YBIKE
Goals:

- Increase public transit awareness and use at TAM and Redwood High Schools.
- Continue promotion of “Zero” Period Bus at Terra Linda HS.
Methods:

- Partner with Student Leadership or Environmental Clubs.
- Conduct attitudinal surveys.
- Present benefits to 9th and 10th grade classes.
- Host Transit Race.
Anticipated Results:

- Outreach to an estimated 1,000 students.
- Establish “zero” period bus route at Terra Linda HS.
- Demonstrate attitudinal shift.
- Evaluate additional transit needs at schools.
Marin Transit
MTC-STAY Family Biking Workshops
Summer 2015

<table>
<thead>
<tr>
<th>Family Biking Workshop Providers</th>
<th>Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78 contracted +4 for July-October</td>
</tr>
<tr>
<td>2.1 Bike East Bay</td>
<td>8 of 8 workshops</td>
</tr>
<tr>
<td>2.2 Marin County Bicycle Coalition</td>
<td>8 of 8 workshops</td>
</tr>
<tr>
<td>2.3 Napa County Bicycle Coalition</td>
<td>14 of 20 workshops</td>
</tr>
<tr>
<td>2.4 SF Bicycle Coalition</td>
<td>13 of 12 workshops</td>
</tr>
<tr>
<td>2.5 Silicon Valley Bicycle Coalition</td>
<td>20 of 20 workshops</td>
</tr>
<tr>
<td>2.6 Sonoma County Bicycle Coalition</td>
<td>12 of 12 workshops</td>
</tr>
</tbody>
</table>
Overview

- 1 year and 6 months
- 240 visits
- 5600 repairs
- 50% increase in ridership
- 100+ bikes given away
- Bike Shop Guide
Aquarium of the Bay

BayMobile – Bringing the Bay Your Way!
Jeff Shreiber – Institutional Giving Officer
Daniel Elkin – k-12 Outreach Coordinator

Summer 2015
Program Statistics
Future of the BayMobile
The EcoCenter
Summer with the BayMobile

- Community Events
- Teacher Workshops
- SF Public Libraries & Summer Camps
- BayModel & EcoCenter
- Reached thousands of students and teachers around the Bay
BayMobile Running Totals

Statistics for programs executed during the 2014/2015 school year

• 145 trips, 495 programs, reaching approximately 12,874 students
• We have passed our initial goal of 450 programs for the school year

Statistics for all BayMobile programs

• 201 trips, 662 programs, reaching approximately 17,343 students

Special Events:

• 78 trips, 134 programs, reaching approximately 7,350 people.
The Future of the BayMobile

- Booked through the new year
- Over 70 requests since reservations opened on August 20th
- More events in the Fall, including BASF and Bioneers
- New schedule
- Expanding team and curriculum
- Bayview-Hunters Point
- Environmental education, public outreach, and community building
- A model for green living, sustainable resource use, and environmental justice
- New program inspired by BayMobile

Pilot Programs:
- Sept. 16 at EcoCenter
- Sept. 23 at Boys & Girls Club
- Sept. 30 at Bayview Opera House
MTC Regional SRTS Evaluation
Evaluation Timeline

2011
Spring  Design Evaluation Methodology
Summer
Fall
Winter

2012
Spring
Collect Baseline Data:
Parent Survey & Student Hand Tally
Summer
Fall
Winter
Spring

2013
Summer
Historic Data Collection &
Baseline Data Tabulation
Fall
Winter
Spring

2014
Summer
Collect Post Data:
Parent Survey & Student Hand Tally
Fall
Winter
Spring

2015
Summer
Post Program Data Tabulation
Fall
Winter
Spring

Evaluation Report
SRTS Overview
Regionwide Data Collected

**STUDENT HAND TALLIES**
1,000,000+ Trips
330 Schools
8 Counties

**PARENT SURVEYS**
23,000 Surveys
107 Schools
5 Counties

---

**Schools in Analysis and Participating in SRTS Programs by County**
The analysis is based on data from a selection of schools receiving funding in each county.

