

Welcome to our webinar series!



Safe Routes to School National Partnership



**SAFE ROUTES
to School**
NATIONAL PARTNERSHIP



- Founded in 2005
- Over 500 organizations, agencies and schools
- Works to advance policies that support Safe Routes to School at national, state and local levels
- Provides best practices, technical assistance, policy change, and builds leadership

saferoutespartnership.org



Robert Ping
Technical Assistance Director



- ✦ Technical Assistance – CPPW, TARC, National Learning Network
- ✦ State Network Project - Policy Change in 20 States
- ✦ Congressional SRTS Task Force
- ✦ Portland SRTS Program Manager
- ✦ Oregon SRTS Technical Assistance
- ✦ Bicycle Safety Education - Oregon and CA Bay Area
- ✦ SF Bay Area: Policy, Bicycle Advocacy, Earn-a-Bike, Youth Mentoring, Youth Education, Environmental Advocacy
- ✦ Various committees: School Siting, Diversity, Childhood Obesity, National Physical Plan, Bicycle Education Network, Portland SRTS



http://www.saferoutespartnership.org/blog/date/all?field_tag_state_tid=All&field_region_tid=All&term_node_tid_depth=140



Housekeeping

- If you called in, your phone line is muted
- Chat feature in bottom left side of your screen
- Q&A after speakers: Chat your questions to us during the presentations
- Recording and slides online in one week at:
saferoutespartnership.org/resourcecenter/National-Partnership-Webinars
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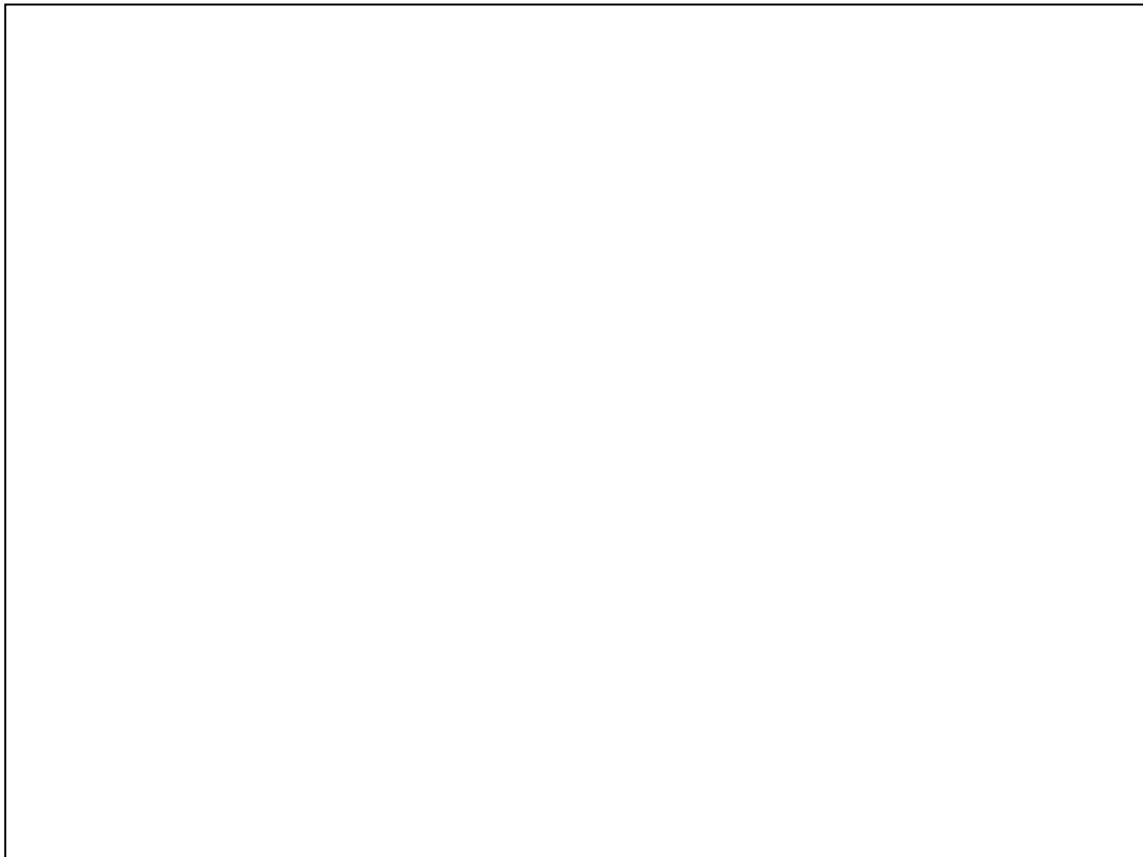


