Statement of Lauren Marchetti

Director
National Center for Safe Routes to School
University of North Carolina at Chapel Hill
730 Martin Luther King, Jr. Blvd, Suite 300
Chapel Hill, NC 27599
(919) 962-2202

STATEMENT FOR THE RECORD TO:
Highways and Transit Subcommittee of the
Committee on Transportation and Infrastructure

United States House of Representatives

The Honorable Peter DeFazio, Chairman
The Honorable John Duncan, Jr., Ranking Member

Hearing on the Federal Safe Routes to School Program

October 2, 2007

Mr. Chairman and distinguished members of the Subcommittee, thank you for inviting me to testify. It is an honor and privilege to appear before you to discuss the Federal Safe Routes to School (SRTS) Program. I also want to acknowledge this Committee, and Chairman Oberstar and his staff in particular, for their leadership in making SRTS a reality. At the outset, we at the National Center for Safe Routes to School are proud of the work we have accomplished in supporting the SRTS movement.

The Safe Routes to School concept has been described as small steps perhaps, but millions of them and all in the right direction. SRTS is a simple and powerful concept. Where it is safe, encourage children to enjoy the walk to school as generations before them did. Where it is not safe, bring together the community partners and resources to make it safe. Unfortunately, in some places, children are walking and bicycling to school in unsafe conditions. Often, this is in urban, low resource areas. These children deserve better. Other children have great places for walking and bicycling with few using them. Some communities need to be reminded of the benefits and fun of walking together.

The National Center works with the Federal Government, all 50 States and the District of Columbia, and local programs throughout the country to help implement Safe Routes to School programs. We are pleased that our partners in this endeavor include the American Association of State Transportation Organizations, America Walks, the Governors Highway Safety Association, the Institute of Transportation Engineers, and Toole Design Group. We provide training, technical support, and general expertise about SRTS to agencies and the general public. We also work to promote participation in SRTS programs and increase the profile of the Federal SRTS Program. We are also closely involved in tracking the development, implementation, and growth of the overall SRTS program. My testimony today is based in large part on what we are learning from stakeholders about all aspects of implementing and operating SRTS programs.

With over 30 years in the transportation safety field, I have seen and been a part of many safety-related transportation programs, as well as many programs to improve conditions for walking and bicycling. Yet, I am amazed at how quickly so many States have embraced SRTS and at the commitment and enthusiasm that the State coordinators have demonstrated. This quote from a State coordinator says it all: "One of the biggest thrills I get is planting the seed of an idea in a community; being the catalyst for their change." The Safe Routes to School program is one of the most promising approaches for improving transportation safety and mobility for children ever to be developed. With its successful implementation, we should see more children walking and bicycling to school, and fewer children harmed in traffic crashes while walking or bicycling.

Our commitment to Safe Routes to School extends beyond the availability of Federal funding. Our vision for success includes three scenarios. First – available funding is spent and programs are equipped with knowledge and expertise to use the funding wisely. Second – successful programs and strategies are identified and shared so that all schools can benefit. Third – the Safe Routes to School program expands beyond the Federal funding such that safe walking and bicycling are priorities for all schools.

The Safe Routes to School Program is off to a great start because of the parents and schools who want better for their children, the advocates who are dedicating their time to where their hearts are, and the State Coordinators for whom this is not just a job but a way to improve the lives of schoolchildren.

We are at a convergence of three major issues that stand to be addressed by Safe Routes to School. The obesity epidemic and related illnesses that we are experiencing in the US have reached our children, leading public health professionals to warn that this generation of children may be the first to not live to be as old as their parents. Concern for the environment and about our dependency on fossil fuel has spurred many to look for alternatives. Walking is the form of physical activity that is the easiest to do and most affordable for all. As more and more adults and children seek the ability to walk and bicycle, we must be proactive in our efforts to make these modes safe and accessible.

With the July 2005 passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), Congress designated a total of $612 million toward developing the Federal Safe Routes to School Program. In little more than two years the U.S. Department of Transportation, working closely with the 50 States and the District of Columbia, has made extensive progress in establishing and implementing the Federal Safe Routes to School Program.

