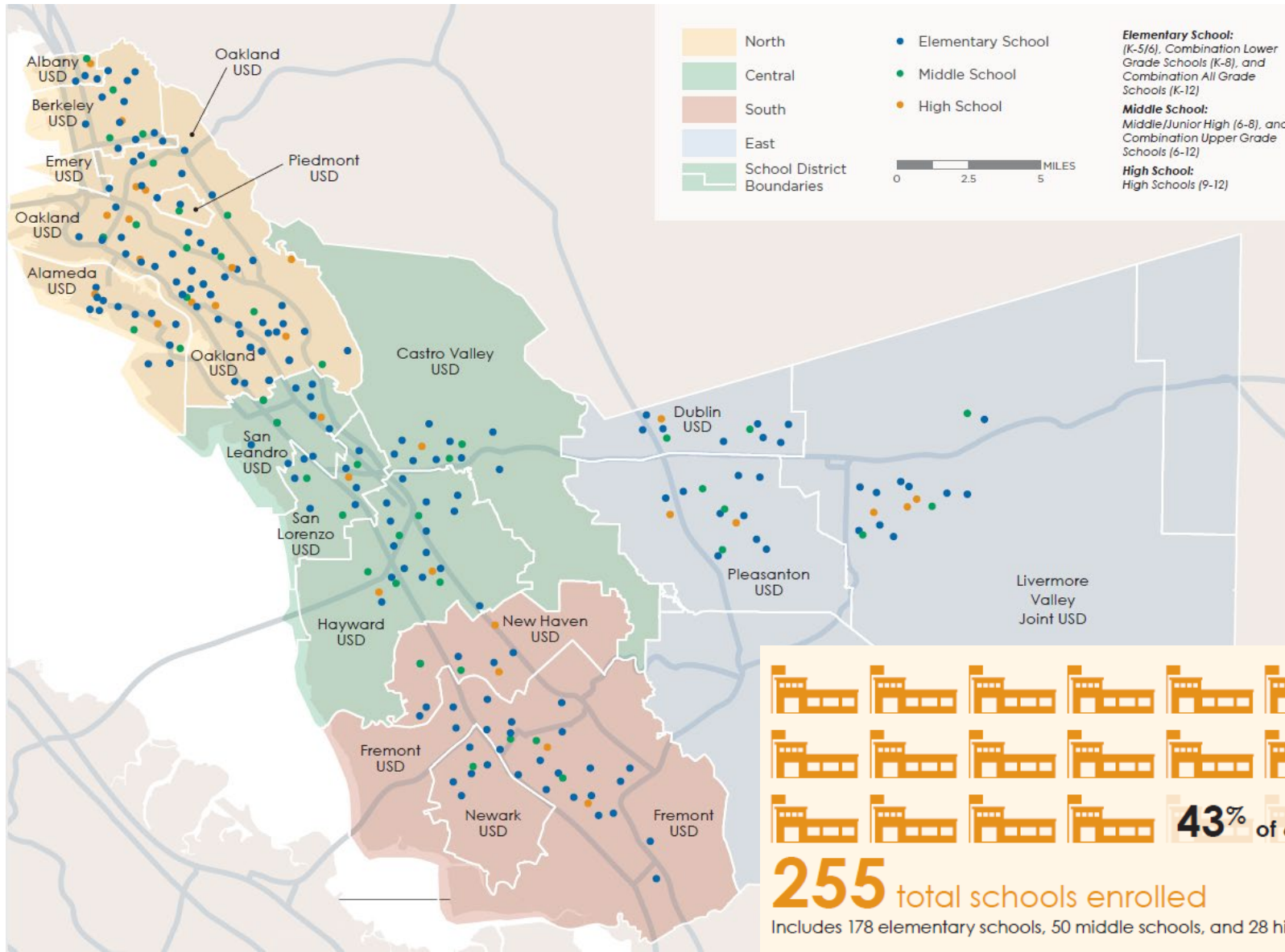


Alameda County SR2S Comprehensive Evaluation



Spare the Air Youth | Technical Advisory Committee Meeting
March 18, 2021

Program Background



255 total schools enrolled
Includes 178 elementary schools, 50 middle schools, and 28 high schools.**

22 percent of enrolled schools participated in more than five Safe Routes program elements, and 9 percent participated in ten or more.

Alameda County SR2S Program Goals

1. Provide a **comprehensive, equitable program** in a fiscally responsible manner
2. Develop a core program where **every student** has access to age-appropriate bike/pedestrian safety training
3. Establish and maintain strong, effective **partnerships to foster program sustainability**
4. Support **improvements to the built environment** near schools to improve access and increase safety
5. Encourage adoption of SRTS **policies and curriculum** within schools
6. **Evaluate** SR2S program at school level, so that it is context-sensitive and will allow the program to adjust
7. **Engage parents** as transportation “decision makers”

Program's Desired Outcomes

Increase Mode Shift

- Increase use of active and shared transportation modes to travel to school
 - ✓ Biking
 - ✓ Walking
 - ✓ Taking transit
 - ✓ Carpooling
- Promote walking, bicycling, carpooling and use of transit as viable, everyday transportation options

Increase Safety

- Increase safe pedestrian and bicycling behaviors
- Decrease incidence of collisions
- Increase student and parent confidence in safe walking/bicycling/transit riding abilities
- Provide safe multimodal access to schools

Survey Instruments: Overall Program Eval

High School Arrival and Departure Survey

Name of School/Event:

Date:

Grade:



Please circle one option on each line.

