

# SANTA CRUZ COUNTY SRTS EDUCATION & ENCOURAGEMENT

NON-INFRASTRUCTURE | ATP CY 1  
Santa Cruz County Health Services Agency



## PROJECT SUMMARY

**ATP PROJECT COST: \$447,000**

Santa Cruz County in partnership with Ecology Action provided comprehensive Safe Routes to School (SRTS) education and encouragement initiative serving two middle schools and eight elementary schools in Santa Cruz County. The project provided hands-on bicycle and pedestrian safety education along with multiple encouragement programs.

# SANTA CRUZ COUNTY SAFE ROUTES TO SCHOOL



## Activities

The Santa Cruz County SRTS initiative held several events and programs. Here are some stats and information about their activities!

**The Ride n' Stride Program trained 1,905 students from 71 classrooms at 7 schools on either bicycle or pedestrian safety.** The presentations were given in either English, Spanish or a bilingual version and included interactive games. Pre/post-tests assessing key bike and pedestrian safety topics covered in class showed students increased their traffic safety knowledge by 18% for both.

**The Walk Smart Program trained 507 students in 24 classrooms at the 5 elementary schools and trained 166 students at 2 Family Fun Festivals.** Each classroom received a pedestrian safety presentation, followed by a walking field trip around the school's neighborhood where students were trained on safe cross techniques at real road crossings. These materials aligned with the California Department of Education learning standards.

During the three Family Fun Festivals, over 16 community partners assisted with the event by tabling and providing their own fitness themed activities for participants. During these events **students in need received 61 helmets and 15 donated bicycles.**

As part of the Peer-To-Peer Education Program, 32 high school students completed lessons on bike/skateboard safety videos about bicycling/skating culture, poster development, conducting bike field trips, and how to give presentations to local elected officials. The focus was to promote the Monthly Bike/Walk/Skate to School Days. Teens also helped teach bike safety, basic bike repair skills, and modeled active and healthy living to middle school program participants.

Pre and post Two-Day Student Travel Mode and the Parent Travel Surveys were conducted both pre-and post at all participating schools. Staff coordinated with 10 school sites to collect school counts. **Cycling and walking trips increased 15%.**



## Quick Facts

**1,000**

AMOUNT OF PEOPLE THAT ATTENDED THE FIRST EVER OPEN STREET EVENT HELD IN WATSONVILLE

**355**

NUMBER OF PARTICIPANTS AT THE FAMILY FUN SAFETY EVENTS

**32**

NUMBER OF EVENTS ACROSS 6 PARTNER AGENCIES

**6,618**

NUMBER OF CHILDREN REACHED IN SANTA CRUZ COUNTY

**962**

NUMBER OF HELMETS INDIVIDUALLY FIT AND DISTRIBUTED

**16,794**

Number of trips recorded at 2 schools using Active4Me, an electronic scanning system

## NI Elements

**E** DUCATION

**E** NCOURAGEMENT

**E** NGINEERING

**E** QUITY

**E** VALUATION

## Outcomes & Benefits

1. Increase in walking and biking to school.
2. Increase community cohesion in efforts to promote biking and walking to school and in the community.
3. Increase parent involvement in Safe Routes to School movement.
4. Introduce modes of transportation to school tracking system, Active4Me.
5. Increase bicycling knowledge and skills through in-depth bicycle safety hands-on trainings to all schools.