The Federal Safe Routes to School Program was established by Section 1404 of SAFETEA-LU, which listed three main requirements:

1. Establish a Safe Routes to School program.
2. Establish a national clearinghouse.
3. Create a national task force.

I am pleased to inform you that the FHWA has moved aggressively to carry out these provisions of the law. I believe we all can be proud of these accomplishments.

Key milestones include:

- **FHWA and the Department of Transportation showing dedication and a focus on successful implementation and operation of the Federal SRTS Program.** They have followed the steps that must be taken to effectively administer and guide a major funding program like Safe Routes to School.
    - DOT appointed a senior-level employee to serve as SRTS Program Manager within six weeks after SAFETEA-LU became law.
    - Shortly thereafter, the DOT issued its first notice that States should appoint a full-time coordinator to administer the state-level programs per law.
    - Within two months, the first two years of funding (FFY 2005 and 2006) were issued to the States.
    - The Federal Highway Administration (FHWA) issued SRTS Program Guidance in early January 2006.
    - This quick Federal-level implementation allowed States to quickly advance their programs. The first State to complete a competitive project selection process, Colorado, announced its first awards to local programs in April 2006. By the time the Federal Program was one year old, 13 states had announced funding for local projects.
- **All States have established SRTS programs and nearly $100 million has been awarded.** Under SAFETEA-LU, each State is responsible for hiring a full-time Safe Routes to School Coordinator to implement the State's SRTS program. Today there are 48 permanent and 3 interim coordinators in place. The three are going through the hiring process. As of June 2007, 29 States had announced specific funding recipients totaling $94.5 million for local or statewide SRTS activities. The National Center will issue the Fall SRTS Tracking Report in about two weeks, but anticipates reporting announced funding levels of approximately $105 to $110 million from 34 States.
- **National Clearinghouse established in May 2006.** The University of North Carolina's Highway Safety Research Center was selected to operate a National Safe Routes to School Clearinghouse. Within three months of establishment, the

Clearinghouse had launched a comprehensive Web site with extensive resources, convened a meeting of State-level SRTS Coordinators, started providing SRTS training to States, and established an SRTS program tracking effort. To date, two national meetings of State coordinators have been held.

- **National SRTS Task Force established in October 2006.** With representation from a broad range of stakeholders, this Task Force will study and develop a strategy for advancing Safe Routes to School programs nationwide. The Task Force has met three times with another meeting scheduled for next month. As a member of the Task Force, I can attest that we are working hard to complete our report.

These milestones highlight in brief the remarkable progress that has been made so far in starting the Federal Safe Routes to School Program.

As the Director of the National Center for Safe Routes to School, I have been directly involved in helping to quickly develop many of the support mechanisms and tools to support the implementation of State and local SRTS programs. On our first day of operation, the National Center for Safe Routes to School recognized the need for a fast startup. With Safe Routes to School State Coordinators in place and funding already on the ground, the U.S. DOT Federal Highway Administration charged us with setting an ambitious agenda to build capacity for Safe Routes to School and supported us along the way. Within a few months of our selection, we had established a comprehensive Web site with a wide range of practical, technical, training, and promotional resources. We developed promotional and marketing materials to help increase the profile of the SRTS program. We also quickly developed and released evaluation materials, to help collect data and analyze SRTS programs. We continue to work closely with the Department of Transportation to help implement the Federal SRTS program.

One of our most immediate charges was to build capacity within the State programs to ensure the success and growth of Safe Routes to School. Within two months of beginning our operations, we convened a multi-day meeting and training session for State Safe

Routes Coordinators. We have a staff liaison available to work with each State program, and we provide direct technical support to them.

Status of State SRTS Programs

Like other federal aid programs and in accordance with the Federal SRTS Program Guidance issued by FHWA, each State administers its own SRTS program and develops its own procedures to solicit and select projects for funding. Different States have therefore implemented their Safe Routes programs on different timelines and with different processes, but all are making good progress.

The National Center for Safe Routes to School tracks a number of key benchmark measures as part of regular quarterly tracking reports. The most recent report, released in July, shows that States have announced $94.5 million in spending for SRTS programs at the local and statewide levels, and our estimate based on a preliminary examination of 3rd quarter information is that announced spending will total between $105 and $110 million. (This information is summarized in Table 1, below.)