How did you get to school today?	Walk	Bike	Family Car (dropped off at school)	Drove Yourself	Carpool (riding with students you don't live with)	Public Transit (bus, BART, etc.)	Taxi-type service (Uber, Lyft, etc.)	Other (skate, scoot, etc.)
How will you go home today?	Walk	Bike	Family Car (dropped off at school)	Drove Yourself	Carpool (riding with students you don't live with)	Public Transit (bus, BART, etc.)	Taxi-type service (Uber, Lyft, etc.)	Other (skate, scoot, etc.)
How did you get to school yesterday?	Walk	Bike	Family Car (dropped off at school)	Drove Yourself	Carpool (riding with students you don't live with)	Public Transit (bus, BART, etc.)	Taxi-type service (Uber, Lyft, etc.)	Other (skate, scoot, etc.)
How did you get home yesterday?	Walk	Bike	Family Car (dropped off at school)	Drove Yourself	Carpool (riding with students you don't live with)	Public Transit (bus, BART, etc.)	Taxi-type service (Uber, Lyft, etc.)	Other (skate, scoot, etc.)

Alameda County SR2S Parent/Caregiver Survey

Thank you for participating in the Alameda Safe Routes to Schools Program! Please fill out this brief survey to help us improve the program. If you have multiple students at the same school, please complete the survey for the student that brought this home.

1. What grade is your child in?

2. What school does your child attend?

3. What is your student's race or ethnicity?

- ☐ White or Caucasian
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian or Asian American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Another race
- ☐ Two or more races

Survey Instruments: Activity Surveys

Bike Mobile Participant Survey

Thank you for participating in the BikeMobile event!
Please fill out this brief survey to help us improve the program.

Name of School/Event Guy Emanuel Date 3-24-18



1. What grade are you in?	<u>9</u>				
2. The BikeMobile is...	<u>Very fun</u>	Somewhat fun	Somewhat boring	Very boring	I did not participate
3. Will you use your bike more often now that it's working better?	<u>Yes</u>	No	I already bike every day	Not sure	
4. Are you able to repair your own bike?	Yes	<u>No one at my house can repair my bike</u>	Someone at my house is able to repair my bike	I don't own a bike	



The Alameda County Safe Routes to School Program is funded by the Alameda County Transportation Commission (<https://www.alamedactc.org/>). Your transportation dollars at work!



Drive Your Bike Participant Survey

Thank you for participating in the Drive Your Bike program!
Please fill out this brief survey to help us improve the program.

Name of School/Event Willard Middle School Date 4/16/18



1. What grade are you in?	<u>7th</u>				
2. Did you like the Drive Your Bike program? It was...	<u>Very fun</u>	Somewhat fun	Somewhat boring	Very boring	I did not participate
3. Would you like to bike more often after participating in the Drive Your Bike program?	<u>Yes</u>	No	I already bike every day	Not sure	
4. Do you feel like you know how to bike more safely after participating in the program?	<u>Yes</u>	No	I already knew how to bike safely	Not sure	

Drive Your Bike Biking Safety Quiz

For each of the statements below, mark True or False.

	True	False
1. You should wear a bike helmet every time you ride a bike.	<u>T</u>	
2. You should always ride the opposite direction as the traffic.		<u>F</u>
3. The most important thing you can do to bike safely is to be predictable.	<u>T</u>	
4. People biking must obey the same rules as people driving.	<u>T</u>	
5. At an intersection, you should check both ways before riding through it.	<u>T</u>	
6. It's safe to wear headphones when riding your bike.		<u>F</u>
7. You should check your bike regularly to be sure it's safe to ride.	<u>T</u>	
8. Cars always get to go first at intersections.		<u>F</u>
9. A yield sign means I should stop, no matter what.		<u>F</u>
10. If you don't have a stop sign but cross traffic does, you should stop.		<u>F</u>

Survey Instruments: 2020-21 Changes

School Champion Survey

Thank you for participating in Alameda County Safe Routes to Schools Program! Please fill out this brief survey to help us improve the program.



Date: _____

1. At what school are you a SR2S Champion?

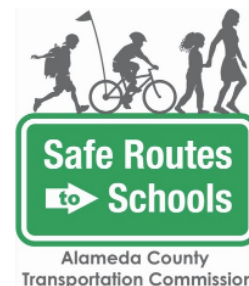
11. How has the COVID-19 pandemic and the suspension of in-person learning affected your school's ability to participate in SR2S events/activities? (select all that apply)	Staff or parents who usually champion SR2S activities were not available to do this.	The school preferred/needed to focus on other priorities.	We continued to hold SR2S events virtually.	No available time during the virtual school day for extracurricular activities	Other (please specify): _____
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How do you see SR2S fitting into your school's COVID-era curriculum and/or interactions with caregivers? (Open-ended question)

12. Do you plan to engage in SR2S events or activities once in-person learning resumes?	Yes, we plan to return to our previous level of participation in the SR2S program	Yes, we hope to accelerate our participation in the program.	We will likely participate less.	No, we do not plan to participate in SR2S activities when in-person learning resumes.	Other: _____
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13. What obstacles, if any, have prevented you from organizing SR2S activities at your school? Select all that apply.	Lack of funding	Lack of City staff support	Lack of parent support or interest	Lack of support from the school or district administration
	Unsupportive school policies	Lack of community support	COVID-19-related changes in learning environment	We haven't attempted organizing any SR2S activities
	No obstacles Other: _____			

14. We recognize that this year has been challenging for many reasons. Is there any way the SR2S Team can better support you in acting as a SR2S champion during the COVID-19 pandemic?



Virtual Activity Feedback Form

Thank you for participating in a virtual Safe Routes to Schools (SR2S) activity with the Alameda County SR2S Program. Delivering SR2S programming virtually is new to us, so any feedback is helpful as we refine our activities. Please complete this short 2-3 minute survey to share how the experience went. Please contact info@alamedacountysr2s.org with any questions or visit alamedacountysr2s.org for more information.

How engaged do you think your students were during the activity?

For consistency, examples of an engaged student participant include responding to prompts from the facilitator, asking questions, and generally maintaining focus on the screen.

Did your students learn about pedestrian and/or bicycle safety?

