

Champaign-Urbana Safe Routes to School Project 2015-2016



Final Report
July 2016

Summary

The C-U SRTS Project completed its work for the 2014 \$15,840 Safe Routes to School Grant in July 2016. Over two years, the program provided bike and pedestrian education and safety promotion in two cities, one school district, and in collaboration with several area agencies, University of Illinois students, and volunteers. In the Urbana School District, activities included programs such as: an after-school bike education class, a bicycling and walking incentive program, and a Walking School Bus. C-U SRTS Project was able to support the purchase of new bicycles in partnership with Champaign County Bikes to replace the rehabbed donated bicycles we had been using. The new improved bicycles have already been utilized in a new summer program teaching bicycle safety skills as is discussed later in this report. These activities, combined with C-U SRTS Project's work in both school districts through Walk n' Roll to School Day, Bike to School Day, community bike rodeos, and billboard safety campaigns among others, reached thousands of students. Parents also participated by providing feedback in parent surveys.

Included in this report is a brief background of Safe Routes to School program and details of the work accomplished over the grant period including challenges and lessons learned. Information about the C-U Safe Routes to School Project including this report can be viewed online at <http://cu-srtsproject.com/>.



Figure 1: Wiley Elementary School student participating in bicycle rodeo, spring 2016.

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Federal Legislation for Safe Routes to School

In July 2005 Congress established a national Safe Routes to School program through the transportation bill titled SAFETEA-LU. The bill dedicated \$1.1 billion to SRTS from 2005 to 2012. The bill distributed funds to states based upon school enrollment. Projects eligible for funds included both infrastructure projects like sidewalk and street projects and non-infrastructure projects centered on education and encouragement. Currently, the Transportation Alternatives Program (TAP) funds SRTS infrastructure and non-infrastructure activities. TAP and SRTS are sustained by the Fixing America's Surface Transportation (FAST) Act passed in December 2015. The Surface Transportation Program (STP) now specifically lists Safe Routes to School as an eligible use of funding in the FAST Act.¹



Figure 2: Spring Fling Bike Rodeo at Douglass Park, spring 2016.

¹ Safe Routes to School National Partnership. The New Federal Transportation Law: What's the Impact on Safe Routes to School? Retrieved June 16, 2014 from http://saferoutespartnership.org/sites/default/files/pdf/fast_act_webinar_1-14-16.pdf.

Safe Routes to School Solutions

Health

Nearly 38 percent of adults across the country are considered obese or overweight, while just over 17 percent of children fall under that same category.² Nationally, the average has been nearly one in three although recent studies show these numbers may leveling out with a possibility of decline.³ Children with an unhealthy weight are at risk for health problems that include heart disease, high-blood pressure, stroke and diabetes. Children with an unhealthy weight also risk suffering additional health problems in their adulthood as well.⁴

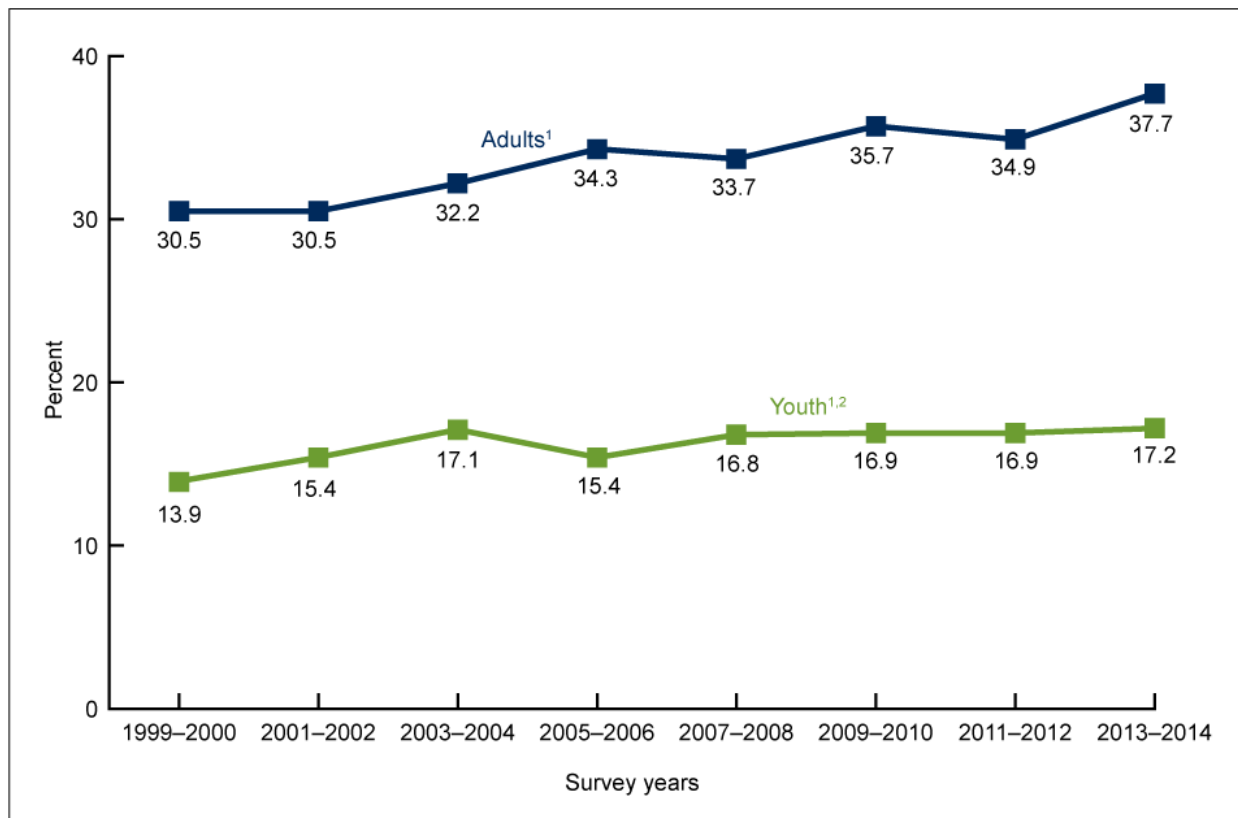


Figure 3: Trends in Adult and Youth Obesity

Source: Centers for Disease Control and Prevention

² Prevalence of Obesity Among Adults and Youth: United States, 2011–2014. Retrieved July 19, 2016 from <http://www.cdc.gov/nchs/products/databriefs/db219.htm>.

³ Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of Childhood and Adult Obesity in the United States, 2011–2012. *JAMA*. 2014; 311(8):806–814. Retrieved June 30, 2014 <https://jama.jamanetwork.com/article.aspx?articleid=1832542>

⁴ Penedo FJ, Dahn JR. Exercise and well-being: a review of mental and physical health benefits associated with physical activity. *Curr Opin Psychiatry*. 2005;18(2):189–193.

(footnote continued)

Physical activity helps kids maintain a healthy weight and protects against health risks. In fact, when continued into adulthood, “reaching the recommended minimum level of physical activity compared with no activity was found to lead to a reduction in all-cause mortality of 19 percent” and a reduction of “24 percent if an hour a day is spent.”⁵ Children who walk to school are significantly more active through the day.⁶ In this way, physical activity in one’s youth promotes habits of physical activity and health later in life.



Figure 4

Researchers tie physical activity not only to physical health but positive mental, emotional, and academic outcomes as well. In a review of literature by the Center for Disease Control “eleven of the 14 studies found one or more positive associations between school-based physical education and indicators of academic performance.”⁷ Although strained school budgets may seek to eliminate PE, eliminating physical activity from the school day may have consequences for student achievement.

