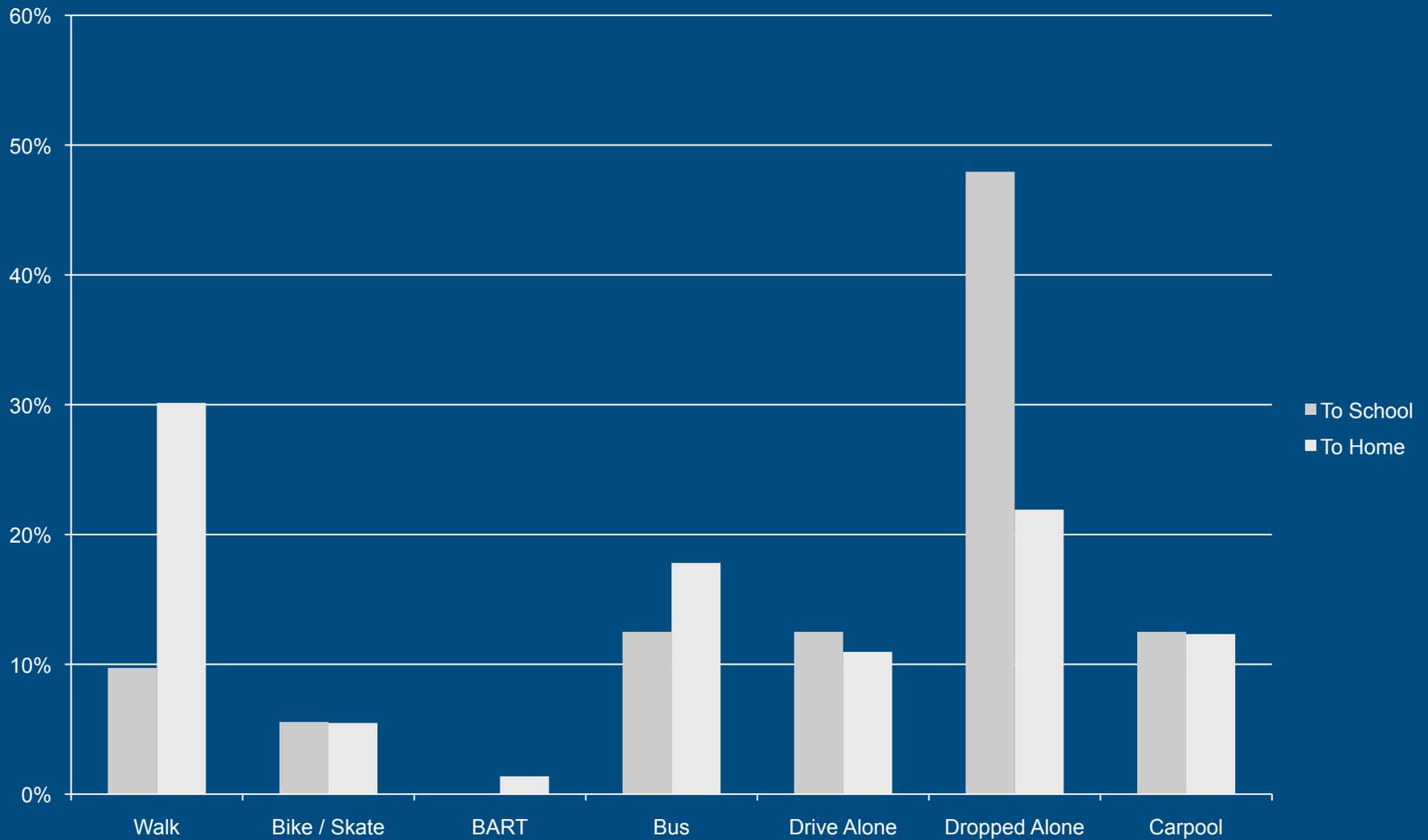
Barriers

Sample Programs

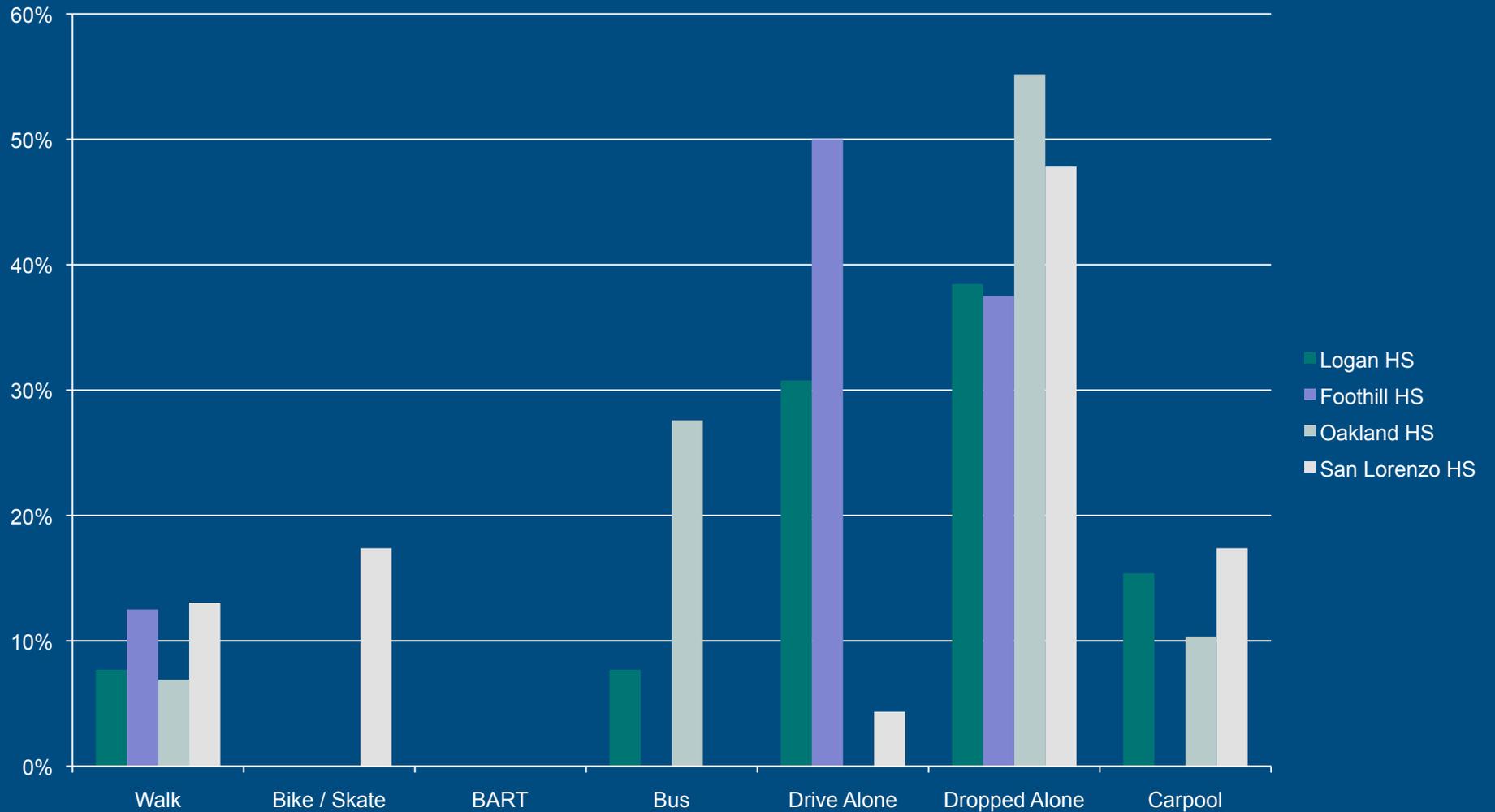
Messaging



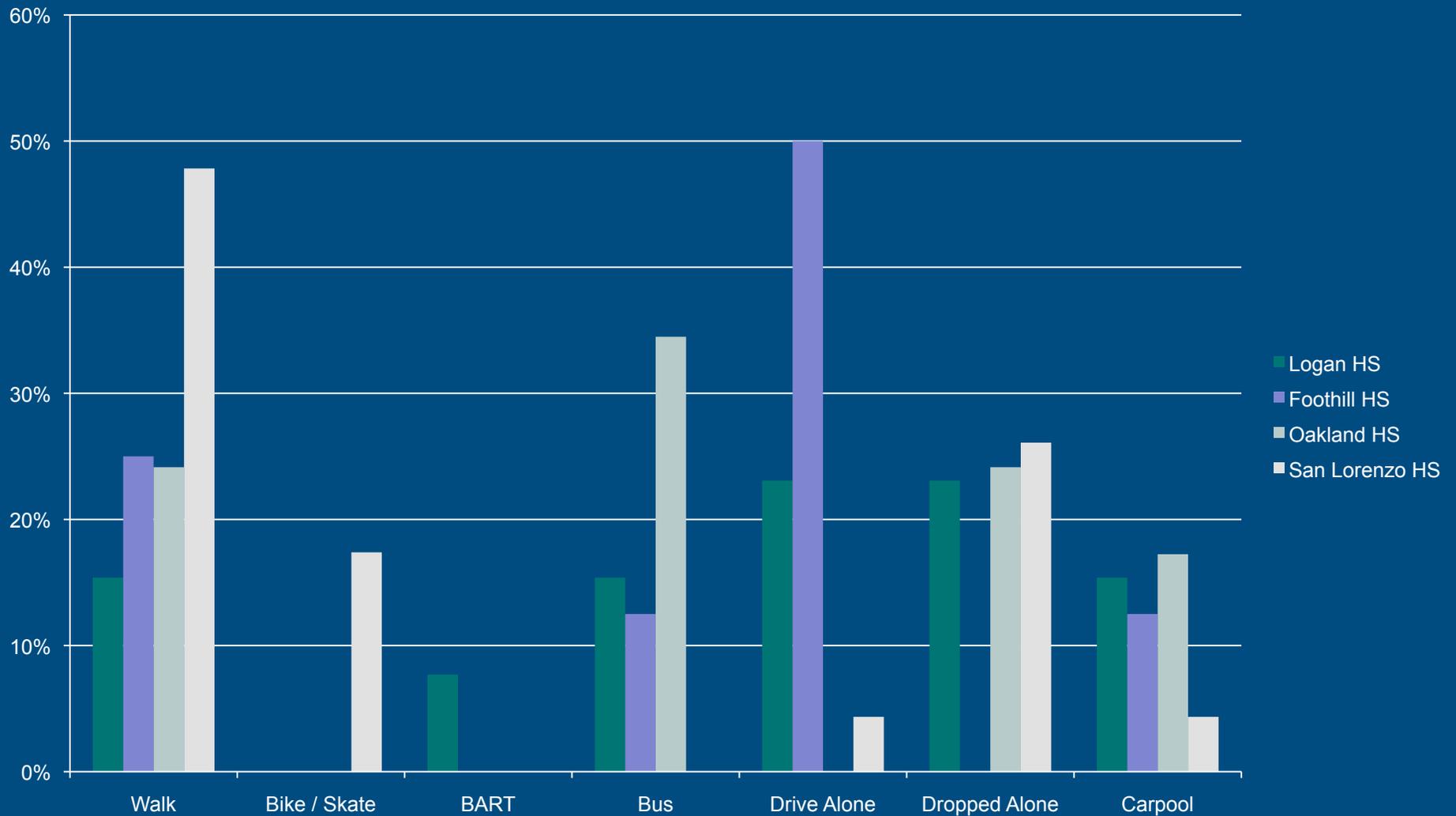
Findings: Mode



Travel TO School



Travel FROM School



No Cars on Campus Day



Save a Gallon

Save a **gallon**
save the world

Username: *

Password: *

Log in

[Create new account](#) [Request new password](#)

Home

Add Miles ▾

Eco Confessions ▾

AutoGreen & Notify! ▾



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}

Recent Posts



Join Now

Pedaling for Prizes



SchoolPool 511

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.



verb school - pool where families find others in their neighborhood to carpool, walk or bike together to and from school. *Synonyms: Rideshare, Carpool.*

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.

SchoolPool Log On

First Time User?

[Register Here >>](#)

Returning User? Please log on using your registered e-mail and password below.

