

OREGON SAFE ROUTES TO SCHOOL  
ANNUAL SNAPSHOT REPORT



2016

PREPARED BY  
The Oregon Safe Routes to School  
Network Leadership Committee



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Learn more about the SRTS Leadership Committee on the website:  
[www.oregonsaferoutes.org/leadership-committee](http://www.oregonsaferoutes.org/leadership-committee)

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Front and back cover photo credit: SRTS National Partnership

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INTRODUCTION TO

# OREGON SAFE ROUTES TO SCHOOL

Safe Routes to School (SRTS) programs aim to create safe, healthy, convenient, and fun opportunities for children to use active transportation for the school commute. These initiatives promote livable, vibrant communities, increase physical activity, and improve unsafe walking, biking, and skating conditions throughout the community. This includes a commitment to providing safe bicycle and pedestrian infrastructure and reducing crash rates in all communities, including those with low-income families and non-English speakers.



This report is intended to:

- 1) Educate community members about the state of SRTS in Oregon
- 2) Provide legislators and elected officials the context to promote SRTS
- 3) Inform staff of new SRTS programs about core SRTS activities and events, while sharing potential new activities with existing program staff

Please share it with anyone who might be interested in Safe Routes to School in Oregon!

Photo credit: SRTS National Partnership

# THE OREGON SRTS NETWORK

In Oregon, local and regional governments fund most SRTS programs. The Oregon Department of Transportation (ODOT) also makes grants available for local infrastructure and programmatic work, however currently there is very little dedicated funding for SRTS activities in Oregon.

The Oregon SRTS Network is a coalition of SRTS stakeholders from across the state that shares best practices, helps new practitioners start and maintain successful SRTS programs, and advocates for SRTS legislation and funding. The ten-person Leadership Team provides strategic direction, hosts the bi-annual Oregon SRTS Conference, and publishes this annual report. A SRTS Advisory Committee helps inform the Leadership Committee's decision-making.



# EQUITY FOCUS

The Leadership Team is working towards creating an equity framework that can be used to build more equitable SRTS programs around the state. Equity in SRTS means including a diversity of participants, recognizing barriers that may have prevented a student from participating in past and current programs, and ensuring that everyone has access to, and can take advantage of, the resources provided through the program. This is an ongoing conversation and we invite you to share your perspective!

The Network developed the following working definitions of key terms:

- **Diversity** is the demographic composition of participants in a SRTS program, which can be based on race, class, religion, ability, age, gender, gender identity, or geography.
- **Equity** ensures equal access to, and participation in, the procedures, processes, and distribution of resources within SRTS programs for a diverse population.
- **Inclusion** is active, intentional, and ongoing engagement to ensure diverse individuals are able to participate fully in activities and decision-making processes.

*Join the Oregon SRTS Network to stay in touch about SRTS activities around the state!*  
[www.oregonsaferoutes.org/about/srts-team](http://www.oregonsaferoutes.org/about/srts-team)

Photo credit: Oregon SRTS



BY THE NUMBERS:

**16 local SRTS Coordinators**

(as of summer 2016)

8 work for **cities**  
5 work for **school districts**  
3 work for **non-profits**

**80%** of SRTS programs receive **federal funding**

**18 school districts** and **10 counties** have at least partial direct coordinator support—statewide

That represents only **9% of cities** and **28% of counties**

Photo credit: SRTS National Partnership

## SRTS IN OREGON:

# A TEN-YEAR RETROSPECTIVE

*Edited with permission from ODOT's Oregon Safe Routes to School: A Ten-Year Retrospective, 2005-2015*

State legislation that supports Oregon's SRTS movement was first passed in 2001 with HB 3712, which pushed local public agencies to reduce barriers for pedestrian and bicycle access to schools. In 2003, ORS 195.115 was enacted into law, requiring that local governments and schools collaborate on how to best promote walking, biking, and skating to schools. In 2005, Oregon House Bill 2742 created a statewide SRTS program in order to take advantage of federal program funding from SAFETEA-LU. In 2012, the federal funding was folded into the more general Surface Transportation Program (STP). The Oregon Department of Transportation (ODOT) has continued to allocate STP funds to help fund local SRTS programs.



