



Safe Routes  
to School  
National  
Partnership

# Paths Pedals & Playgrounds

**LEVERAGING  
THE POWER OF  
SAFE ROUTES  
TO SCHOOL**



# Dear Friends,

# Expanding

In 2013, the Safe Routes to School National Partnership continued to accelerate momentum and support for creating healthy, active communities across the U.S. We have much to be proud of, particularly the successes of our partners and advocates who were able to garner support, secure funding, strengthen policies, and encourage more people to explore walking and bicycling.

We can say with certainty: Safe Routes to School programs make a measurable difference. In fact, school principals reported that rates of walking and bicycling to school were 60 percent higher at schools that participated in Safe Routes to School programs than at schools that did not participate. We are gratified that, for the first time in decades, in some populations and locations the high rate of childhood obesity is beginning to decline. That's great news.

As we look to 2014, we recognize there is still much to do. We know there is a critical need to ensure that all communities benefit from support and funding so that all children have the opportunity for greater health and safe, livable communities. A top priority for the National Partnership is improving equity and advancing healthy community design, particularly in underserved communities.

Additionally, while the commute to school offers a daily opportunity for physical activity, we know active play

spaces and a connection of walking and bicycling facilities are equally important. That's why we are focused on expanding opportunities for physical activity through support for Complete Streets policies and shared use agreements.

The National Partnership knows that continued investment in sidewalks, bike lanes, safe crossings and pathways are key components to long-term success. That's why we remain persistent advocates for infrastructure and program funding at national, state and local levels, helping communities access funds to build better futures.

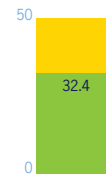
Thank you to everyone working toward our common mission. In all that we do, the National Partnership aims to advance policy change, catalyze support for healthy communities and share our deep expertise to improve support for walking and bicycling to school and beyond. Together we are creating a cultural shift that is improving the quality of life for children, families and communities.



Deb Hubsmith  
Founder and  
Director



Risa Wilkerson  
Board Chair



In schools participating in Safe Routes to School programs  
**32.4%**  
of students walked or biked



In schools **NOT** participating in Safe Routes to School programs  
**20.2%**  
of students walked or biked

# National Support and Momentum

Federal policy has always been at the forefront of the National Partnership's priorities. After all, federal transportation dollars and policies have a significant impact on the ability of local communities to implement Safe Routes to School projects and create healthy built environments.



In 2013, we educated federal policymakers about the impact of Safe Routes to School on the health and safety of kids, and helped advocates understand key changes to federal transportation law. No other organization has the level of expertise, data-based research, and deep knowledge of transportation policy and impacts on kids as the National Partnership, so we are uniquely positioned to make the best case for support.

We also ensured that advocates and communities were equipped to navigate new federal transportation policy rules enacted in 2012 that made significant changes to Safe Routes to School. The 2012 legislation, known as MAP-21, consolidated Safe Routes to School and other bicycling and walking programs into a new program called Transportation Alternatives and eliminated dedicated funding for Safe Routes to School.



We remain a critical source of information about MAP-21 legislation and the Transportation Alternatives Program by producing blogs, funding charts, fact sheets and state-specific implementation snapshots.

We began collaborating with Advocacy Advance to create resources and webinars to ensure advocates and communities are aware of available grants, are well positioned to develop Transportation Alternatives applications, and can encourage adoption of best practices.

Finally, we applauded the appointment of new Transportation Secretary Anthony Foxx, the former Charlotte, NC, mayor who has a record of leadership on building safe, healthy communities. We welcomed Secretary Foxx with letters from more than 10,000 advocates emphasizing the importance of Safe Routes to School as a national priority.





# Advancing Healthy Community Design In States and Communities

Over the past year, we were proud to catalyze support at the state and regional level, particularly in localities where we employed full-time state advocacy organizers and regional policy managers. We were able to advance policies that support Safe Routes to School and active transportation, and also increase investment and staffing for Safe Routes to School initiatives. This was a major achievement at a time when federal funding for Safe Routes to School was consolidated into the Transportation Alternatives Program, and the program's funding was reduced by 30 percent. We were glad to see low income communities get a much-needed boost and to see equity become a priority for funding initiatives.

## EQUITY FOR LOW INCOME COMMUNITIES

The National Partnership and our state advocates succeeded in improving equity for low income communities, making progress on Complete Streets and active transportation and working with stakeholders to move forward on Safe Routes to School projects.



**Ohio:** With our encouragement, the Ohio Department of Transportation (DOT) addressed inequities in the application scoring matrix to ensure lower-income applicants are better positioned to receive Safe Routes to School funds. ODOT also committed toll credit revenue to pay for the 20 percent match.



**California:** Thanks to our advocacy around the Active Transportation Program (which combines state funding and funding from the MAP-21 transportation law), California will dedicate \$24 million annually for Safe Routes to School projects, which can also compete for the remaining \$106 million in active transportation funding. Most important, CA mandated that 25 percent of Active Transportation Program funding must be awarded to disadvantaged communities.