![Graph showing the number of schools in analysis and not in analysis for different counties.](image-url)
Overall Regional Evaluation Results

**CURRENT MODE SPLIT**
- 55% Family Vehicle
- 9% Carpool
- 23% Walk
- 4% Bike
- 2% Other
- 6% Transit/School Bus

**MODE SHIFT**

- Walking rate: +3% (Statistically significant to 95% confidence interval)
- Biking rate: +14%
- Use of family vehicle: -2%
Alameda County

BY THE NUMBERS

2006
Program began as a Caltrans grant-funded pilot program at two schools in Oakland.

16
School districts served.

155
Schools involved in the comprehensive and technical assistance program during the 2013-2014 school year. (147 in 2012-13)

FUNDING FOR 2011-2014:

$3.2 MILLION
Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

$0.5M
San Leandro Federal Cycle 3 SRTS grant and local Measure B funds.

$0.5M
Climate Initiatives Creative Grant for BikeMobile.

$0.27M
Measure B local transportation sales tax matching funds.
Alameda County

23% MORE STUDENTS BICYCLING TO SCHOOL

16% FEWER TRIPS BY FAMILY VEHICLE among students living within a quarter-mile of school (2% overall).

How Students Traveled to and from School by Distance Family Lives from School

- Family Car
- Shared Modes (carpool, transit, school bus)
- Active Modes (walk, bike, other)

Baseline (2011-12) Follow Up (2013-14)
Alameda County

Overall, the program saw a

9% REDUCTION IN GREENHOUSE GAS EMISSIONS

- Average per student annual miles biked INCREASED 2.8 MILES
- Average per student annual miles driven in the family car DECREASED 6.2 MILES

How Students Currently Travel to and from School

- Spring 2013 - Spring 2014
  - Walk: 30%
  - Carpool: 8%
  - Family Vehicle: 52%
  - School Bus: 3%
  - Transit: 2%
  - Other: 2%

15% more parents felt that walking and biking to school is fun for their children.

2,208 hours of physical activity INCREASED due to students shifting to active modes.

92% of schools participated in International Walk & Roll to School Day.
3 SAFE ROUTES TO SCHOOL PROGRAMS

Street Smarts Diablo covers Central and East County

San Ramon Valley Street Smarts covers the San Ramon Valley

West Contra Costa Safe Routes to School covers Richmond, Hercules, Pinole, San Pablo, Concord, Pittsburg, and Bay Point

167 Schools involved in the program during the 2013-2014 school year.
Contra Costa County

FUNDING FOR 2011-2014:

$2.5 MILLION
Cycle 1 RSRTS funding from MTC’s Climate Initiatives Program

$10,000 Each
from City of San Ramon, Town of Danville, Contra Costa County, and San Ramon Unified School District

How Students Currently Travel to and from School

- 59% Family Vehicle
- 14% Carpool
- 5% School Bus
- 2% Other
- 0% Transit
- 3% Walk
- 33% More students riding the school bus to school between 2011 and 2014
Marin County

BY THE NUMBERS

2000
First funded by the National Highway Traffic Safety Administration to develop a national model Safe Routes to School program.

63
Schools involved in the program during the 2013-2014 school year.

14
School districts served.
Marin County

FUNDING FOR 2011-2014:

$475,000
Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

$500,000
Annual Measure A sales tax funding for non-infrastructure programs

$383,000
MTC SRTS Creative Grant for Green Ways to School program

How Students Currently Travel to and from School

- 50% Family Vehicle
- 12% Carpool
- 9% School Bus
- 2% Transit
- 2% Other
- 18% Walk
- 7% Bike

20% MORE STUDENTS BICYCLING TO SCHOOL
San Francisco

BY THE NUMBERS

2009
Program began at five schools in San Francisco, funded by a Caltrans grant.

9 PARTNERS
San Francisco Department of Public Health
San Francisco County Transportation Authority
Shape Up San Francisco
San Francisco Bicycle Coalition
San Francisco Unified School District
San Francisco Department of the Environment
San Francisco Municipal Transportation Agency
YBike
Walk San Francisco

FUNDING FOR 2011-2014:

$500,000
Cycle 1 RSRTS non-infrastructure funding from MTC’s Climate Initiatives Program

$90,000
Local match

15 Schools involved in the program during the 2013-2014 school year.
San Francisco

13% MORE STUDENTS BICYCLING TO SCHOOL between 2011 and 2014

37% INCREASE IN SHARED MODES among students living between a half-mile and a mile of school (carpool, school bus, and transit).