Lastly, child health outcomes are also correlated to environmental health and air pollution. All children and adults, whether sitting in a car, bus, or walking or biking to school are exposed to harmful air pollutants and efforts to “reduce exposure to and the concentration of traffic pollution will benefit all children on the trip to and from school.”⁸



Figure 5: Urbana Middle School students utilize bike lanes in Urbana, IL.

Safety

Child pedestrian and cycling safety is threatened by a lack of sidewalks, crosswalks, and street design that encourages driver speed and reduces visibility of other road users. Low-cost infrastructure improvements like sidewalks, bike lanes, traffic calming, crosswalks, signage, as well as traffic law

⁵ Woodcock, James, et. al. “Non-vigorous physical activity and all-cause mortality systematic review and meta-analysis of cohort studies.” *International Journal of Epidemiology* 40.1 (2011): 121-138.

⁶ Cooper, AR, AS Page, LJ Foster and D Qahwaji. “Commuting to school: Are children who walk more physically active?” *American Journal of Preventative Medicine* 25,4 (2003).

⁷ The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance. Retrieved June 26, 2014 from http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf.

⁸ Ibid 6.

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enforcement can reduce pedestrian and cycling accidents. A sidewalk “reduces the risk by more than 50 percent that a pedestrian will be struck by a car.”⁹

Over the course of the 2014-2016 C-U SRTS grant, two crashes involving child pedestrians/bicyclists and motor vehicles have occurred in Urbana. Wiley Elementary School experienced a student being hit by a vehicle on the way to school when the student bicycled off the sidewalk into the street without first stopping to check for oncoming vehicles. Education and outreach to school and government officials as well as parents about safe bicycling skills to prevent crashes was undertaken. Wiley Elementary conducted a bike rodeo in the spring of 2016 to further teach bicycle safety skills to the students and is planning a helmet and bike lock education and distribution program for the coming school year. Another crash occurred at Washington and Kinch near Williams Elementary School right after school between pedestrian and a motorist. A SRTS plan for Dr. Williams addresses safety issues at this location. The plan was funded by our last SRTS grant.

Environment

The impact of traffic generated by school traffic can be significant. When schools lack ‘no idling’ policies, parents waiting in their vehicles during arrival and dismissal increase air pollution around schools. The EPA has taken efforts to reduce ‘toxic air pollutant’ or ‘air toxics’ like gasoline around schools.¹⁰ Sources of air toxics include cars, trucks, and buses as well as others. Children and adults ‘exposed to air toxic pollutants at sufficient concentrations and durations may have an increased chance of getting cancer or experiencing other serious health effects’ (U.S. EPA).¹¹ A family that walks to school helps to address this problem by leaving their car at home, thus saving that amount of fuel emissions from entering the air. According to the EPA, a year of walking to school rather than driving saves 39 tons of greenhouse gas emissions.¹²



Figure 6: Students enjoyed biking to school for Bike to School Day, spring 2016.

⁹ Knoblauch, R, B Tustin, S Smith and M Pietrucha. “Investigation of Exposure-Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets, and Major Arterials.” Washington DC: US Department of Transportation, 1987.

¹⁰ US Environmental Protection Agency. (2013). About Air Toxics. Retrieved June 16, 2014 from <http://www.epa.gov/air/toxicair/newtoxics.html>.

¹¹ Ibid 12.

¹² US Environmental Protection Agency. (2008). Climate Change – What You Can Do. Retrieved November 21, 2012 from <http://www.epa.gov/climatechange/wycd/road.html>.

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Economic

Families and communities who shift from vehicle to walking or biking trips to school also receive economic benefits from fuel and health savings. Researchers examined mode shift of half of all car trips to less than five miles of biking in six Midwestern states (Illinois, Michigan, Minnesota, Ohio, and Wisconsin). The model predicts the improved air quality resulting from reduced less pollution from traffic combined with the health benefits of the physical activity would result in savings of approximately \$8.7 billion in the region.¹³ The additional income saved from fuel and health expenses could not only provide additional income to families and increase local spending but impact family quality of life and economic mobility.

Background on C-U Safe Routes to School Project

C-U SRTS Project began its efforts to improve walking and bicycling for students in the Champaign-Urbana community in 2004 in partnership with SafeKids Champaign County. Four elementary schools participated the first year, two in each school district, in International Walk n' Roll to School Day events. Walkability checklists were provided to all participating schools and participation in the event has grown over the years.

In July 2008, C-U SRTS Project was awarded \$25,500 Safe Routes to School grant through the Illinois Department of Transportation's (IDOT) Safe Routes to School (SRTS) Program. The purpose of the grant was to “educate community audiences on pedestrian and bicycle safety issues, and to encourage safe walking and bicycling to schools

in Champaign-Urbana.” In 2009 C-U SRTS Project was awarded a \$62,000 SRTS grant to “train and educate school and community audiences about Safe Routes to School, pedestrian and bicycle safety.” In 2012 C-U SRTS received a \$76,000 grant and the project expanded and improved upon pedestrian and bicycle safety in partnership with area agencies, local bike clubs, educators, administrators, and student and community volunteers. The most recent grant in 2014 for \$15,840 C-U SRTS aimed to “make walking and bicycling to school safe and appealing for children in Urbana and to ensure that students can use active transportation modes to get safely to and from school.”



Figure 7: Urbana Middle School students in after-school SPLASH class, spring 2016.

¹³ Grabow, Maggie, Scott N Spak, Tracey Holloway, Brian Stone, Jr, Adam C Mednick and Jonathan A. Patz. ‘Air Quality and Exercise-Related Health Benefits from Reduced Car Travel in the Midwestern United States.’ *Environmental Health Perspectives* 120 (2012): 68-76.

Partnerships

As the fiscal agent for the 2014 SRTS grant, Champaign Urbana Mass Transit District (CUMTD) provided intense support by providing staff time to administrate and implement the project programs. CUMTD managed record keeping, wrote quarterly reports, purchased items, managed website and email correspondence, social media such as the Facebook Group, and organized events. CUMTD paid for a SRTS Intern to work 10 hours a week to support the many programs and activities. SRTS activities were also enabled by staff time contributions from Champaign County Regional Planning Commission, Champaign-Urbana Public Health District, Champaign County Bikes, and law enforcement officers, planners, and engineers from the City of Champaign and the City of Urbana. Significant contributions to SRTS work also came from The Bike Project, who donated volunteer hours as well as bikes to students in the after-school bike class, and Neutral Cycle, a local bike shop. In addition to the support of key agencies, programs would not be possible without the everyday support from educators, parents and law enforcement.

Members of the C-U SRTS Steering Committee currently include:

City of Champaign
 City of Urbana
 Champaign County Bikes (CCB)
 Champaign County Regional Planning Commission (CCRPC)
 Champaign-Urbana Public Health District (CUPHD)
 Champaign Urbana Mass Transit District (CUMTD)



Figure 8: Staff from all of our steering committee groups provide regular volunteer assistance.



Figure 9: Parents helping their children on Bike to School Day, spring 2016.

Parents and PTAs

Parents participated in events such as Walk and Bike to School Day in addition to pressuring school districts to implement Safe Routes to School programs. For example, efforts to work with the PTA at Leal Elementary when the number of crossing guards was reduced to start a Walking School Bus program resulted in successful program over the last 2 years. Steering Committee members use public events like bicycle rodeos, public planning meetings, or Walk n' Roll to School Day to inform parents about the importance of data collection through walk and bikeability checklists and parent surveys. In 2015-2016 C-U SRTS collected 435 parent surveys.