Jim Sallis

Distinguished Professor of Family and Preventive Medicine Chief, Division of Behavioral Medicine, Director of Active Living Research, UC San Diego



- ✦ His primary research interests are promoting physical activity and understanding policy and environmental influences on physical activity, nutrition, and obesity.
- ✦ He is an author of over 500 scientific publications, co-author of several books, on the editorial boards of several journals, and one of the world's most cited authors in the social sciences.
- ✦ Dr. Sallis has received awards from the American College of Sports Medicine, Society of Behavioral Medicine, and American Psychological Association Division of Health Psychology and the President's Council on Fitness, Sports, and Nutrition.
- ✦ His current focus is using research to inform policy and environmental changes that will increase physical activity and reduce childhood obesity.
- ✦ He is a frequent consultant to universities, health organizations, and corporations worldwide.



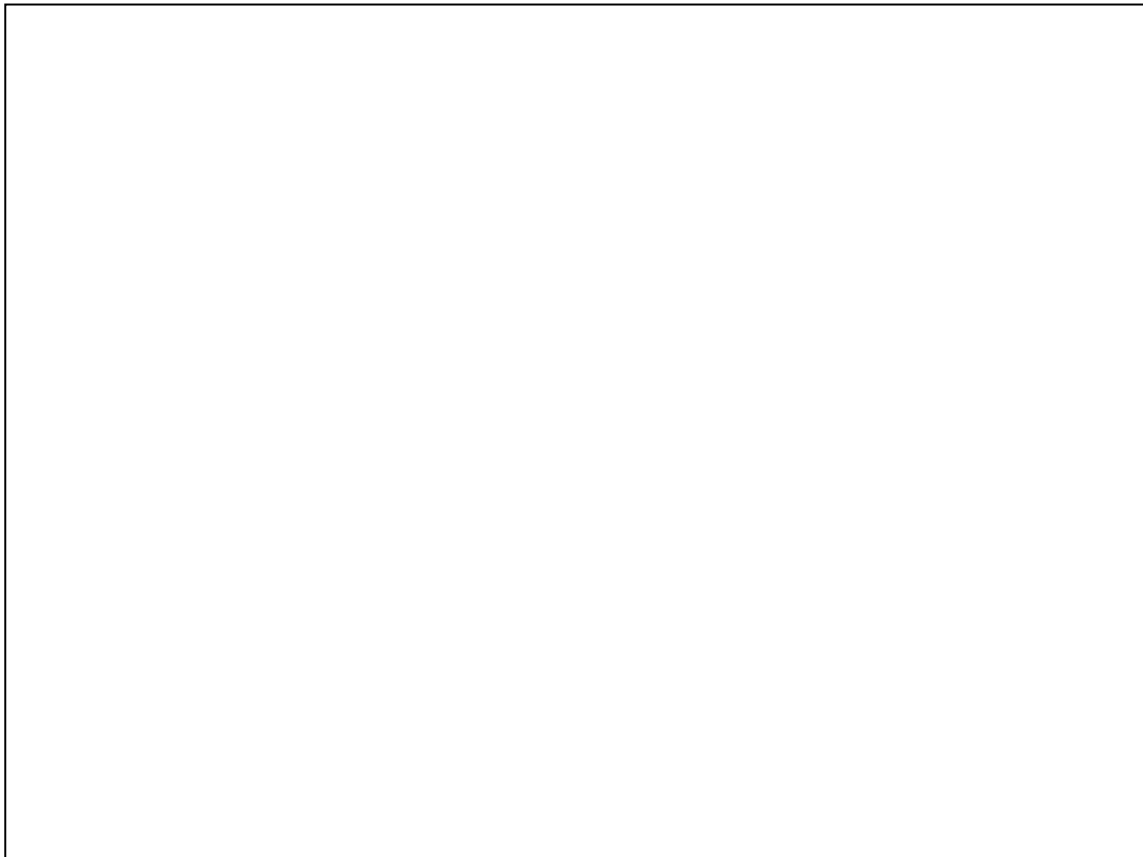


Candace Rutt

Health Psychologist,
Division of Nutrition, Physical Activity and Obesity,
Centers for Disease Control and Prevention



- Dr. Candace Rutt received her doctorate in applied health psychology at the University of Texas at El Paso in 2003.
- Since finishing her doctorate she has been working at the Centers for Disease Control and Prevention focusing on built environment and Health Impact Assessment (HIA) research.
- She has been involved in numerous HIAs ranging from walk to school programs, farmers markets, urban redevelopment projects, and natural resource development projects.