Photo credit: SRTS National Partnership

# SRTS RESOURCES IN OREGON

Oregon SRTS’s website has information to help start, continue, or grow a SRTS program.

We have articles, videos, and success stories with resources about:

- Forming a SRTS team
- Hosting a Walk to School Day
- Writing a SRTS action plan
- Presenting a project idea to city council
- Teaching pedestrian and bicycle safety
- Mapping travel routes to school
- Proposing traffic flow improvements
- And much more!

We continue to update and expand the resources available on the website. Check back often and connect with us on Facebook to stay up-to-date with the latest SRTS news!

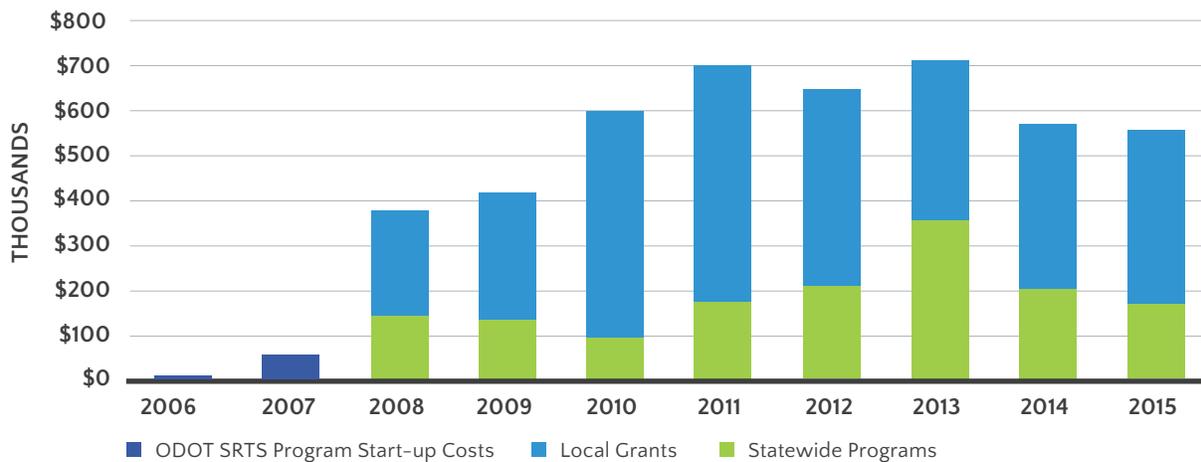
HERE ARE SOME LINKS THAT CAN HELP YOU BUILD YOUR PROGRAM:

Oregon Safe Routes to School  
[www.oregonsaferoutes.org](http://www.oregonsaferoutes.org)

Safe Routes to School National Partnership  
[www.saferoutespartnership.org](http://www.saferoutespartnership.org)

National Center for Safe Routes to School  
[www.saferoutesinfo.org](http://www.saferoutesinfo.org)

**ODOT TRANSPORTATION SAFETY DIVISION FUNDS AWARDED TO SRTS PROGRAMS AND ACTIVITIES (\$K), 2007-2015**





**2016 BY THE NUMBERS:**

**10,800 students** received Bike or Pedestrian Safety Education by 11 partners in 19 communities

In **Portland**, 2,804 students received **Bike Safety Education** and 2,782 students received **Pedestrian Safety Education**

**634 students** learned how to bicycle safely in **Tigard** through the Jump Start Program

Photo credit: SRTS National Partnership

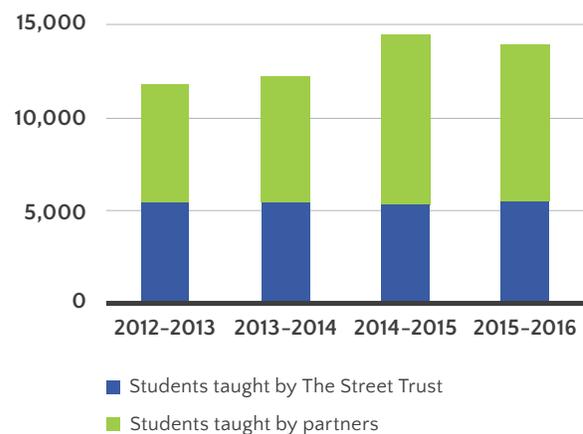
## EDUCATION

In addition to sending materials home and hosting events, schools in Oregon have several classroom tools available for them to educate students and parents about safely walking, biking, and skating to school, along with reminders to parents about driving carefully, especially in school areas.

