2019 Project Application Form

$350,000 RSTPX available countywide to non-city, non-County, non-METRO entities

A.	Application Summary	
1. Project Title:		Bike and WalkSmart: Youth Bike & Walk Safety Education
2. Applicant/ Implementing Entity:		RTC/Ecology Action
3. Brief project description:		Walk Smart and Bike Smart program provides 2nd graders pedestrian safety training and 5th graders bicycling safety training throughout Santa Cruz County. This proposal will allow us to teach bike and walk safety to 860 second and fifth graders at some 22 classrooms over the 2-year grant period.
4. Summary of Project Purpose, Need, Benefits:		Increase safe and regular biking and walking to school by elementary students. Young students lack the knowledge and skills to safely bike and walk to school and other frequent destinations. This program will provide the training to give these students the tools to be safe and frequent active transportation users.
5. Funds requested:		$50,000
6. Matching Funds: *(source & amount)*		$6,000 (donations)
7. Schedule Summary: *(Month/year to month/year)*		*February, 2020 to December, 2021*
8. Priority #		Project is priority #_2_ of _2_ applications submitted
9. Est. # of daily users *(of facility, program, or service)*		860 students

10. Project Cost by Mode:

List the approximate percentage of total project costs related to different transportation modes in the chart below.

	% of Total Cost by Mode
Pavement Preservation (rehab, overlay, etc.)	%
Road –Auto Serving	%
Bicycle	50%
Pedestrian	50%
Transit	%
TSM*	%
TDM*	%
Planning	%
TOTAL	100%

*TSM=Transportation System Management (ex. ITS, signal synchronization);
*TDM=Transportation Demand Management (ex. rideshare programs)

11. Implementing Agency Contact	Name: Piet Canin, Ecology Action Telephone Number: 831-515-1327 E-mail: pcanin@ecoact.org
12. Public Agency Sponsor	**Does this project have a sponsoring Public Agency that has Master Agreement with Caltrans?** ☒ **No. We request that RTC consider serving as sponsor.**

B. Detailed Project Description/Scope of Work

Attach 2-10 pages, as needed to provide the following information:
- **Detailed description of project**
- **Public Outreach:** Describe any past and planned public outreach on project (e.g., describe how stakeholders were/will be engaged in the development of the project, intended outreach methods, activities (e.g., pop-up planning events; planning activities at community events; community workshops; design charrettes; online and social media, etc.; describe how you intend to keep the community and stakeholders updated during implementation)
- **Project location and maps, if applicable**
- **Any other supporting information about proposal**
- **Project Schedule (see below for sample)**

Ecology Action (EA) is seeking RSTPX funding for our Walk Smart and Bike Smart program which provides 2nd graders pedestrian safety training and 5th graders bicycling safety training throughout Santa Cruz County. Since 2004, we have trained over 25,000 students in walking and biking safety skills. Our vision to reach every 2nd grader and 5th grader in Santa Cruz County annually and offer the best youth pedestrian and bike safety programs in the region so that we can decrease the number of children involved in pedestrian or bicycle collisions and grow lifetime habits of biking and walking. Increased and flexible funding is critical to reaching this goal as there are many schools who request these bike and pedestrian safety training but our location-specific funding doesn't cover their school or there isn't enough money to cover all the schools in a geographical area with our current funding.

This proposal will allow us to teach bike and walk safety to 860 second and fifth graders at some 22 classrooms over the 2-year grant period at schools throughout Santa Cruz County including Watsonville, Live Oak, San Lorenzo Valley and Scotts Valley.

Statement of Need
There is strong evidence that it is not safe for students to walk and bike to school in Santa Cruz County. Surveys from multiple school districts across the county indicate "safety of intersections and crossings" as the number one reason parents do not allow their child to ride or walk to school. In 2014, the California Office of Traffic Safety ranked Santa Cruz County the 4th worst county in California for crashes involving pedestrians under age 15 and 6th worst county for bicyclists under age 15 that were injured or killed. There is a need for safety education to reverse these trends. For these reasons EA has adopted a goal of serving every child in the County with walk and bike safety training. With our public agency partners, we have worked hard to increase the public grant funding toward this goal every year as well as securing private donations. That said, the annual funding for the program still leaves some schools unserved in a given year. This RSTPX funding will ensure continuity of service for schools during grant gap years, as well as expanding service to schools unserved to date.

The Bike Smart program consists of a 50-minute classroom presentation followed by a separate 50-minute on-bike training session. The on-bike session is proceeded by an in-class reminder of previous lesson and followed by a lessons-learned summary. Bike Smart classroom presentations use a variety of mediums - live demonstrations, animations, videos and discussion - to teach safety behavior to students. Lessons cover the benefits of bicycling, rules of the road, the importance and correct use of a bicycle helmet, choosing safe routes, safely navigating intersection crossings, being visible, and other safe bike-handling topics.

