

APPENDIX D. ACTIVITY EFFECTIVENESS- QUALITATIVE DETAIL

This appendix describes qualitative feedback about the Alameda County SR2S Program collected from SR2S Champions, site coordinators, details about district and youth taskforces, and an overview of SR2S Program communication strategies.

Program Implementation Feedback from SR2S Champions

The Alameda County SR2S Program relies on school administration and teachers, as well as parent and other volunteer SR2S Champions, to be successful. The largest obstacle reported for program success is lack of parent support or interest. Lack of support from city staff or unsupportive school policies were the least-commonly cited obstacles.

*"This is my first year at this school. Things seem to have gone well and gotten people excited. I hope to be more involved next year." —
Administrator survey response*

*"Your support and communication are great, thank you." —
Champion survey response*

"Continue to have good support like [site coordinators] on your SR2S team. They are a great support for the school. Continue to have free things to give out for walk n roll days, Golden Sneaker, etc. Thanks for offering these awesome programs." — Champion survey response

"I have found being involved with SR2S this year was quite rewarding for me, and for my school community. Our fall International Walk & Roll to School Day celebration was a success with music, posters, pencils, and bagels." — Champion survey response

"The number one request was parent programming. The students get it and they want to do it but we need to change parents' minds and behavior." — feedback from Site Coordinator Focus Group

"I think SR2S is doing a fantastic job at providing support and information! The main challenge is helping parents and caregivers see the benefit and importance of alternate forms of transportation - enough so that they are willing to make lifestyle changes. It's a big task!" — Champion Survey

Staffing Challenges

Most of the feedback regarding staffing challenges indicated that the turnover of SR2S Champions and school staff impeded the school's ability to effectively implement SR2S events and activities. Feedback also showed that school staff felt that they lacked the bandwidth or time to effectively promote SR2S events. Additional survey data conveyed school staff's desire for more assistance from the parents at the schools, to help lead organization and encourage participation.

Stakeholders felt that there needs to be more real action taken from administrative staff, in order to improve student and parent participation (not just encouragement). Site coordinator feedback expressed that getting assistance beyond immediate activity coordination was difficult.

Themes are highlighted below, with supporting quotations following.

Champion and school staff turnover is a continual impediment to implementing activities.

"One of the biggest challenges was in our first year... they had their kick off meeting and admin and parents were ready to go, but there were times when we had Champion or principal turnover, and it was like starting from scratch. I feel like whenever there is a huge turnover with Champions or someone leaves, that was a big challenge." — feedback from site coordinator focus group

"...committing to the program has been difficult with contract negotiations happening this year." — Administrator survey response

School teachers and administrators have limited time to engage with Safe Routes programming.

"It was challenging for me to ask so much of classroom teachers in order to make these activities successful. The most successful activities were the ones that did not rely on support to organize, like Bike to School Day and Walk and Roll Day. I don't think that bike safety was entwined well into these events. Next year, I hope the SR2S champion does more work around that but again, it would have to be done without teachers, it's too big of a lift for them and gets pushed to the side." — Champion survey response

"One of the biggest challenges are competing priorities that we are trying to work for. One of the goals in Safe Routes Program was to foster leadership, I feel like it is still hard to manage all the classrooms, students. There are so many things going on and sometimes we get put on the back burner." — feedback from site coordinator focus group

"But what gives me hope, is that there was a walking school bus for a whole year now, and at least the school knows what it means to have that happening. Next year when I go in, I don't have to convince them that this is working, and they can see the effects of it." — feedback from site coordinator focus group

Task Force Meetings

SR2S school site coordinators, staff, parents, teachers, district and city staff, and students convene quarterly in local Task Forces to share strategies for implementing successful SR2S

activities and promoting Safe Routes to Schools, partner on events, and brainstorm solutions to common challenges. These meetings serve as an opportunity for site coordinators to provide face-to-face technical support for program implementation to school Champions.