The Street Trust (formerly The Bicycle Transportation Alliance) teaches a **bicycle safety program**, a comprehensive curriculum for 4th-7th grade students to travel safely on a bicycle. Students learn traffic rules and regulations, potential hazards to traveling, and handling skills needed to ride safely through their community.

[www.thestreettrust.org/get-involved/walkbike-education/](http://www.thestreettrust.org/get-involved/walkbike-education/)

### PEDESTRIAN AND BICYCLE SAFETY EDUCATION



**Neighborhood Navigators** is Oregon SRTS's healthy transportation curriculum teaching pedestrian safety (K-3), efficient and healthy transportation choices (grades 4-5), and neighborhood design for safe and healthy communities (grades 6-8). Each lesson includes all the components needed to teach age-appropriate knowledge and skills, including lesson objectives, printable appendices, activities, and teacher reflection/evaluation. [www.oregonsaferoutes.org/neighborhood-navigators](http://www.oregonsaferoutes.org/neighborhood-navigators)

Oregon SRTS provides teacher training and all lessons and materials are available on Oregon's SRTS website.



Photo credit: SRTS National Partnership

## **REYNOLDS SCHOOL DISTRICT DEVELOPS A TRAFFIC SAFETY CURRICULUM**

In east Multnomah County, Reynolds School District staff developed a Guided Language Acquisition Design (GLAD) traffic safety curriculum, which weaves bicycle and pedestrian safety into existing, required curriculum for Kindergarten through second grade. The GLAD curriculum promotes an educational setting that produces effective, literate citizens of a global society. The units will eventually be shared on Schoology (a popular learning management system for educators) as a free resource for other educators.

## **PRINEVILLE SCHOOL DISTRICT TEACHES BICYCLE SAFETY EDUCATION**

Working with Commute Options and the The Street Trust (formerly The Bicycle Transportation Alliance) the Crook County Health Department has developed their own bike and pedestrian program. An AmeriCorps Vista volunteer is focusing on walking school buses, bike trains, and special events, along with limited bicycle and pedestrian safety education during PE. The Street Trust's Jumpstart Program has also assisted with the development and sustainability of the program.

## **THE COMMUNITY CYCLING CENTER'S EARN-A-BIKE PROGRAM INSPIRES THE NEXT GENERATION**

Portland's Community Cycling Center (CCC) organizes an after-school Bike Club program where youth can develop important skills to help them navigate through life—while earning their own bike! The kids who participate in Bike Club do not have access or the means to afford bikes on their own. In Bike Club, kids have a chance to learn safe riding and maintenance techniques within a supportive group of peers and instructors. Bike Club is about more than just earning a bike; participants



Photo credit: Community Cycling Center

also develop teamwork, problem solving, and leadership skills by working and learning together.

### PILOT TRANSIT EDUCATION IN BEND

This fall, Commute Options, in partnership with Cascade East Transit and the Bend LaPine School District, led a pilot Transit Safety Program at Elk Meadow Elementary. Students learned how to cross the street safely, how to interact with traffic, and how to ride the public bus. They then went on a field trip to put their lessons into practice. During the “Why Bus?” debrief, students brainstormed reasons to ride:

- It saves money
- It’s fun
- Everybody can do it
- It’s fast
- It helps with traffic
- It’s good for the environment
- It’s good for our town

The program reached 84 second grade students, 15 parent volunteers, and 4 teachers.

### BEND SCHOOL USES BIKE SAFETY EDUCATION AS A BREAK FROM TESTING

Bear Creek Elementary in Bend is scheduling bicycle and pedestrian safety classes in the spring, specifically during testing time. The principal observed this approach and found significant benefits for students to be able to get more physical activity at a time when they are otherwise sedentary and focused on testing.