Figure 10: Students and parents at Leal Elementary enjoy International Walk n' Roll to School Day in fall 2015. Arrangements were made for school buses to drop students off several blocks from the school.

the events to inform the kids while also piquing their interest.

Support from school administrators has been enormously important for SRTS promotion and action. Urbana administrators have enabled the growth of SRTS activities in the Urbana School District (USD); both the Superintendent and the Assistant Superintendent attended the Walking School Bus training in November 2013. Urbana Middle School (UMS) administrators of the after-school SPLASH program have helped C-U SRTS run a bicycle skills and safety class for students during the spring terms of 2015 and 2016 which has included providing rehabbed bikes being given to children that didn't have bikes at no charge. The bicycles were donated by The Bike Project. The students also have been supplied with helmets, bike lights, and bike locks.

Law Enforcement

Successful implementation of C-U SRTS programs would not have been possible without the support of law enforcement. Officers from both cities serve on the Steering Committee and provide invaluable assistance on Walk and Bike to School Days, bicycle rodeos, and helping to enforce and educate the public about traffic laws that protect all roadway users, especially in school zones.

Elected Officials

Elected officials helped to draw media attention to SRTS events and increase visibility of SRTS objectives and events. City Council members and Mayors participated in Walk n' Roll to School Day events every year and usually provide for Walk and Bike to School Day proclamations. A city council member from the Urbana City Council has volunteered to assist with the after school bicycle safety class, helped with bike rodeos, and is helping with a summer bicycle safety education class through the Urbana Park District in July 2016.

Educators

Educators play a critical role in the success of C-U SRTS programs because of their direct relationships to students and families. Some educators, informally known as 'SRTS champions,' take initiative on SRTS causes in their schools. Teachers and staff at Urbana Middle School have been instrumental in the success of the bicycling incentive program which expanded to include walkers in fall 2013. Teachers at Wiley and King Elementary Schools played important roles during our bike rodeos to help educate students before and after



Figure 11: Law enforcement serves on C-U SRTS steering committee and volunteers for C-U SRTS events.

Program Accomplishments

C-U SRTS has continue to grow and improve over the course of the grant. While great events such as bicycle rodeos, Bike to School Day, SPLASH, Active4.me, and International Walk and Roll to School Day continue to be successful for the community, there are also new events that have been impressive from day one. Traffic Skills 101 classes, a League Cycling Instructor Seminar, and Bike to Work Day continued during this grant period. To go along with those events, new locations for Bike Rodeos were added to the schedule over the past two years. With all of this expansion, the C-U SRTS Project website has continued to provide current information on events and programming as well as provide safety information to the community.



Figure 12: Wiley Elementary Bike Rodeo, spring 2016

Bicycle Rodeos

C-U SRTS organized seven bike rodeos over the grant period enabling more than 230 kids to experience the course. 55 helmets were sold to the public at the reduced \$10 price. More than 50 volunteers from various agencies helped to staff these community events. Staff recorded participants, helmet sales, and volunteer information for each of the events.

There were several good turn outs for the bike rodeos focused at the elementary schools. Our most successful rodeo over this grant period was the event at Playing It Safe at the Champaign County Fairgrounds in 2015. It was very unfortunate that the Playing It Safe in 2016 as well as Market at the Square in 2015 both experienced weather that disrupted the event as they were two of our most successful bike rodeos in the past.

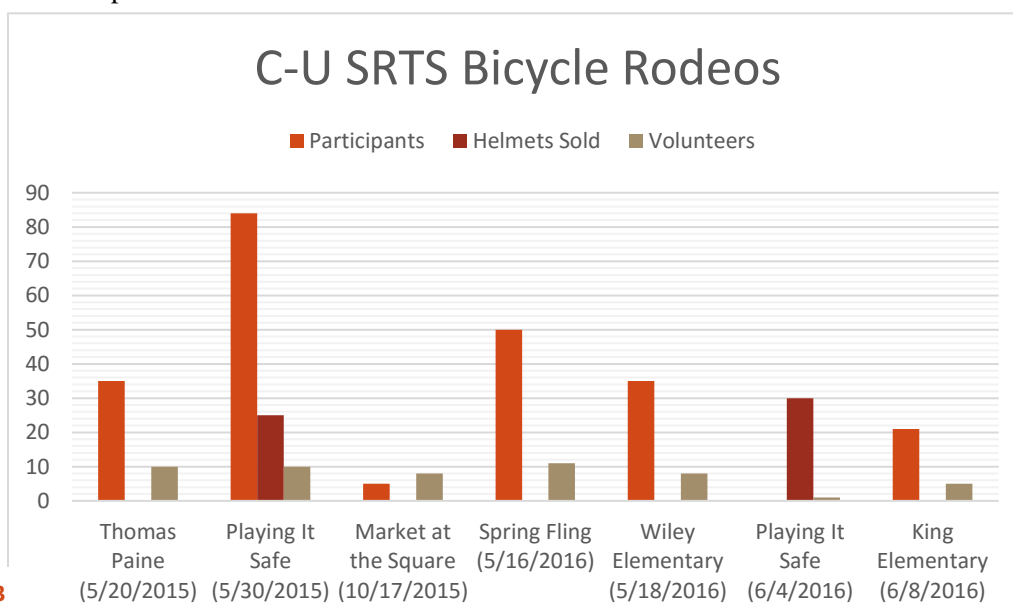


Figure 13



Figure 13: Reflective zipper pulls distributed on Bike to School Day, spring 2014

website. Organizers acknowledge that registration numbers and participation in Bike to School Day does not accurately reflect the number of children actually biking to school. For example, travel tally data collected from Dr. Williams Elementary in Urbana, IL indicates that between seven and 15 percent of students either bike to or from school on a daily basis, however no students from Dr. Williams Elementary registered for Bike to School Day in 2014. Therefore, Bike to School Day registration numbers are useful, but if data is to be used for decision making it must be complimented by additional data collection.

We had a Bike to School Day event in both 2015 and 2016. There were 90 students that participated throughout the community on May 6th, 2015 with destinations to many public and private schools in Urbana with Champaign joining in. Bike to School Day on May 4th, 2016 included 95 students that biked to schools all throughout the Urbana School District as well as the Champaign School District. It was good to see a slight increase in the overall number of participants with an even larger increase in participants from public schools.

Bike to School Day

Champaign County Bikes (CCB) provided critical support in 2015 and 2016 for the Bike to School Day website registration and calendar of events for CU Bike Month. Staff from CUMTD also helped with the ordering and sorting of reflective zipper pulls, which volunteers distributed to students who biked on Bike to School Day.