As of June 30, 29 States had announced SRTS spending, meaning that more than half of all States have publicly announced spending. We consider that an important indicator of the increasing acceptance of Safe Routes by States.

Table 1: Announced SRTS Spending by Quarter

Quarter	Total Announced Spending	Number of States
Fall 2006	$15.8 million	13
Winter 2006	$17.6 million	16
Spring 2007	$24.3 million	20
Summer 2007	$94.5 million	29
Fall 2007	(*estimated*) $105-110 million	34

Another important benchmark we track is the current status of State SRTS application processes. As of July, 40 States had completed or were actively involved in soliciting local SRTS program applications.

Safe Routes to School has gained traction with the State Departments of Transportation that administer them. In October 2006, 49 States had permanent or interim SRTS Coordinators in place. By April 2007, all States had their Coordinators in place. As of today, only three States have interim Coordinators, but two of those are the result of vacancies created by promotions or job transfers, and all three are currently advertising for permanent Coordinators.

In my opinion, much of the success of the Federal Safe Routes to School Program rests on the shoulders of State SRTS Coordinators. They are responsible for advancing their State programs, working within bureaucracies that may not be familiar with a unique program such as Safe Routes. They must also work to educate parents, teachers, and school administrators about the benefits of Safe Routes to School activities. And Coordinators need to work with local programs to ensure the successful completion of funded programs. Without successful Coordinators, we all would face a significant uphill battle in implementing the program. But State Coordinators have reported numerous successes in starting and operating their programs. See Appendix A for program highlights provided by State SRTS Coordinators earlier this year.

Identifying Safe Routes Successes

Evaluation is a critical component to the success of Safe Routes to School at all levels. The National Center understands the importance of determining SRTS strategies that are both realistic and effective. Programs must monitor which strategies are increasing the number of children safely walking and bicycling to school. In an effort to collect national-level data on the number of children walking and bicycling to school, the National Center developed standardized forms for the collection of student travel data and parental attitudes about students traveling to and from school.

The Federal SRTS Program is overall still too young to provide useful data for evaluating overall program performance and effectiveness; it takes at least a year to collect useful or reliable data from before and after a Safe Routes project or activity occurs. The National Center is gathering data from local and State SRTS programs, and we hope to start analysis of baseline data in spring 2008, and preliminary analyses of different types of SRTS activities in summer 2008.

Until data from programs established and funded from the Federal SRTS Program are available, the National Center for Safe Routes to School is working to summarize and understand the data and results that are currently available. These results are promising and indicate strong potential for the success of the Federal Program. Some highlights of the promise of SRTS:

"Walking Wednesdays" encourage increased participation in Massachusetts.

Elementary and middle schools in Waltham, Massachusetts are using weekly walking events to spur more walking to school. One school experienced an increase from 21% to 53% of students walking to school on those days.

Increasing education and encouragement in Virginia.

The City of Alexandria in Virginia will distribute federal funds to one middle school and four elementary schools for various education and encouragement activities. Each school must participate in the annual Walk to School Day and conduct before and after evaluation to measure the success of the various program aspects.

Improving infrastructure surrounding schools in California.

With federal funds awarded to the City of Chula Vista in California, two elementary schools will receive improvements including curb extensions, setback limit lines, prominent crosswalk zebra striping, ADA-complaint pedestrian ramps and non-slip sidewalk grating.

An evaluation of California's state-funded SRTS program released in January 2007 found that Safe Routes programs increased observed walking or biking to school by 20 to 200 percent.

An earlier evaluation of California's state-funded program similarly found increases in walking and biking to school of 10 to 75 percent. Given the wide variety of school environments and differences in SRTS programs, these two reports are impressive in that of the 17 schools that reported on walking and biking levels, only 1 did not report an increase.

Data from the Marin County, CA, SRTS program has consistently shown success in increasing the number of children walking or biking to school from fall to spring.

An extensive child pedestrian safety education campaign in Miami, FL, resulted in higher scores on tests of pedestrian safety knowledge for children.

There was also a decrease in the number of children visiting or admitted to trauma centers for pedestrian injuries.