Following the in-class or assembly presentation, EA conducts an on-the- bicycle safety obstacle course (aka rodeo). A League Certified Instructor conducts the on-bike safety obstacle course. During the safety rodeo, students get the chance to practice the important safety skills they acquired during the presentation by riding a bicycle through a carefully constructed course. The Certified Instructor brings a fleet of bicycles and helmets that can be used by students who are not able to bring their own bicycles, ensuring that everyone can participate. The Certified Instructor is assisted by at least 2 other trained adult cyclists to ensure that each student is able to receive

personal feedback and support from multiple teachers. Before the course begins, students are given a personal tutorial on how to fit their bicycle helmet. Throughout the course, students get the chance to work on riding in a straight line, avoiding objects in the path, riding on the right side of the road, doing a shoulder check, crossing railroad tracks, making a right turn, making a left turn, traveling straight through an intersection, navigating potential traffic conflicts at an intersection, using hand signals, and using other communication techniques.

Students are quizzed on their knowledge of bicycle safety both before and after completion of the Bike Smart program, to measure program effectiveness. On average, students scored 14.7% higher on the post-presentation quiz, indicating a significant increase in bike safety knowledge. Students are also asked to complete evaluation surveys following the on-bike training. In 2015, 83% of student participants responded they will ride more safely because of what they learned in the Bike Smart Program. Students and classroom teachers are also given bicycle safety materials that they can continue to reference once the training is completed. Teachers are also asked to complete a program evaluation survey for quality assurance and improvements.

This Bike Smart effort complements the County's Health Service Agency's Ride n Stride program which teaches pedestrian and bike safety to K-3rd graders. Ride n Stride is a classroom presentation for much younger students whose abilities limit their riding and what bike skills they can be taught. These presentations lay the foundation for more advanced riding practices taught at the 5th grade level through Bike Smart.

The Walk Smart program (also structured with a classroom and 'walk around the block' field session) requires children to walk through a series of exercises including stopping, looking both ways, and crossing the street only when it is free of oncoming vehicles. The training is preceded by either classroom or assembly presentations. Our programs utilize bilingual and bicultural staff, coordinate with law enforcement, and provide targeted educational handouts.

The trainings give students the necessary knowledge and hands-on training -- and parents the confidence to allow their children to walk and bike to school. Our safety education is framed by a discussion on the environmental benefits of active transportation so students are presented with the many good reasons to choose biking and walking. This proposal will move us closer to reaching every 2nd and 5th grader with essential walk and bike safety education trainings that will help meet RTC's Safe Routes to School goals while providing our youth with skills for adopting life long active transportation habits.

Project Schedule
a. Non-Infrastructure Projects/Programs:

Activity Schedule *(For non-capital projects, summarize work/activities to be completed - ex. preliminary planning, project implementation, public outreach project completion and timeline for each.* **Add additional lines** *if needed to reflect all tasks.*	Start Activities (month/year)	End Activities (month/year)
Plan and Schedule Bike & WalkSmart Presentations & Rodeos	**1/15/2020**	**10/15/21**
Conduct Bike & WalkSmart Presentations & Rodeos	**3/15/2020**	**11/15/21**
Provide program reports from collected program and survey data	**9/15/2020**	**12/15/21**

C. Project Benefits Information

Given the large backlog of transportation needs in the region and the extremely limited amount of funding available, it is important to ensure that funds are used cost effectively to maximize benefits to the transportation system. Additionally, funding source rules require consideration of how projects will contribute towards implementation of the long-range transportation plan (*Regional Transportation Plan*), the achievement of one or more transportation goals, and implementation of state and federal goals and policies.

1. **Generally, what are the benefits of this project?** *(ex. goal/purpose/benefit of project; problem to be addressed; importance to the community)*
   The goal of the program is to instill healthy and sustainable life time habits to our youth through bike and walk safety trainings. Our purpose is to get more kids biking and walking more often and doing so safely now and into the future. The powerful benefits of our program include:

   • We're helping to prevent walking or cycling collisions and injuries. Children have a high level of traumatic head injuries during bike crashes or pedestrian incidents with cars. This can be avoided by kids learning to wear helmets, bike-handling skills, safe walking skills, and the rules of the road.
   • We're serving everyone in our community including those children who do not know how to ride a bike. One out of every four 5th grade students do not know how to ride a bike.
   • We are giving children the necessary knowledge and skills to bike and walk to school therefore helping reduce school drop-off and pick-up vehicle congestion that creates air pollution effecting the most vulnerable.
   • We're helping to introduce kids to a healthy lifestyle. Our local kids have high obesity rates—in Watsonville they are well over the state average. Obese children face four times the risk of developing type 2 diabetes. Walking or biking to school increases health, improves school performance, and can add on average 24 minutes of exercise to their day.

2. **How many people will directly use or directly be served by this project per day?**

   # of direct users per day: 860 (total students reached)

   # of indirect users: 800 (parents of students directly served)

   Basis for estimates: Based on previous program delivery from 15 years of experience.

