



San Mateo County **SAFE ROUTES TO SCHOOL**

Healthy Kids • Green Communities • Safe Journeys



2013-2014 Annual Report



Program Goals

San Mateo County Safe Routes to School (SR2S) of the San Mateo County Office of Education (SMCOE) is a countywide program made possible with funding from the City/County Association of Governments (C/CAG). The overall program goal includes encouraging and enabling school children to walk, bicycle, carpool, and utilize transit as means of getting to school. To facilitate achievement of this goal, schools are supported with the implementation of projects and activities that decrease traffic congestion around school sites, reduce school-related travel emissions, and improve the health, well-being, and safety of student participants. Specific support to participants includes a grant award program, facilitation, professional development, outreach, and countywide event coordination.



“Anything is better when you do it on your bike.”

- Winston Parsons
YBike,
Peninsula YMCA

Safe Routes to School Program

The San Mateo County Safe Routes to School is a partnership between the City/County Association of Governments (C/CAG) and the San Mateo County Office of Education (SMCOE). During the 2013-2014 year, other partners and collaborators included: San Mateo County Health System; the Sequoia Healthcare District; the Peninsula Health Care District; and the San Mateo County Sheriff.

Additional active partners included cities and unincorporated areas of:

- Daly City
- Montara
- Brisbane
- Half Moon Bay
- South San Francisco
- San Mateo
- San Bruno
- Foster City
- Pacifica
- Belmont
- Millbrae
- Redwood City
- Burlingame
- San Carlos
- Hillsborough
- East Palo Alto
- Menlo Park
- La Honda
- Atherton
- Pescadero
- Woodside
- Portola Valley
- County of San Mateo

The Safe Routes to School program provides training, resources, and customized support at no cost to participating schools, while working together with district and school administration, wellness coordinators, parents, teachers, and local community based organizations to encourage students to be active, have a healthy start to the school day, reduce traffic congestion, and improve the environmental health of our communities. The program is based on the comprehensive 5 E's model: Education, Encouragement, Engineering, Enforcement and Evaluation.



“Walking to School is AWESOME!”

- Kindergarten Grade Student
Hatch Elementary School
Half Moon Bay, CA



Program Components

2013-2014 Program Components



Education

- Walk and Roll K-5 Educator Guide in-class Activities and Training
- Parent and Teacher Champion Workshops and Training
- Rodeos and customized education events
- Middle School Educator Guide in-class Activities and Training*
- Middle School Bike Club Guide: Safe Routes to Anywhere*
- City-wide Education Events on Streets Alive! Parks Alive!*

“Fresh Air Friday are wonderful. Kids get their energy out before school starts and arrive early to learn.”

- Second Grade Teacher
Sacred Heart Schools
Atherton, CA

Encouragement

- Walking School Bus and Bike Train Programs and Trainings
- Walk and Roll to School Days
- County-wide Events on International Walk to School Day, Earth Day, and Bike to School Day
- Golden Sneaker Contest Workshops and Materials
- 2 Safe Routes to School Informational Promotion Videos*

Engineering

- Walkability and Bikeability Audits
- Traffic Counts with the Support and Assistance
- Route and Density Maps*

Enforcement

- Partnerships with Local Law Enforcement and the County Sheriff's Office to promote safety around participating schools
- Crossing Guard Workshops
- Traffic Control Program Workshops and Trainings for students and volunteers

