

# Annual Report 2011



**SAFE ROUTES  
to School**  
NATIONAL PARTNERSHIP

The Safe Routes to School National Partnership (National Partnership) is creating safer streets, improving communities and promoting physical activity for children and their families all across America.

Safe Routes to School is helping communities to make the healthy choice an easy choice.

More than 5 million children and 12,000 schools are benefiting from more pedestrian and bicycle pathways as well as education programs that result from the federal Safe Route to School program.

The National Partnership's work focuses on four main strategies:

- ✓ Federal advocacy
- ✓ State and regional policy change
- ✓ Local technical assistance and engaging families
- ✓ Sharing best practices

We continue to catalyze the Safe Routes to School movement nationwide. Some highlights from 2011 include that we:

- ✓ Helped to ensure that more than \$185 million was awarded and \$120 million was obligated for federal Safe Routes to School projects that can now go to construction nationwide
- ✓ Served more than 1,500 practitioners by providing more educational and learning opportunities through our webinar series, focused technical assistance and the biennial national conference
- ✓ Created a new grassroots parent and student engagement program, "Fire Up Your Feet" and prepared to launch the program nationwide



[www.saferoutespartnership.org](http://www.saferoutespartnership.org)



# State and Regional Policy Change

At the heart of the National Partnership's ongoing state and regional efforts is policy change. Policy efforts in 2011 helped to maximize Safe Routes to School funding, create Complete Streets, advance community-centered schools and joint-use agreements and implement legislation that results in built environment improvements. Here are some highlights:

- » Advanced the network project in 19 states, the District of Columbia and three regions, by bringing together state leaders to leverage funds for Safe Routes to School construction resulting in a 100:1 return on investment for our Robert Wood Johnson Foundation and Kaiser Permanente grants.
- » Influenced high-level policy change through the network project to remove barriers to walking and bicycling to and from school and in daily life, seen specifically in this example: the Mississippi network influenced the unanimous passing of a resolution by the MS Transportation Commission that requires the state Department of Transportation (DOT) to "consider the development of multi-purpose trails and/or wide-paved shoulders during the planning phases of all new highways and the re-construction of existing highways in or near communities with areas of high demand for recreational facilities." We also published "[Safe Routes to School State Network Project Final Report, 2010-2011: Phase II — Successes and Lessons Learned](#)" detailing example of successes from the project from throughout the country.
- » Advanced the regional network project in the Atlanta, Greater Washington, DC area and Southern California regions. The regional networks affected the allocation of transportation funding to support walking and bicycling, and worked to improve policies that increase physical activity and health. Our Southern CA network achieved major success in getting the City of Los Angeles to dedicate \$1.2 million to Safe Routes to School planning from local Measure R funds.
- » Encouraged state DOTs to award and obligate remaining Safe Routes to School funds. Issued quarterly "[State of the States](#)" reports to measure the progress states are making.
- » Achieved successes with serving more lower-income schools and communities through Safe Routes to School funds, with 47 percent of all grants in California being awarded to communities where 75 percent or more of the students receive free or reduced meals.



## Federal Advocacy

As the advocacy leader for Safe Routes to School, we increased our presence on Capitol Hill to protect critical funding for children's traffic safety and mobility within the federal transportation bill. We also cultivated relationships with federal agencies and nonprofit partners to incorporate Safe Routes to School policies and concepts into wide-ranging programs and initiatives. In 2011 we:

- » Continued to work with Members of Congress to build support for Safe Routes to School, and secured re-introduction of our Senate Safe Routes to School bill, which has 23 cosponsors. The National Partnership conducted more than 220 meetings with Congressional staff in 2011.
- » Enhanced our advocacy message to respond to the changed dynamics in Congress to focus on the safety and cost-savings aspects of Safe Routes to School, including production of a [new policy report](#).
- » Joined with other national groups in a coordinated action plan to defend federal funding for bicycling and walking, rallying grassroots and grasstops supporters, as well as Senate leaders, in a push to amend the Senate's original transportation bill language; more than 50,000 phone calls and emails were generated through our advocacy alert system and national media attention.
- » Shared comments and feedback on numerous national plans, guides and policies, including: the US Environmental Protection Agency's Voluntary School Siting Guidelines; Transportation for America's Dangerous by Design; and the US Department of Transportation's request for comments on simplifying transportation regulations.
- » Spearheaded a [sign-on letter](#) to Congress with more than 130 health and built environment organizations that resulted in the preservation of CDC funds linking the built environment and healthy places.
- » Worked closely with a national partner affiliate, the American Heart Association, to include Safe Routes to School as one of their three asks during their annual Lobby Day when volunteers from around the country met with more than 250 Congressional representatives.