Participation in Bike to School Day is estimated using registration numbers from the CU Bike Month



Figure 15: Bike parking at Yankee Ridge, spring 2016

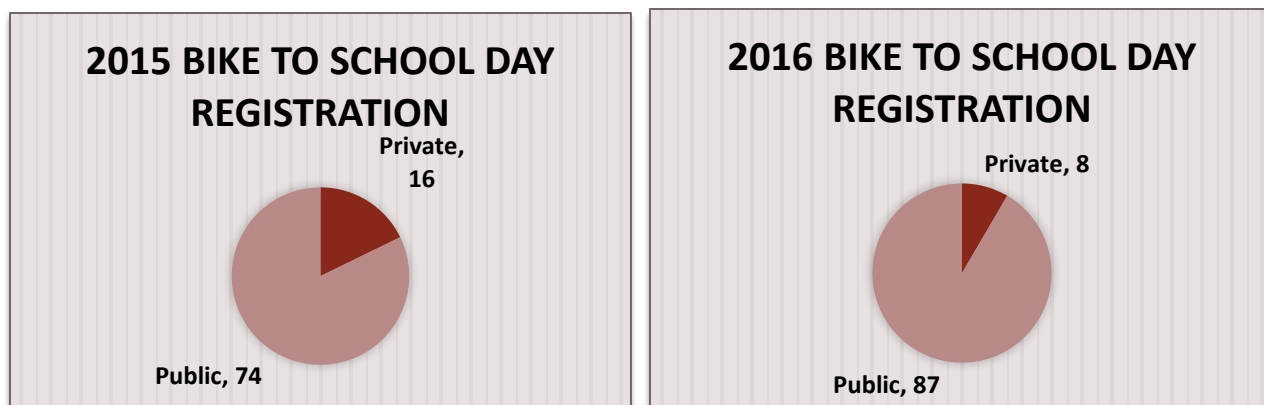


Figure 16

Five-Week Bicycle Skills and Safety Class

With help from SRTS program models from around the country, and the League of American Bicyclists curriculum, C-U SRTS developed a five-week bicycle skills and safety curriculum for an after-school class at UMS. The class, which includes both classroom and on-street instruction included bike and helmet fitting, rules of the road, basic bicycle maintenance, a bike rodeo, and a group ride. The class met on Wednesdays from 2:50-4:20 p.m. Staff from the C-U SRTS Steering Committee, CUMTD, CCB and partner agencies assisted. The Bike Project (TBP) helped make the class accessible to all students by offering to donate a refurbished bike to any student that needed one. TBP donated eleven refurbished bikes to students who did not own their own bike. Classes were held in 2014, 2015 and 2016. Most of the students in the spring class 2016 were students who resettled in Urbana from the Congo and are still learning English as the native language is French. Each of the students in the 2016 class needed a bike and the school reported that they used their bikes to go to and from school daily after receiving them.

All students in the program received a bike helmet, bike light set, and lock for participating. The class featured special bicycle, health, and transportation professionals each week. Visitors from Neutral Cycle and Champaign County Bikes helped teach lessons on bike skills, safety, and maintenance. The curriculum was documented and uploaded to the C-U SRTS website for public access.

Class 1: Bike history, types, parts, and bike fit

Topics:

- What did the first bicycle look like and when was it invented?
- How many types of bikes are in use today all over the world?
- How many different parts of bikes can you name?
- How do I determine if my bike fits me?

Class 2: Helmet fitting

Topics included:

- How to fit your helmet to your own or your friend's head
- Melon drop activity

Class 3: Bike Maintenance

Topics included:

- How to replace a tube
- How to fill a tire with air
- How to clean and maintain your chain
- How to adjust seat height

Class 4: Safety and Visibility

Topics included:

- What causes people to crash while on their bicycle?
- Is the bike considered 'a vehicle' under the law?
- Where should you ride your bike?
- What are the rules of the road?



Figure 17: Students learn how to perform an ABC Quick Check on their bicycles at the King Bike Rodeo, spring 2016.

- What are the legal hand signals for bicyclists?
- How can I make sure cars see me if I am bicycling at night or in the winter?
- Where is the 'bus danger zone' or blind spots?

Class 5: Bicycle Rodeo

Topics included:

- Practice scanning, signaling, turning, and lane positioning at intersections with bike lanes
- What is a good type of lock to use?
- Where do you install bike lights on your bike?

Class 6: Neighborhood Ride

Three different routes allowed students to receive on-bike instruction in various neighborhood environments appropriate to their skill level.



Figure 18: Urbana Middle School students learn about riding in specific neighborhoods during SPLASH class, spring 2016.

Billboard Campaign

C-U SRTS continued a pedestrian and cycling safety education and awareness campaign using electronic billboards located at various intersections through Champaign and Urbana. Two messages were run for 4 weeks, one promoting sidewalk snow removal and the other on pedestrian safety.



Figure 19: Billboard paid for by C-U SRTS Project grant 2014-2016

Active4.me

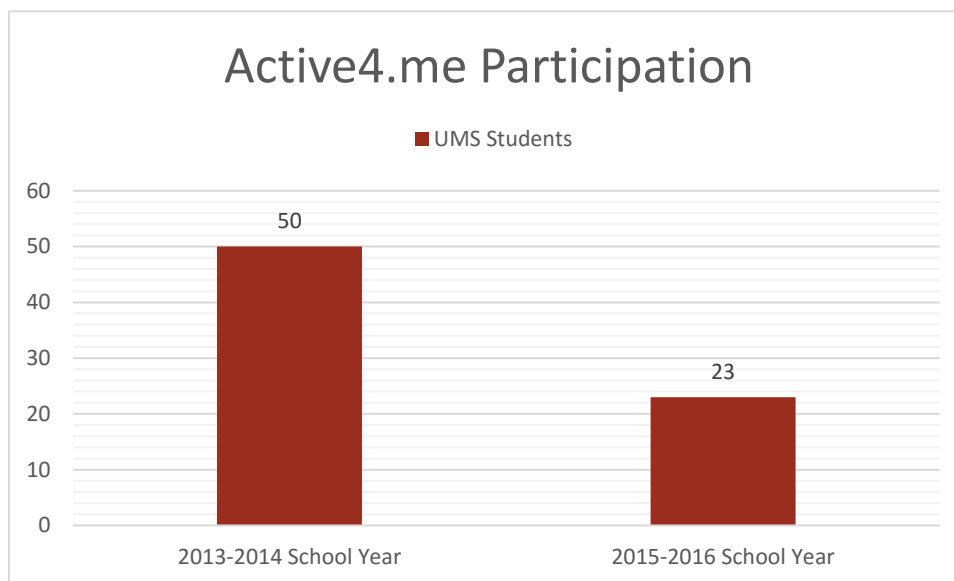
During the current grant period, our active transportation incentive program Boltage was bought by a company called Active4.me.

Active4.me is an active transportation incentive program for kids using a solar-powered RFID reader. Students receive an RFID card that they wave underneath the computer every day they walk or bike to school. The computer tracks trips, mileage, and calories burned and students receive prizes based upon these values. In early spring 2013 C-U SRTS installed the Active4.me equipment at Urbana Middle School and with help from CUPHD held focus groups to determine students' interest in particular incentives. At the end of 2013-2014 academic year, the program grew 93 percent to 50 students, including walkers and bikers. During the 2015-2016 academic year, the program saw a decrease in participants, with 23 students from Urbana Middle School taking part in the program. A new teacher became the program sponsor and efforts at outreach to students was not as vigorous as in previous years.



Figure 20: Urbana Middle School Active4.me participants receive wrist bands and other incentives, spring 2014.

Figure 21



Crossing Guard Appreciation

Crossing guard appreciation programming was difficult for this grant period. A reduction in the number of crossing guards due to budget constraints at the City of Urbana occurred. In the last two months, the City of Urbana announced that it will no longer fund crossing guards, so the Urbana School District is assuming this cost in an already extremely tight budget environment. C-U SRTS Project has been in communication with school district staff to try and support and assist with the transition.