**Florida:** We are working closely with FDOT to correlate crash data and free and reduced lunch school data to create a system for future awards that prioritizes communities most in need.

children in  
low income communities



**2x** as likely to walk or  
bicycle to school as



children in  
affluent communities



## COMPLETE STREETS SUCCESSES

Complete Streets policies enable safe, attractive, and comfortable access and travel for pedestrians, bicyclists, the disabled, motorists and public transport users of all ages and abilities.

**Northern California:** We worked with local bicycle and pedestrian advocates throughout the Bay Area to assess and advance local progress in adopting Complete Streets policy resolutions. As of the end of 2013, there were 63 Complete Streets policies adopted by cities and counties.

**Tennessee:** After Memphis became the nation's 500th city to adopt a Complete Streets policy, we wrote an op-ed letter to TN papers challenging the mayor of Chattanooga to make the city competitive with its peers by adopting its own Complete Streets policy. In response, the city convened a meeting of city and regional transportation officials and the National Partnership, resulting in the adoption of an official Complete Streets ordinance.

## ACTIVE TRANSPORTATION VISION

The National Partnership led community efforts to formalize active transportation and Safe Routes to School policy priorities as part of a region's long term planning process.

**Pacific Northwest:** We created a renewed focus on active transportation by hiring a local full-time policy manager. The policy manager will bring together advocates, schools, health, transportation and planning professionals from around the greater Portland Metro region, Salem, and Vancouver, WA, to create policy for safe and convenient walking and bicycling within communities.

**Southern California:** In Los Angeles County, the National Partnership and Los Angeles County Bicycle Coalition are working for improved policies and increased funding for active transportation, Safe Routes to School and Complete Streets. The National Partnership and LACBC are working through the Los Angeles County Active Transportation Collaborative to support transportation policy priorities for Los Angeles County specifically regarding funding, equity, data collection and evaluation.

## AWARENESS, EDUCATION AND SUPPORT

We partnered with coalitions, municipal agencies and community organizations to catalyze support for shared use agreements, bicycle and pedestrian safety measures, and Safe Routes to School funding.

**Mississippi:** We educated the Mississippi Conference of Black Mayors (MCBM) and the Southern Poverty Law Center to raise awareness among towns and cities about how shared use and built environment policies can help their residents. We also spoke at the MCBM annual conference, which included representation from 87 towns and cities throughout Mississippi, which will help leverage further success in 2014.

**Greater Washington, DC:** With an objective to reduce pedestrian injuries and fatalities on public roads through safe physical environments, we co-chaired the Prince George's County, MD, Healthcare Action Coalition Pedestrian Safety Committee. The strategy is to educate community stakeholders, including businesses, developers and decision-makers on built environment practices that increase pedestrian safety.

**New Jersey:** After more than a year without any Safe Routes to School awards being made on previously submitted applications, we worked with 65 stakeholder organizations and the NJDOT Commissioner to urge the NJ DOT to act. With our advocacy, the DOT awarded \$5.7 million in infrastructure grants in 2013.



Minority and lower income neighborhoods are half as likely as white, higher income neighborhoods to have at least one physical activity space in their community.



# Creating Impact in Communities

At the heart of the National Partnership's efforts is a deep desire to improve the quality of life for kids, families, and communities. We were able to achieve great progress during 2013 through technical assistance, encouragement programs and grant-funded efforts that had a direct impact on people in communities across the U.S.

## ENGAGING SCHOOLS AND FAMILIES IN FIRE UP YOUR FEET

**Fire Up Your Feet** is a national school-based program that encourages families, students and schools to work together to create healthy lifestyles that inspire children to be physically active. Students, parents and school staff at K-8 schools track their physical activity to help their school earn challenge awards that can be used to support physical activity and wellness programs. Launched alongside **Let's Move Active Schools**, with superstar athlete supporters including **Dominique Dawes** and **Serena Williams**, the first year of **Fire Up Your Feet** saw more than 370 elementary and middle schools across the country register to participate, with more than 7,600 students, parents and school staff actively tracking physical activity to help their schools compete for awards.



*"I like Fire Up Your Feet because it is fun to track my exercise, and it helped me feel more awake during testing. It's making us stronger and we have a fun time!"*

– Max and Mikey Smith, 3rd grade  
Kailua, Hawaii



## INCREASING ACCESS TO PHYSICAL ACTIVITY THROUGH VOICES FOR HEALTHY KIDS®

The National Partnership is one of six organizations funded by the **American Heart Association** and **Robert Wood Johnson Foundation** to help reverse the childhood obesity epidemic as part of **Voices for Healthy Kids**. The National Partnership is advancing policies and programs that increase access to playgrounds, parks, walking paths, bike lanes and other safe spaces for physical activity. With a focus on shared use and street-scale policies, we engage and mobilize people to overcome the lack of access to physical activity at schools and to increase healthy community design in underserved activities.