How Students Traveled to and from School by Distance Family Lives from School

- Family Car
- Shared Modes (carpool, transit, school bus)
- Active Modes (walk, bike, other)

Baseline (2011) Follow Up (2013-14)
San Francisco

Overall, between 2011 and 2014 the program saw a

0.2% REDUCTION
IN GREENHOUSE GAS EMISSIONS

AVERAGE PER STUDENT ANNUAL MILES BIKED
INCREASED
0.9 MILES

AVERAGE PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR
DECREASED
0.6 MILES

How Students Currently Travel to and from School

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>29%</td>
</tr>
<tr>
<td>Bike</td>
<td>2%</td>
</tr>
<tr>
<td>Family Vehicle</td>
<td>50%</td>
</tr>
<tr>
<td>Carpool</td>
<td>4%</td>
</tr>
<tr>
<td>School Bus</td>
<td>6%</td>
</tr>
<tr>
<td>Transit</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

Spring 2013-Spring 2014

Average number of Safe Routes to School programs offered at each school.*

5.8

Schools participated in Bike Safety Lessons.

17

Schools participated in Walking School Bus and Walk & Roll programs.

12
San Mateo County

BY THE NUMBERS

2011
Began Countywide Safe Routes to School program providing outreach, education, and encouragement activities and performing walkability/bikeability audits at school sites.

17
School districts out of 23 served via Safe Routes to School coordinators (2012-13 school year).

FUNDING FOR CYCLE 1:

$1.4 MILLION
RSRTS funding from MTC’s Climate Initiatives Program (2011-12 to 2012-13)

$571,000
C/CAG Measure M funds
San Mateo County

TRANSPORTATION CHANGES BETWEEN 2012 AND 2014:

- 10% fewer trips by family vehicle
- 27% more students walking to school
- 142% more students bicycling to school

Change in Average Per-Student Annual Miles Traveled:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline (spring 2012-fall 2013)</th>
<th>Follow Up (fall 2013-spring 2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>38</td>
<td>41</td>
</tr>
<tr>
<td>Bike</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Family Car</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>School Bus</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Carpool</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Transit</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>2</td>
</tr>
</tbody>
</table>
San Mateo County

Overall, between 2012 and 2014 the program saw a

17% REDUCTION IN GREENHOUSE GAS EMISSIONS

AVERAGE PER STUDENT ANNUAL MILES BIKED
INCREASED 4.8 MILES

AVERAGE PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR
DECREASED 7.2 MILES

How Students Currently Travel to and from School

- 11% School Bus & Transit
- 9% Carpool
- 54% Family Vehicle
- 21% Walk
- 4% Bike
- 1% Other

Due to students shifting to active modes, PHYSICAL ACTIVITY INCREASED 15,865 HOURS
Santa Clara County

BY THE NUMBERS

5 Safe Routes to School Programs supported by Regional SRTS funding.

FUNDING FOR 2011-2014:

$4.04 MILLION

Cycle 1 RSRTS funding from MTC’s Climate Initiatives Program

HOW STUDENTS CURRENTLY TRAVEL TO AND FROM SCHOOL

- 0% Transit
- 4% School Bus
- 7% Carpool
- 2% Other
- 27% Walk
- 5% Bike

108 Schools involved in the program during the 2013-2014 school year.

Fall 2013-Spring 2014

Schools included in the evaluation
Santa Clara County

Overall, the program saw a

- AVERAGE PER STUDENT ANNUAL MILES WALKED
  INCREASED
  5.7 MILES

- AVERAGE PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR
  DECREASED
  6.2 MILES

- HOURS OF PHYSICAL ACTIVITY INCREASED
  due to students shifting to active modes.

- 6% more parents felt that walking and biking to school is fun for their children.
- 6% more parents felt that walking and biking to school is something they wish they did more often

11% REDUCTION IN GREENHOUSE GAS EMISSIONS
Santa Clara County

4% MORE STUDENTS WALKING TO SCHOOL

11% FEWER TRIPS BY FAMILY VEHICLE among students living within a half-mile to a mile of school (2% overall).

How Students Traveled to and from School by Distance Family Lives from School

<table>
<thead>
<tr>
<th>Distance</th>
<th>Baseline</th>
<th>Follow Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 mile or less</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 - 1/2 mile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 - 1 mile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 2 miles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 2 miles</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Family Car
- Shared Modes (carpool, transit, school bus)
- Active Modes (walk, bike, other)

Baseline (2011-12) Follow Up (2013-14)
Solano County

BY THE NUMBERS

2008
Program began as a Caltrans grant-funded infrastructure and non-infrastructure program.

7
School districts served.

42
Schools involved in the program during the 2013-2014 school year.
FUNDING FOR 2011-2014:

$942,000
Cycle 1 RSRTS funding from MTC’s Climate Initiatives Program

$250,000
MTC SRTS Creative Grant for Mapping project.

