POLICY AND FUNDING UPDATES

• MTC Updates
  Anderson, MTC

• Statewide Policy Updates
  Marty Martinez, SRTS National Partnership
2019 YES SUMMITS
YOUTH FOR THE ENVIRONMENT & SUSTAINABILITY
2019-20 GRANT TIMELINE

• February 22nd – Comments due
• Week of Feb 25th - Grant parameters and materials finalized
• March 1st – Grant application open
• May 1st – Call for project ends
• May 15th – Grant awards announced via email
• August – Kick-off meeting
• June 30th, 2020 – Funds must be used
UPDATES FROM 2018-19 GRANT

• $90,000 of funding, grants can vary from 6-10K
• One application (with input from all members of leadership team)
• Statement of support from school administration
• Updated grant guidelines and questions to emphasize student leadership as part of project
• Clarification about data collection expectations
EVALUATION BEYOND MODE SPLIT
READY OR NOT?
USING BEHAVIOR CHANGE STRATEGIES TO SHIFT TRAVEL BEHAVIOR
HOW AND WHY IS IT USED?

• Understanding readiness
• Targeting interventions to specific stages
• Evaluating movement across stages
THE STAGES OF CHANGE

- **Pre-Contemplation**: No intention to reduce driving or try new options
- **Contemplation**: Considering reducing car use/trying options
- **Preparation**: Intention to make a change
- **Action**: Trying new options; not yet a habit
- **Maintenance**: Habitual & confident use of a new mode
THE STAGES OF CHANGE

Pre-Contemplation
No intention to reduce driving or try new options
Increase awareness of need to change (benefits & costs)

Contemplation
Considering reducing car use/trying options
Build motivation & confidence in ability to change

Preparation
Intention to make a change
Commit to and plan for a new action and follow through

Action
Trying new options; not yet a habit
Build habits & confidence; reaffirm commitment

Maintenance
Habitual & confident use of a new mode
Prevent relapse (& help others)
**Behavior Change Programs**

**Work Flow Diagram**

1. **Recruit Participant**
   - Segment participant into Stage of Change (SOC)**

2. **Precontemplation**
   - Add participant's email to Precontemplation email list
   - Send educational materials to precontemplation group email list

3. **Contemplation**
   - Schedule coaching session (15 min)

4. **Preparation**
   - Conduct coaching session (MI) (15 min)
     - Validate SOC
     - Develop customized action plan with the participant
     - Identify small steps the participant can start taking

5. **Action**
   - Add participant's email to Action/Maintenance email list
   - Send email(s) with information about preventing relapse, support, help with barriers, etc.
   - Invite them to share their story to help others (similar to what we do with the car-free track of In Motion)

6. **Maintenance**
   - Good follow-up approach
Alameda County Safe Routes to Schools Program

Healthy Kids, Safer Streets, Strong Communities

ALAMEDA COUNTY TRANSPORTATION COMMISSION
DATA COLLECTION METHODS

QUANTITATIVE
- Annual student hand tallies
- Participant surveys
- Activity & participation tracking
- SRTS Champion surveys
- School Administrator surveys
- Parent surveys
- Safety impact assessment
- Equity analysis

QUALITATIVE
- Participant testimonials
- Survey open-ended responses
- Site Coordinator feedback
PROGRAM ELEMENT SUMMARIES

Walk and Roll Assemblies

WHAT IS IT?
Rock the Block: A Walk and Roll Musical and Step Up Crew: A Street Smart Concert are musical assemblies that focus on street safety concepts and promote active and green transportation. Rock the Block is designed for elementary schools and Step Up is for middle schools.

TEACHERS SAY...

100% FOUND ROCK THE BLOCK VERY FUN FOR THEIR STUDENTS!

88% FOUND ROCK THE BLOCK VERY INFORMATIVE FOR THEIR STUDENTS!

"Loved the show. My class was 100% engaged! Thank you."
~ Teacher whose class participated in Rock the Block

IN PARTNERSHIP WITH

AUDIENCE
Elementary and middle schools

ROCK THE BLOCK
34 SCHOOLS VISITED
15,400 STUDENTS SERVED

STEP UP CREW
3 SCHOOLS VISITED
1,000 STUDENTS SERVED

Rock the Block performer teaches students how to safely walk to school.
Alameda County BikeMobile

WHAT IS IT?
The BikeMobile is a mobile bike shop that travels to schools and events throughout Alameda County to provide free bicycle repair services and training on basic bicycle repair, bike mechanics, safety tips, and bike visits at schools, as well as community events.

DELIVERED BY
LOCAL MOTION

AUDIENCE
All grades

PARTICIPANTS SAY...

100% found BikeMobile fun!

26% couldn't repair their own bike before the BikeMobile visit.

60% would like to bike more often after the BikeMobile visit (31% already bike everyday).

A group of students joined the BikeMobile team for the entire workshop. They learned about maintenance, how to fix flats, change tires, and adjust brakes. Two of the older students were quiet at first, but opened up after working on bikes together. They talked about how they enjoyed the freedom of being able to ride around their neighborhood and how they help other kids in their community with maintaining their bikes, too. The BikeMobile team was happy to teach them some new skills they would be put to good use for themselves and others.