Evaluation

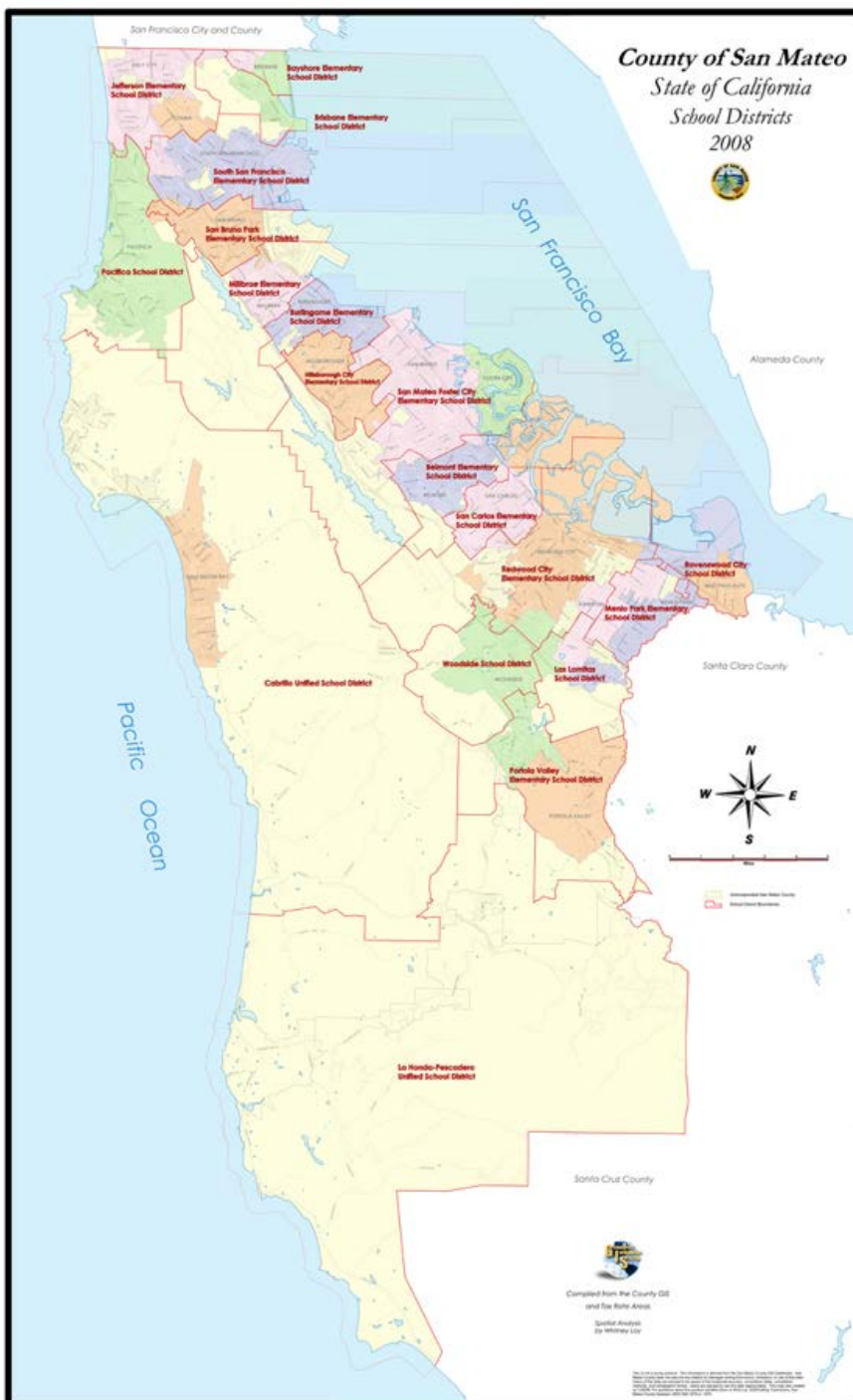
- San Mateo County student travel tallies and parent surveys to evaluate the effectiveness of the program
- Event participation and evaluation
- Grantee performance evaluation*



* New for FY 2013-2014

Participants

During the 2013-2014 school year, 98 schools from 14 school districts participated in the San Mateo County Safe Routes to School Program. Participating schools included one private school, eighty-one elementary schools with configurations of K-5, K-6, or K-8, fourteen middle schools, and two high schools.



2013-2014 active participants included the following school districts:

- Jefferson Elementary
- Pacifica
- Millbrae
- Burlingame
- Hillsborough
- San Mateo-Foster City
- Belmont-Redwood Shores
- San Carlos
- Redwood City
- Cabrillo Unified
- Menlo Park City
- Ravenswood City
- Portola Valley
- La Honda-Pescadero Unified

Key Accomplishments

Education

San Mateo County students participated in:

- **628** Education Events
- **27** Parent Education Workshops
- **11** Family Fun Education Events
- Development of two Informational Videos
- Development of 43 Route Maps

Development of a Middle School Educator Guide for in-class education and a middle school bike club guide entitled, *Safe Routes to Anywhere*



Encouragement

With funding support, San Mateo County students participated in:

- **3** County-wide Events occurring on:
 - October 8: International Walk to School Day
 - 82 Schools participated in event activities
 - April 17: Earth Day
 - 24 Schools participated in event activities
 - May 9: National Bike to School Day
 - 73 Schools participated in event activities
- **24** Encouragement Events organized by vendors
- **613** Volunteer coordinated encouragement events including:
 - Walk/Bike Across California Events
 - Golden Sneaker Contest Events
 - Monthly/Weekly Walk and Roll Days
 - Secret Bike Brigades

"I had almost forgotten the power of a sticker. Passing them out on International Walk to School Day made me an instant celebrity. Thank you!"

- Anne Campbell,
San Mateo County Superintendent
of Schools

Enforcement

Funding facilitated the training and materials necessary for the implementation of:

- **27** Kiddie Valet/Student Valet programs to encourage safe driver behavior at pick-up and drop-off locations

Engineering

With funding support, San Mateo County Schools participated in:

- **24** Walkability/Bikability Audits

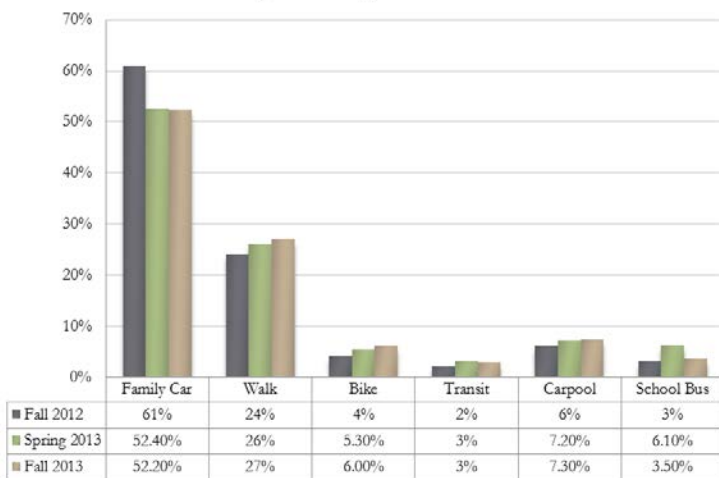


Key Accomplishments Cont.

