Safe Routes To School

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What is Safe Routes to School (SRTS)?

SRTS is an international movement to create safe, convenient, and fun opportunities for K-8 students to bicycle and walk **to and from school**.
Safe Routes to School

- CCSD Safe Routes to School program staff works with community leaders, schools and parents in CCSD to:
  - Improve overall safety
  - Encourage more children to safely walk and bicycle to school
Safe Routes to School (SRTS)

- The SRTS program is:
  - Federally funded and in every state
  - Based on the “Five E’s”: Education, Encouragement, Enforcement, Engineering, and Evaluation
  - In 2016, 93 CCSD schools in the program
Bicycling Trends and Youth

- Rutgers University
  - 39% of all bike trips are taken by kids
  - 8 to 10 year olds bike more than 10 to 13 year olds
  - Girls cycle less often than boys
  - Girls more likely to ride on the sidewalk
  - 43% of boys never wear a helmet (not cool)
  - 46% of girls never wear a helmet (not cool)
Bicycling Trends and Youth

• Implications
  – Make helmets cool
    • Use professional athletes
    • Incentives
  – Family focused programs
  – Focus on bicycle skills for riding with traffic
  – Involve more women in bicycle programs
  – Highlight female role models
  – Curriculum
Bicycling Trends and Youth

• University of Miami
  – Parent Involvement is key to mode share shifts
    • 60% encourage their kids to ride
  – Bicycle curriculum taught by BikeSafe teachers
    • Created by Dr. Holtz, UM School of Medicine
    • Incorporated into County Parks and Rec summer camps
    • College course available
  – Boys more likely to ride a bike to school
  – Girls more likely to notice bicycle paths near their homes
Bicycling Trends and Youth

• Implications
  – Helmet usage and ownership
    • 50% bicycle riders didn’t own a helmet. 50% of those riders said they would wear one if they owned one
• Promote bike rodeos to girls
• Have more girl rides
• Encourage parent/child conversations
Bicycling Trends and Youth

• Hudson Transportation Management Association
  – Learn to ride events
    • Parents teach their children to ride
  – Bike repair days
    • Professional and volunteer bike mechanics
  – Mini bike rodeos
    • 3 or 4 stations
    • 30-50 participants
    • 1 LCI and 2 trained staffers
Bicycling Trends and Youth

- San Francisco Bay Area
  - Spare the Air Youth
    - Funds Safe Routes to School
    - Metro Transportation Commission Climate Initiatives Program and Bay Area Air Quality Management District
  - Call for projects
    - Youth Ambassador Program
    - Traveling exhibits in climate change and transportation
    - Family bicycle workshops
Bicycling Trends and Youth

• Successes
  – Family bicycling workshops
    • Decision makers (parents) were reached
    • $1200 - $1600 per event
  – Mobile Bike Repair
    • Free to students and parents
    • Taught parents and students how to make simple repairs
Common Threads

• What is working
  – Family focused programs
    • Bicycling decisions are made by parents
  – Bike repair services
  – Engaging girls in all aspects of bicycle culture

• What we need more of
  – More engagement of girls and women
  – Youth helmet use
  – More on-street bicycling education for youth
Upcoming Ride

- Ride for Reading
  - Mandalay Bay to Gene Ward ES
  - September 22
  - 8a-9a start
  - 7 mile round trip
  - 3000 books
  - Title 1 School
Upcoming Initiatives

- Bike library
  - Sawyer MS
  - Kick-off bike rodeo
    - Thursday, 9/29/16, at 4p
  - Youth Traffic Skills 101
    - Tuesday (10/4) and Thursday (10/6) at 2pm-ish
    - 4 hours total
  - On street ride
    - Saturday morning (10/8)
Upcoming Initiatives

• Bike blender
• Mobile bicycle repair service
  – Grant application
• Focus on parent engagement