



**alta**  
PLANNING + DESIGN

*Service Area*

PROGRAMMING FOR

# SAFE ROUTES TO SCHOOL

© 2019 ALTA PLANNING + DESIGN

*“Alta Planning + Design delivers high-quality work consistently. They are national experts in Safe Routes to School and their expertise has been tremendously beneficial for crafting and implementing our youth active transportation program.”*

-Leslie Lara-Enriquez, Former Member, San Francisco Bay Area Metropolitan Transportation Commission Spare the Air Youth



## UNPARALLELED EXPERTISE

Safe Routes to School (SRTS) efforts inspire and enable students and their families to use active and shared transportation modes. From local campaigns to region-wide collaborations, Alta's SRTS experts provide tailored materials that promote walking, biking, carpooling, and riding the bus to school.

Alta is a national leader in SRTS, offering more than 18 years of experience managing SRTS programs. Our dedicated SRTS team works collaboratively across the country, sharing best practices, new innovations, and the most effective approaches to overcoming barriers. Alta's graphic design team creates compelling and approachable outreach materials. Our team of SRTS evaluation experts are known nationally for establishing performance measures and communicating program outcomes.

## WHY ALTA?

*Alta's Safe Routes to School professionals offer a comprehensive package that includes all six E's.*

Alta's work ranges from planning and infrastructure recommendations to program administration, effective outreach, and comprehensive evaluation. Our National SRTS Instructors develop context-sensitive curricula, while our cartographers prioritize resources to best serve your community. Our program administration assistance ranges from program structure and funding to implementation oversight.

Key Qualifications:

- PROGRAM ADMINISTRATION
- ENCOURAGEMENT AND TRACKING ACTIVITIES
- COMMUNICATIONS AND OUTREACH
- CURRICULUM DEVELOPMENT
- EVALUATION AND REPORTING



Alta offers a comprehensive package of SRTS project management and program development services.



Tailoring programs to the community involves working with local leaders and families to create unique logos, graphics, and materials that resonate.

# EDUCATION AND ENCOURAGEMENT

## CURRICULUM, EVENTS, AND ACTIVITIES

From developing outreach campaigns and teaching walking and biking safety skills, to reaching thousands of families through International Walk to School Day events, our work creates community excitement around active and healthy transportation options.



Alta's tips sheets for the King County Metro, WA SRTS Toolkit provide important tips about how to walk, bike and drive safely in school areas.

### EDUCATION

Alta creates outreach efforts and media campaigns that can engage your community around the benefits of active transportation and combine 'backpack mail' with advertising placement and grassroots outreach. We create templates that programs and schools can use and modify for years to come and work with translators to provide accurate versions in multiple languages. Our train-the-trainers workshops help staff and volunteers understand how to host events and addresses common concerns such as liability issues.

### ENCOURAGEMENT

Encouragement programs make it fun for families to use active modes of transportation. Alta has created and implemented many different competitions, from punch cards and golden sneaker campaigns, to poster and essay contests, that get students excited about the benefits of walking and biking to school.

Alta has helped communities establish Walking School Bus programs, which organize groups of students who walk to school together while supervised by adults. Our Walking School Bus and Bike Train toolkits include outreach materials, protocols, training presentations, and maps showing designated routes and stops.



- | Proposed Rte. / Ruta Propuesta |                     |
|--------------------------------|---------------------|
| Great Egret                    | Crosswalk           |
| Steelhead Trout                | Crosswalk           |
| Bighorn Sheep                  | Missing Sidewalk    |
| Thin Legged Frog               | Cluster of Students |
| Monarch Butterfly              | Crossing Guard      |
|                                | Park                |
|                                | Municipal Service   |
|                                | Library             |
|                                | Church              |

### ACCESSIBLE OUTREACH STRATEGIES

Alta frequently works with non-English speaking populations. From consistent translation of SRTS concepts to bringing interpreters to walk audits and other community events, our programs can be tailored to immigrant, rural, tribal, and disadvantaged communities.





Alta's graphic designers take our clients through an established and effective branding process to define goals and target audiences, and provide design input.

## BRAND DESIGN

### LOGO AND BRAND IDENTITY

#### BRAND DESIGN

Alta leads branding exercises to identify a program logo and brand identity, based on a detailed questionnaire about the project purpose and community identity.