An increasing number of spatial analyses from a number of states (and using national data) that compare where students live to where their schools are located indicate that between 5 and 51 percent of students live within walking distance to their schools.

The opportunities for documenting and evaluating the Federal Safe Routes to School Program are very exciting. With participation from States and local programs, we are implementing a comprehensive program tracking system that will have information about all State programs, details of every funded SRTS activity, and results of any local evaluations using the standardized data collection forms. The resulting database will support national-level overall program evaluation, as well as evaluation of specific types of SRTS projects, activities, and programs.

Walk to School Day

One major part of the Federal Safe Routes to School Program is its participation in International Walk to School Day, which is tomorrow, October 3, 2007. This annual one-day event has proven to be one of the strongest agents for change in establishing ongoing local and school-level SRTS programs. I am proud to state the Walk to School Day started in the United States in 1997. In 2000 we were approached by Canada and the United Kingdom to launch International Walk to School Day. Last year the event was celebrated in 40 countries.

In 2006, there was participation by schools and communities in all 50 states and more schools than ever before – a total of 2,044 – registered their participation in International Walk to School events on the USA Walk to School web site (www.walktoschool.org). The National Center serves as the coordinating agency for Walk to School activities in the United States.

Walk to School events extend beyond a single day of celebration. More than 50 percent of 2006 event organizers reported that their Walk to School events resulted in policy or engineering changes that would improve safety for walkers and bicyclists, such as the addition of sidewalks, paths, crosswalks or crossing guards or required safety education.

Additional Highlights of 2006 International Walk to School Day

- More than 50% of registered schools conduct walking and/or bicycling promotional activities throughout the year
- Nearly 50% of registered events are part of a Safe Routes to School program
- More than 50% of events included children traveling to school by bicycle
- Media coverage doubled from the 2005 event, with nearly 600 news stories covering Walk to School events

We at the National Center are very excited to have the continuing opportunity to host and promote this event and watch it continue to evolve and encourage the establishment of regular and ongoing SRTS activities.

Conclusion

I would like to thank the Chairman, Ranking Member, and Members of the Subcommittee for the opportunity to share this information with you today. I believe that if we provide our children with the ability to safely walk or bicycle to school, the Federal Safe Routes to School Program not only can provide a framework for safe walking and bicycling to school but also a new mental and physical framework for a healthier society.

Appendix A. State Coordinators' Comments

Below are some highlights of comments from State SRTS Coordinators that we collected earlier this year:

Arizona:
One of the biggest thrills I get is planting the seed of an idea in a community; being the catalyst for their change. This happened to me several weeks ago in Yuma, AZ. This is a city of approximately 40,000, not known for excelling at community- or school-related walkability or bikeability. I had organized a Safe Routes community meeting in conjunction with their local council of governments. Attendees included all the right people: school district, city police department, city transportation department, a regional transportation planning organization, a health non-profit, and two bike clubs. Before this, none of them had been in the same room together. They're now talking.
This grassroots 'model' really excites me!

Connecticut:
For International Walk to School Day, the Connecticut SRTS Program supplied slap wraps (reflective bracelets) to Connecticut schools registered on the International Walk to School website. Walk to School Day was very successful at Skinner Road School in Vernon, Connecticut, and the school has decided to continue "Walk to School Day" twice a month. The day before the event the school hands out the slap wraps to participating students. In addition to students walking, the slap wraps are given to students who are bussed. Twice a month buses drop off students with slap wraps approximately 1/2 mile from school, and they get the opportunity to walk to school.

Illinois:

- Illinois is developing an on-line School Travel Plan and Funding Application for communities to use in planning their Safe Routes to School goals and to request funding.
- Illinois will require an approved School Travel Plan from communities prior to accepting their funding application. Illinois is the one of the only states that will utilize a School Travel Plan as a pre-requisite for funding. This will allow our state to have a comprehensive plan to encourage and enhance walking and bicycling.
- Illinois has joined with a coalition of bicycle and pedestrian advocates, including the Chicagoland Bicycle Federation, the League of Illinois Bicyclists and the Center for Neighborhood Technology, to create and carry out statewide Safe Routes to School training in 2007.

