

# APPENDIX G. DETAILED RECCOMENDATIONS

In addition to the recommendations outlined in the main report, the following recommendations should be considered by Alameda County SR2S Program staff for subsequent years.

## Detailed Recommendations for Program Participation

- » Conduct additional outreach to encourage schools in the North and South Planning Areas to enroll in the SR2S program. This could include targeted recruitment, attending existing meetings, or offering additional resources.
- » Improve coordination and sustainability; schools, districts, and cities should be encouraged to enroll in the Alameda Countywide SR2S Program, rather than offering localized programming during a grant cycle. Individual cities' Active Transportation Program Non-Infrastructure funding does not appear to lead to programming that is sustained past the grant. Better coordination is needed, which can be provided at the county level as part of the wider Alameda County SR2S Program.
- » Track costs and participation reach associated with specific encouragement and outreach activities. Cost information was not available for individual encouragement events or for outreach activities, while data is not collected to evaluate specific outreach and communications activities.

## Detailed Recommendations for Activity Effectiveness

- » Pursue strategies to engage students who live too far or are otherwise unable to walk or bike to school. Identify opportunities for families who live too far from school, or who have physical or other impediments to walking and biking to school to participate in program activities.
- » Support Champions by offering more targeted outreach materials to build parent support and interest in SR2S activities. These may promote the perception that walking and biking are safe and healthy options, as well as showing that it can be easy to get involved in the Alameda County SR2S Program.
- » Take a stronger approach to advertising and focus on promoting activities and programs throughout various school channels, as well as other community platforms. Stakeholders reported mixed experience with how well SR2S activities were marketed at their school. Several Champions requested more tools for advertising, as well as for planning events. In addition, the SR2S program should consider developing Spanish-first outreach materials.
- » Offer exciting, tangible incentives for teachers, parents, and students for their participation in SR2S programs and activities. Champions appreciated the incentives that are available through the program, but requested additional resources.

## Detailed Recommendations for Mode Shift

- » Minimize the focus on mode shift, instead tracking increases in safety and health benefits for students already walking and biking. Rates of walking and biking are higher in more disadvantaged schools. Resources should support safety improvements for those families already walking and biking.
- » Promote walking and biking for students who live within a half-mile of their school. Representing a large proportion of the population, these families who live close to school may have the greatest opportunity to shift their modes.

## Detailed Recommendations for Safety

- » Local jurisdictions should take the lead on improving infrastructure near schools. Since 2004, Alameda County SR2S has held 172 School Safety Assessments to identify recommendations that will improve walking and biking infrastructure. However, local jurisdictions are responsible for implementing these capital improvements. The Alameda County SR2S Program can increase implementation support through technical assistance, grant writing support, and direct funding for recommendations.

## Detailed Recommendations for Future Data Collection

Based on the 2018 data collection, as well as previous years of collecting parent/caregiver surveys, hand tallies, and tracking activities across the program, the following recommendations aim to continually improve the data collection and evaluation aspects of the program:

- » Refine data collection instruments and methods to improve the analysis of how SR2S activities impact transportation decisions and shift trips to active and shared modes.
- » Ensure appropriate use of CDS codes in all data collection efforts in order to identify schools accurately and facilitate collating data from different SR2S team members. Note: CDS codes are a unique numerical identifier assigned to each school by the California Department of Education.
- » Require all SR2S team members to track the number of student participants so that student participation and per student cost can be compared between activities.
- » Increase training and support for teachers and volunteers to collect hand tallies in order to increase response rate and accuracy of data collected.
- » Offer incentives to participate in data collection efforts, and consider offering incentives to schools participating in surveys after an education activities.
- » Consider conducting interviews with Champions and school administrators to add contextual detail to survey data.
- » Develop methods for tracking the implementation of School Safety Assessment (SSA) recommendations.

- » Expand the evaluation to collect more specific data about the learning objectives from the safety trainings, the impact of the Countywide Encouragement Events, communications methods, Task Forces, and other SR2S Program offerings.
- » Develop a methodology and collect data in order to analyze the effectiveness of activities that are not included in this analysis, including:
  - » Education programming, including Rail Safety Education (analysis being conducted in fall 2019), Bike Trivia Wheel, Educators' Guide, Go Green Curriculum, and the Online Resource Center;
  - » Encouragement events, including Countywide Events (Golden Sneaker, Cocoa for Carpools, and Bike to School Day), regularly-scheduled Walk and Roll to School Days, Walking School Bus/Bike Train, and Task Forces; and,
  - » Communications platforms (online resource center, e-Newsletters and e-blasts).