#### DESIGN OF PRINT MATERIALS

Alta's graphic designers and SRTS team work together to design direct mail pieces such as postcards, newsletters, and order forms; materials for customized campaign packets (which we generally call "Go Kits"), such as a family biking

guide and branded incentives like buttons, reflectors, and T-shirts; and traditional printed items like flyers, fact sheets, brochures, banners, and bound technical documents.

Our graphic designers bring award-winning experience in collateral design and large-scale production, much of it focused on transportation projects and programs.

#### PROGRAM MANAGEMENT

Alta has managed large, complex SRTS programs with multiple partners, as well as small volunteer-run collaborations. We use a tracking database to help projects stay on schedule and to coordinate between partners.

We work with regional and county governments to recommend a framework for supporting, funding, and tracking local SRTS efforts.



Alta collaborated with the City of Tigard to develop clear and compelling messaging around SRTS that helped the community fund a Coordinator position and jump start their SRTS program.



### Consider the Future of Transportation

## Healthy Kids, Safer Streets, Stronger Communities

International Walk & Roll to School Day Is Wednesday, Oct. 8



Since 2006, Alta has managed the Alameda County Safe Routes to School Program, providing strategy, branding, design and layout, print production, and print/vendor management.



Alta partners with community groups and organizations already serving school communities to enhance connection to program services.

# PARTNERING WITH THE COMMUNITY

## ENGAGING VOLUNTEERS

Volunteers help make SRTS programs sustainable in the future once grant funding or additional assistance has ended.

Alta's vision is to create local capacity for all of the SRTS programs we work on. We draw on our long history implementing community-based SRTS programs and transfer as much knowledge as possible to local stakeholders for the program to be locally owned and continued on into the future.

## COMMUNITY-BASED PROGRAMS

All of our SRTS programs involve collaboration with broad groups of community partners and stakeholders. We partner with community groups and organizations already serving school communities to enhance connection to program services. Alta understands the subtleties of customizing a program to suit a community's character and specific needs, and based on our experience, this approach is much more likely to lead to local ownership of the program in the long run.



**RIALTO** CITYWIDE **SAFE ROUTES** to SCHOOL  
An Active Transportation Community

**Volunteer**

**Sign up for your School's SRTS Core Team.**  
The Core Team helps get students walking, rolling and biking safely. Email [rialtoSRTS@gmail.com](mailto:rialtoSRTS@gmail.com) with your name and the name of your school to learn more.

**Work with School Staff**  
Help organize fun events like the Walking School Bus, Golden Sneaker Contest, or Bike to School Day.

**Spread the Word**  
Talk about it on social media and school websites, and tag @rialtoSRTS on Instagram—but not while walking, rolling, biking or driving.

**Join The Movement**

**Walking & Rolling to School**  
Always walk on the sidewalk and be aware of cars turning into driveways, garages and alleys. Never dart out into the street from between parked cars.

**Biking & Skating to School**  
Always wear a properly fitted helmet. Check bikes routinely to make sure seat, handlebars, wheels, chain, brakes, and tires are tight and working properly. Look out for road hazards like pot holes, glass, puddles, dogs and parked cars. Stay alert at all times and ride where you feel the safest.

**Disconnect from Devices**

**CROSSWALK REMINDERS**

**STOP**  
at the curb's edge.

**LOOK**  
left, right, and behind you.

**MAKE EYE CONTACT**  
with drivers.

**CROSS**  
with head up and looking around!

City of Rialto is an eSOS Model City

[www.YourRialto.com/SRTS](http://www.YourRialto.com/SRTS)

## STEP IT UP! LET'S WALK and BIKE!

**MY PARENTS USED TO WALK TO SCHOOL WHEN THEY WERE MY AGE.**

*In 1969, 50% of children walked or bicycled to school. Today, fewer than 15% of school children walk or bicycle to school.*

**I LIKE WALKING AND BICYCLING TO SCHOOL BECAUSE I GET TO HANG OUT WITH MY FRIENDS AND IT MAKES ME FEEL GOOD!**

*Walking ONE MILE to and from school each day is TWO-THIRDS of the recommended 60 MINUTES OF PHYSICAL ACTIVITY a day!*

**AFTER WALKING, I'M FOCUSED AND READY TO LEARN!**

*After 20 MINUTES of physical activity, students TESTED BETTER IN READING, SPELLING AND MATH and were more likely to read above their grade level.*

**WALKING AND BICYCLING ARE GOOD FOR THE ENVIRONMENT AND ARE FUN!**

*Returning to 1969 levels of walking and bicycling to school would save 3.2 BILLION vehicle miles and 1.5 MILLION tons of carbon dioxide—equal to keeping more than 250,000 cars off the road for a year.*

**WALKING AND BICYCLING** are fun activities that can be done year round! Ask your friends and family members to go for a walk or bicycle ride with you and get moving!