E-mail:

Password:

[Forgot Password?](#)

[Log On >>](#)

SchoolPool Tips

- Distribute a list of contact phone numbers to each family in your carpool. Consider having back-up drivers and listing their contact information as well.
- Inform your child so he/she knows exactly who is picking him/her up as well as a back-up plan in the event of a no-show or sickness.
- Set expectations for the time to meet, the location and departure times and discuss what to do if another family is late.
- Consider riding with your child's carpool a few times to get your child comfortable and to see if the SchoolPool arrangements are working for everyone.

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.

Messaging

Take a step towards a cleaner world. Walk or bike to school this week.

Messaging

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*

School Selection

Foothill High School	Pleasanton	After School	Earth Club & Leadership
Logan High School	Union City	After School	Media Academy & Bike Club
Oakland High School	Oakland	In School	Public Health Academy Elective
San Lorenzo High School	San Lorenzo	In School	Green Academy Urban Design Class

Proposed Programs

Topic Area	Program	Logan HS	Foothill HS	San Lorenzo HS	Oakland HS
Youth Action Research	Walk Audit	✓	?	✓	✓
	PhotoVoice	✓	?	✓	✓
	Surveys & Data Analysis		?	?	✓
Campaign	Poster Contest	✓	✓	?	✓
Environmental Education	Impact Presentations	✓	✓	?	?
	SaveAGallon		?	✓	✓
Built Environment	Infrastructure	✓	✓		
	Transit		✓	✓	✓
Safe Routes Fellows	Safe Routes Fellows	✓	✓	✓	✓
Events	Bike to School Day		?	✓	?
	BikeMobile Visit	✓	✓	✓	✓

Piloted Programs

Surveys

Letter writing

Walk audits

Research

Transportation Log

Create Campaign

Events

BikePool

Carpool

Guest Speakers

Video Contest

Safe Routes Fellows

Final Celebration

Evaluation

Surveys & Letter Writing



Walk Audits (San Lorenzo HS)



Walk Audits (Logan HS)