Note that SR2S Program staff are working to implement separate advisory committees to guide program implementation at the local level. The advisory committees will convene relevant partners and stakeholders to address traffic safety issues in each local community. Advisory committees are a critical opportunity for SR2S stakeholders to collaborate across organizations that might not typically interact— an essential feature for a sustainable SR2S Program. Staff has completed preliminary research related to best practices and will recommend an advisory committee structure in winter 2019-20.

TABLE 1. TASK FORCE MEETINGS, 2018-2019 SCHOOL YEAR

Task Force Name	Schools/Agencies Represented	Participants		
		September/ October 2018	February 2019	April 2019
Alameda	Academy of Alameda MS, Academy of Alameda ES, Bay Farm School, City of Alameda, Earhart ES, Edison ES, Franklin ES, Earhart ES, Haight (Love) ES, Maya Lin ES, Ruby Bridges ES	7	7	7
Albany	Albany HS, Albany MS, City of Albany, Cornell ES, Ocean View ES	7	3	4
Berkeley	Berkeley Arts Magnet ES, Emerson ES, Jefferson ES, King MS, Rosa Parks Environmental Science ES, Sylvia Mendez ES, Thousand Oaks ES, Washington ES	6	6	6
Central	Castro Valley ES, Canyon MS, Cherryland ES, Christensen MS, Colonial Acres ES, Dayton ES, Independent ES, Jefferson ES, Marshall ES, Proctor ES, Palomares ES, Roosevelt MS, Stanton ES, Strobridge ES, Schafer Park ES, Washington Manor MS	12	9	6
Fremont	Ardenwood ES, Azevada ES, Brier ES, Cabrillo ES, City of Fremont, Durham ES, Forest Park ES, Fremont Elks, Leitch ES, Maloney ES, Oliveira ES, Parkmont ES, Safe Moves	12	8	6
Newark/New Haven	Alvarado ES, Emanuel ES, Kennedy ES, Kitayama ES, Lincoln ES, Musik ES, Searles ES, Schilling ES	4	6	3

ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

Task Force Name	Schools/Agencies Represented	Participants		
		September/ October 2018	February 2019	April 2019
Oakland	Achieve ES, Allendale ES, Community United ES, Futures ES, Edna Brewer MS, Esperanza ES, Glenview ES, Greenleaf ES, Korematsu Discovery Academy, Markham ES, Montera ES, Montera MS, Melrose Leadership, Academy, Oakland SOL MS, Peralta ES, Place at Prescott ES, Piedmont Avenue ES, Redwood Heights ES, Reach Academy ES, Think College Now ES, Westlake MS	17	12	7
Tri-Valley	Alisal ES, Amador ES, Arroyo Seco ES, City of Dublin, Cottonwood Creek ES, Donlon ES, Dougherty ES, Dublin ES, Fallon MS, Foothill HS, Frederiksen ES, Hart MS, Jackson Ave ES, John Green ES, Kolb ES, Marilyn Ave ES, Mendenhall MS, Pleasanton MS, Rancho las Positas ES, Smith ES, Sunset ES	17	6	11

Most School Champions have attended Task Force meetings and find them helpful:

- » 67 percent of responding Champions reported regularly or occasionally attending Task Force meetings.
- » 99 percent of surveyed Champions who have attended meetings characterized them as very or somewhat helpful.

“...For me because [the task force meetings] are after work hours, and I have kids, they are challenging to attend. If they were during work hours it might be easier for me to make them.” — Champion survey response

Youth Task Force

The Youth Task Force provides a forum for Alameda County high school students to learn how to lead Safe Routes programs at their schools and share implementation strategies to encourage mode shift among their peers. Students also discuss current transportation issues and activities at their schools. The Youth Task Force aims to build a community of youth leaders to strengthen the capacity and sustainability of the SR2S Program.