- In addition to performing HIAs around the country Dr. Rutt received a grant from the Robert Wood Johnson Foundation in 2007 to develop and implement a US based HIA training course and has conducted over 30 trainings across the country.





Show Me the Money: Health

Mounting health care spending is expected to reach \$4.6 trillion dollars annually by 2020 and consume 19.8% of GDP.

2012 Bipartisan Policy Center - Nutrition and Physical Activity Initiative



What **Makes** Us Healthy



What We **Spend** On Being Healthy



Source: Derived from information from the Boston Foundation (June 2007).



Show Me the Money: Health

Cost of Obesity = \$190 Billion/yr

Cost of Childhood Obesity = \$3 Billion/yr

Perspective:

Smoking adds 20 percent/yr health costs

Obesity adds 50 percent/yr health costs



2012 Cornell University

June 2010 CDC Presentation: *The Childhood Obesity Epidemic: Threats and Opportunities*

March 2012 Mayo Clinic

March 2012 Mayo Clinic

Health Benefits from Various Neighborhood Walkability Changes

Neighborhood Walkability Changes	Total Benefits		Per Capita Benefits	
	Lower	Higher	Lower	Higher
Increase number of intersections within ½ mile	\$2,255,107	\$23,205,007	\$451	\$4,641
Increased retail employment density	\$466,574	\$18,331,955	\$93	\$3,666
Increased employment density	\$155,525	\$19,492,206	\$31	\$3,898
Increased Population density	\$1,555,247	\$8,353,802	\$311	\$1,671
Distance from central business district	\$4,510,215	\$61,725,318	\$902	\$12,345

Cost-Benefit Analysis Framework
 Per capita and total neighborhood estimates
 Estimates are ranged from lowest possible benefit to highest
(Boarnet, Greenwald and McMillan 2008)