In other words, following the activity or training, were the students able to demonstrate increased awareness, knowledge, or skill in the area covered?

Was the live interactive presentation or concert age appropriate?

Some examples of age appropriate content include using vocabulary that the students have mastered or are currently learning, matching the difficulty or skill level of activities to the grade level of the students, or giving explanations and examples that are relevant to their life experiences.

Did this training provide an inclusive experience that met the needs of a diverse range of students?

For example, were the needs of multi-lingual students, students with varying physical abilities, students of various racial and/or ethnic backgrounds, and others taken into account and provided for?

Do you think anything could be included or improved upon?

2019 Evaluation Data Collection

Instrument	Total Responses	Number of Schools Represented
Student Travel Tallies	727 classrooms (ES, MS, HS); 418 individual HS surveys	76
Parent/Caregiver Survey	2,292	94
Administrator Survey	46	43
Champion Survey	55	53
Direct Student Safety Training Surveys	4,525	109

Additional Data Collection

- Participation tracking
- Schools Safety Assessments
 - Observations
 - Stakeholder meetings
- Focus groups
- Stakeholder feedback
- Staff feedback

Participation Incentives:

- 10 teachers won \$50 classroom supplies gift cards for hand tallies
- 2 parents won \$250 grocery gift cards for parent surveys
- 25 Champions won \$10 coffee gift cards for their survey
- 5 Administrators won \$50 school supplies gift cards for their survey
- All focus group participants received \$10 Target cards

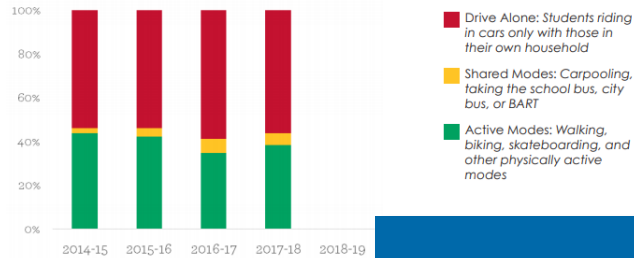
Data Considerations

- Tallies are a **volunteer effort** - schools can opt out
- Each schools' **land use, transportation options, and program engagement vary**, so it is difficult to compare mode shift for different groups of schools.
- Parent/caregiver survey data is **self-reported** and may over-report parents who are favorable toward active transportation modes.
- **Weather** has a significant impact on mode choice, which can impact the results from year-to-year.

Reporting

LOVE ELEMENTARY (FORMERLY HENRY HAIGHT ELEMENTARY) | ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

Historic Mode Split



Changes in Travel Behavior

From 2013-14 to 2017-18

- 2% active transportation trips
- 1% shared trips
- 1% drive-alone trips

Top Parent/Caregiver Concerns

(2018-19)

- No crossing guards
- Poor driving behavior on streets near school (distracted or not yielding at crosswalks)
- Other

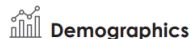
Love Elementary

Alameda Unified School District



School Profile

Type: Elementary
 Enrollment: 550
 Charter School: No
 Enrolled in Access Safe Routes Program: Not Enrolled
 Site Assessment Completed: 2016*
 School Champions: 1



Demographics

Title One School: Yes
 82% of school population identifies as non-white or Hispanic
 41% of students qualify for free/reduced-price meals

*To view completed Site Assessments visit <https://www.alamedacountytransportation.com/school-safety-assessments>

Sources:
 NOTE: Due to the COVID-19 pandemic, the Alameda County SR2S Program was not able to collect student hand tally data for the 2019-2020 school year as planned.
 Enrollment: California Department of Education, Enrollment by School 2019-20.
 School Champions: SR2S Site Coordinator School Evaluation.
 Title One: Reflects program eligibility based on the federal threshold of 40% of students who qualify for the Free and Reduced Lunch Program.
 Non-white/Hispanic: California Department of Education, Enrollment by School 2019-20.
 Free/Reduced Price Meals: California Department of Education, Unduplicated Student Poverty (RtP) Data 2019-20.
 Historic Mode Split and Changes in Travel Behavior: Student Hand Tally.



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM
2019-2020 SCHOOL SITE SNAPSHOT

2019-2020 Activities

- International Walk and Roll to School Day
- Ongoing Walk and Roll Events

2018-2019 Activities

- Bike to School Day
- International Walk and Roll to School Day
- Ongoing Walk and Roll Events



The Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission (alameda.ctc.org) and is funded with Alameda County's local sales tax Measure B, regional, state and federal funds.

ALAMEDA COUNTY

Safe Routes to Schools

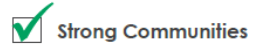
2019-2020 Year-End Report



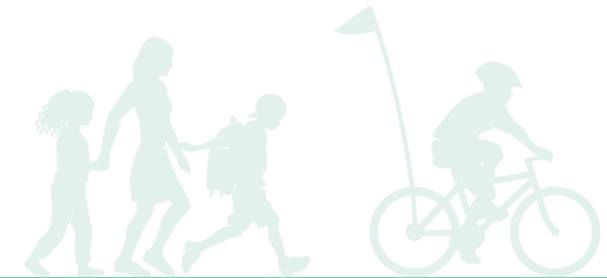
Healthy Kids



Safer Streets



Strong Communities



Evaluation

Program Evaluation

In 2017, the Alameda County Transportation Commission, our funding and administering agency, adopted seven goals that guide the implementation of the SR2S Program. Goal 6 requires us to conduct an evaluation of the program at the school level to ensure that it strives for continuous improvement, as well as to actively monitor program impact. The 2019 Program Evaluation Report is the first of these efforts. The report includes a robust analysis of the program's growth, impact, and plans for the future.

Click the link below to read the report and its appendices. If you are interested in the data, please send a request to staff@alamedacountytransportation.com.