# Local Technical Assistance and Engaging Families

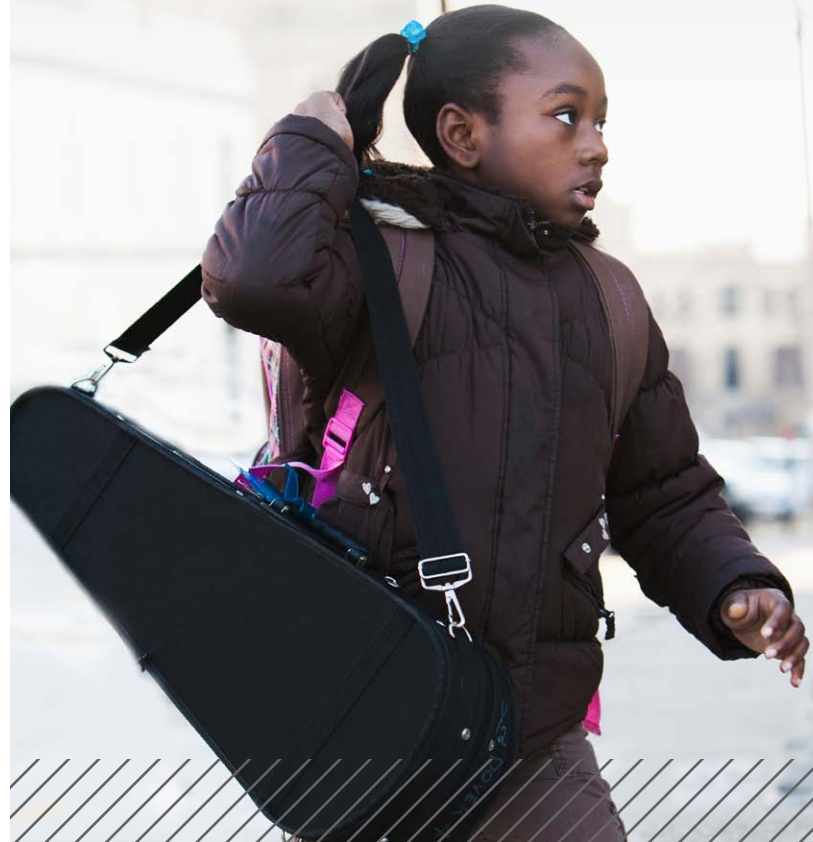
The National Partnership continued to provide customized technical assistance through the Center for Disease Control and Prevention's Communities Putting Prevention to Work program. We also produced an exciting Safe Routes to School bicycling-focused webinar series and created other valuable resources throughout the year to increase the capacity of advocates and decision-makers who are advancing Safe Routes to School across the country. In 2011 we:

- » Provided customized technical assistance to at least 13 Communities Putting Prevention to Work locations that identified Safe Routes to School as a policy priority. Technical assistance included workshops and presentations, individualized consultation, peer-learning opportunities and access to nationwide best practices that are customized to strengthen local advocacy.
- » Hosted a [six-part national webinar series with tip sheets](#), focused on bicycling and Safe Routes to School. Hundreds of people attended each of the webinars.
- » Launched the pilot "[Fire Up Your Feet](#)" encouragement and advocacy program in Minnesota, engaging schools and parents to track walking and bicycling trips to reduce pollution and increase minutes of physical activity.
- » Shared expertise on Safe Routes to School practices and policies at conferences and webinars with partners including: American Heart Association; Healthy Kids Healthy Communities; Institute of Transportation Engineers; Leadership for Healthy Communities; Let's Move in Schools; National Association for Pupil Transportation; National Bike Summit; National Coalition for Promoting Physical Activity; National PTA; and the CDC's Strategic Alliance for Health Action Institutes, to name a few.