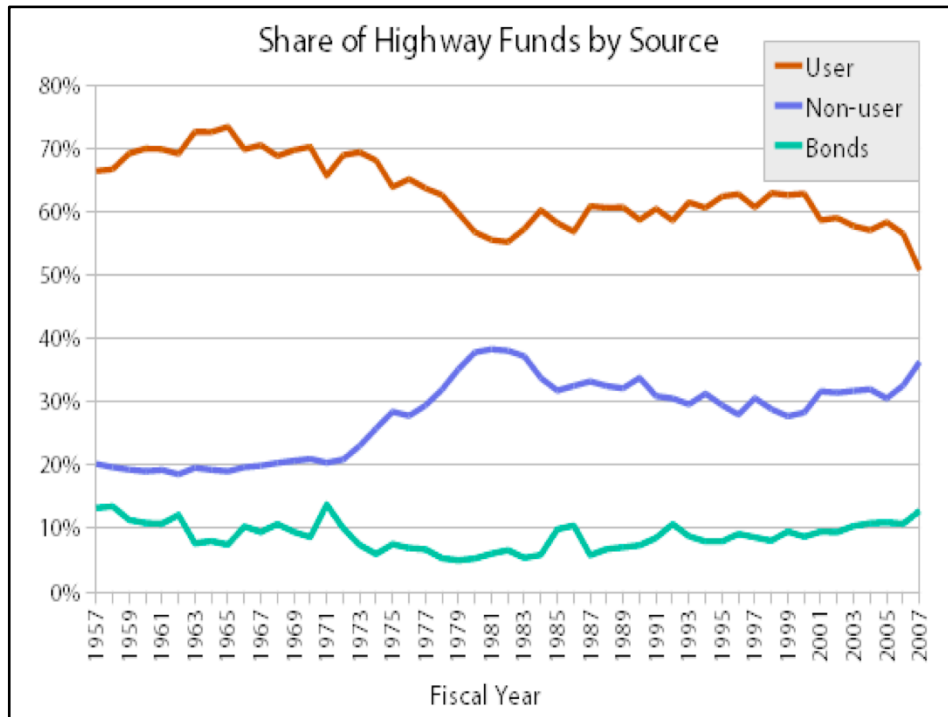
*Walking, Urban Design, and Health
 Toward a Cost-Benefit Analysis Framework
 Journal of Planning, education and Research
 (Boarnet, Greenwald and McMillan 2008)*



Show Me the Money: **Federal Funding**

- ✦ Biking and walking make up **12 percent of all trips** in the US
- ✦ That is more than **4 billion bicycle trips and 40 billion walking trips** a year, including trips to work, school, shopping and for recreation and tourism.
- ✦ But funding for biking and walking projects only accounts for about **1.5 percent of the federal transportation budget.**
- ✦ And the new transportation bill **reduced** funding for bicycling and walking by **AT LEAST 30%**





Source: [Highway Statistics](#), forms HF-10 and HF-210, Federal Highway Administration. (Subsidyscope; Pew Charitable Trusts)



Show Me the Money: **Automobiles**

- ✦ Current evaluation practices focus on the costs of insufficient roadway capacity but lack a comparable vocabulary to describe the costs of **excessive roadway capacity, inadequate travel options, and underpriced road use.**
- ✦ Wider roads and increased vehicle traffic speeds tend to degrade walking and cycling conditions and therefore reduce mobility for non-drivers, increase impervious surface area and therefore stormwater management costs, and **by inducing additional vehicle travel and dispersed land use development it tends to increase total fuel consumption and pollution emissions.**