2019 Program Evaluation Report

- Appendix A — School Participation Matrix
- Appendix B — Mode Shift Methodology and Analysis Detail
- Appendix C — Safety Findings Methodology and Analysis Detail
- Appendix D — Qualitative Feedback
- Appendix E — Evaluation Framework
- Appendix F — Data Collection Instruments
- Appendix G — Detailed Recommendations
- Appendix H — Access Safe Routes Pilot Program Evaluation



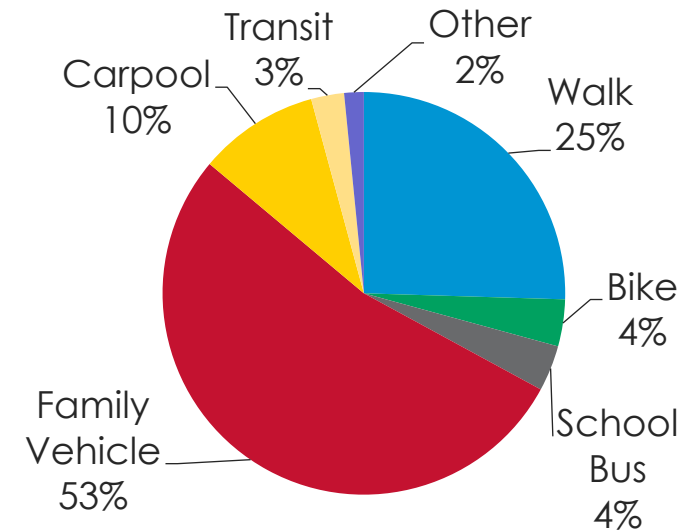
Key Findings Overall

- Administrators, SR2S Champions, local jurisdiction staff, parents, and students **value** the SR2S Program almost unanimously and see it as an **asset** for their schools.
- **Driver behavior** and a **lack of safe walking and bicycling facilities** near schools are major barriers to families using active modes.
- Need to build partnerships because other **issues beyond transportation affect the commute choice**.
- A **one-size-fits-all** approach may result in **under-participation** by under-resourced schools and/or a **mismatch** of program resources.

Mode Shift Findings

- **47%** of school travel is either **shared or active** transportation.
- Schools that have participated in the Alameda County SR2S Program over the last five years have **increased active and shared modes**, while decreasing driving alone.
- **Other non-transportation factors appear to have a large impact on mode choice**, such as distance, convenience, and personal safety concerns.
- It is difficult to isolate specific elements that have the greatest potential to impact mode choice.