Presentations, Conferences, Health and Safety Fairs

C-U SRTS Project participated in a number of events between 2014 and 2016 including:

- Illinois Bike Summit 2014 and 2015
- Champaign School District Board Meeting 2015
- Playing It Safe 2014 and 2015

International Walk and Roll to School Day

International Walk to School Day was celebrated twice over the course of the grant. The City of Urbana recognized the day with a Walk to School Day Proclamation. Elected officials, University of Illinois athletes, teachers, administrators, law enforcement, and other volunteers greeted students on their way to school and distributed reflective zipper pulls and other prizes to all students that participated.



Figure 22: Volunteers help students participate in International Walk n' Roll to School Day at Wiley Elementary, fall 2015.

Elementary schools from both Urbana and Champaign participated 2014 and 2015. In 2015 participating schools included Yankee Ridge, Wiley, King, Leal, Dr. Williams/Prairie, Thomas Paine, South Side, Robeson, Bottenfield, and Carrie Busey with approximately 4,000 students participating. In 2015 it was organized by C-U SRTS Project, CUMTD, City of Champaign and CUPHD staff.

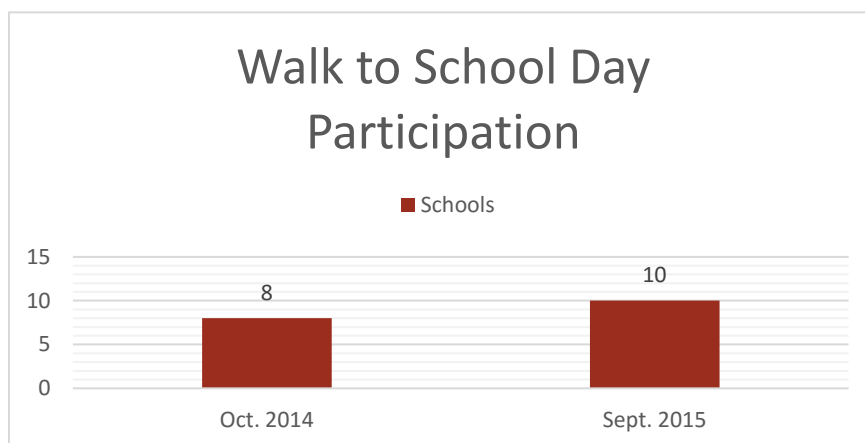


Figure 23

Snow Removal Encouragement Campaign

Over the course of the grant period, C-U SRTS delivered snow removal encouragement yard signs to several different schools to display around the school. The schools that utilized the C-U SRTS materials included Jefferson Middle School, Carrie Busey Elementary, and the International Prep Academy in Champaign, as well as Leal Elementary in Urbana. We also ran billboards and busboards during January to February to reach the larger community.



Figure 24: Example of snow removal encouragement billboard and yard sign.

Walking School Bus Program

Background

The public reaction to the loss of three crossing guards at Leal Elementary in fall 2013 helped incentivize Urbana School District (USD) administrators to support a Walking School Bus (WSB) pilot program. The Urbana School District has continued to pay a \$1,000 stipend to hire a University of Illinois graduate student to serve as the WSB Coordinator for the semester. The position requires about ten hours of work per week reaching out to parents, teachers, university students, and community groups between April and June. All volunteers go through a mandatory volunteer training and background check. Volunteers operate two to three routes Monday through Friday, although each route did not run every day.



Figure 25: Leal Walking School Bus students prepare to cross Vine St. in Urbana, IL.

Updates

We continued the Walking School Bus Program during this grant cycle and offered it to students during the Spring 2015, Fall 2015, and Spring 2016.

During the Spring 2015 semester, the program continued to run for Leal Elementary and added Prairie Elementary. Eleven children participated from Leal and thirteen from Prairie with the assistance of volunteers from the University of Illinois Learning in Community (LINC) class. While there were some issues regarding delays of permission slips, a sign-up function was implemented on the SRTS website.

For the Fall of 2015, ten students participated in the WSB. While the number of students decreased, the number of volunteers increased to eleven. The WSB also partnered with MED-LIFE, an organization that partners with low-income communities, as well as the Department of Kinesiology and Community Health to work with pre-health students at the university.

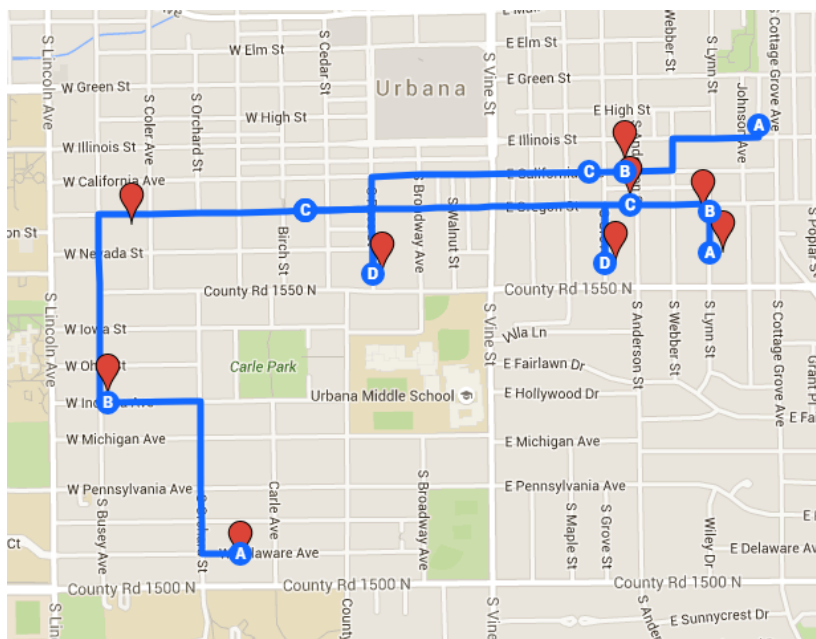


Figure 26: Leal Elementary WSB routes, Fall 2015

Website

The website has continued to improve and expand to cover all of the events and activities that go on at C-U SRTS. Each of the events and programs are covered from the time they are planned until a summary is written about how successful it was. There are also resources given that help parents and children with walking and biking throughout the community. Resources are also provided in Spanish and a Google Translate feature makes the site accessible in 80 languages. While there have been many advances and improvements made to the site, web traffic has seen a decrease toward the end of this grant period compared to past years (Figure 29).

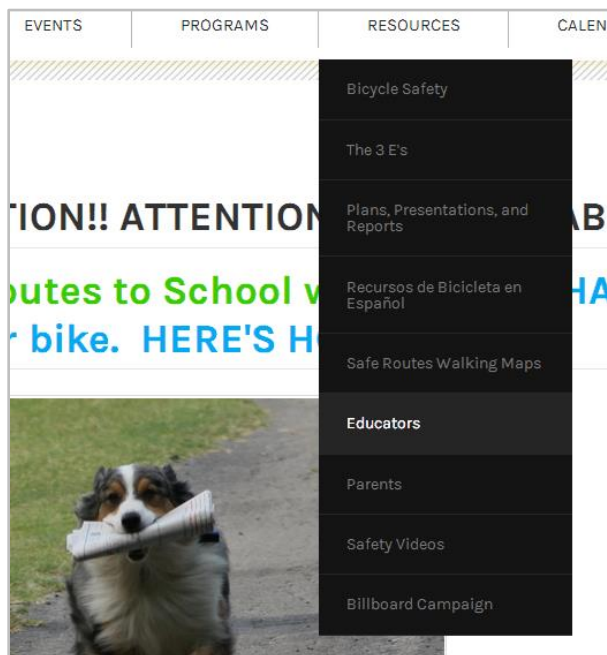


Figure 27: Screenshot of 'Resources' tab on C-U SRTS website, June 2014

Resources target different audiences such as classroom educators, parents, or kids.