Iowa:

- We have had full support from Iowa DOT management and other state agencies
- We were able to get the program designed by July 1 [2006] and called for projects

- We received 97 applications for funding by the October 1 [2006] deadline

Kentucky:

- We have awarded a little over $1.7 million in grants. They were awarded to 13 communities and will effect 32 schools
- Governor Ernie Fletcher signed a proclamation to proclaim October as Walk to School Month in Kentucky
- We have developed a website specifically for the Safe Routes program, which includes lesson plans. We worked with the Education Cabinet and Eastern Kentucky University to develop the plans.

Louisiana:

- Louisiana has offered updated traffic signs to every elementary and middle school in the State. To date, 240 schools have requested a total of 4000 signs. We are currently working with local public works and DOTD districts to verify requests before disseminating signs.
- Our plan is to continue this statewide effort by offering freshly painted crosswalks to all the schools in 2007.
- We released our application for funds in November 2006. The deadline for the applications is January 16, 2007.

Maine:

- Between the Maine DOT and the Bicycle Coalition of Maine we more than doubled the participating schools from last year during October's Walk to School Month.
- Maine led the New England states for number of schools participating, with more than 60 schools from around the state holding one or more walk and bike to school events during the month. This is double the level of participation we had last year!

Massachusetts:

- Central, Robin Hood, Colonial Park, and South School, Stoneham elementary schools are collaborating with MassRIDES to implement the Safe Routes to School program. This is the second year the schools participated in International Walk to School Day, where banners and balloons greeted students in October to encourage and promote walking to school. [The] Central School Principal… said that since the beginning of this school year "there were significantly fewer cars entering our school driveway and much more foot traffic." To continue International Walk to School Month efforts, the schools are promoting Walk to School Wednesdays during November where families come to school by foot, bicycle, or carpool. Over the next year, the schools are working on developing Walking School Buses where the students walk to school together with their parents in a group. [The] Robin Hood Elementary [Principal] believes that "the benefits of walking to school are numerous" and "by providing opportunities, such as Safe Routes, that teach healthy practices, we are teaching our children valuable life-long lessons." The implementation of the Safe Routes to School

program creates awareness among all the Stoneham elementary school students, addressing the issues of physical activity, air quality, traffic congestion, the environment, good health, and safety.

- At Jackson Street Elementary School, two parents (champions) are taking the lead in developing the Safe Routes to School program. One Walking School Bus turned into two, and now a third group of parents and students walk to school together in this Northampton neighborhood. The Traveler Ticket activity, now in its second school year at Jackson Street Elementary, encourages walking and bicycling. During the activity, the students receive 20 marks (20 trips) on their traveler ticket for walking or bicycling. The champions collect the tickets and distribute the rewards, including pencils, highlighters, and rulers. [One] champion at the school, reflects that "as one of the parent volunteers who staffs the prize table, I am pleased to see the kids very excited to turn in their tickets, receive their prize and a ticket to complete!" On special occasions, muffins, bagels, and hot cocoa greet the students arriving in Walking School Buses. The success of the traveler ticket activity and walking school buses are making a difference in students walking and bicycling to school at Jackson Street. Last spring 20% of students reported walking and 1% reported bicycling to school, this fall 25% are now walking and 8% are riding their bicycles. Student enthusiasm and parent, teacher, and principal support are creating enthusiasm and a sustainable Safe Routes to School program.
- Fifty-five children at Waltham's Whittemore Elementary School walked to school before the Safe Routes program. During Safe Routes kick-off week, approximately 197 children out of 263 walked. In addition, 117 of those students walked every day during kick-off week, earning recognition during a school assembly. Seven Walking School Buses leave for school every Walking Wednesdays.

Michigan:

- **Michigan's Handbook and Federal Funding have exposed a broad latent interest in Safe Routes and accelerated Safe Routes activity in Michigan.** The Michigan Department of Transportation and partner agencies in the state Safe Routes to School Coalition, have endorsed completion of a school Safe Routes Action Plan as a prerequisite for school eligibility to apply for federal Safe Routes funding. The plan is based on a systematic assessment of need in each of the 5 E areas. The Michigan Safe Routes to School Handbook launched last May, provides the materials and process to enable local, multidisciplinary teams to complete the plan. The time required to complete the planning process depends upon team resources, (e.g., team member knowledge, skills, and time)and ranges from 2-3 months to a school year or more. Over 120 schools have registered to begin Safe Routes to School in Michigan, using the Handbook process. Over 300 hundred individuals have been trained to assist local Safe Routes teams.