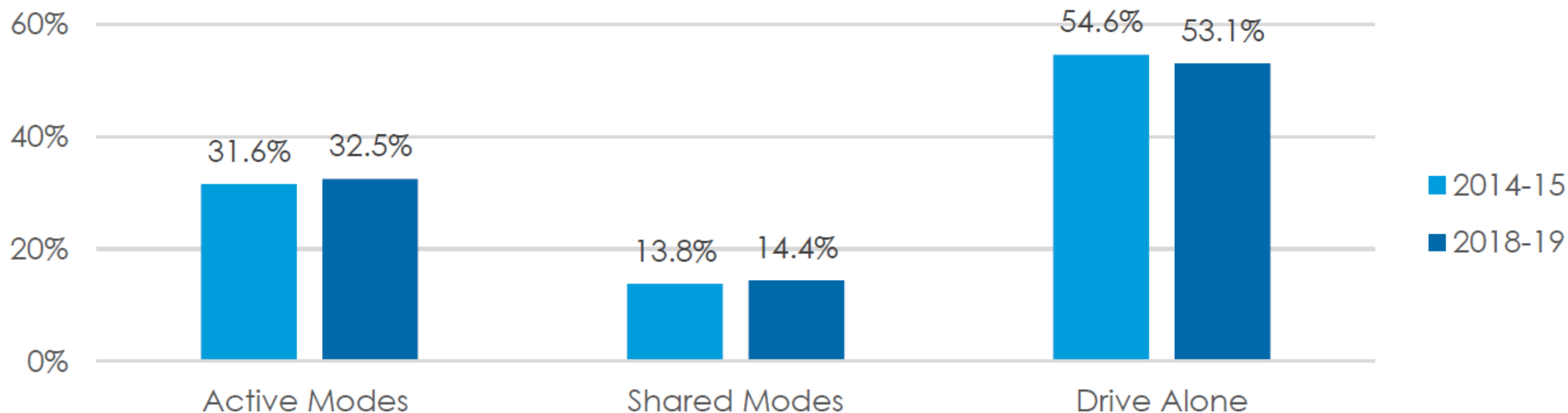
2018–19 SCHOOL YEAR MODE SPLIT



Source: 2018–19 Hand Tally Data

Mode Shift Findings

5-YEAR CHANGE IN HOW STUDENTS GET TO SCHOOL

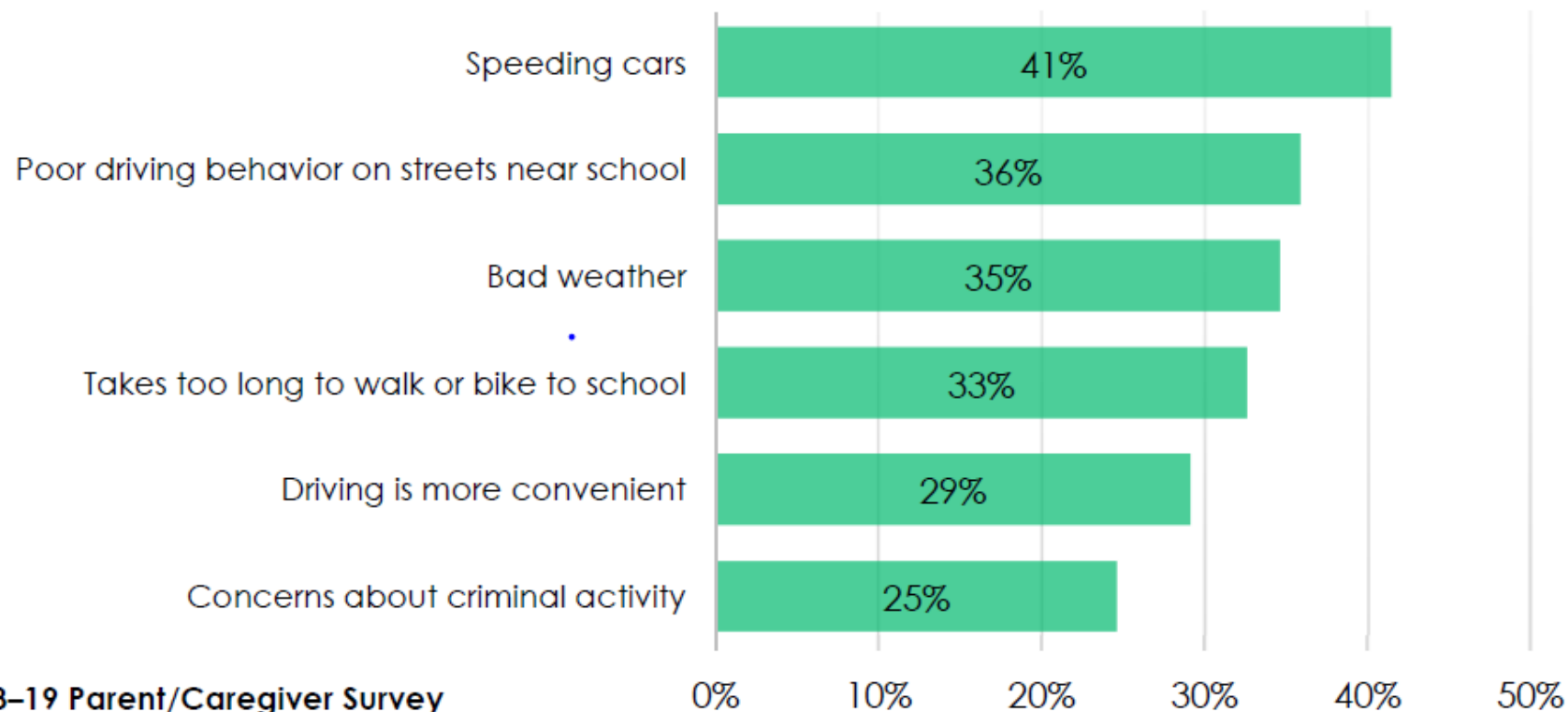


Source: 2014–15 and 2018–19 Hand Tally Data for Schools with Data in Both Periods

Note: this includes only the 44 schools with data available in both time periods.

Safety Findings

PARENT CONCERNS WITH WALKING OR BIKING TO SCHOOL



Source: 2018–19 Parent/Caregiver Survey

Percentage of Parents Who Allow...