$500,000
Federal SRTS grant for walking school bus program.

6% MORE STUDENTS WALKING TO SCHOOL
between 2011 and 2014

How Students Currently Travel to and from School

- Fall 2013-Spring 2014
  - 60% Family Vehicle
  - 9% Carpool
  - 4% School Bus
  - 1% Transit
  - 21% Walk
  - 3% Bike
  - 2% Other

Solano County
Sonoma County

BY THE NUMBERS

2007  11
First program was funded in Sebastopol through a Federal Safe Routes to School grant.

School districts served.

FUNDING FOR 2011-2014:

$1.03 MILLION
Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

$130,000  Federal SRTS grant for City of Petaluma

$310,000  Federal SRTS grant for Town of Windsor

60
Schools involved in the countywide, Petaluma, and Windsor programs during the 2013-2014 school year.
Sonoma County

30% MORE STUDENTS WALKING TO SCHOOL between 2011 and 2014

17% FEWER TRIPS BY FAMILY VEHICLE among students living within a quarter-mile of school (4% overall).

How Students Traveled to and from School by Distance Family Lives from School

- 0% - 100%
- Family Car
- Shared Modes (carpool, transit, school bus)
- Active Modes (walk, bike, other)

Baseline (2011-12) Follow Up (2013-14)
Sonoma County

Overall, the program saw a

AVERAGE PER STUDENT ANNUAL MILES BIKED
INCREASED 1.7 MILES

AVERAGE PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR
DECREASED 3.4 MILES

2,702 HOURS OF PHYSICAL ACTIVITY INCREASED due to students shifting to active modes.

How Students Currently Travel to and from School

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>0%</td>
</tr>
<tr>
<td>School Bus</td>
<td>7%</td>
</tr>
<tr>
<td>Walk</td>
<td>23%</td>
</tr>
<tr>
<td>Carpool</td>
<td>8%</td>
</tr>
<tr>
<td>Bike</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Family Vehicle</td>
<td>59%</td>
</tr>
</tbody>
</table>

Spring 2013-Spring 2014

6% REDUCTION IN GREENHOUSE GAS EMISSIONS

7% more parents felt that walking and biking to school is fun for their children.

32% more parents felt that walking and biking to school is something they wish they did more often.
Lessons Learned and Key Successes

Participating students walked almost 200,000 more miles and biked almost 150,000 more miles annually.

On average, per-student annual miles driven in the family car decreased by 6.2 miles.

On average, trips 1 mile or less from school saw a 10.7% reduction in greenhouse gas emissions.
Lessons Learned and Key Successes

**SRTS at All Schools Could Reduce As Much As**
1,900 Tons
of greenhouse gas emissions from transportation due to school trips.
That’s the weight of
4.2 JUMBO JETS*

In the first two years of offering SRTS programs, schools show a
31% INCREASE
in active modes (walking, biking, and other),
with an average of 13% increase thereafter.

Activities that resulted in
INCREASING ACTIVE TRANSPORTATION:

- Frequent Walk and Roll
- Walking School Buses
- Bike Train
Spare the Air Youth
YES! Conference

Yvonna Cázares
Bay Area Air Quality Management District
The What, Why and How of Fire Up Your Feet
Earn Awards to Support Healthy, Active Students and Schools

Fire Up Your Feet Fall Activity Challenge – Spare the Air Youth TAC Meeting
Rosie Mesterhazy, Fire Up Your Feet Manager, Safe Routes to School National Partnership
Sept. 16, 2015
I manage Fire Up Your Feet in Northern California, Colorado, Metro Atlanta and Wisconsin and work to engage families, schools, and PTAs in creating active schools nationwide. I lead programmatic implementation of Fire Up Your Feet within school communities, assist with developing program resources, and train partners and volunteers.

I've been moving with the Safe Routes to School program for almost 10 years! I live in Oakland and walk, bike and BART everywhere. I'm still a proud owner of NO car, and am looking forward to buying a cargo bike that I can take my son Jonathan on rides with once he is old enough.
We are a nonprofit organization that improves the quality of life for kids and communities by promoting active, healthy lifestyles and safe infrastructure that supports bicycling and walking.
What is Fire Up Your Feet?