- **Safe Routes funding is the catalyst to build multi agency multi level capacity to sustain and develop initiatives, and to parlay funding from a variety of other sources to carry them out.** Safe Routes to School is both a federal

program and a movement. Early successes often illustrate the power of the movement; for Safe Routes to School it is the power to bring creative minds and devoted spirits together for the health and safety of children. Movements need champions to spread and in Michigan the synergy of multiple stakeholder groups championing SRTS for unique – but overlapping – reasons has been a visible early success. By spring, using federal Safe Routes funding, we will be engaged with 10 partner agencies to provide a training resource in all 83 counties; support assistance to schools through community health programs—coordinated school health teams and the Safe Kids Coalition; develop specialized resources to enhance our handbook to be effective with middle school students, with inner city disadvantaged neighborhoods, and with special needs kids; provide specialized marketing to professional planners, bicycle clubs and advocacy organizations, and trail development groups; and begin incorporation of Safe Routes messages in relevant sections of the state's core curriculum for elementary and middle schools. All of these initiatives are intended to institutionalize Safe Routes in organizations who will continue the outreach and assistance to schools as part of their general mission, without additional Safe Routes funding.

- **Safe Routes is becoming a catalyst program for bringing about change and renewal in neighborhoods where it shares problems and solutions with a variety of other needs/programs/initiatives.** Michigan DOT and its Safe Routes partner and contractor, the Governor's Council on Physical Fitness have launched an initiative directed at the unique needs and issues associated with the trip to school for children of the inner city. The focus city is Detroit, but the work will benefit such areas in Michigan's other urban areas. Our early finding is the presence of a wealth of grass roots and philanthropic organizations focused upon assisting inner city neighborhoods in addressing a host of social and infrastructure needs. Safe Routes achieves synergy with the missions of many of these organizations, and without the combined initiatives, Safe Routes funding alone cannot begin to address the variety of issues rendering routes to school unsafe in these areas. Because funding is the fundamental need in these areas, and is also scarce, Safe Routes becomes a catalyst. Investment in Safe Routes generates investment from a variety of public, private and non profit (philanthropical) organizations focused on the route to school, but bringing about fundamental improvement in the quality of life in these neighborhoods overall.

Minnesota:

- Our second solicitation closed in January 2007, and our third solicitation will be opening in October, 2007
- Our RFP to develop statewide educational materials is in its final development.
- We will be beginning partnership discussions with our departments of Health, Education, and Public Safety.
- In November and December [2006] we held five SRTS Application Workshops bringing the total number of individuals trained since May of '06 to 300.

Nebraska:

- Safe Routes Nebraska announced available funding in late October 2006 and received an overwhelming response of 160 "Intent to Apply" forms by December 2006 – greatly exceeding expectations within 1 month's time and demonstrating the need for safe routes funding.
- The newly launched Safe Routes Nebraska interim Web site generated over 120 hits in the first half of January alone! www.SafeRoutesNE.com

New Jersey:

- The NJ SRTS program has been a collaborative team effort. Over the last four years, the combined efforts of a consultant team and a 60-member Technical Advisory Committee has resulted in three demonstration projects and a strategic plan that won the "Outstanding Comprehensive Statewide Plan" award from the New Jersey Chapter of the American Planning Association.
- New Jersey's SRTS team has provided a SRTS "help desk", listserv, and a web site that includes a "How to Get Started" Toolbox and many New Jersey grass roots success stories - as well as informational open houses across the state that were attended by people from over 120 communities.
- The NJ SRTS Program is a key component of Governor Corzine's Pedestrian Safety Initiative, which was announced in September 2006. DOT Commissioner Kris Kolluri announced the SRTS program at a press conference with local officials in October [2006] and our first solicitation has resulted in over 200 applications for funding.