**Walking to School
Alone or with Friends
(or with Trusted Adult)**

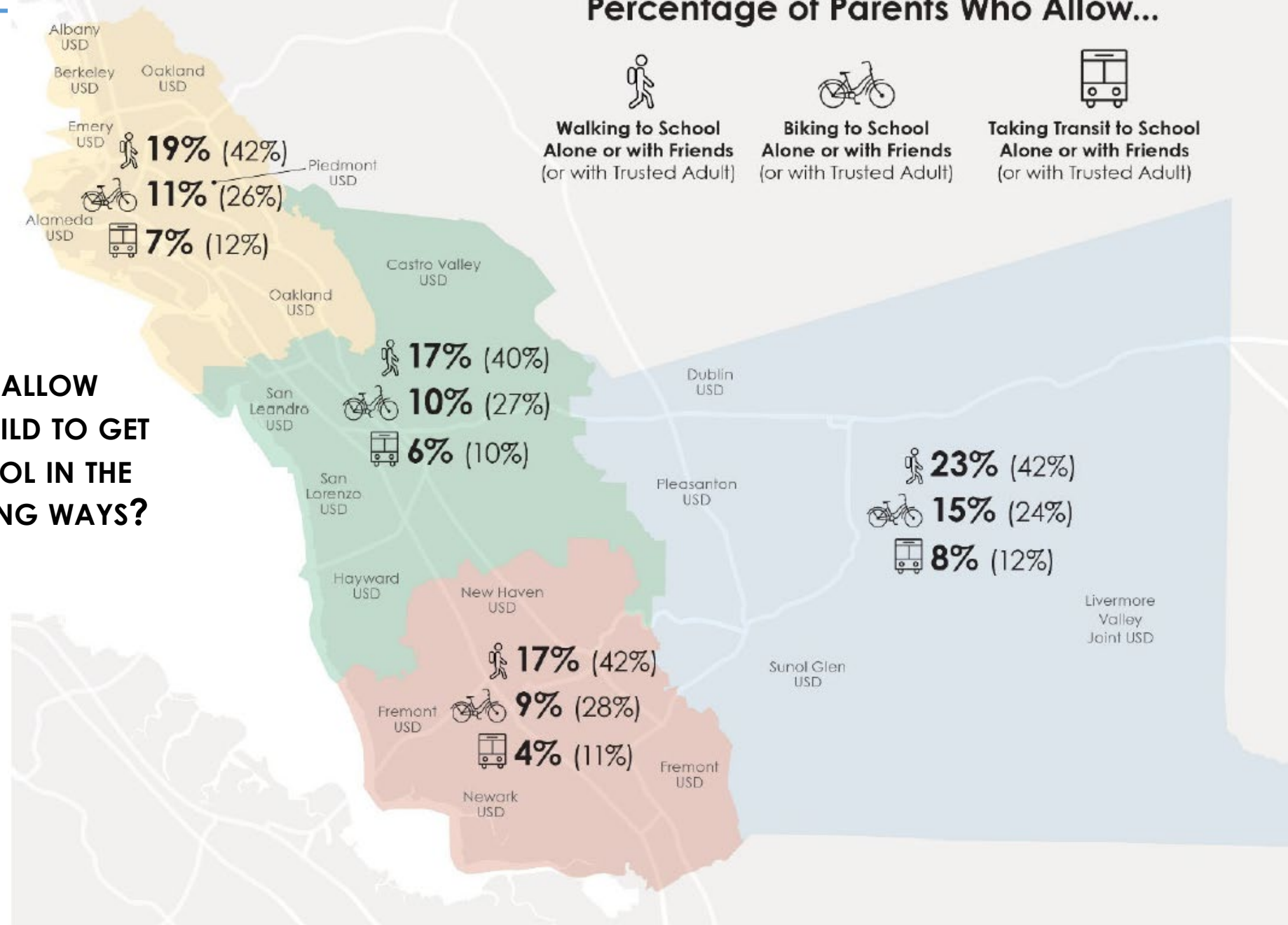


**Biking to School
Alone or with Friends
(or with Trusted Adult)**



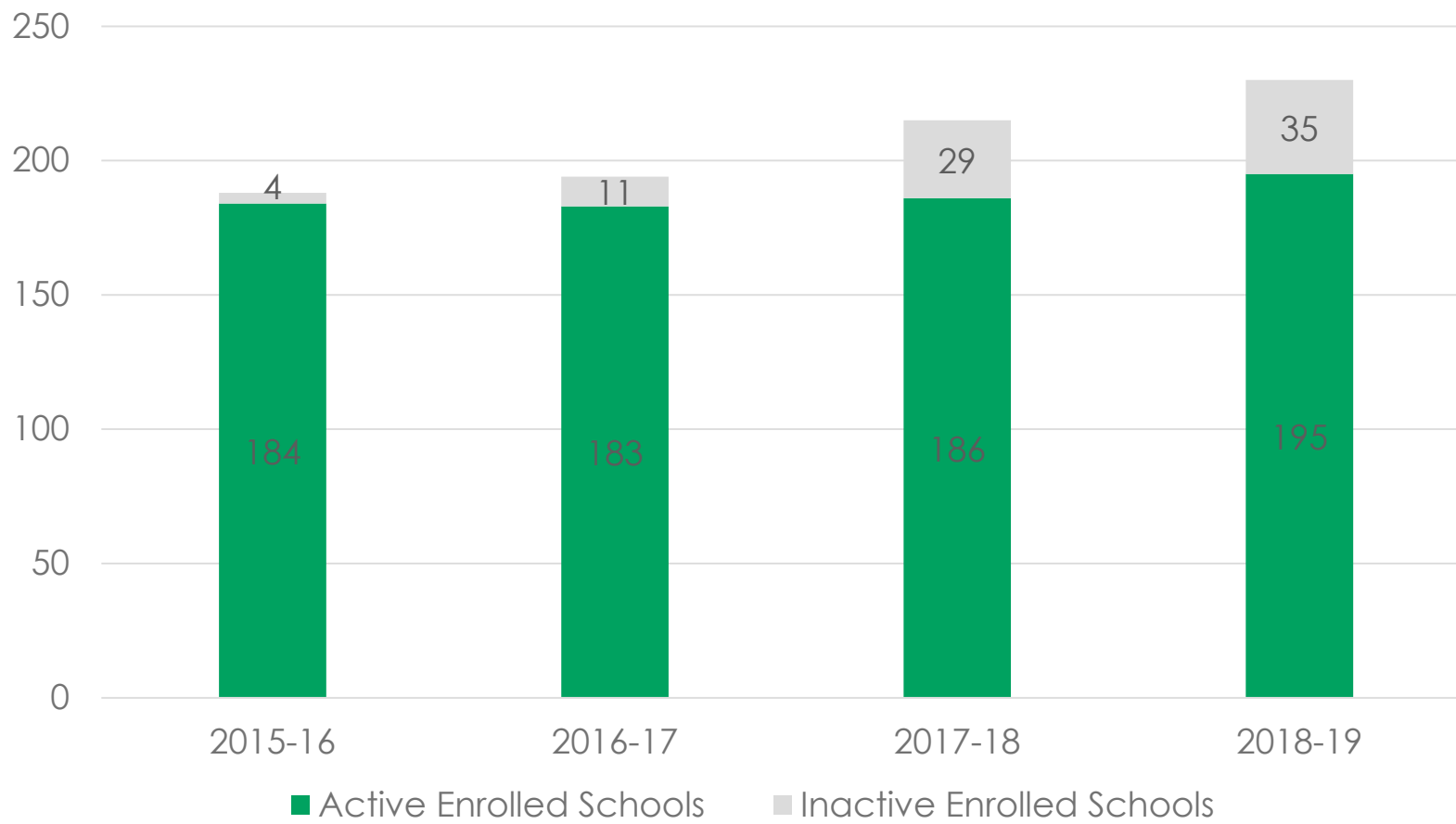
**Taking Transit to School
Alone or with Friends
(or with Trusted Adult)**