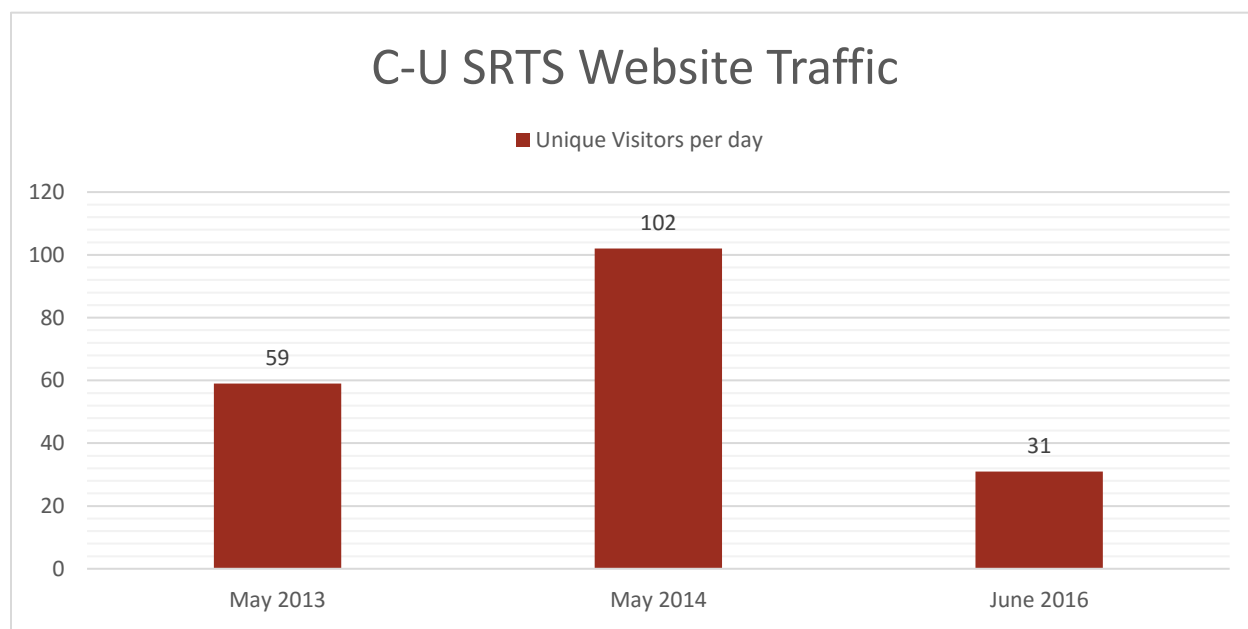


Figure 28

Data Collection

C-U SRTS Project distributed and collected travel tallies, parent surveys, as well as walkability and bikeability checklists over the grant period.

Grant funding enabled the printing of travel tallies and walk and bikeability checklists in 2015-2016 to be distributed to every classroom in schools that wanted to participate in Urbana. C-U SRTS staff distribute parent surveys electronically to save paper. It is important to note that this does negatively impact households that do not have easy computer or internet access. Some schools, such as Dr. Howard engaged parents by creating a station for surveys to easily be filled out and returned. All data was sent to the National Center for Safe Routes to School for analysis.



Figure 29: City Council member Carol Ammons and other King Elementary School parents complete parent surveys on Walk n' Roll to School Day, fall 2013.

Travel tally data can be viewed on pages 23-24 of this report.

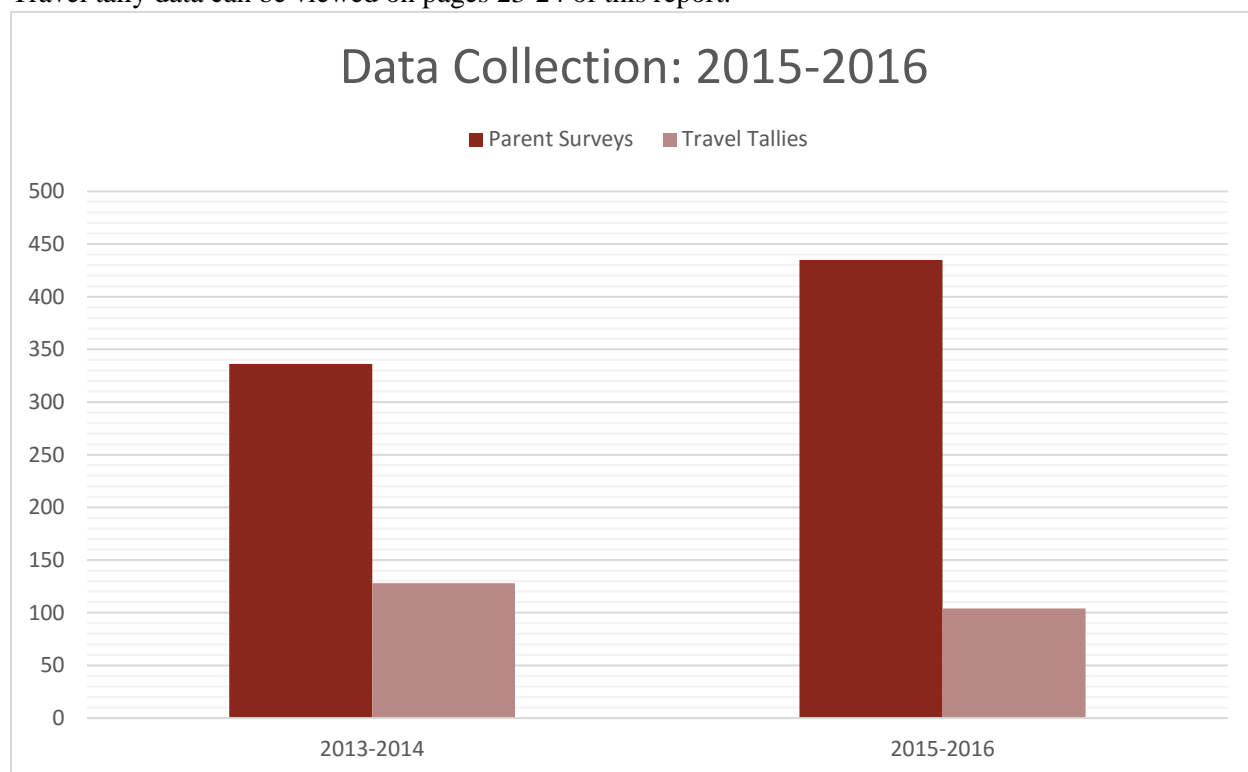


Figure 30

League Certified Training Seminar

C-U SRTS Project had originally proposed to conduct additional Walking School Bus (WSB) Trainings with this grant cycle funding. Due to the length of time between the submission of the grant application and the implementation of the grant programming we found that additional training for operating the WSB program was not necessary. The program was operating effectively without the need for another training event. We sought and were granted permission to utilize this funding to offer training for local cyclists to become certified bicycle safety instructors through the League of American Bicyclists Smart Cycling program. Cynthia Hoyle is already a League Certified Instructor (LCI) and the community needed more capacity than the existing four LCIs to create and sustain an ongoing bicycle safety education program for the community.