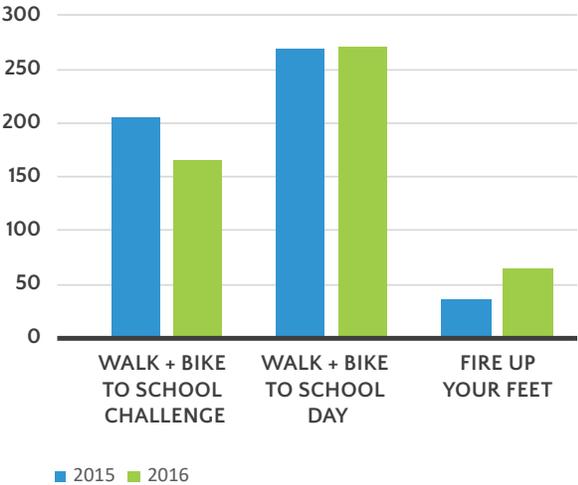


Photo credit: Commute Options

# ENCOURAGEMENT

Encouragement activities make it fun for students and their families to walk, bike, and skate to school.

## ENCOURAGEMENT PROGRAMS



**Oregon’s Walk + Bike to School Day** celebrates walking, biking, and skating in conjunction with International Walk + Bike to School Day in October. It’s an annual event that promotes all active transportation options to and from school and throughout the community. [www.walkbiketoschool.org](http://www.walkbiketoschool.org)

The **Walk + Bike to School Challenge** is a friendly competition that encourages students to walk, bike, and skate to school for the whole month of May. During the Challenge, school coordinators track the number of students biking, walking, and skating to school throughout the month. At the end of the Challenge, prizes go to the schools that log the most biking trips, the most walking trips, largest total number of students walking, biking, and skating, and highest percentage of students (out of the total school population) walking, biking, and skating. [www.oregonsaferoutes.org/walk-bike-challenge-month](http://www.oregonsaferoutes.org/walk-bike-challenge-month)



Photo credit: SRTS National Partnership

**Fire Up Your Feet** promotes active living and healthy lifestyles for K-8 students, families, and school staff. Students track PE, recess, classroom stretch breaks, dances, school walks, anything active—and earn cash awards! The program inspires kids, parents, teachers, and the community to incorporate physical activity into their current everyday routines, even in communities where families may not be able to walk and bike to school. [www.fireupyourfeet.org](http://www.fireupyourfeet.org)



Photo credit: SRTS National Partnership



#### 2016 BY THE NUMBERS:

**159 schools** registered for and participated in the **Walk + Bike to School Challenge**

**266 schools** registered for and participated in **Walk + Bike to School Day**

**65 schools** in **21 cities** participated in the Fall **Fire Up Your Feet Challenge**

Photo credit: SRTS National Partnership

### OREGON WALKWAYS: CULLY CAMINA

Oregon Walkways is a new pedestrian-focused open streets event series in the Portland Metro area. Presented by Oregon Walks, this series is dedicated to accessibility, building community, affordability, placemaking, and of course—walking! Oregon Walkways launched with the Cully Camina event on Sunday, September 18th, in partnership with Metro and the City of Portland, Our 42nd Ave, Living Cully, Verde, Hacienda CDC, Andando en Bicicletas en Cully (ABC), City Repair, and individuals who live and work in the neighborhood.

The event closed off portions of main streets to cars and opened them to people, encouraging participants to explore the Cully neighborhood on foot and use the streets for play. The route highlighted the new Living Cully and 42nd Ave Plazas and K<sup>h</sup>unamokwst Park with activities, music, food and art vendors, local nonprofit booths, and art installations. The event had 42 volunteers, 50 vendors, six activities, two music acts, one dance group, one fashion show, and over 1,000 pedestrians who came out to explore the Cully neighborhood!

### PTO PRESIDENT IN SPRINGFIELD WINS FIRE UP YOUR FEET AWARD

From a successful Jog-a-thon, to repainting bike racks, and recording a public service video about safe crosswalk use, the PTO at Elizabeth Page Elementary School has been busy! PTO president Darla Robbins introduced the Fall 2016 Fire Up Your Feet Challenge and National Walk and Bike to School Day to her school and made fitness tracking fun and possible at a time when rainy weather starts reducing physical activity. When more than 100 paper tracking sheets were turned in, Darla and fellow mom Mary Thomson spent many hours inputting each family's active minutes. With support from Springfield Safe Routes to School, Darla continues to be a role model for active volunteerism at Page Elementary, helping students and families bring out their inner champion and excel!