**DO YOU ALLOW
YOUR CHILD TO GET
TO SCHOOL IN THE
FOLLOWING WAYS?**



Participation Findings

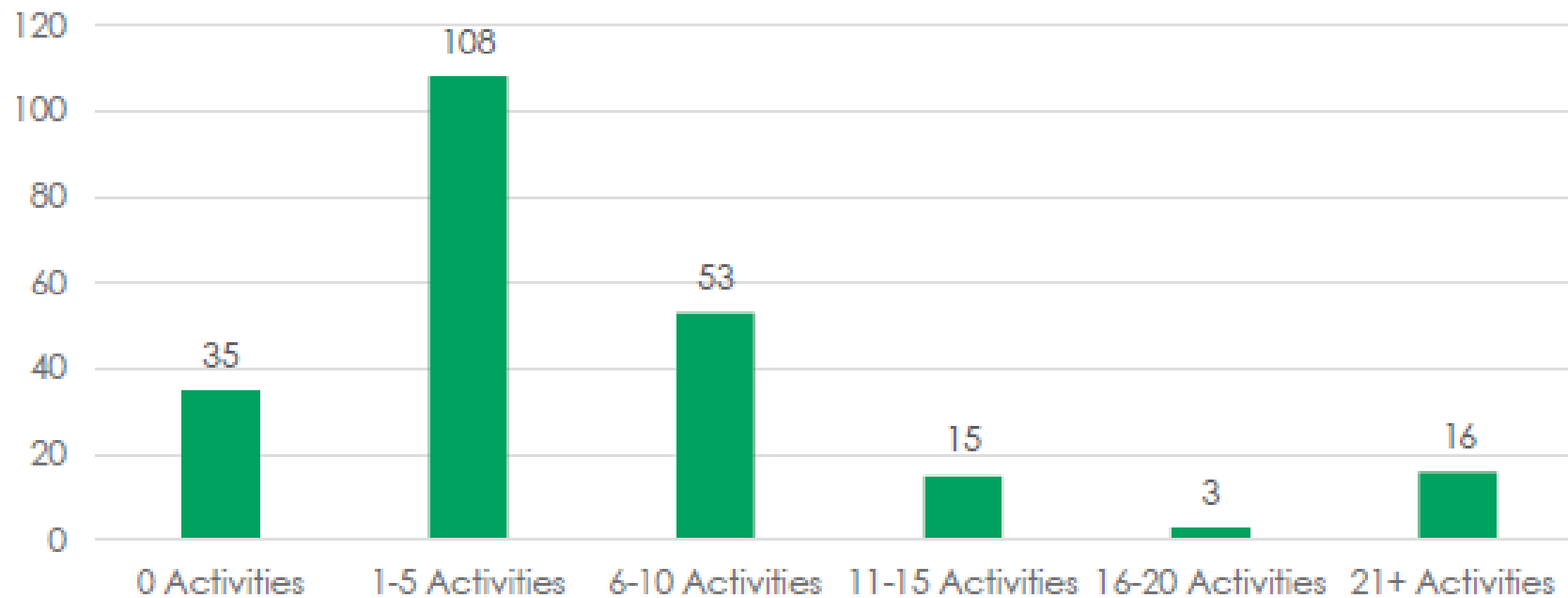
ACTIVE AND INACTIVE ENROLLED SCHOOLS



Source: Program participation data

Participation Findings

ACTIVITY PARTICIPATION BY ENROLLED SCHOOL



Source: School participation tracking data

Program Element Findings

“

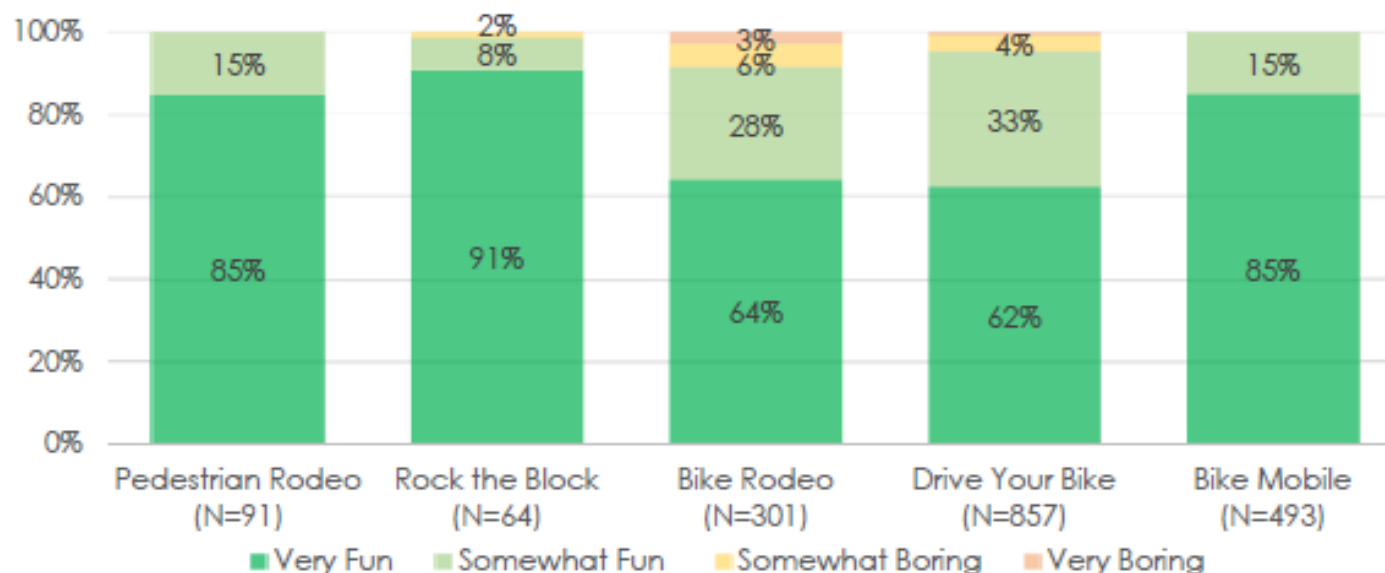
The [BikeMobile] event was a huge success thanks to the guys' hard work and their ability to connect with the community... The families and children are very thankful for all [their] hard work and a number of students learned how to maintain their bikes themselves. We had a lot of smiles as kids head into spring break with a bike they can ride this next week. Thank you for doing this for our families.”

”

ADMINISTRATOR FEEDBACK

FIGURE 16. STUDENT ENJOYMENT OF SAFETY TRAININGS

The survey asked, “How fun was each activity for students?”