## Released Five New Publications

- » [Safe Routes to School: Helping Communities Save Lives and Dollars](#)
- » [Bicycle and Pedestrian Curricula Guide](#)
- » [Safe Routes to School Local Policy Guide](#)
- » [Safe Routes to School State Network Project Final Report, 2010-2011: Phase II - Successes and Lessons Learned](#)
- » [The Second Wave: State Network Policy Changes in 20 States.](#)



## Sharing Best Practices

The National Partnership realizes the importance of sharing best practices to increase the effectiveness of Safe Routes to School advocates at all levels — local, state and national. In 2011 we:

- » Co-hosted the 3rd Safe Routes to School National Conference in Minneapolis, MN, bringing together 600 advocates and leaders from throughout the US to energize their Safe Routes to School planning, strengthen their networks and to elevate and inspire the vision of how to create healthier and safer kids and communities.
- » Compiled evidence-based [research studies](#) on the effectiveness of Safe Routes to School for easy access by the public.
- » Produced monthly [Safe Routes to School E-News](#), which includes national news, state updates, events and other information.
- » Held our 2011 Annual Meeting with more than 100 in attendance to grow the Safe Routes to School movement and build capacity of local and state leaders.



Dear Friends:

Safe Routes to School continues to be a catalyst for improvements in the built environment that increase physical activity and safety, creating a healthier future for children and everyone. As was detailed in the [May 2012 the Institute of Medicine report](#), schools are positioned to be a national focal point for obesity prevention.

Moving forward, the Safe Routes to School National Partnership will expand our work to:

1. Break down silos and build partnerships: We need to collaborate to achieve a transportation transformation and bring health into all policies, and
2. Assist lower-income communities: These populations are most vulnerable to childhood obesity and safety concerns, and
3. Empower kids: Our most effective proponents can be the youth of America. Their voices can help us increase walking and bicycling and achieve the policy changes that we're striving for.

We will continue to help create Safe Routes to School programs across the country that increase walking and bicycling and support the goals of creating healthy, sustainable and equitable communities.

Sincerely,

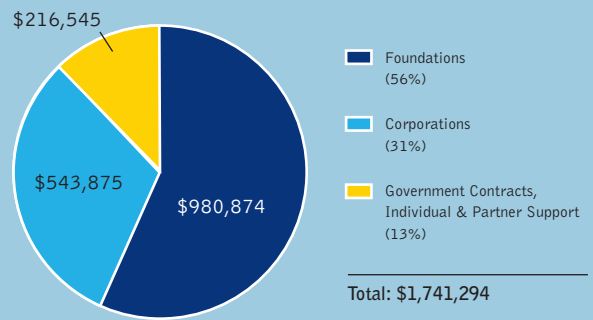
**Deb Hubsmith**  
*Director*  
 Safe Routes to School  
 National Partnership

**Tim Blumenthal**  
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 Bikes Belong Foundation

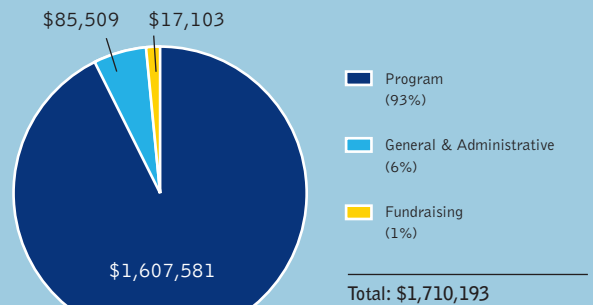
The Safe Routes to School National Partnership is operated through the Bikes Belong Foundation, a national, non-profit organization with the mission of putting more people on bicycles more often. For additional information on our partnering organization, Bikes Belong Foundation, please visit their website at [www.bikesbelong.org/foundation](http://www.bikesbelong.org/foundation). You can also view Bikes Belong's 2011 Annual Report at [www.bikesbelong.org/resources/publications/annual-reports](http://www.bikesbelong.org/resources/publications/annual-reports).

The Safe Routes to School National Partnership was generously supported by individuals, partner organizations, contracts, corporations and foundations with significant support in 2011 from Bikes Belong Coalition, Centers for Disease Control and Prevention, Kaiser Permanente, Robert Wood Johnson Foundation and SRAM Cycling Fund.

### Safe Routes to School National Partnership Income by Class | 2011



### Safe Routes to School National Partnership Expenses by Class | 2011



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