In 2013, we marked several achievements:

- Provided 22 low income communities, communities of color, and tribal communities with tiered technical assistance and campaign coaching over an 8-month period to support goals around Complete Streets and shared use.
- Created a National Active Transportation Diversity Task Force and a National Shared Use Task Force.
- Created Complete Streets on the Omaha Reservation for the Village of Walthill, Nebraska. Walthill has a population of just 780, primarily members of the Omaha tribe. Many of the village's children walk to school on public roads, but with few sidewalks, safety was a primary concern. We worked with the Village's planner to identify a goal, partners, and a campaign plan for passing a Complete Streets Ordinance and submitting a proposal for a Safe Routes to School infrastructure project. The Village is successfully putting the building blocks in place for healthy community design in a rural context.



## EDUCATING LOCAL COMMUNITIES AND ADVOCATES ON NATIONAL FUNDING AND POLICY

We conducted a total of 15 webinars during 2013 to help educate Safe Routes to School advocates and state and local agency staff on how to increase Safe Routes to School funding and effectiveness and related policy change.

More than 2,700 advocates attended the webinars with an additional 4,000+ downloads of the webinar recordings afterwards, showing the continued interest in these topics. Presenters included the San Diego Association of Governments, the National Association of Latino Elected Officials Education Fund, the City of Fort Collins, CO, and many more.

*“The GIS and Safe Routes to School webinar was very, very timely and the presenters were the experts who had concrete examples of how it could be used and how it has been used. It was spot on. I can’t wait to pass on the details to others at my organization.”*



### CASE STUDY: COMPLETE STREETS IN SODUS, NY

Sodus is a community of fewer than 1,800 people that sits midway between Rochester and Syracuse, NY. Frustrated by dangerous or missing infrastructure, cracked sidewalks, and a lack of safe spaces to be physically active, Sodus was determined to change the way residents viewed their community and their expectations for infrastructure development. With the full support of their mayor, superintendent, and town supervisor, the town applied for our technical assistance and built a coalition of stakeholders to formulate and pass a sustainable, binding Complete Streets Resolution, showing how a small group of concerned citizens can make a big impact on community infrastructure.





# Connecting Partners and Advocates



## SHARING LOCAL SUCCESSES AND BEST PRACTICES AT THE 4TH SAFE ROUTES TO SCHOOL NATIONAL CONFERENCE

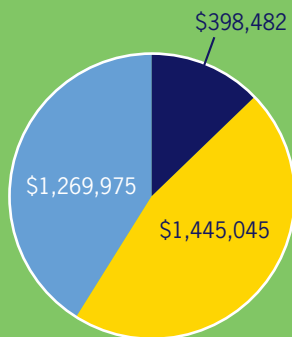
In August 2013, we brought together 650 advocates, partners and practitioners for the 4th Safe Routes to School National Conference. Held in Sacramento, CA, the conference featured 48 breakout sessions and mind mixers to share innovative ideas, best practices, successes and challenges.



## THANKS TO OUR GENEROUS SUPPORTERS

### Safe Routes to School National Partnership Income by Class 2013

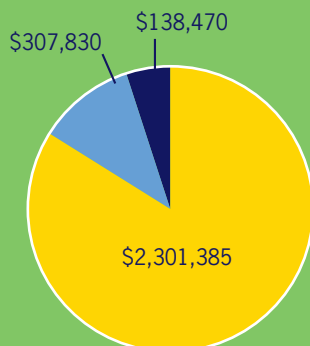
- Foundations (46%)
- Corporations (41%)
- Government Contracts, Individual & Partner Support (13%)



**Total Income:**  
\$3,113,502

### Safe Routes to School National Partnership Expenses by Class 2013

- Program (84%)
- General & Administrative (11%)
- Fundraising (5%)



**Total Expenses:**  
\$2,747,685

## OUR PARTNERS: CATALYZING SUPPORT THROUGH COLLECTIVE IMPACT

We are proud to be joined by more than 650 partner affiliates that are committed to working together to grow the Safe Routes to School movement nationwide. Our partners play a critical role in advancing policy change, implementing Safe Routes to School programs, and spreading the word about critical issues, new research and best practices. *Thank you.*

## SPECIAL THANKS TO PEOPLEFORBIKES

Since 2005, PeopleForBikes' long-standing support and leadership have been the foundation from which the Safe Routes to School National Partnership has grown into a leading entity for active transportation and healthy community design in the movement to reduce childhood obesity. PeopleForBikes hosted the National Partnership from 2005 to 2014, providing initial funding and generous grants for ongoing general operating support. The National Partnership gained independent non-profit status in 2014, and we value the continuing support and generosity of PeopleForBikes as a partner.



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