Funding from this grant was used to offer scholarships to local cyclists to attend the initial training class, Traffic Skills 101, and then to attend the League Cycling Instructor (LCI) Seminar (a two and half day intensive training). Traffic Skills 101 was offered twice through an online classroom portion and a 4-hour on-bike training. Students that wish to become LCIs must first pass both a classroom exam and on-bike skills testing to proceed to the LCI Seminar.



Figure 31: The new League Certified Instructors participate in the seminar and training in June.

Scholarship applicants had to submit an application form that included a requirement that if awarded the scholarship they would assist in at least two bicycle safety education events in the next year.

C-U SRTS Project funded two local cyclists through the scholarship program, one is a planner with the City of Urbana and the other is a volunteer with TBP. Additionally, three other local cyclists attended the training.

The LCI Seminar was held at CUMTD June 10-12 and had nine students who were successful in achieving the LAB certification. To support this effort, C-U SRTS Project staff had to agree to provide the local organizational support, the facilities, and to recruit and provide LCI's to assist with the training based on the number of students enrolled. CUMTD provided the facilities and refreshments free of charge to the program along with significant staff time. To ensure adequate LCI assistance, the program paid for two LCIs to attend the two-and-a-half-day training as one LCI is required per 2-3 students.

As a result of this significant effort, the C-U community went from having three LCIs to having eight. The benefit of this effort has already been demonstrated by the implementation of a new training program



Figure 32: The new LCI graduates pose to celebrate their hard work.

being operated through the Urbana Park District (UPD) this summer for the first time. In partnership with CCB, C-U SRTS Project is offering bicycle safety classes through the summer camp program that operates every summer. For three days of the week students ages 9-12 participated in two hour trainings utilizing the new bicycles CCB has purchased and with the assistance of the four new LCIs. The new training program was a big success and plans to continue it into the future are underway.

Challenges

C-U SRTS Project has continued to identify and utilize numerous opportunities to network and leverage SRTS grant funding and activities by working with local organizations, public officials, schools, PTA's, the University of Illinois, C-U Public Health District, local bike clubs, and the Champaign-Urbana Mass Transit District (CUMTD). CUMTD has provided staff support by paying for a student intern to assist with tasks as well as the consulting services of a transportation planner (Cynthia Hoyle, FAICP, LCI) and marketing staff (Jan Kijowski and Amy Snyder). CUMTD has also provided storage and maintenance of the bike rodeo trailer. The Regional Planning Commission and CU Public Health District also contributed many hours of volunteer time in addition to city planners, engineers, law enforcement, and elected officials from the cities of Urbana and Champaign. CUPHD also provided storage space for SRTS equipment.

A consistent challenge to implementation remains staff time and resources. Because of these challenges, and with the goal of sustainable and institutionalized changes, C-U SRTS Project partnered with Champaign County Bikes and held discussions with both school districts about incorporating SRTS programming into grades K-8. The Urbana School District has responded by budgeting \$2,000 per semester to support a Walking School Bus Coordinator to expand this program to additional elementary schools. The \$2, 000 was also used as part of the local match to apply for this round of SRTS grant funding. SRTS activities were more limited in the future in the Champaign School District due to no funding having been contributed by the district toward SRTS programming or the 2014 SRTS grant application, however, the City of Champaign and CUPHD stepped in and provided walkability checklists to participating schools as well as staff participation in school events.

C-U SRTS Project sought and obtained permission to transfer funding from the current grant's training budget to help purchase a fleet of bicycles in cooperation with Champaign County Bikes to use in teaching bicycle safety classes to students in grades 4-8. The bicycles that had been used are rehabbed bicycles provided through the The Bike Project and none had quick release seats making use of the equipment difficult. Adjusting the seat height for each new rider required a tool and additional time that resulted in delays for children waiting to gain use to a bicycle to go through the bicycle skill stations at the rodeo. Additionally, the rehabbed bicycles need maintenance after almost every use due to the low quality of the rehabbed bikes. Having better equipment with easily adjusted seats has provided significantly improved outcomes in working with students as a properly fitted bicycle is much easy to use. The new bicycles have already demonstrated their worth in the three-week summer bicycle safety education program implemented in partnership with CCB and the Urbana Park District. The new bicycles were easier to fit, easier for the students to operate, and enabled a much improved learning experience for the children.

Another challenge has been having enough instructors and volunteers to implement the requests for bicycle education in the community. There have been three League Cycling Instructors in the community for the last several years, all of which have full-time jobs. This made scheduling events a challenge. As part of this grant we now have eight LCI's in the community and programming has already expanded with programs such as the new bicycle safety education program done through the Urbana Park District this July as part of their summer bike camp program. To-date, twenty-six students ages nine to ten have had 6 hours, mostly on-bike, bicycle safety skill education.

Lessons Learned

Success in working with local school districts is significantly enhanced when support for SRTS programming occurs at all levels. The Urbana School District Board, administrative staff, and many of the school principals and PTAs have been enthusiastic supporters of SRTS programming. In the Champaign School District, a new school board has resulted in significantly increased engagement with the School Board and Administrators. One Champaign School Board member has been in regular attendance at the monthly C-U SRTS Project Steering Committee meetings. Cynthia Hoyle was invited to present to the Champaign School Board on the benefits of SRTS programming to students and schools and to meet with the district superintendent to improve and increase cooperation. As a result, classroom tallies were done for Bike to School Day and interest in programming has increased.

Teachers are also critical in implementing programming. At the Urbana Middle School, where the new Active4.me walking and bicycling incentive program has continued, a new teacher became the program sponsor. The new teacher has struggled to inform and engage the students about the program to the same degree as the previous teacher. The sponsorship involves outreach to students, answering questions, registering students who need help, and serving as a role model by registering and bicycling to school. Although C-U SRTS has provided handouts to teachers on how to integrate walking and bicycling education into all areas of curriculum, finding individual teachers who are passionate or already biking or walking commuters significantly increases SRTS influence.

Creating partnerships and working constructively with city staff and officials is necessary if improvements to infrastructure are to occur. Efforts to continue and support these partnerships have continued. Partnerships with the local public health district and park districts have provided long term and sustainable programming toward increasing active transportation in our community, particularly for students in our local schools. Local bike clubs and organizations provided expertise and volunteer efforts toward improving safety for students who bicycle to and from school.

Additional accomplishments include the continued efforts of the Active4.me active transportation incentive program. Over the course of the grant period, Active4.me succeeded in

gathering 23 participants that made a total of 309 trips. From those 309 trips, more than 280 miles were covered between walking and bicycling to school. CUMTD, UMS, and CUPHD staff awarded wristbands, bike locks, bike lights, pedometers, and cinch packs depending on how many trips a student accumulated at the end of each semester. Plans are for the program to continue in fall 2016.

The five-week after-school bicycle skills and safety class offered through the Urbana Middle School (UMS) SPLASH program has continued with classes being conducted in 2015 and 2016. Curriculum and lesson plans were drawn from previous workshops by C-U SRTS and from the League of American Bicyclists “Bicycle Skills 123: Youth curriculum. C-U SRTS worked with The Bike Project to provide free bikes to the 17 out of 20 students who wanted to take the class but did not own a bike. The SRTS grant also allowed helmets, bike lights, and reflectors to be provided free of charge to all 20 students. Volunteers from CUMTD, Champaign County Bikes, the Urbana Bicycle and Pedestrian Advisory Commission, the Urbana City Council, and Neutral Cycle enabled students to experience on-bike instruction appropriate for their skill level. The bike class also received media coverage and has been a greatly appreciated addition to the after school program. The class has benefited from the donation of refurbished bikes from The Bike Project (TBP) as well as time from TBP volunteers who worked with kids at the bike rodeo ride. One Urbana City Council member has been a key volunteer in implementing this program through coming and helping with each class.