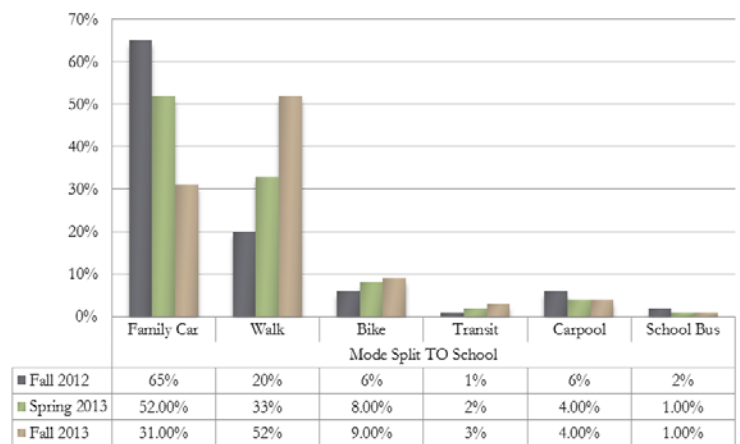
Evaluation

Program evaluation was conducted in the Fall of 2013 and compared to program data from the Fall of 2012 and Spring of 2013. Program evaluation results suggest that education, encouragement, enforcement, and engineering efforts are increasing parental awareness of the Safe Routes to School program and participation in program activities. For instance, awareness of the San Mateo County Safe Routes to School Program increased from 32% to 44% from the Fall of 2012 to the Fall of 2013. Program data suggests that the outreach, education and encouragement activities are particularly effective for students residing a 1/2 mile or less from school.

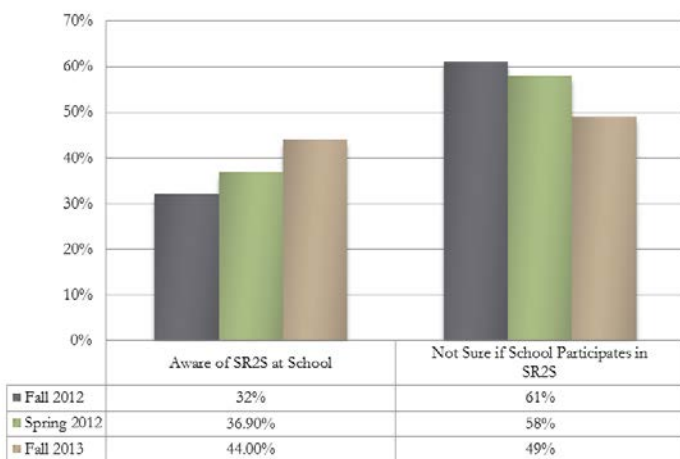
County Mode Split TO School



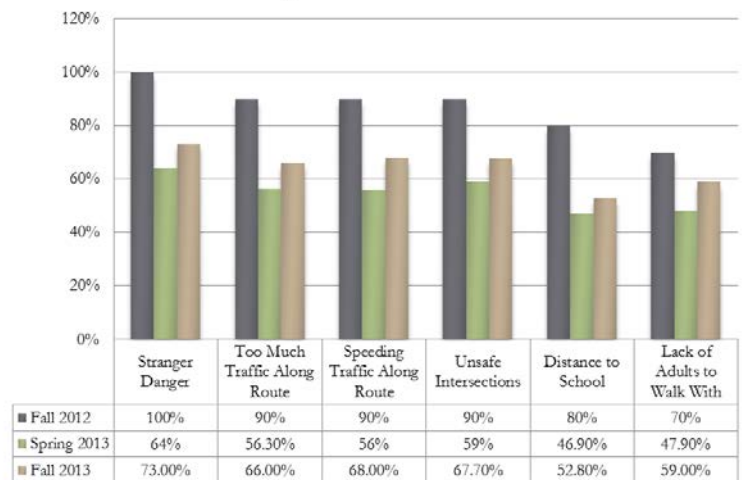
Travel to School for Students Residing 1/2 mile or Less From School



Awareness of Program



Key Parental Concerns



“There really is something to this Safe Routes [Program]. It’s creating a buzz and for the first time in years, I’m starting to see drivers slow down.”

- Fifth Grade Parent
Franklin Elementary School,
Burlingame, CA



San Mateo County Office of Education Safe Routes to School

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Redwood City, CA, 94065

www.smcoe.org/sr2s