120 visits to schools
28 visits to communitywide events
2,636 bikes repaired
4,250 participants
SCHOOL DISTRICT REPORTS

Alameda Unified School District

Enrolled Schools
- Alameda High
- Ameklo Elementary
- Bay Farm Elementary
- Edson Elementary
- Frank Otis Elementary
- Franklin Elementary
- Henry Haight Elementary
- Lincoln Middle School
- Maxy Lin School
- Nea Community Learning Center
- Ruby Bridges Elementary
- The Academy of Alameda Middle
- William G. Radm Elementary
- Wood Middle School

Demographics
- Title One Schools: 32%
- 71% of school population identifies as non-white or Hispanic
- 28% of students qualify for free/reduced-price meals

Spare the Air Youth Program

2017-2018 Mode Split

2017-2018 Activities at Participating Schools
- Pedestrian Rodeo
- Rock the Block Assembly
- Step Up Crew Assembly
- Walking School Bus
- Bike Rodeo
- Drive Your Bike
- Alameda County BikeMobile Visit
- Bike to School Day
- International Walk and Roll to School Day
- Golden Sneaker Contest
- Ongoing Walk and Roll Events
SCHOOL REPORTS

Albany Middle
Albany City Unified School District

2017-2018 Activities
- Bike to School Day
- International Walk and Roll to School Day
- Golden Sneaker Contest

2016-2017 Activities
- International Walk and Roll to School Day
- Golden Sneaker Contest
- Bike to School Day
- Walking School Bus
- Drive Your Bike

School Profile
Participating since Fall 2010
Type: Intermediate/Middle/Junior High
Enrollment: 880
Charter School: No
Enrolled in Access Safe Routes Pilot: Not Enrolled
Site Assessment Completed: February 2017
School Champions: 1 Parent(s), 1 Staff

Demographics
Title One School: No
64% of school population identifies as non-white or Hispanic
19% of students qualify for free/reduced-price meals

2017-2018 Mode Split

Changes in Travel Behavior
- +6% active transportation trips
- -6% shared trips
- +10% drive-alone trips

Historic Mode Split

Data sources: Student Travel Mode Surveys, Stakeholder Surveys, GIS Census
# Marin Report Card

## Neil Cummins Elementary School
**Fall 2017 to Spring 2018**

### Student Travel Modes

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Baseline</th>
<th>Current Year</th>
<th>Score</th>
<th>Max</th>
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<tbody>
<tr>
<td>Active Green Trips</td>
<td>34%</td>
<td>64%</td>
<td>22</td>
<td>30</td>
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<tr>
<td>Green Trips</td>
<td>40%</td>
<td>60%</td>
<td>23</td>
<td>30</td>
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<tr>
<td>Total Points</td>
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<table>
<thead>
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<th>Travel Mode</th>
<th>Net Increase</th>
<th>Score</th>
<th>Max</th>
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<td>Active Green Trips</td>
<td>30%</td>
<td>9</td>
<td>10</td>
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<tr>
<td>Green Trips</td>
<td>20%</td>
<td>4</td>
<td>10</td>
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<tr>
<td>Total Points</td>
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### Green Trip Factors

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<tr>
<th>Category</th>
<th>Score</th>
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<td><strong>Encouragement Activities</strong></td>
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<td></td>
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<tr>
<td>Walk and Walk</td>
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<tr>
<td>Weekly Challenges</td>
<td>6 / 6</td>
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<tr>
<td>Bike to School Day</td>
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</tr>
<tr>
<td>School Walk</td>
<td>5 / 5</td>
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<tr>
<td>Total Points</td>
<td>25 / 25</td>
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<tr>
<td><strong>Educational Activities</strong></td>
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<tr>
<td>Bike / Ped Classes</td>
<td>8 / 8</td>
<td></td>
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<tr>
<td>Total Points</td>
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<tr>
<td><strong>District Participation</strong></td>
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<tr>
<td>Bike Parks</td>
<td>14 / 14</td>
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<tr>
<td>Total Points</td>
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<tr>
<td><strong>Specialty Activities</strong></td>
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<td>Assemble</td>
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<td>Promote Art</td>
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<td>Active Fame</td>
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<td>Campaign</td>
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<td>Student Engagement</td>
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<tr>
<td>Family Bike Trip</td>
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<td></td>
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<tr>
<td>Total Points</td>
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</table>

### Ranking: Emerald Green

- **Score**: 85 / 100
- **Principal**: Patty Flynn-List
- **Team Leader**: Megan Aceda
- **SR2S School Since**: 2001

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![Spare the Air Youth Program Logo](image_url)
# BENEFITS OF SRTS

**Health**
- Physical health
- Mental health

**Safety**
- Traffic safety
- Personal Safety

**Environment**
- Congestion reduction
- Air quality

**Equity**
- Academic performance
- Attitudes & behaviors
- Youth independence
- Absenteeism

**Social**
- Economic/social mixing
- Parental mobility/time-saving
- Family time