# ENFORCEMENT

Law enforcement activities are a critical component of a successful SRTS effort to promote safety for all road users.

SRTS efforts can also address concerns about personal safety, including crime and bullying along the route to school. Enforcement personnel can connect a SRTS program with existing youth- or community-based law enforcement initiatives that are already underway, such as youth crime prevention programs, DARE programs, and gang prevention programs.

**Adult school crossing guards** help children safely cross the street as they walk, bike, or skate to or from school. They encourage both pedestrians and drivers to behave appropriately, help generate gaps in traffic so students can cross, raise visibility of families crossing the street, and observe and report any incidents or conditions that could present potential safety hazards.

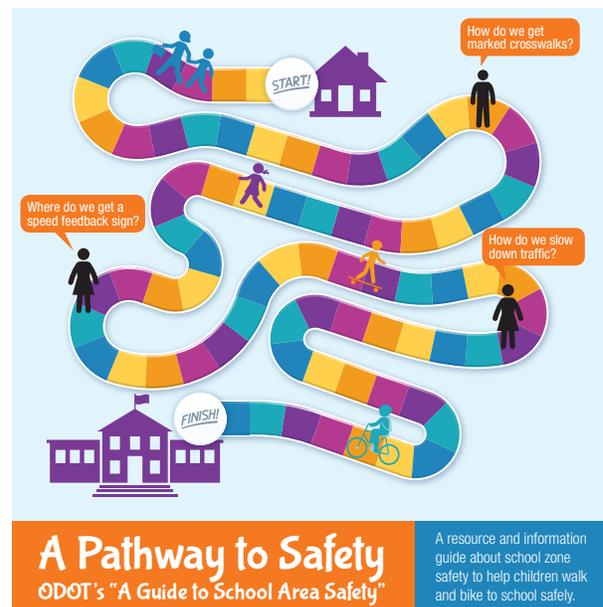
A **safety campaign** builds awareness that children are walking, biking, and skating to school and encourages safe driving behavior. Campaigns can use posters, window stickers, yard signs, or street banners to remind drivers to slow down and use caution in school zones.

## EVERY INTERSECTION IS A CROSSWALK

The Oregonian Crossing safety campaign aims to increase awareness of Oregon traffic laws, promote safe and responsible travel behavior, and ultimately reduce the number of people hit or killed by vehicles in our state. The resources on the website encourage agencies, organizations, and the general public to spread the word about the campaign's message that every intersection is a crosswalk. The website has links to the PSA video, downloadable media, and a contact for requesting lawn signs and bumper stickers. [www.oregon.gov/ODOT/TS/Pages/pedestrian.aspx#Oregonians\\_Crossing\\_Campaign](http://www.oregon.gov/ODOT/TS/Pages/pedestrian.aspx#Oregonians_Crossing_Campaign)

## NEW SCHOOL ZONE GUIDE & POSTERS

ODOT updated the Guide to School Area Safety, a document for public works officials and schools to help ensure the area around schools is safe for students walking, biking, and skating. The guide incorporates information about SRTS and how to establish or maintain a program to provide students within the Walk Zone with safe travel options. The Guide will be released in 2017. [www.oregon.gov/ODOT/HWY/docs/school-safety.pdf](http://www.oregon.gov/ODOT/HWY/docs/school-safety.pdf)





In the Portland region, **disadvantaged\* schools had 28% more collisions**

involving a person walking or biking within a mile of the campus than non-disadvantaged schools (ODOT data, 2010–14).

*\*50% or more of students eligible for free or reduced lunches.*

Photo credit: SRTS National Partnership

## EVALUATION

Monitoring program outcomes can communicate the successes while providing insight into what is working and what isn't—so practitioners can modify the activities or approach to better serve all students.

Evaluation can also help communities understand where SRTS efforts are needed, and whether resources are reaching those schools.