Source: 2018–19 Participant and Teacher Surveys

Note: Percentages may not add to 100% due to rounding.

Program Element Findings

Program Element

Learning Objective Finding

Pedestrian Rodeos

Data Sources:
Teacher surveys
(N=91); Participant
surveys (N=2690)



100 percent of teachers reported that their students definitely or somewhat **benefited from pedestrian rodeos**.

100 percent of teachers reported that their students definitely or somewhat **learned about pedestrian safety**.

100 percent of students reported **liking the program**.

Rock the Block Assembly

Data Source:
Teacher surveys
(N=67)



100 percent of teachers reported that Rock the Block was very or somewhat **informative for their students**.

Bicycle Rodeos

Data Sources:
Participant
survey (N=307);
Post-program quiz
(N=310); Focus
group feedback



55 percent of participants **wanted to bike more often** after participating (18 percent already bike every day).

51 percent of participants **knew more about biking safely** after participating (34 percent already knew how to bike safely).

78 percent of participants **received a B or higher** on the Bike Rodeo post-program quiz.



Short-term Recommendations

- Continue focusing resources on activities that **sustain behavior change**.
- Address **driver behavior near schools**.
- Investigate the **barriers to participation** for inactive enrolled schools.
- **Engage parents as the transportation decision-makers** to address parents' attitudes toward and concerns about walking, rolling, and transit use.
- **Track local investments in infrastructure** near schools, particularly projects that were identified in the school safety assessments to better evaluate the impact of the assessments.



Short-term Outcomes: Parent Outreach

How to Drive Safely in School Zones During Arrival and Dismissal



SLOW DOWN

The safe speed may be below the posted speed.



GO WITH THE FLOW

Follow school drop-off and pick-up rules. Park, stop and load students only in designated spaces. Stay in your car when directed to do so.

Avoid the hectic school zone:

- Use a Park & Walk location (if available)
- Park a block or two away and walk to school



BE AN EXAMPLE

Set a positive example for your students and others. Follow posted instructions and instructions from crossing guards and safety patrols.



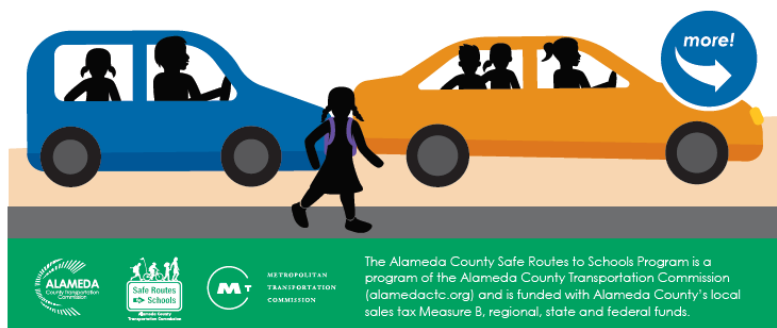
LOOK FOR CHILDREN

Families may be walking, crossing and bicycling on the street from all directions. Watch for students crossing, especially when other vehicles block your view.



PARK SAFELY

Park in legal spaces and avoid double parking or blocking neighbor's driveways. Keep crosswalks, handicapped spaces, fire hydrants, bus stops and driveways clear. Look behind you before backing out.



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Parent's Role in Keeping Children Safe

As a parent/guardian, you know that your children are always watching and learning from you. Parents/guardians are the most important role models in a child's life. This is just as true when it comes to safe walking as it is with anything else. **By modeling safe walking habits when you are out walking with your child/children, it could lead to increased safe behaviors and decreases in walking-related deaths and injuries.** Remember every step you take is a teachable moment. With your safe walking habits as a guideline, your child/children will be on their way to forming safe walking habits for themselves.

Here are a few basic safety behaviors you can role model for your child/children:

BE AWARE

Engage your child by pointing out different hazards and obstacles and discuss safe actions to take.

STEP TO THE SIDE

If you have to call or text, move out of the way of others and stop on the sidewalk in a safe place.

FOLLOW THE LAW

Obey the traffic signs and signals at all times.

CHOOSE YOUR ROUTE

Plan and discuss the safest route to school or any other destinations.

EYES ON THE DRIVER

Make eye contact with drivers (or people bicycling, riding scooters, etc.) at the intersections before stepping off the curb. Explain to your child/children to do the same.

CROSS CAREFULLY

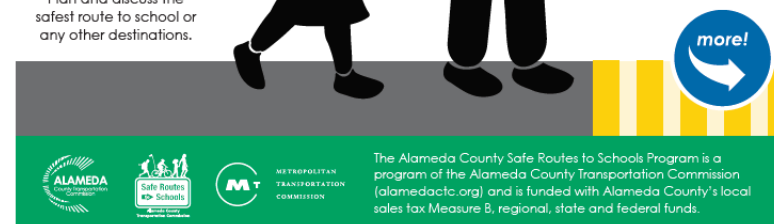
Stop, look all four ways and listen before crossing streets, driveways, alleyways and parking lot entrances and have your child/children do this with you.

PHONE AWAY

Never text or talk on the phone when you are walking.

MUSIC OFF

Do not walk with headphones or earbuds in your ears.



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Selected Medium & Long-Term Recs

- Increase **targeted face-to-face outreach to schools** in under-represented areas of the county, especially at districts with program enrollment below the countywide average.
- Provide **tailored messaging** to administrators about the benefits of the SR2S Program.
- Advocate for **funding for infrastructure improvements** near schools.
- Explore, develop and pilot program elements that could **address the non-transportation barriers** that impact families' transportation decisions, including building partnerships with other agencies/organizations around the county that work to address these barriers.

Thank You!

HANNAH DAY-KAPELL,
ALTA PLANNING + DESIGN
HANNAHDAY-KAPELL@ALTAPLANNING.COM