3. **Which groups will be the <u>primary</u> users of this facility/project/program?**

☐ Commuters	☒ Youth	☐ College Students
☐ Low income residents	☒ Elementary Schools	☐ Visitors
☐ Seniors	☐ Middle Schools	☐ Trucks (goods movement)
☐ Disabled	☐ High Schools	☐ Recreational users

   a. Briefly describe any indirect or secondary beneficiaries of the project: na

Benefit Category	How does this project address any of the following? *Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".*
4. **Safety (reduce fatal or injury collisions)**	Teaches 2nd and 5th graders walk and bike safety.
5. **System preservation (maintain existing transportation infrastructure/service/program)**	*not a primary purpose*
6. **Reduce emissions and/or vehicle miles traveled**	Provides education for kids to bike and walk to school more safely and often therefore reducing car trips to school.
7. **Improves access (e.g., increase walking, bicycling, public transit use)**	Increases biking and walking.
8. **Improve travel times or travel time reliability**	*not a primary purpose*
9. **Improve freight or goods movement efficiency**	*not a primary purpose*
10. **Serve people who are transportation disadvantaged due to age, income, ability or language or other challenges**	Biking and walk is a low cost form of transportation suitable for the young and low income families.
11. **Health (improve public health or promote healthy communities, provide outreach to targeted users)**	Biking and walking on a regular basis improves individual health and improved performance in school.

12. **Will project result in the elimination or reduction of an existing transportation facility?**
☐ Yes or ☒ No.

13. **Project Background and History.** *How was this project identified as a priority? What planning occurred that led to identification of this project? Is it specifically identified in any planning documents? Describe consistency with local, regional and statewide planning, as applicable.*
Bike and walk safety education for school kids is a recognized component of Safe Routes to School programing that has been identified as a priority need in our community to get more kids biking and walking to school and doing it safely. The most recent RTC RTP, local bike and walk plans and climate action plans all identify SRTS education as a high priority. The County wide Measure D called out SRTS programing as a priority and surveys indicated a high voter approval of this type of programming for youth. Each of these plans was developed with comprehensive community engagement processes and then approved by the governing boards, or voting populace, demonstrating public support.

14. **Has RTC previously funded this project or another project in this area? If so, what project and what year?** RTC funded Walk and Bike Smart in 2016 with RSTP funding.

15. **Is project in Regional Transportation Plan (RTP)?**
☒ Yes - **RTP Project Number (ID#):** <u>RTP 2040 VAR-P19</u>

16. Describe project readiness/deliverability and potential risks to project schedule:

We are ready to schedule classroom presentations as soon as we have the funding. There are no impending roadblocks to going forward scheduling the trainings. We work with schools as closely as possible but may have to switch a school if they are unable to calendar presentations within a two-year period. Otherwise, there should be no problems with being able to efficiently deliver the described programming.

17. Describe any potential environmental issues, mitigations, or avoidance: NA

D. Cost and Funding Plan

- *NI program budget and task breakdown attached.*

D. Cost and Funding Plan: NON-INFRASTRUCTURE PROJECTS ONLY

Complete both sections **"a.Cost/Funding Summary"** *and* **"b. Detailed Cost Estimate"** *(next tab)*

a. Cost/Funding Summary

Provide information on the amount to be expended for each project phase by funding source.
Totals should calculate automatically if electronic file is used.

Project Title: Bike & WalkSmart: Youth Bike & Safety Education

Sources (Specify fund source type - ex. RSTPX, Local, STIP, AB2766, etc.)	**Component**						**Source TOTAL**
	Staff - Admin	**Staff - Operations**	**Consultant Services**	**Other Services (specify)**	**Materials**	**milage**	
Total Cost by component	$2,614	$49,310	$2,000	$0	$1,476	$600	$56,000
New Funds Requested from RTC: RSTPX	$2,314	$43,610	$2,000		$1,476	$600	$50,000
Source 2: Donations*	$300	$5,700	$0	$0	$0	$0	$6,000
Source 3:	$0	$0	$0	$0	$0	$0	$0
Source 5:	$0	$0	$0	$0	$0	$0	$0
Source 6:	$0	$0	$0	$0	$0	$0	$0
Source 7:	$0	$0	$0	$0	$0	$0	$0
Source 8:	$0	$0	$0	$0	$0	$0	$0
Fiscal Year each component to begin	2020	2020	2020	2020	2020	2020	

Pending Funds: Highlight any funds that are yet not secured, describe below status/anticipated receipt date:

*Donations are pending and are based on past contributions.

Non-Capital Projects (e.g., Programs)

B. "Detailed Cost Estimate"

Project Title:	Bike & WalkSmart: Youth Bike & Safety Education					
TASKS *(List categories appropriate to your project. Shown below are examples only.)*	**Total Cost**	**Operations/Staffing**	**Consultant**	**Materials**	**Other**	**Timing (month/yr)**
Plan and Schedule Bike & WalkSmart Presentations & Rodeos	$5,000.00	$5,000.00				*1/15/2020-10/15/2021*
Conduct Bike & WalkSmart Presentations & Rodeos	$48,076.14	$44,000.00	$2,000.00	$1,476.14	$600.00	*3/15/2020-11/15/2021*
Provide program reports from collected program and survey data	$2,923.86	$2,923.86				*9/15/2020-12/15/21*
Total (RSTPX + Donations)	**$56,000.00**					