**Student hand tallies** can quickly determine the way students travel to and from school on a particular day. Teachers or volunteers ask students to raise their hands to indicate how they got to school that day. Tallies provide baseline and ongoing data to assess the effectiveness of education, encouragement, and other programs. [www.saferoutesinfo.org/program-tools/evaluation-student-class-travel-tally](http://www.saferoutesinfo.org/program-tools/evaluation-student-class-travel-tally)

**Parent surveys** are a great way to understand why families and/or students choose certain modes to get to or from school. They ask parents about their attitudes and concerns around walking, biking, and skating to school, as well as whether they currently think active travel is fun, healthy, safe, and something they want to do more often. [www.saferoutesinfo.org/program-tools/evaluation-parent-survey](http://www.saferoutesinfo.org/program-tools/evaluation-parent-survey)

### PORTLAND METRO REGIONAL SRTS FRAMEWORK

Metro, the Portland region's Metropolitan Transportation Planning Organization, funded a study to identify the existing conditions and needs for SRTS infrastructure improvements and non-infrastructure programs. The Framework provides the information to develop approaches for maximizing the impact and equitable distribution of SRTS investments within a mile of schools.

### PORTLAND EQUITY MATRIX

In 2012, the City of Portland SRTS program and 35 community stakeholders created a policy document to guide Portland SRTS staff in their work with schools. The policy includes an equity matrix which considers data (including school demographics, bike and pedestrian network connectivity and safety, past expenditures, and school support) to prioritize funding and programming for schools.



**BY THE NUMBERS:**

**189 schools** in Oregon have completed a **SRTS Action Plan** as of the 2015/16 school year

**\$500,000** awarded to **8 communities**

to implement SRTS non-infrastructure programs

Photo credit: SRTS National Partnership

## ENGINEERING

Engineering addresses the physical environment near schools to create safe and accessible places for walking, biking, and skating.

The first step is to assess the infrastructure needs in school areas, usually through a community walk audit or mapping analysis, and to develop an Action Plan and a Student Travel Plan.

An **Action Plan** highlights measurable and achievable actions for a school or school district to promote SRTS activities, and defines steps to take and partners to include. The Oregon Department of Transportation (ODOT) provides mini-grants (\$2,000) to fund development of action plans; however, completion of a plan does not guarantee that additional funds will be awarded in the future. [www.commuteroptions.org/action-plan-mini-grants/](http://www.commuteroptions.org/action-plan-mini-grants/)

### A BRIEF HISTORY OF SRTS FUNDING IN OREGON

Federal funding was available for SRTS infrastructure and non-infrastructure programs between 2005 and 2012. School access projects are still eligible under the Transportation Alternatives Program (TAP), but since 2012 SRTS projects must compete with other types of projects to receive that funding. The ODOT SRTS program manager works in the Transportation Safety Division.

As of 2016, ODOT continues to provide funding support for SRTS programs and some regional governments, counties, cities, and school districts continue to fund and prioritize SRTS efforts.

[www.oregon.gov/ODOT/TS/Pages/saferoutes.aspx#FY2017\\_NonInfrastructure\\_Grant](http://www.oregon.gov/ODOT/TS/Pages/saferoutes.aspx#FY2017_NonInfrastructure_Grant)

## **SCHOOL BOND MONEY FUNDS SRTS IN EUGENE**

In May of 2013 voters in Eugene passed a \$170 million bond measure for the Eugene School District 4J, \$1 million of which was dedicated to connecting sidewalks and paths, creating safe crossings, and installing family friendly bikeways. As of 2016, more than half of the funding has been spent to create new sidewalks and path connections as well as to install safe crossings. An upcoming project will potentially create Eugene's first real separated bike lanes in front of Roosevelt Middle School. This solution is a great example of a school district using creative and responsible funding opportunities to improve safety and access for their students and families.

## **WASHINGTON COUNTY STUDIES SCHOOL ACCESS NEEDS ON COUNTY ROADS**

The 2016 Washington County School Access Improvement Study evaluated access and safety needs for 53 public schools that are significantly impacted by County roads. In collaboration with schools and district transportation staff, the County identified and prioritized improvement projects to provide the most benefit to students and their families traveling to school. The County now has an inventory of needs and a consensus list of projects ready to leverage funding and grant opportunities.