TABLE 2. YOUTH TASK FORCE MEETINGS, 2018-2019 SCHOOL YEAR

Date	Schools Attending	Number of Participants
September 2018	Albany HS, San Leandro HS, Dublin HS, Castro Valley HS	12
November 2018	Albany HS, San Leandro HS	7
April 2019	Albany HS, San Leandro HS, McClymonds HS	7
May 2019	Albany HS, San Leandro HS, McClymonds HS, Dublin HS	9

Website and Communications

This biennial evaluation did not analyze the effectiveness of program communications platforms (online resource center, e-Newsletters and e-blasts); however, some stakeholders provided suggestions and feedback on these activities in the surveys. Specific recommendations include strengthening advertising and communications, offering participation incentives, and considering Spanish-first outreach.

“You guys did a great job informing me of all the trainings and providing support.” — Champion survey response

Advertising activities and the SR2S Program in general is a challenge for school Champions.

“Advertising and getting the word out is probably one of my biggest challenges. It would be nice to see the school district promote the bike to school days in their monthly newsletter. Or more banners on Park St. and Webster St. to advertise bike to school days. Thanks again!” — Champion survey response

“Some teachers are not even aware of the SR2S Program on campus.” — feedback from focus group

“There is a lot of awareness about the ongoing Walk and Roll events, announced on the marquee, web, newsletter and announcements.” — feedback from focus group

“[Provide a] Yearlong calendar to help plan face-to-face meeting with Coordinators.” — Administrator survey response

Participants appreciate incentives for their participation in SR2S programs and activities.

“Incentives for students are always a motivator, as a school we try to collect items to have for distribution during various SR2S events but a little support from the county or city would be very helpful. Pencils are usually provided by SR2S but that can get old after a while.” — Champion survey response

“It would be great to have one or two large reusable banners to advertise Walk and Roll days. We have very old, outdated banners.” — Champion survey response

Spanish-language outreach materials could appeal to a wider audience.

“We have multiple languages, we have a lot of different toolkits (translations, resources). Think about building our program from a Spanish first (perspective), (we think in English first), I wonder

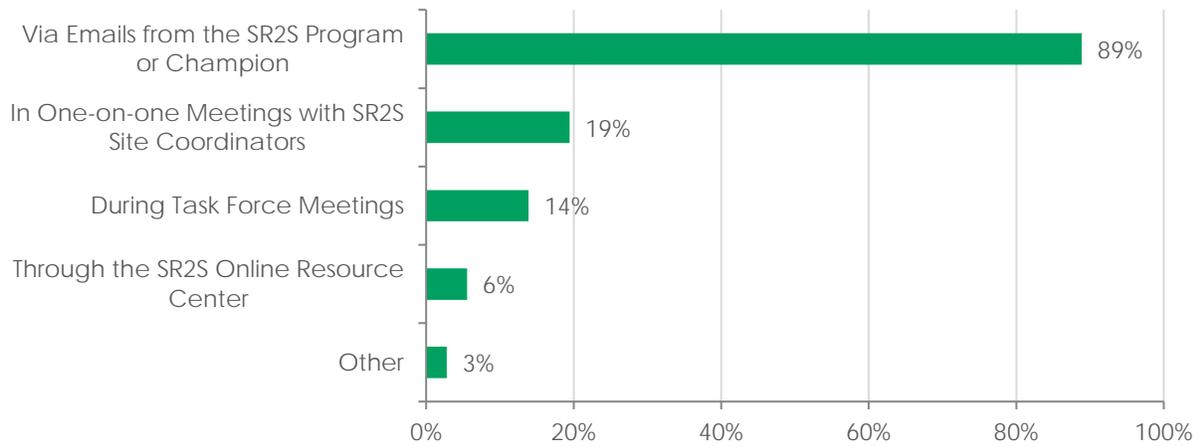
ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

how different it would be from creating in Spanish language first and then translating to English. I wonder if that would appeal to Spanish speakers more.” — feedback from site coordinator focus group

It is also notable that the emails from the SR2S program or from Champions were the most common method for school administrators to receive information about upcoming activities (Figure 1). This indicates the importance of ongoing communications for implementation.

FIGURE 1. HOW SCHOOLS RECEIVE PROGRAM INFORMATION

The survey asked, “How do you typically receive information about upcoming SR2S activities?”



Source: 2018-19 School Administrator Survey