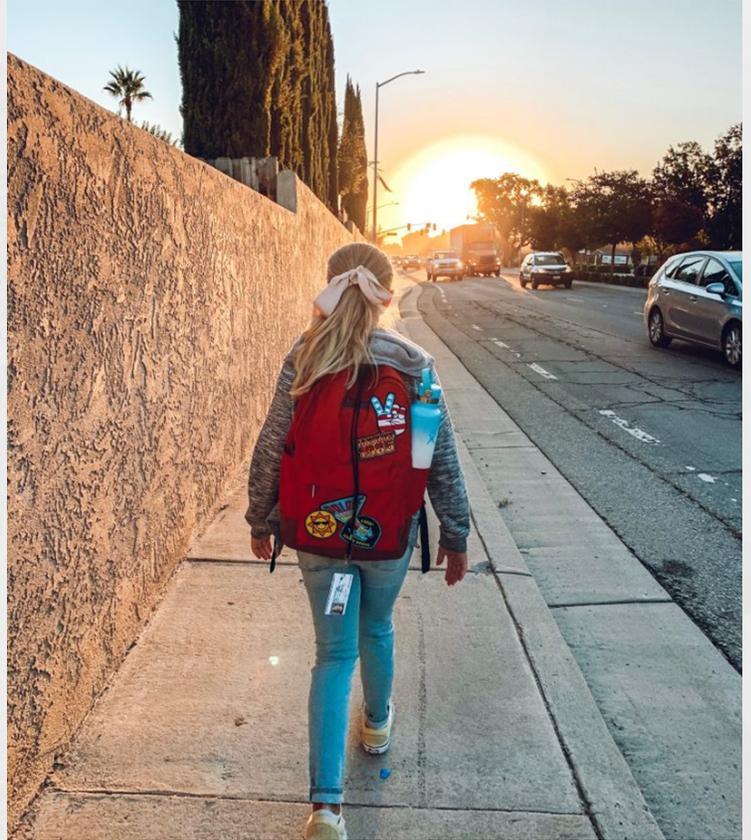


# SAN LUIS OBISPO REGIONAL RIDESHARE ACTIVE TRANSPORTATION SAFETY AND ENCOURAGEMENT CAMPAIGN

NON-INFRASTRUCTURE | ATP CY 2

Applicant: San Luis Obispo Council of Governments (SLOCOG)



## PROJECT SUMMARY

### ATP PROJECT COST: \$295,000

The mission of Rideshare’s Safe Routes to School (SRTS) Safety and Encouragement Campaign was to educate and empower San Luis Obispo County school communities, K–12 students, and parents to walk and bike through tools and incentives that encourage active transportation choices and create change in family/student commuter habits. The three major components of the program included:

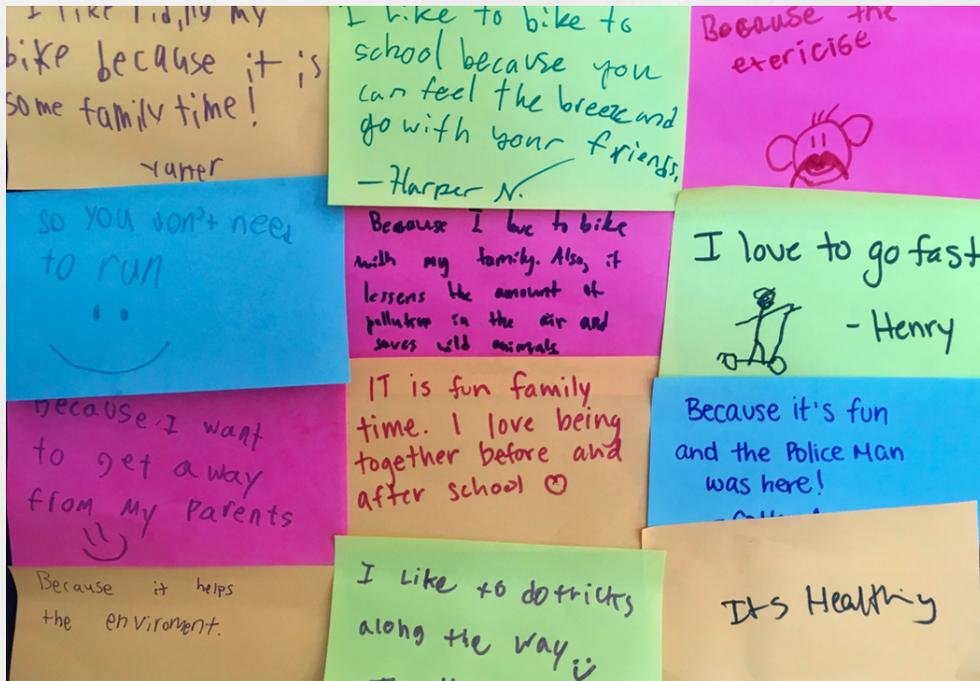
#### Learn-By-Doing On-Bike & Pedestrian Safety Education:

4th and 5th grade students at 12 schools received multiple weeks of on-bike and pedestrian safety training in a realistic environment, which emphasized real-world scenarios, and was supplemented with in-class education.

**Engagement & Encouragement:** Schools throughout the county self-reported the number of students biking and walking to school on international walk and bike to school days. Rideshare marketed participating schools in grassroots activities, advertisements, newsletters, and via the website. SLOCOG and Rideshare staff, partner agency staff, school champions, and elected officials participated in many of the events, helping draw the attention of the press and encouraging increased participation among students for future events and bicycling generally.

**Active Transportation Maps:** SLOCOG produced maps for all 54 schools in the region - and included parents, faculty, and school district staff in the process.

# SLOCOG REGIONAL RIDESHARE CAMPAIGN



## Activities

- 60%-76% of schools participated Walk to School Days in October each year between 2016 and 2019.
- 66% of the schools participated in May Bike to School Days with over 1500 students participating each year. In 2019, the school with the most participation won a bike maintenance station and rack, which they gifted to another school that was more in need.
- 12 elementary schools received on-bike education.
- 19 walk/bike to school days, bike rodeos, walking school buses, and other events.
- 58 walk/bike school audits were conducted to aid in the development of bike/walk route maps and target SRTS infrastructure grants.
- 1 Local Partnership with SLO County Air Pollution Control District led to bike raffles at five high schools, where each student that won a bike also received a free bike helmet, lights, a lock, and a bike safety education course.
- Thousands of incentives - including pencils, stickers, and reflectors - were distributed to students for encouragement events.

## Quick Facts

**76**

NUMBER OF ON-BIKE CLASSES FOR STUDENTS

**400**

NUMBER OF HELMETS PROVIDED WITH INSTRUCTION ON PROPER FIT AND USE

**59**

NUMBER OF SAFE ROUTES TO SCHOOL MAPS PROVIDED

**1078**

NUMBER OF PARENT SURVEYS RECEIVED

**4000**

Number of students participating in Walk to School Day every year.

## NI Elements

**E** DUCATION

**E** NCOURAGEMENT

**E** NGINEERING

**E** QUITY

**E** VALUATION

## Outcomes & Benefits

1. Created a mode-shift to reduce the number of students being dropped off at school and increased the number of students walking or biking
2. Improved bicycle and pedestrian safety by sharing best practices with students, faculty, and parents
3. Fostered enjoyment for biking and walking by learning about the natural environment in their neighborhood