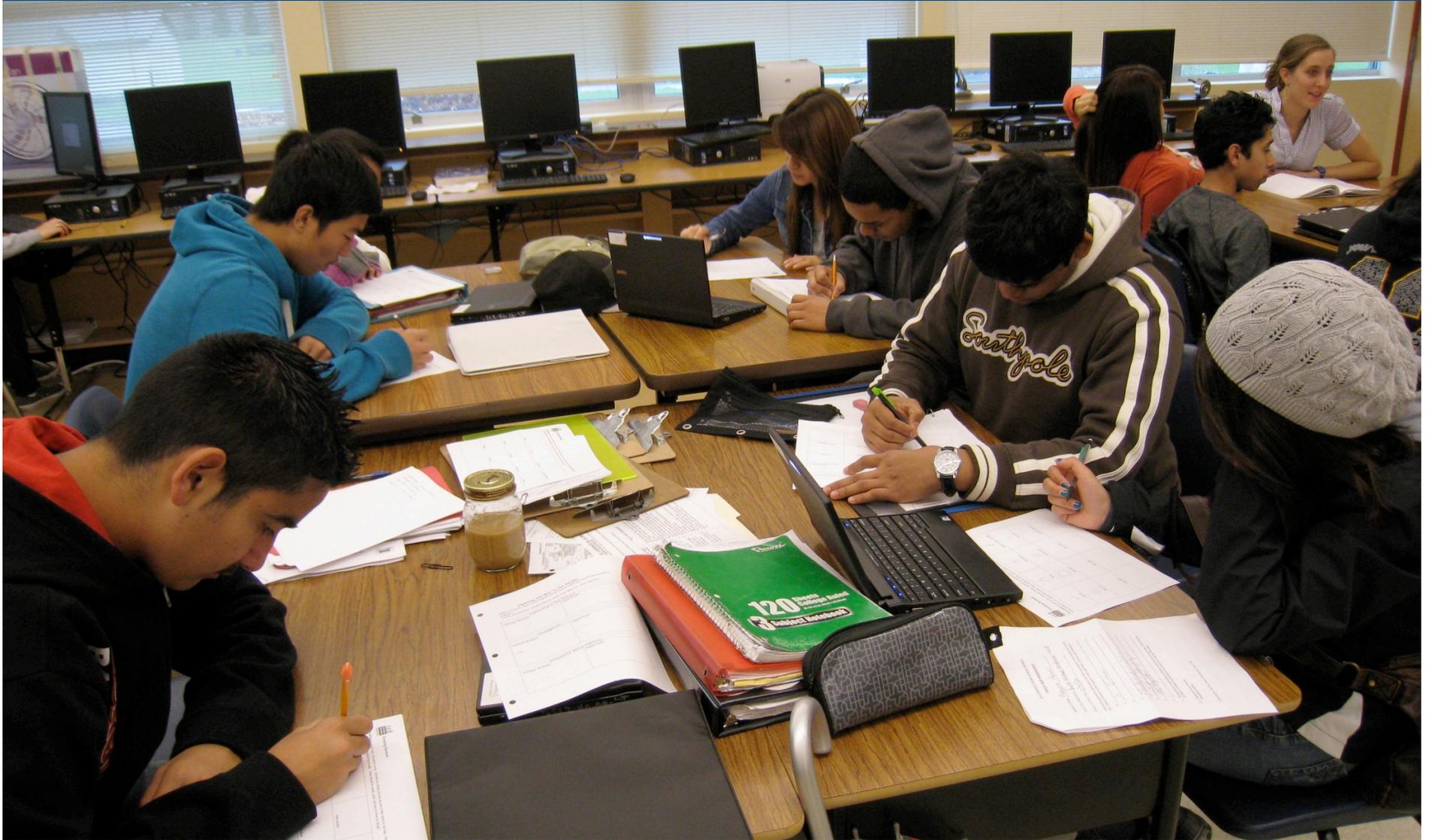
Walk Audits (Oakland HS)



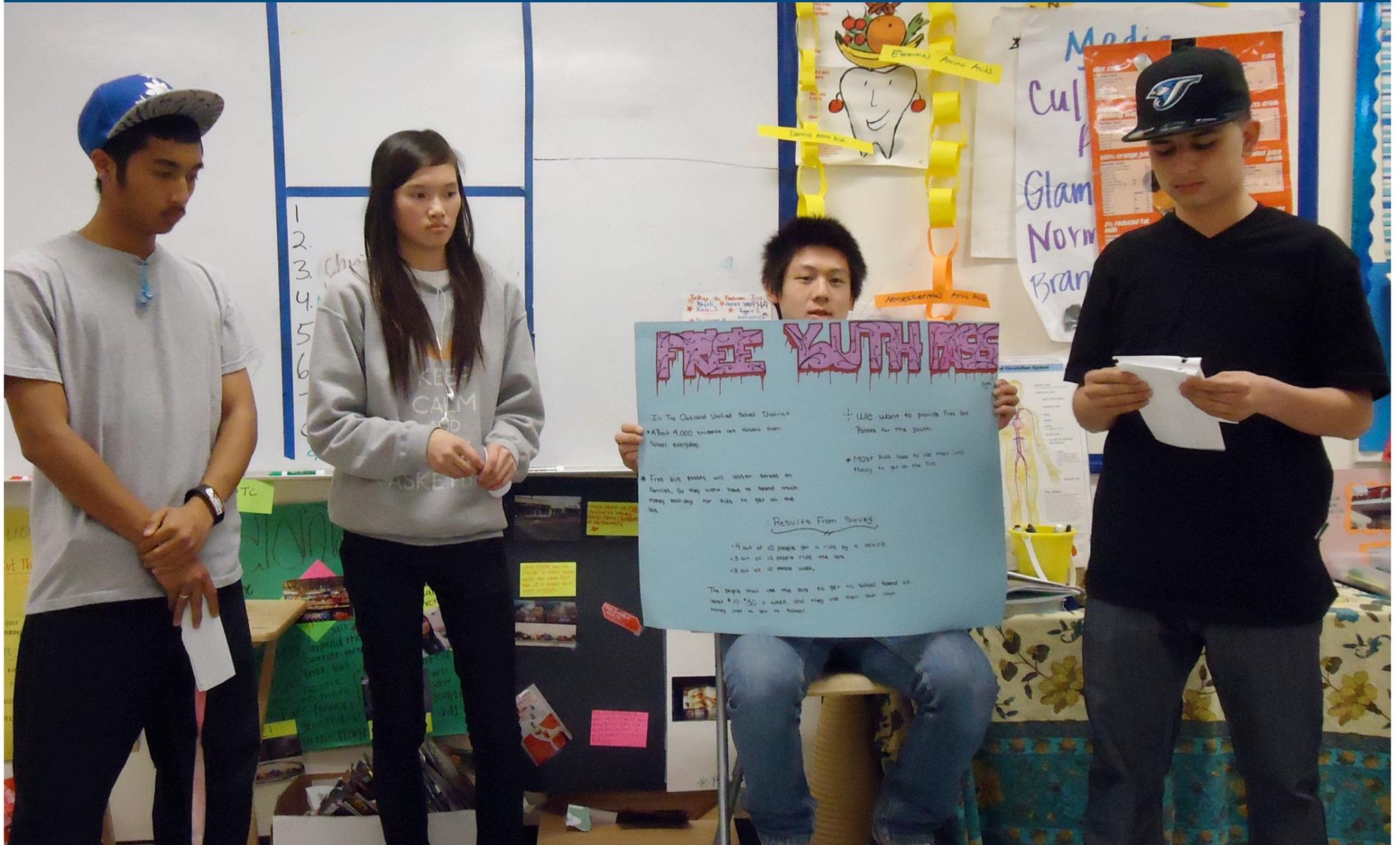
Walk Audits (Oakland HS)