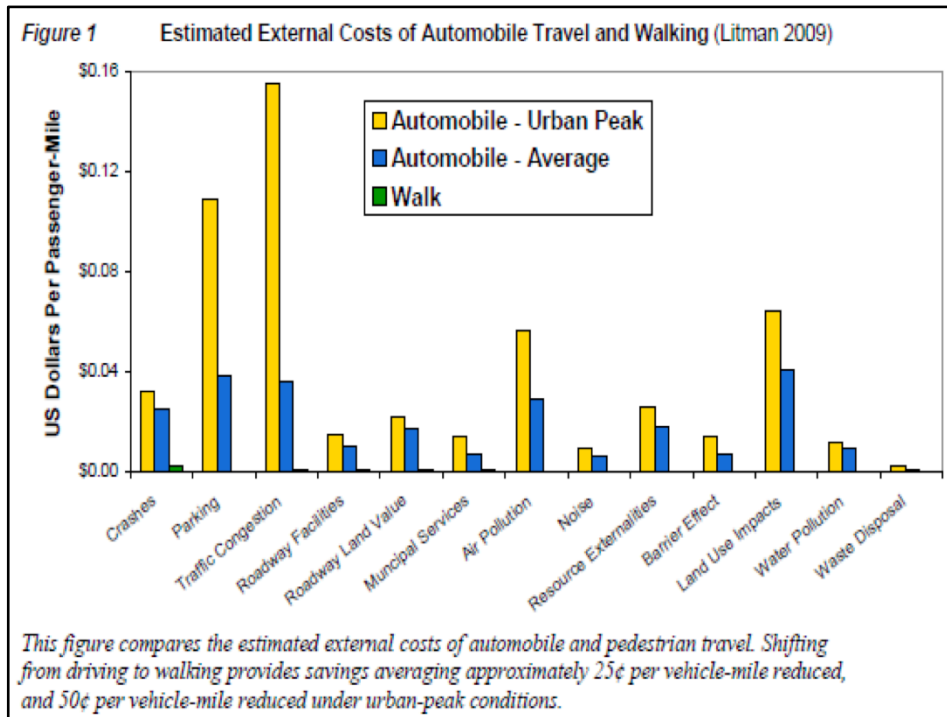


*Smart Congestion Relief
Comprehensive Analysis Of Traffic Congestion Costs and Congestion
Reduction Benefits*

25 May 2012

By Todd Litman

Victoria Transport Policy Institute



Victoria Transport Policy Institute; “Economic Value of Walkability, May 2010” <http://www.vtpi.org/walkability.pdf>



Show Me the Money: Bicycling

- ✦ In urban areas, where cars and bicyclists travel at similar speeds, bike lanes can accommodate **7 to 12 times as many people per meter of lane per hour than car lanes** and bicycles cause less wear on the pavement.
- ✦ The cost of a bike lane varies, but can cost **as little as \$5,000 a mile.**
- ✦ \$75 Million = Cost to repave 3 miles of California Interstate 710 (*\$25,000,000 per mile*)
- ✦ \$75 Million = Cost to stripe 1,250 miles of California bike lanes. (*\$60,000 per mile*)
(That's more than the distance from Los Angeles to Seattle, Wash.)



Campbell, Richard, and Margaret Wittgens, "The Business Case for Active Transportation: The Economic Benefits of Walking and Cycling," B.E.S.T. Better Environmentally Sound Transportation, March 2004. http://thirdwavecycling.com/pdfs/at_business_case.pdf

Pedestrian and Bicycle Information Center, WalkingInfo.com, "Bicycle Lanes" retrieved on May 5, 2009
<<http://www.walkinginfo.org/engineering/roadway-bicycle.cfm>>

City of Roseville, "Bicycle Master Plan" 2008
http://www.roseville.ca.us/transportation/bikeways/bicycle_master_plan/default.asp
Costs can be as high as \$500,000 if the road needs to be widened. Lower costs are also estimated for signed-only routes and are higher costs are estimates for new, separate paths.



Show Me the Money: **Bicycling**

- ✦ In 2009 the national bicycling industry contributed an estimated **\$133 billion** a year to the **U.S. economy**.
- ✦ It supported nearly **1.1 million jobs**
- ✦ It generated **\$17.7 billion** in federal, state, and local **taxes**.
- ✦ Another **\$46.9 billion was spent** on meals, transportation, lodging, gifts and entertainment during bike trips and tours.



The Economic Benefits of Bicycle Infrastructure Investments
League of American Bicyclists
Darren Flusche, Policy Analyst,
June 2009



Show Me the Money: **Bicycling**

Portland study found that people arriving at commercial districts by bicycle spend more per month at the studied retail establishments than do people arriving either by car, transit or foot.

Münster, Germany, Utrecht & Amsterdam, The Netherlands studies found that cyclists spent less per visit to a business but visited the business more frequently, which results in higher spending patterns over time.



June 2012, *Business Cycles: Catering to the Bicycling Market*, Portland State University

Rauh, W., L. Achathaller, H. Klewe, R. Riedel, R. Schicker, A. Simma, and F. Skala. Einkaufsverkehr: Nahversorgung Versus Einkaufszentren. *Wissenschaft & Verkehr*, No. 2, 1996.