Lastly, access to SRTS reports, videos, websites, and activities in multiple languages through the new SRTS website has provided additional platforms for distribution of bike and pedestrian safety information for the community. The website is geared for consumption by a variety of audiences including non-English speakers, children, parents, and educators. All of the events and activities conducted by C-U SRTS are posted and explained on the site. Upcoming events, archived events, and other relevant events throughout the community can be found in corresponding sections of the site. The website URL has been included on all publicity and most incentives. Website traffic has seen a decrease in the average number of daily visitors down to 31 unique visitors per day in June of 2016 compared to 102 per day in May of 2014.

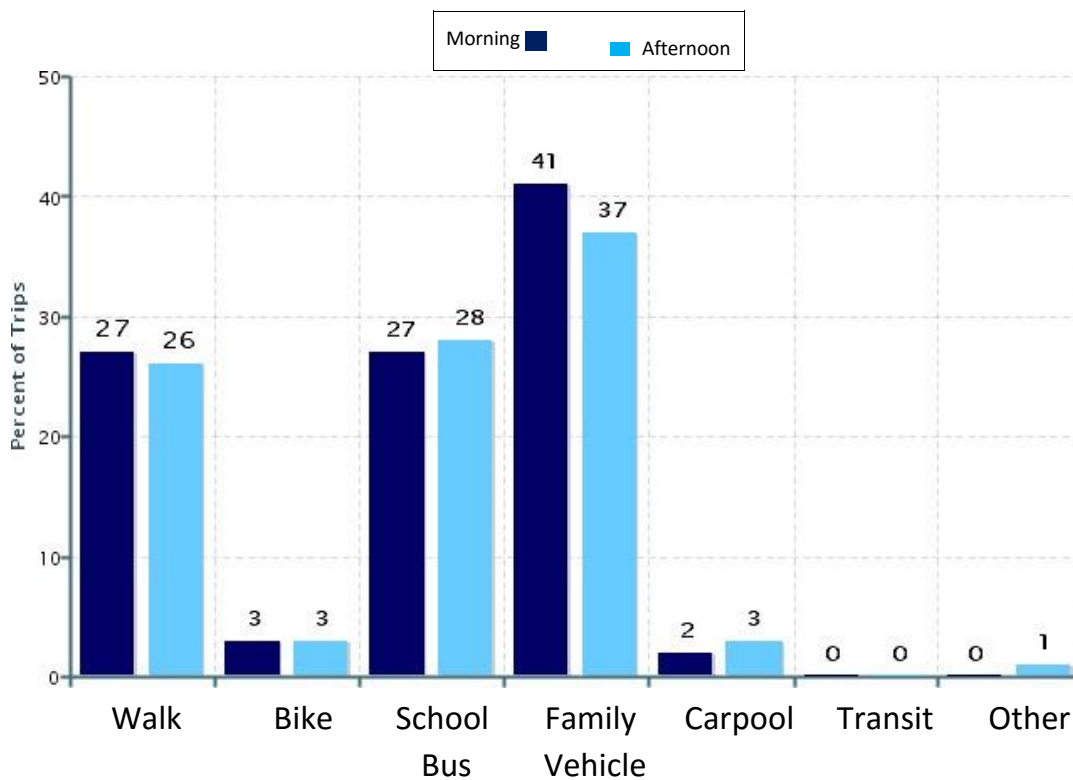
Overall, we feel our SRTS program, made possible by the SRTS grant, is a model for other communities to use to create a successful SRTS program.

Walk and Roll to School Day Reporting*

USD 116 Fall 2014

Six schools

Morning and Afternoon Travel Mode Comparison



Morning and Afternoon Travel Mode Comparison

	Number Of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	2713	27%	3%	27%	41%	2%	0.3%	0.1%
Afternoon	2611	26%	3%	28%	37%	3%	0.5%	1%

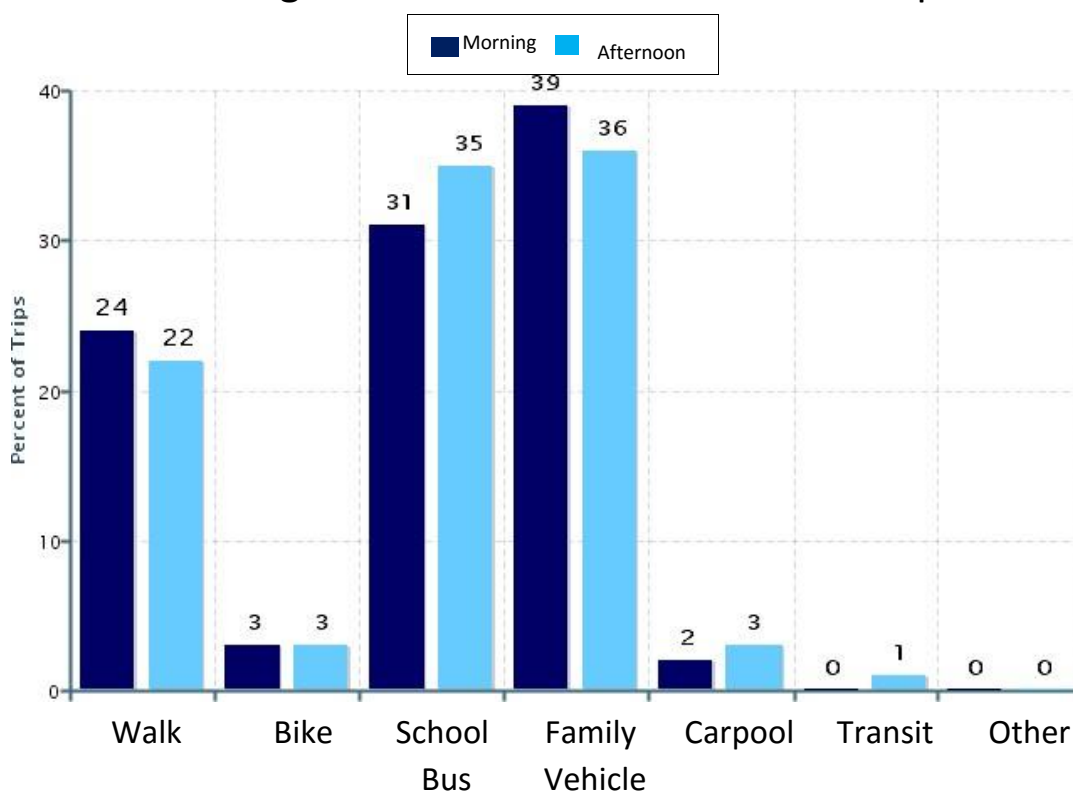
Percentages may not total 100% due to rounding.

Walk and Roll to School Day Reporting*

USD 116 Fall 2015

Seven schools

Morning and Afternoon Travel Mode Comparison



Morning and Afternoon Travel Mode Comparison

	Number Of Trips	walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	4765	24%	3%	31%	39%	2%	0%	0%
Afternoon	4077	22%	3%	35%	36%	3%	0.6%	0.3%

Percentages may not total 100% due to rounding.



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