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



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



Visits from Practitioners



Safe Routes Fellows

Video Contest

This is How We Roll

Video Contest

walk, bike, carpool,
ride the bus, and...

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

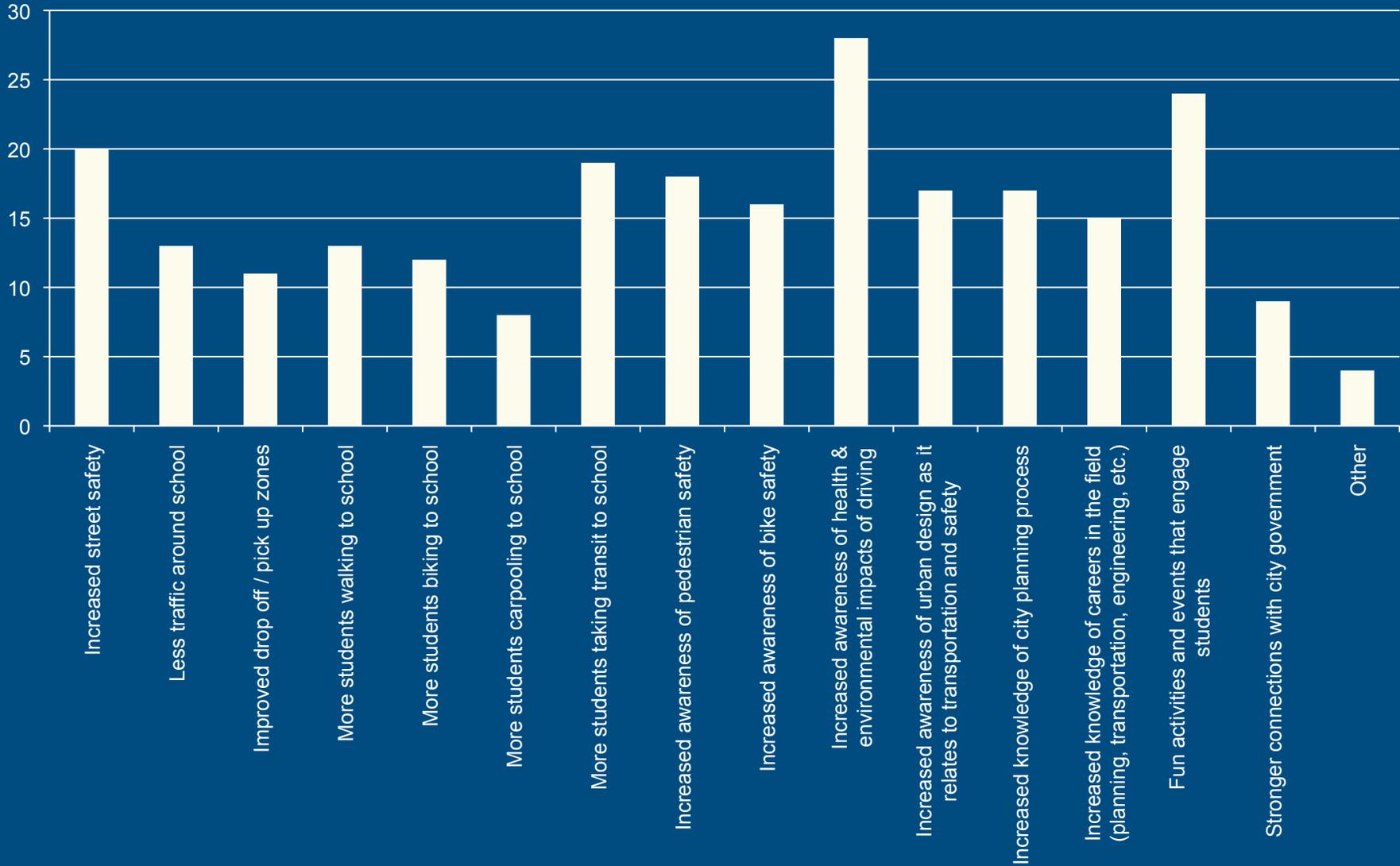


Final Celebration

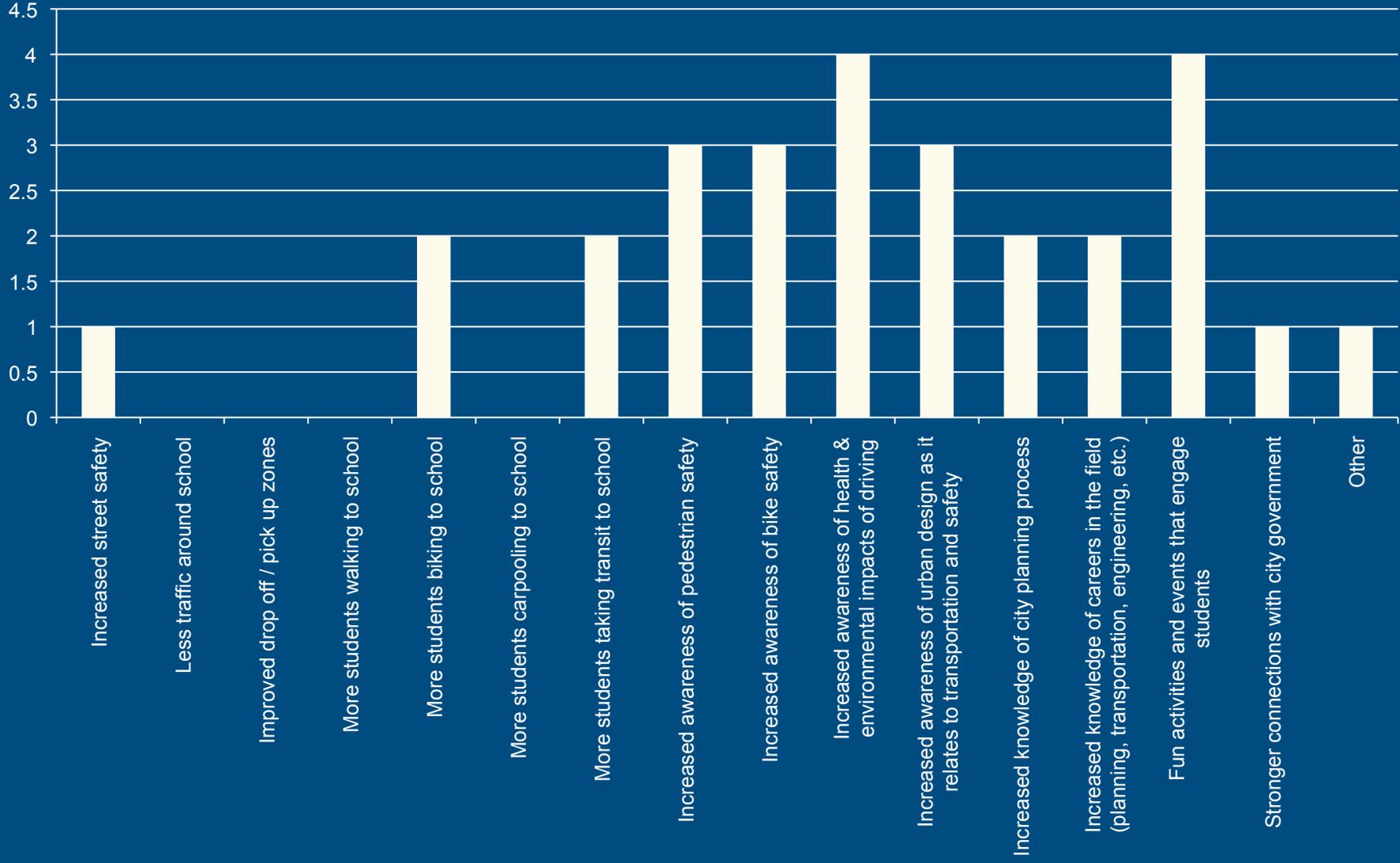