Oregon:

Safe Routes to School matters in Oregon. Even before there was a federally-funded SRTS Program, Oregonians have promoted physical activity, bicycling and walking in our state as a commitment to a lifestyle. Our bicycle and pedestrian advocates have been in the background pushing for safe routes since 2001 and they are proud of their successes and happy to have federal funds to encourage more safe routes programs and activities. Oregon Walk + Bike to School Day, October 4, 2006, was a huge success with 90 registered schools and 20,000 kids and parents walking and biking to school. An average of 40% of student populations got active, and some schools reported up to 100% participation! There were many television, radio and newsprint articles and stories throughout the state. A statewide committee of agencies, businesses and organizations promoted the event, provided training and technical support to school organizers, and gave a box containing hundreds of incentives to each school including a multi-use helmet, backpack, stickers, zipper-pulls, carabiners, wrist bands, t-shirts, water bottles, and posters and flyers.

- In Bend, Oregon, they like to brag about the success of their Walk and Bike to School event growing from one pilot school in 2001 to three elementary and one magnet school in 2006. Walk and Bike isn't just a one-day event, but it's an activity that is encouraged year-round. It was amazing that the magnet school, with students living outside of the neighborhood school area, had parent and student commitment to reducing congestion, promoting cleaner air, and practicing physical activity. They had [the] State Representative ..., who successfully

promoted the Oregon Safe Routes bill to adoption in 2005, as a Walking School Bus volunteer, ensuring lots of local media coverage.

- In Eugene, Oregon, Smart Ways to School and the suburban neighborhood school, Gilham Elementary, held a month-long contest to encourage their 550 students to walk, bike, carpool, or ride a bus to school. The campaign began Wednesday, October 4, 2006, when Gilham students and [the] Eugene Mayor … celebrated the International Walk to School Day. During the month, students earned a ticket each day they used one of the alternative travel modes. The campaign was a great success; students amassed more than 5,600 tickets as they made 49 percent of their trips to school by walking, biking, carpooling, or riding a bus!
- Finally, The City of Portland Safe Routes to School pilot program started in August, 2005, and is providing one of the nation's most comprehensive programs at 25 schools in four school districts. Funded by traffic violation fees, a contracted team of full-time Coordinators work with five schools each to develop School Teams, give technical assistance, and facilitate encouragement programs. Services include staff--led encouragement programs such as the Walk + Bike School Bus and Walk + Bike Across America, education programs taught by professional instructors such as a ten-hour in-class bicycle safety education course, a two-hour in-class pedestrian safety course, after-school bike safety club and child passenger safety for drivers. A dedicated engineering budget for each school is providing bicycle parking at each school, arrival/departure improvements, route maps for walking and biking, and other roadway projects to make walking and biking safer and more appealing. The City's goal is to reach all 180 schools with at least a minimum level of services.

Virginia:

- We went from zero program in April [2005] when I was hired to just receiving $5 million in funding requests [in December 2006] at the close of our first cycle, and we have a number of other localities that are still working on things since our first cycle was very brief (and poorly timed with the holidays).
- We managed to get support from the absolute top with strong backing from our new Governor announcing the program officially and more significantly, kept the process streamlined and simple for fast awarding of money to the selected candidates (via our Advisory Committee and subsequently VDOT Commissioner and Secretary of Transportation).
- We have managed to attract applications and proposals from a very diverse pool; citizens, localities, PDCs, schools, and even a sports promotion company that will be putting together an international level event with TV coverage which may allow us to use that as a vehicle to achieve education, outreach, and awareness of SRTS pending an arrangement that is being proposed. In short, we have managed to work with a whole host of potential partners in advancing SRTS in Virginia.

West Virginia:

- We have launched a successful Safe Routes to School grant program, which is in its first year cycle.

- We have 50 Intent-to-Apply candidates requesting over $3.4 million.

Wisconsin:
In November [2006] Wisconsin Safe Routes to School held nine Information Sessions throughout the state. Over 250 people attended the sessions with representatives from schools, pubic works, public health, law enforcement, elected officials, parents and more. In addition, representatives from both rural, urban and suburban were represented. The Information Sessions provided an opportunity for communities and schools that were new to Safe Routes to School to learn about the basics of SRTS and find out how to begin a program at their schools. The Information Sessions also provided an opportunity to distribute the newly created Wisconsin Safe Routes to School Toolkit to communities.