- Fire Up Your Feet is an awards-based program of the Safe Routes to School National Partnership aimed at encouraging families, students and schools to create active lifestyles. Kaiser Permanente is a sponsor and the National PTA is our family engagement partner.

- Fire Up Your Feet offers yearly fall and spring Activity Challenges.

- Fire Up Your Feet Awards are unrestricted funds that directly support a school-based health and wellness initiative of the school’s choice.

- Awards are given to schools with the highest number of students, plus parents, guardians, and school staff tracking one or more physical activities during the Challenge, divided by total school enrollment.

Fall Activity Challenge: Oct. 1-31
Why Fire Up Your Feet

- Everyone can contribute to winning awards.
- Involves entire school community on health discussions.
- Added incentive for any activity.
- More than $41,000 in awards available to 50+ CA K-8 schools this fall.
- 75% of participants reported an increase in physical activity during the Challenge.
What does success look like?

This challenge increased student awareness about their activity level and the importance of being active as part of a healthy lifestyle. In our society filled with childhood obesity, educating children on how to take care of their bodies is of utmost importance!

-Jefferson Elementary, Sonoma
As a service project, students reach out to middle and elementary schools to encourage participation in the Fire Up Your Feet Activity Challenge.

Club leader learns about Fire Up Your Feet from parent leader.

Club downloads the Fire Up Your Feet group tracking toolkit, then shares the opportunity with local PE teachers to encourage participation.

Paper trackers distributed to PE teachers at participating schools, who distribute them to students.

Students return completed paper trackers and opt-out forms (if there are any) to PE teachers.

Leadership group collects forms and logs them into the Fire Up Your Feet online tracker.
Activity Challenge Information and Student Opt-Out Form

This form is not required by Fire Up Your Feet to participate in the Activity Challenge

Dear Parents and Guardians,

Your family is invited to participate in our school's Fire Up Your Feet Activity Challenge. The Challenge is a friendly and healthy 'competition' that encourages families, students, and schools to work together to create active lifestyles that keep families healthy and help kids improve academic performance. Fire Up Your Feet is a core program of the Safe Routes to School National Partnership, the family engagement partner for the National PTA and funded in large part by Kaiser Permanente.

Schools with the most family and school staff participation have the chance to win a portion of more than $100,000 in awards being offered nationally!

During the Activity Challenge, your child may fill out an activity log (similar to a reading log), or a teacher or school staff member may log your child's activity each week. Examples of activity may include walking or biking to school, recess, PE class or other sports or outdoor activities. As a parent, you can track your own activity either online or using a paper tracker as well. If you are using a paper tracker, your school may collect your activity log and enter the information into your school's online account.

Fire Up Your Feet may collect some information about your child including name, school, and type of physical activity completed during the month. This information will be entered online by school designee and used to calculate your school's eligibility for a Fire Up Your Feet Challenge Award. Any personally identifiable information will not be shared with any individuals or parties outside of Fire Up Your Feet.

As a parent, you also have the option of registering online and tracking your child's activity through your personal account. If you wish to sign up and track your child's activity rather than having the school track for your child, go to www.fireupyourfeet.org to register. Note: If your child's activity is being tracked at school please do not also track their activity at home as adding them at home will create a duplicate entry.

OPT-OUT INDICATOR
Returning this signed form to the school indicates a request that your child NOT participate in the Fire Up Your Feet Activity Challenge.

Student Name: ___________________________ Date: ___________________________
Parent/Guardian Signature ________________________________

More information about the Fire Up Your Feet privacy policy is available at fireupyourfeet.org/privacy-policy

Fire Up Your Feet Rewards
Active Families and Schools!

$41,000 in awards for California K-8 schools!

Fall Activity Challenge: October 1-31

Winning is as easy as 1-2-3!

1. Click it! Register today at fireupyourfeet.org.
2. Track it! Track your physical activity using our easy online Activity Tracker: Bicycling, walking, recess – all activity counts!

Other resources: newsletter blurbs, FB posts, success stories
Now let’s try it! fireupyourfeet.org
Next Steps

- Register and track one activity for yourself at www.fireupyourfeet.org/user/register
- Obtain school permission
- Develop a strategy
- Promote the Challenge using communication tools
Information Sharing & Upcoming Events