Evaluation

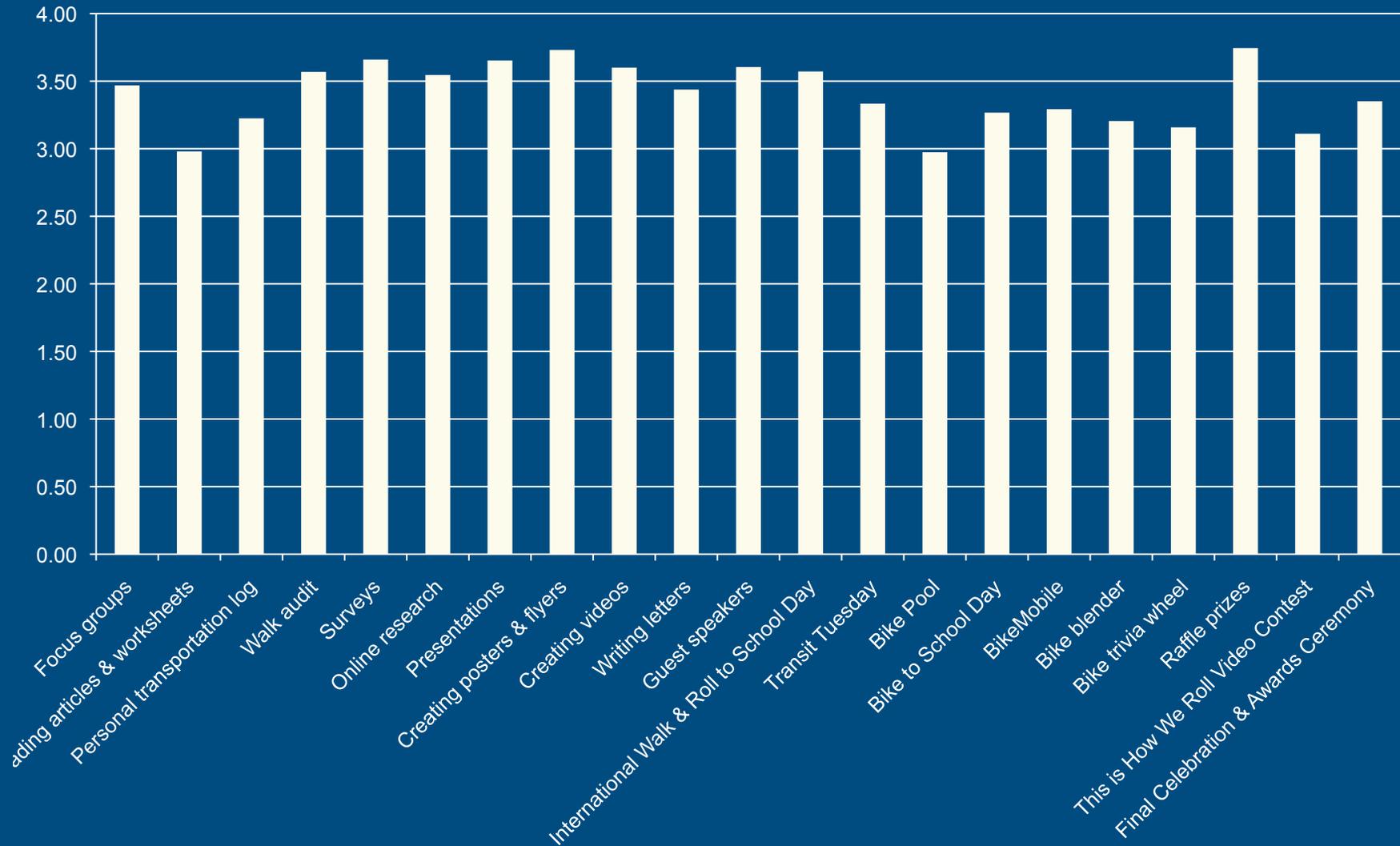
How has your school benefited? (Students)



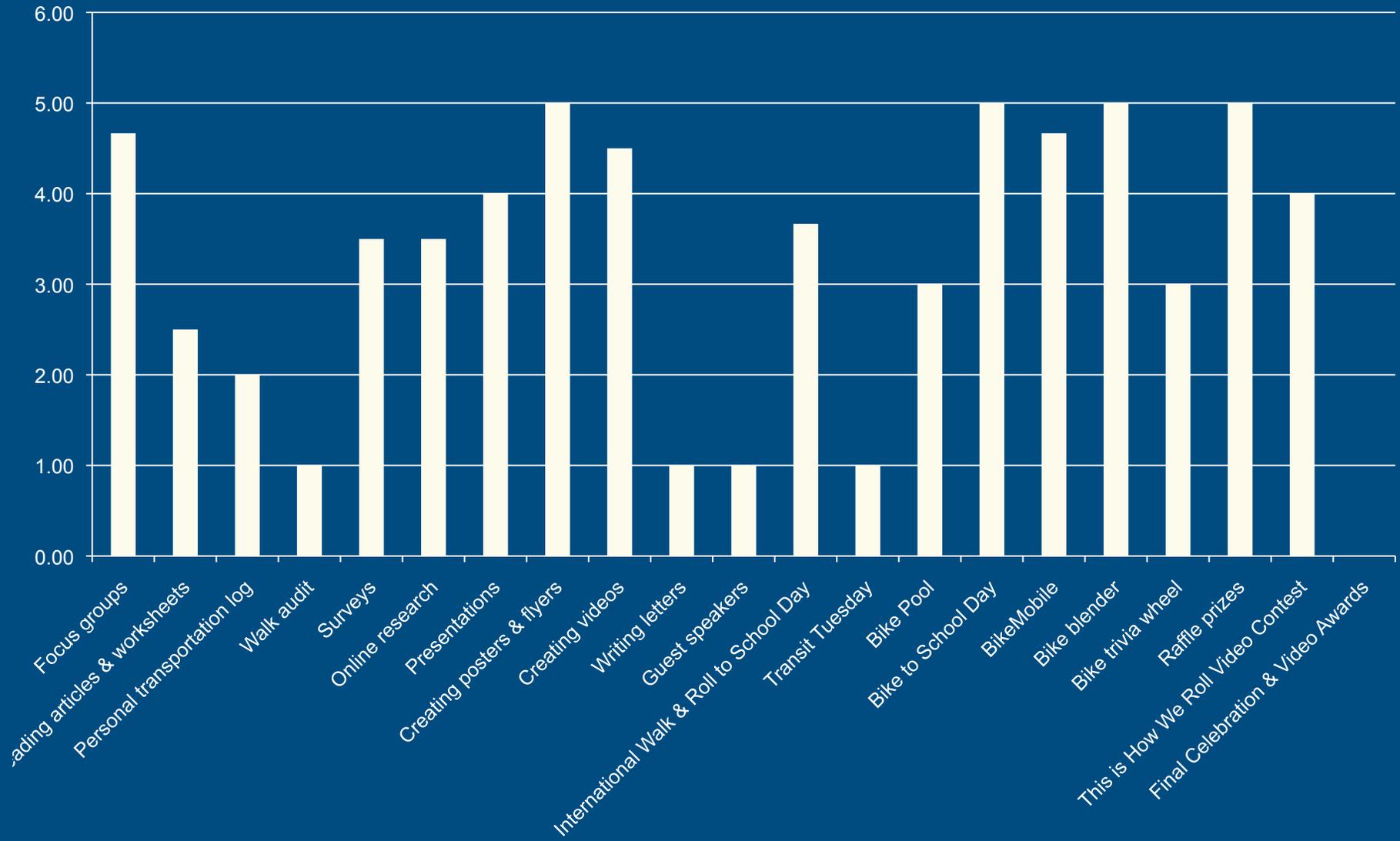
How has your school benefited? (Champions)