Buis, J., and Wittink, R. *The Economic Significance of Cycling: A Study to Illustrate the Costs and Benefits of Cycling Policy*. TNG Uitgeverij, The Hague, Netherlands, 2000.

Cyclists Spend as Much in Supermarket as Motorists. Fietsberaad News Report, Utrecht, Netherlands, May 23, 2011.



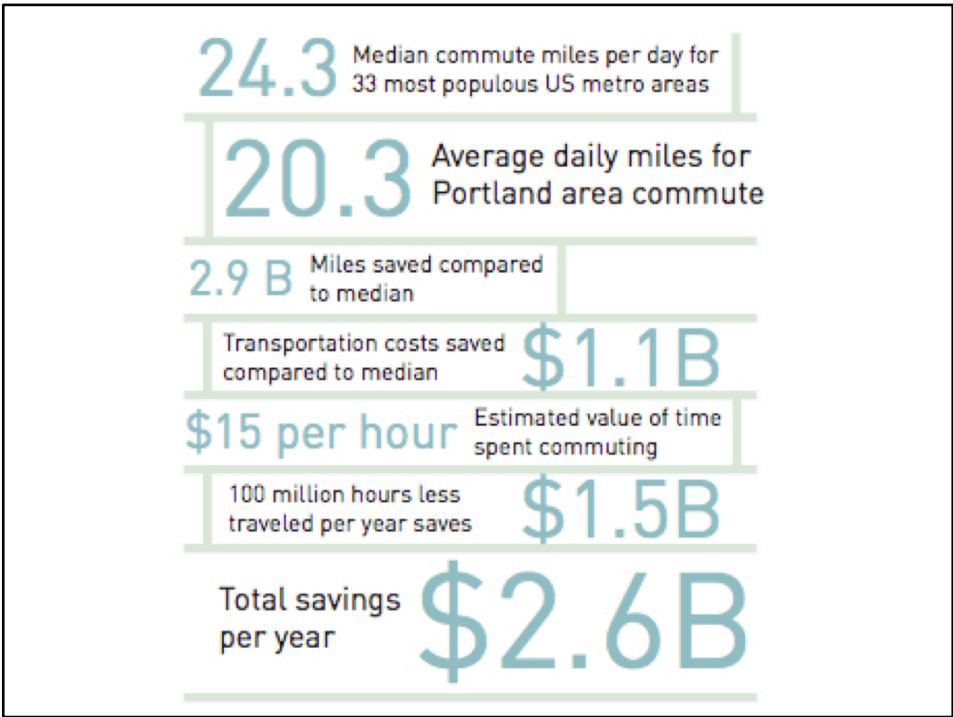
Show Me the Money: **Bicycling**

- ✦ *Outer Banks, North Carolina Tourism = \$60 Million/yr, 1,400 jobs*
- ✦ *Wisconsin Recreation/Tourism = \$1 Billion/yr*
- ✦ *Colorado Recreation/Tourism = \$1 Billion/yr, 1,213 jobs*
- ✦ *Wisconsin Manufacturing = \$556 Million/yr, 3,418 jobs*
- ✦ *Maine Bicycle Infrastructure = \$66 Million/yr*

- ✦ *Portland Bicycle Economic Activity = \$90 Million/yr*
- ✦ *Portland Jobs = 850-1,150*
- ✦ *Portland Green Dividend = \$2.6 Billion/yr*

June 2012, *Business Cycles: Catering to the Bicycling Market*,
Portland State University





Portland's Green Dividend

A White Paper from CEOs for Cities by Joe Cortright
(jcortright@impresiconsulting.com) July, 2007



In 2004, NC DOT invested \$6.7 million in bicycling infrastructure which brings in \$60 million annually from visitors.
Complete Streets Spark Economic Revitalization, National Complete Streets Coalition