## **PORTLAND GAS TAX FUNDS SRTS IMPROVEMENTS**

Every weekday, close to 50,000 school children travel Portland's streets to get to school. On May 17th, 2016, voters passed Portland's first local funding source dedicated to fixing our streets. The Portland Bureau of Transportation (PBOT) will make more than \$8 million in investments to make routes to schools safer and more convenient for kids to walk, bike, or skate to school. Funds can be used for projects like sidewalks, signal updates, marked crosswalks and pedestrian islands, and other safety improvements.

Portland SRTS staff will organize school community outreach events in partnership with local school districts to better understand the unique needs of each school community.



Photo credit: SRTS National Partnership

# SRTS RECOGNITION PROGRAM

The Oregon SRTS Network Leadership Committee is establishing a recognition program to understand and reward the activities schools are participating in and to help expand program offerings around the state. A representative from each school is invited to complete the SRTS Recognition Program nomination form and tell us what activities your school is involved in.

## FIRST STEP

Interested in getting involved in SRTS and learning more? Complete the nomination form and identify a SRTS contact (it can be anyone: a parent, student, teacher, school or district official, city employee, etc.).

**Incentive:** Receive the Oregon SRTS First Step logo to use in your school's outreach materials.

## BRONZE LEVEL

Meet the First Step requirements, then hold at least one walk/bike education or encouragement event (Walk + Roll to School Day or Challenge, Fire Up Your Feet, bicycle/pedestrian assembly, bike rodeo, etc.). Remind parents about traffic safety and collect information about how students get to school.

**Incentives:** Receive an Oregon SRTS Bronze Level logo and window decal to display proudly.

## SILVER LEVEL

Meet the Bronze Level requirements and identify a SRTS Champion, who might be a parent volunteer, staff, student, or community member involved in organizing SRTS activities at your school. Hold an education AND an encouragement event, and provide families with monthly tips for using active transportation. Complete a walk audit to assess the infrastructure needs near your school, and conduct parent surveys to understand the barriers to walking, biking, and skating.

**Incentives:** Receive an Oregon SRTS Silver Level logo and decal, as well as a banner for your school.

## GOLD LEVEL

Meet the Silver Level requirements and hold an active travel program at least monthly (Walking Wednesdays, Walking School Bus, etc.). Bring the community together to develop a School Action Plan and map the safe routes near your school. Show your school's commitment to SRTS by working with the administration to adopt a statement in support of walking, biking, and skating.

**Incentives:** Gold Level incentives and premium incentives (to be determined).

## PLATINUM LEVEL

Meet the Gold Level requirements and integrate SRTS into the school's day-to-day operations with a SRTS position in the parent organization, with student or parent safety club(s), and annual in-class bicycle and pedestrian education. Work with students to host an event or activity and begin implementing the school's Action Plan.

**Incentives:** Platinum Level incentives and premium incentives (to be determined).

# WHAT'S NEXT?

## YOUR VOICE COUNTS! UPDATE FROM THE FOR EVERY KID COALITION

In May of 2016, the For Every Kid Coalition won about \$3.5 million for SRTS programs and planning and more than \$25 million for walking and biking safety projects in the Portland Metro area! This victory was due in large part to individuals sharing personal stories about the need for SRTS with decision makers. Many kids, parents, grandparents, and advocates testified at local leaders' monthly meetings, asking over and over again to fund SRTS and prioritize programs for the kids who need it the most.

Now the For Every Kid Coalition is going statewide and taking our support of SRTS to Salem for the 2017 Oregon Legislative Session. We have a once-in-a-generation opportunity to get an expanded SRTS program written into the next transportation package. Now is the time for families, kids, grandparents, and neighbors to tell personal stories to local and state leaders about trying to walk, bike, and access transit to school. Join the movement at [www.ourhealthystreets.org/foreverykid](http://www.ourhealthystreets.org/foreverykid).

## FUNDING NEEDS

Determining what is needed to make SRTS in Oregon a reality has been a barrier for advocates and program managers. Getting a good idea of the needs at one school is one thing, but there are 1,200 public schools in Oregon! We must prioritize safety projects around schools, and work to make sure that current investments are prioritized in schools where 50% or more students are receiving free/reduced lunch (Title 1 schools). We know that these students have greater health and safety risks. Investments must be made at the city, county, and state level. When we work together we can make a safe route to school for every kid!



Photo credit: The Street Trust (formerly The Bicycle Transportation Alliance)