Program Activities (Students)



Program Activities (Champions)



Most Effective Activities

(According to Students & Champions)

Focus groups

Transit Tuesday

Surveys

BikeMobile

Creating posters & flyers

Bike Blender

Presentations

Raffle prizes

Making videos

Walk Audit

Walk & Roll to School Day

Guest speakers

Bike to School Day

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!

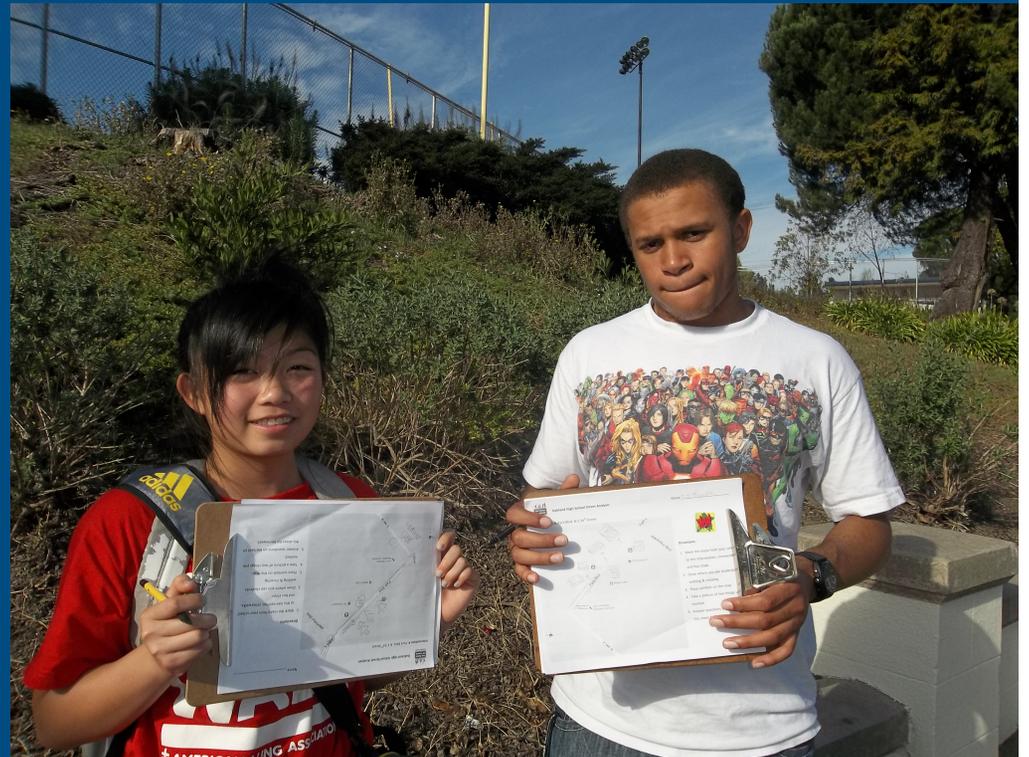
Next Steps

Report

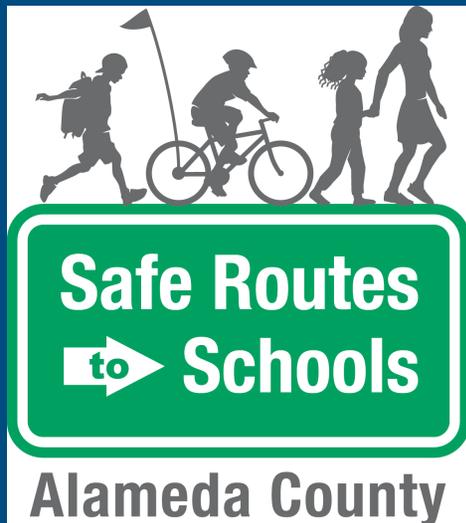
Select new sites

Solidify curriculum

Continue to pilot programming!



Creating Safer Routes with Teens



Alissa Kronovet, High School Coordinator

akronovet@transformca.org