# PROGRAM EVALUATION

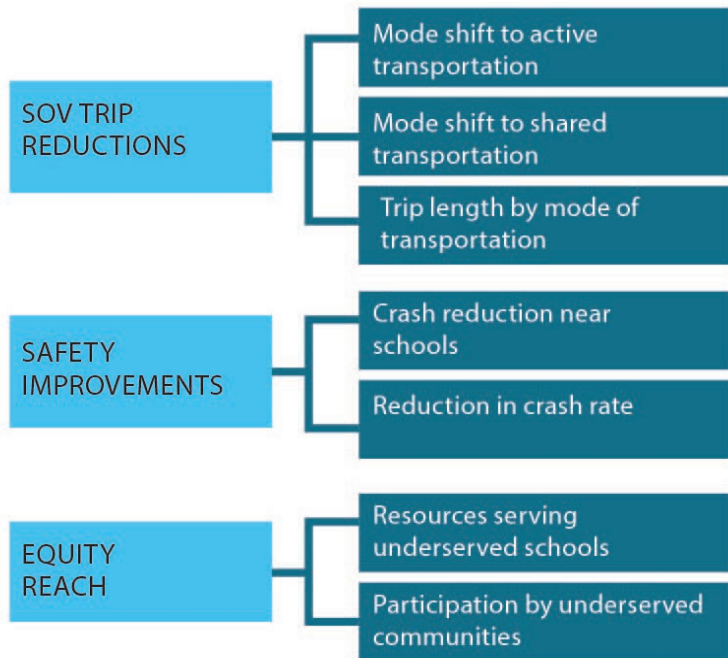
## DATA COLLECTION AND REPORTING

Program evaluation is key to achieving success, delivering on performance measures, and enabling continuous improvement. Alta helps communities craft comprehensive evaluation plans to evaluate specific school needs and overall program impacts. Our analysis identifies the most successful strategies and messaging for the community. This includes survey instrument development (online and in multiple languages), distribution, and analysis; manual turning movement counts to assess the need for crossing guards near schools; and the development of performance measures that highlight equity goals.

Alta translates highly technical program and evaluation data into readily understandable and approachable language. Our evaluation reports are tailored for the public so that communities can build awareness of and support for programs.

Alta's SRTS evaluation uses the following process:

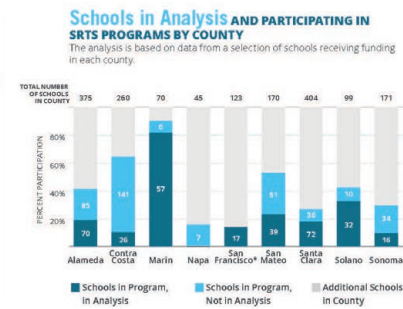
1. Confirm overall program goals
2. Develop performance measures aligned to goals
3. Create or update data collection instruments
4. Collect data
5. Assess results and prepare reports
6. Recommend adjustments based on evaluation



**STUDENT HAND TALLIES**  
1,000,000+ Trips  
330 Schools  
8 Counties



**PARENT SURVEYS**  
23,000 Surveys  
107 Schools  
5 Counties



PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR  
**DECREASED 6.2 MILES**

Overall, the program saw a

**9% REDUCTION IN GREENHOUSE GAS EMISSIONS**

Alta leads national discourse on comprehensive evaluation of SRTS programs. We work with clients to understand overall goals and community needs, and collect data that can be used to continuously improve local programs.

We conducted the regional evaluation of SRTS programs for the Metropolitan Transportation Commission, which involved surveying over 500 schools in all nine San Francisco Bay Area counties and evaluating mode shift and emissions impacts.



ALTA PLANNING + DESIGN  
[www.altaplanning.com](http://www.altaplanning.com)